

# BriscoeFord Partners VIP Express Tourism Limited & Nowahala Tours on Ground-Breaking Promo

*Free Trips once every month and Two Brand New Ford Ecosport SUVs to be won.*

LEKKI, LAGOS, NIGERIA, April 27, 2015 /EINPresswire.com/ -- • [Two brand new Ford Ecosport SUVs](#) as first prize for 2 Customers in Lagos, Abuja and PortHarcourt

- A holiday for two to Kenya and other destinations abroad will be given away every three months at [BriscoeFord dealerships nationwide](#)
- Each prospective vehicle buyer from BriscoeFord will receive an entry form for the competition
- Entrants will be invited to attend a VIP Express Tourism Limited presentation to qualify
- Competition runs from 20th April – 30 November 2015

Good times are here again for auto lovers in Nigeria as BriscoeFord in partnership with VIP Express Tourism Limited & Nowahala Tours embarks on an innovative promo which is set to raise the stake in automobile marketing in the country. Every three months, two people (existing and potential customers) will have the opportunity to travel with Nowahala Tours during the period of the promo which runs from April till November, 2015. In addition, another set of two customers selected from Lagos,

Port Harcourt and Abuja will stand the chance of winning the star prize of Ford Ecosport in a raffle draw to be held at the end of this year.

This is a double combo, an innovation from the two frontline entities in automobile and tourism sectors



Two units are on Offer in the BriscoeFord's Promo



Walk-In to the Lekki Office for enquiries on the Promo

of the economy, and the first time such a partnership is happening in this market. This [competition will run for 7 months](#) during which a draw will take place to announce a winner for the holiday prizes every 3 months and in November, the brand new vehicles will be won as star prizes at a media presentation in Lagos and Abuja.

It is also pertinent to inform the general public that this promo is not limited to Ford or automobile users alone. Interested customers, other automobile brand users with financial wherewithal are also free to walk-in to any BriscoeFord outlet in order to be part of this wonderful promo where our officials will be on ground to guide them through the process of participation. As a responsive and responsible corporate citizen of the Federal republic, and to assure intending participants, the National Lottery Regulatory Authority has

approved the raffle draw which guarantees the Ford Ecosport star prizes will be won at the end of 2015 as promised.

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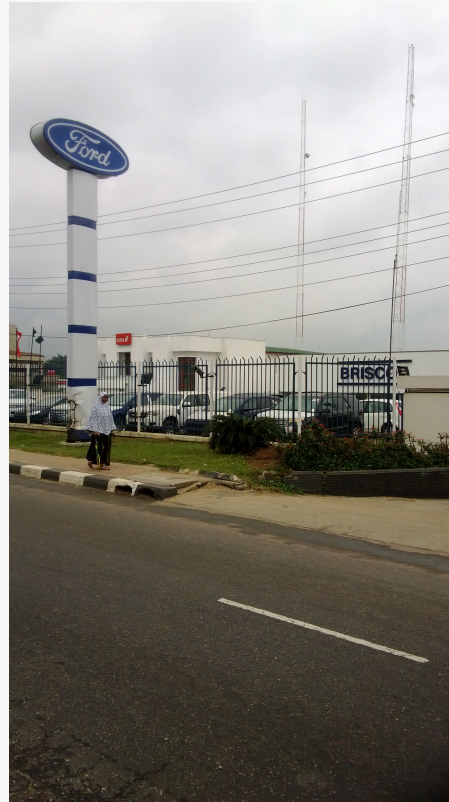
'Interested customers and other automobile brand users with financial wherewithal are also free to walk-in to any BriscoeFord outlet in order to be part of this wonderful promo'

*General Manager,  
BriscoeFord*

The all-new Ford Ecosport, an entry level compact SUV has been the toast of auto lovers since its introduction to the Nigerian Market. Its dexterity and maneuverability coupled with fuel efficiency and ruggedness has endeared customers to the Ford brand. You will recall the Ford ranges of automobiles were voted the most improved auto brand at the Nigerian Auto Awards event held in Lagos last November. In other markets, EcoSport is an esteemed Ford vehicle that has conquered maximum number of awards in year 2014, winning up to 30 awards in India! Among many others, the vehicle won Bloomberg Autocar's "2014 car of the year" and "SUV of the Year 2014", "Best value for money", "Viewers's Choice award", "Engine of the Year" and 1.0 L EcoBoost "Technology

& Innovative and SYNC with Emergency Assist" awards.

Built on Ford's global B-segment platform, the compact EcoSport delivers the agility and fuel efficiency of a family car with the flexibility, spaciousness, high driving position, and go anywhere appeal of an SUV. The all-new EcoSport offers a range of efficient powertrains, including the 125PS 1.0-litre EcoBoost petrol engine -- International Engine of the Year -- and a 110PS 1.5-litre petrol engine expected to deliver class-leading fuel efficiency in Nigeria. One of the highlights is the award-winning SYNC driver connect system with voice control. More than 4 million vehicles are currently on the road with SYNC technology.



Walk-In to the Ikeja Office for enquiries on the Promo

All these qualities in the Ford Ecosport and BriscoeFord's pedigree as an authorised Ford dealer with a decade of dedicated customer service delivery are part of the considerations for the choice of this SUV for the promotional effort. Customers are enjoined to take advantage of this promo by visiting our showrooms nationwide to fill the entry forms and be part of history.

#### About VIP Express Tourism Limited & Nowahala Tours

VIP Express Tourism Limited & Nowahala Tours have been operating very successfully in Nigeria for the past 6 years & have won numerous accolades such as Tourism Organisation of the year 2012, 2013 & 2014, the Champion Honour Award 2013 and also the prestigious Organisation Making a Difference in Africa 2014 Award at the African Achievers Awards. VIP Express has redefined the concepts of future holiday investments and referral marketing, using sophisticated 21st century systems and ideas to afford its members uncompromising quality of life and a superb business opportunity. VIP Express members have access to a fantastic portfolio of stunning international holiday resorts and accommodation. VIP Express markets luxury holiday properties in top quality resorts throughout the world where by families can holiday throughout 3900 luxury resorts in 100 countries around the world.

#### About BriscoeFord

BriscoeFord is an authorized distributor of Ford vehicles in Nigeria and a subsidiary of R.T. Briscoe Nigeria Plc, an automobile trading company with over 45 years experience in automobile business in Nigeria. Through BriscoeFord, the company got the franchise to market, distribute and service Ford vehicles in Nigeria. The company which commenced business in its first outlet on Mobolaji Bank-Anthony way Ikeja, Lagos, now has a multimillion Naira ultra modern showroom and head office equipped with sophisticated computer diagnostic equipment in Lekki, and other sales and after sales offices in Abuja, Port Harcourt and Kano. On commencement, the company raised the profile of Ford brand in Nigeria through its strategic positioning and customer focused activities. For more information regarding Ford's products, please visit [www.briscoeford.com](http://www.briscoeford.com)

Felix Adesoye  
R.T. Briscoe Nigeria PLC  
+234 8174592076  
email us here

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