



Ford Motor Company

Driven to speed the flow of service and repair parts to its customers, one of the world's leading automobile manufacturers opted to change over to specialized delivery hubs — shifting its distribution network into high gear.

The Challenge

When Ford Motor Co. needed to build two state-of-the-art HVC (High Velocity Center) distribution facilities in the southeast as part of a supply chain restructuring initiated to enable next-day parts delivery in the U.S., Ford looked to First Industrial Realty Trust to get the job done.

Our Approach

The first, a 252,000 sf. facility located between Greensboro, N.C., and the Raleigh/Research Triangle area, was developed for distributing small parts to dealers in the Carolinas and Virginia, and included expansion options as well as the flexibility to add an adjacent facility to handle more bulky parts.

While that facility was still under construction, Ford tapped First Industrial again to develop a second HVC parts delivery hub, this one a 231,000 sf. distribution center outside Atlanta built to provide daily parts delivery to scores of dealers throughout Georgia and in general improve dealer inventory performance across the state.

The Outcome

By eschewing large warehousing in favor of creating a customer-focused network of specialized parts delivery hubs, Ford is building a much more dynamic distribution operation that ensures faster and more cost-efficient parts delivery — and over the long term, increased customer satisfaction.

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