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## Ford and RMA Showcase Purpose-Built Vehicle Solutions for PNG Industry

Port Moresby, Papua New Guinea - Not all Fords are built the same - and that was the clear message at last Wednesday's RMA Ford Night, where Ford and RMA showcased purpose-built vehicle solutions designed for Papua New Guinea's mining, emergency services, security, transport, logistics, and fleet industries.

Hosted by Niu Ford in Port Moresby, the event brought together fleet customers, business leaders, industry operators, and key partners to see how Ford vehicles can be transformed to meet some of the country's toughest working conditions.

The evening also gave customers a strong look at what is coming next for Ford in Papua New Guinea, with the Ranger Super Duty bound for PNG and already attracting strong interest. Built for the toughest 4WD utility requirements, the Ranger Super Duty is eagerly awaited by customers who need greater strength, payload capability, durability, and confidence in demanding work environments.

The event showcased Ford not only as a vehicle brand, but as a platform for serious operational solutions. Through RMA, Ford vehicles can be converted and engineered for the specific needs of industries that depend on safety, durability, reliability, and practical performance every day.

RMA is Ford's specialist vehicle conversion and retail solutions partner, providing purpose-built Ford vehicle solutions for commercial, government, mining, emergency, security, and fleet customers. These are not standard showroom vehicles. They are vehicles built around the job.

Ashley Huston, General Manager of PNG Motors and Niu Ford, said the event gave customers a practical look at what Ford can deliver beyond the showroom floor.

*"In Papua New Guinea, many of our customers operate in tough and highly demanding environments. Mining companies, emergency services, security operators, transport providers, and fleet customers all need vehicles that are built around the job. This event was about showing that Ford, together with RMA, can deliver practical vehicle solutions for real PNG conditions."*

For PNG, this matters. This is not a standard vehicle market. Businesses and organisations operate across remote roads, mine sites, security-sensitive routes, emergency response environments, long-distance transport corridors, and locations where reliability is not optional. A standard vehicle is not always enough.

The needs of a mining company are different from the needs of an ambulance operator. A security company needs a different solution from a refrigerated transport business. A fleet vehicle operating in remote areas needs more than standard showroom features - it needs safety, strength, functionality, durability, and proper support.

That is where RMA's specialist capability becomes important. RMA takes proven Ford platforms and adapts them for specific operational needs, whether that means mine-spec safety equipment, emergency lighting, medical fit-outs, refrigerated storage, discreet armour protection, fire rescue

equipment, mobile workshop capability, or transport solutions designed for difficult environments.

Guests were shown a wide range of Ford-based solutions, including mine site vehicles, underground mining vehicles, mobile service vehicles, ambulances, emergency response units, fire rescue vehicles, refrigerated vans, discreet armour vehicles, and cash-in-transit configurations.

Francesco Pochiro from RMA said the focus is on understanding each customer's operating environment and building the vehicle around that requirement.

*"Every industry has different demands. A mining vehicle, an ambulance, a security vehicle, and a transport vehicle all require different solutions. Our role is to take a strong Ford platform and convert it for the exact job it needs to perform, with a focus on safety, durability, reliability, and practical day-to-day use."*

The mining sector was a major focus of the evening, with vehicle solutions designed for both surface and underground operations. These included safety features such as fire suppression systems, reflective markings, lighting packages, emergency braking systems, protective equipment, communication systems, and mine-site accessories designed to support safer operations in harsh working environments.

Emergency services were also strongly represented, with ambulance, emergency response, and fire rescue vehicle solutions showing how Ford platforms can be converted to support frontline response. These vehicles can be fitted with medical equipment, emergency lighting, rescue tools, patient areas, storage systems, and specialist layouts to help teams respond quickly and effectively.

Security and cash-in-transit applications highlighted another important area for PNG businesses. Discreet armour and secure transport solutions provide added protection while maintaining a professional and practical vehicle appearance. For organisations moving people, assets, or valuables, these conversions offer an added level of confidence without compromising vehicle usability.

Transport and logistics solutions, including refrigerated vans and trucks, showed how Ford vehicles can also support businesses that need temperature-controlled movement of goods, food, medical supplies, or other sensitive cargo. In a country where distance, road conditions, heat, and supply chain reliability can all affect operations, having the right vehicle solution is critical.

Mobile service vehicles were another key area of interest, particularly for businesses operating across remote sites. These vehicles can be fitted out to support field servicing, maintenance, tools, parts storage, and on-site support, helping reduce downtime and improve operational efficiency.

Mr Huston said the event reinforced Niu Ford's commitment to business and fleet customers across PNG.

*"We want our customers to see Niu Ford as more than a dealership. We want to be a partner that helps businesses find the right vehicle solution for their operation. Whether the need is mining, emergency response, security, transport, or fleet support, we can work with Ford and RMA to deliver vehicles that are built for purpose."*

The RMA Ford Night also highlighted the growing importance of specialised vehicle solutions in Papua New Guinea. As industries continue to expand and operate in more demanding environments, customers are looking for vehicles that can be adapted to meet specific operational risks, safety

requirements, and performance expectations.

For Niu Ford, the event was an opportunity to show customers what is possible when global Ford engineering is combined with RMA's specialist conversion capability and local PNG market knowledge.

The RMA Ford Night showed that Ford vehicles can be much more than standard showroom models. They can be transformed into working tools for some of the country's most important industries.

For PNG businesses, the message was clear: Ford and RMA are not just supplying vehicles. They are delivering working solutions built around the realities of PNG industry.

Not all Fords are built the same - because not every job demands the same vehicle.

## **Media Contact**

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