Ford – South African trademarks

Updated 8 November 2026

Ford is an American carmaker. In South Africa it builds the Ranger bakkie at its plant in Silverton, Pretoria, for local sale and export.

How Ford has built and protected its brands in South Africa – its trademark portfolio, where it expanded, how quickly its marks are registered, and who it competes with.

#149
largest trademark owner in South Africa (of 121,626)

381
trademarks filed

1
different logos published since 2020

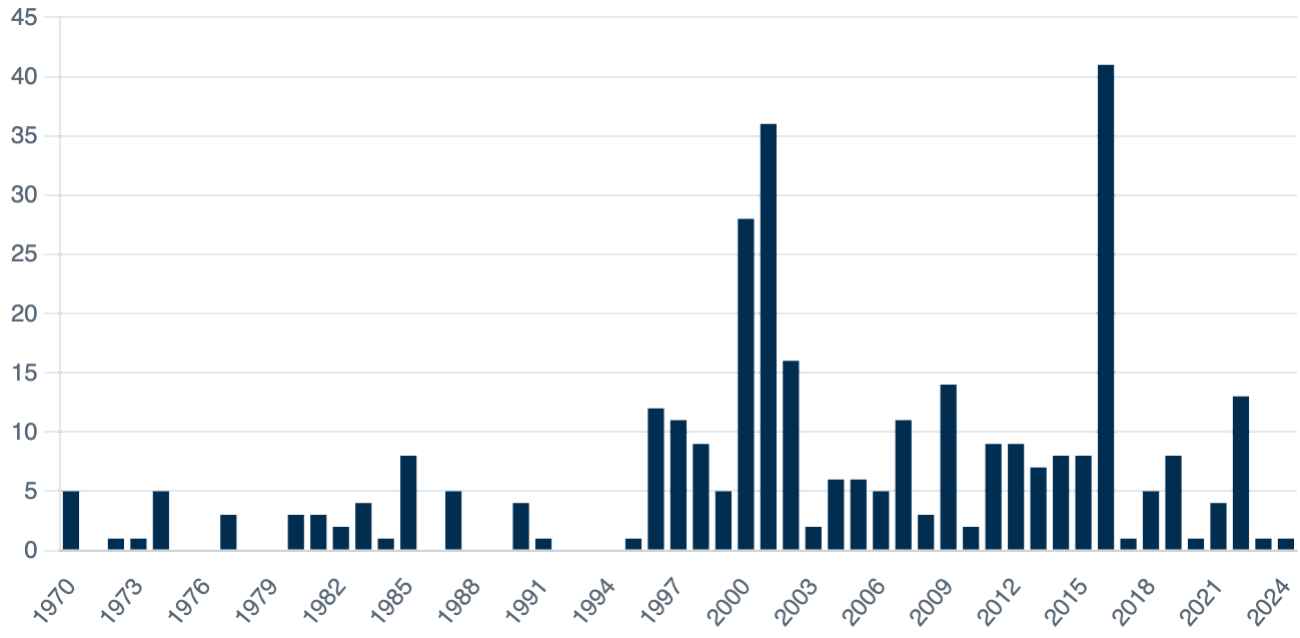
28
of 45 classes used

1926
first trademark filed

75
filed in the last 10 years

A portfolio built over time

Ford filed its first South African trademark in 1926 and has filed 381 since; its busiest year was 2016, with 41 new filings. The chart shows its filings per year from 1970.



Trademarks by filing year, up to 2024; applications still pending are not included.

The names behind the portfolio

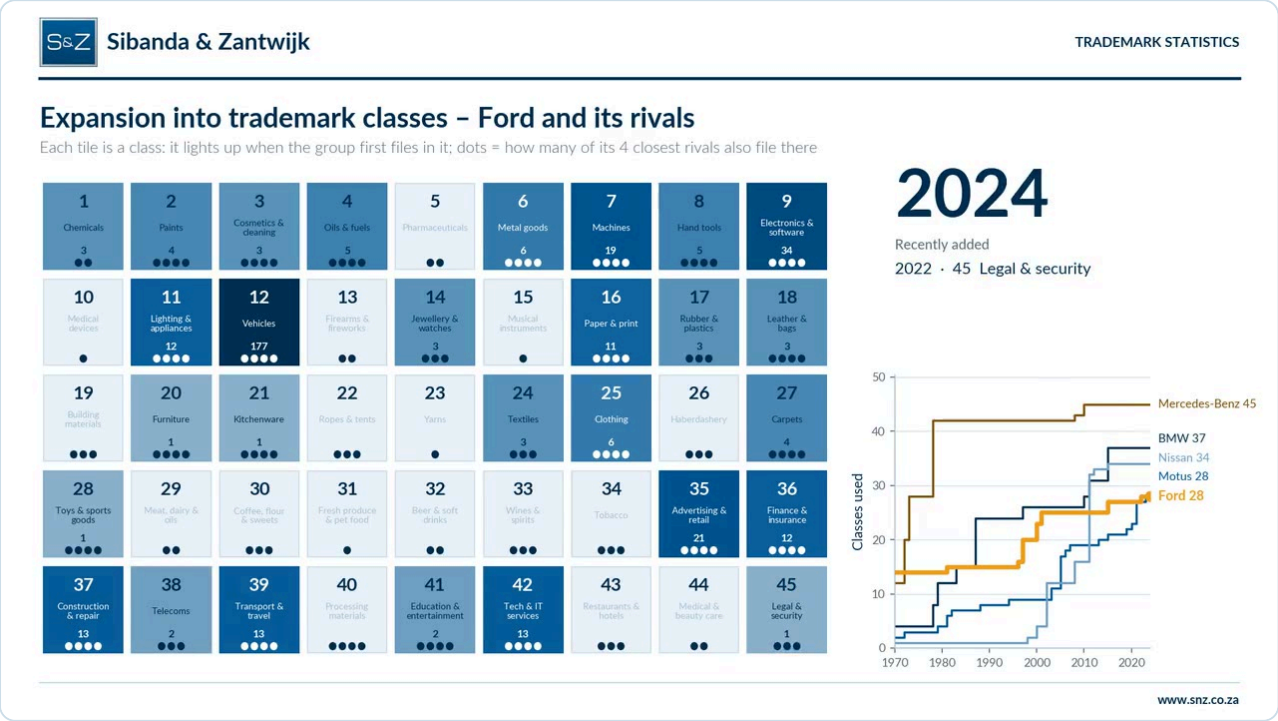
Over the years the group has filed under several names – earlier company names, holding companies and subsidiaries. We count them together.

NAME	MARKS	FILING YEARS
Ford	349	1926–2024
Ford Motor Company of Southern Africa	30	1972–2001
Ford Motor Co of Canada	3	1935–1948
Ford Motor Company of Canada	1	1985–1985

Where Ford expanded its business

Trademark classes show what a business sells. Ford's portfolio is concentrated in vehicles (class 12), electronics & software (class 9), advertising & retail (class 35). Its most recent moves were into legal & security (2022), furniture (2015), kitchenware (2015).

Ford trademarks: expansion into trademark classes, 1970–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/ford-south-african-trademarks/class-expansion-video.html

Each tile is a class; it lights up when the group first files in it and darkens with more filings; the dots show how many of its closest rivals also file in that class. The chart compares the number of classes used with its rivals. The video runs from 1970; classes entered earlier are lit from the start.

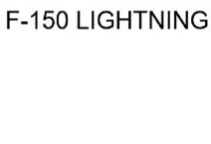
CLASS	MARKS	SHARE	SINCE
12 Vehicles	177	46.5%	1926
9 Electronics & software	34	8.9%	1941
35 Advertising & retail	21	5.5%	2000
7 Machines	19	5.0%	1935
42 Tech & IT services	13	3.4%	1981
37 Construction & repair	13	3.4%	1997
39 Transport & travel	13	3.4%	1997
11 Lighting & appliances	12	3.1%	1941

The brands Ford protects most

The word marks and logo names Ford has filed most often – the same brand filed in more classes, in more versions or again over the years.

#	BRAND	TRADEMARKS	CLASSES	FILED
1	FORD	40	23	1926–2022
2	FOMOCO	28	13	1949–2001
3	ROTUNDA	9	8	1963–1963
4	MOTORCRAFT	9	7	1970–2022
5	FORD MUSTANG	7	6	2012–2016
6	FORD RANGER	6	6	2015–2015
7	FORDPASS	6	6	2016–2016
8	BUILT FORD TOUGH	5	5	2002–2002
9	COVISINT	5	5	2000–2000
10	FORD BUILT TOUGH	5	5	2002–2002
11	FORD SMART MOBILITY	5	5	2016–2016
12	OMNICRAFT	5	5	2016–2016
13	FORD FINANCIAL	4	2	2000–2000
14	SHARP	4	2	1990–1990
15	BUILT FORD PROUD	3	3	2019–2019

Logos filed most often (since 2020)



1 filing · 1 class

Ford's logos

The 1 different logos Ford has had published since 2020 – each logo shown once, however many classes or versions it was filed in. Logos protected in more classes come first.

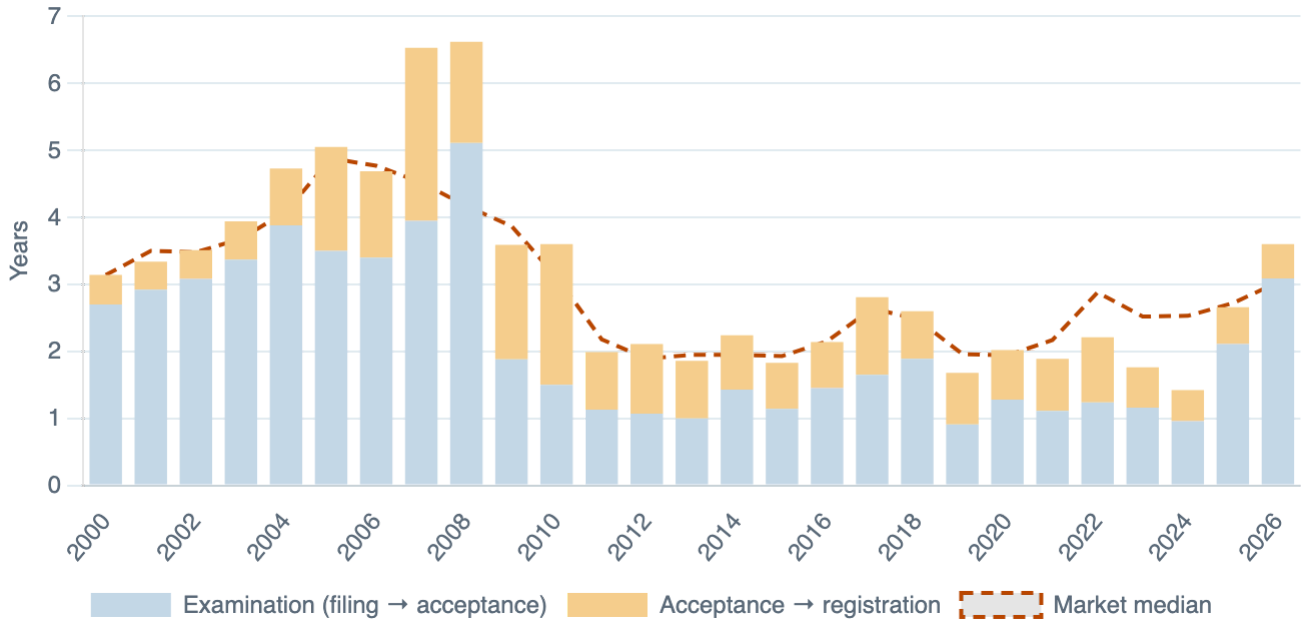
F-150 LIGHTNING

1 class

Full logo list on the online version of this page.

How quickly its trademarks are registered

Over the last five years, Ford's marks took a median of **1.8 years** from filing to registration, faster than the market's 2.7 years. Most of that time is examination: 1.2 years from filing to acceptance (market: 1.9). Registration itself follows about half a year after acceptance.

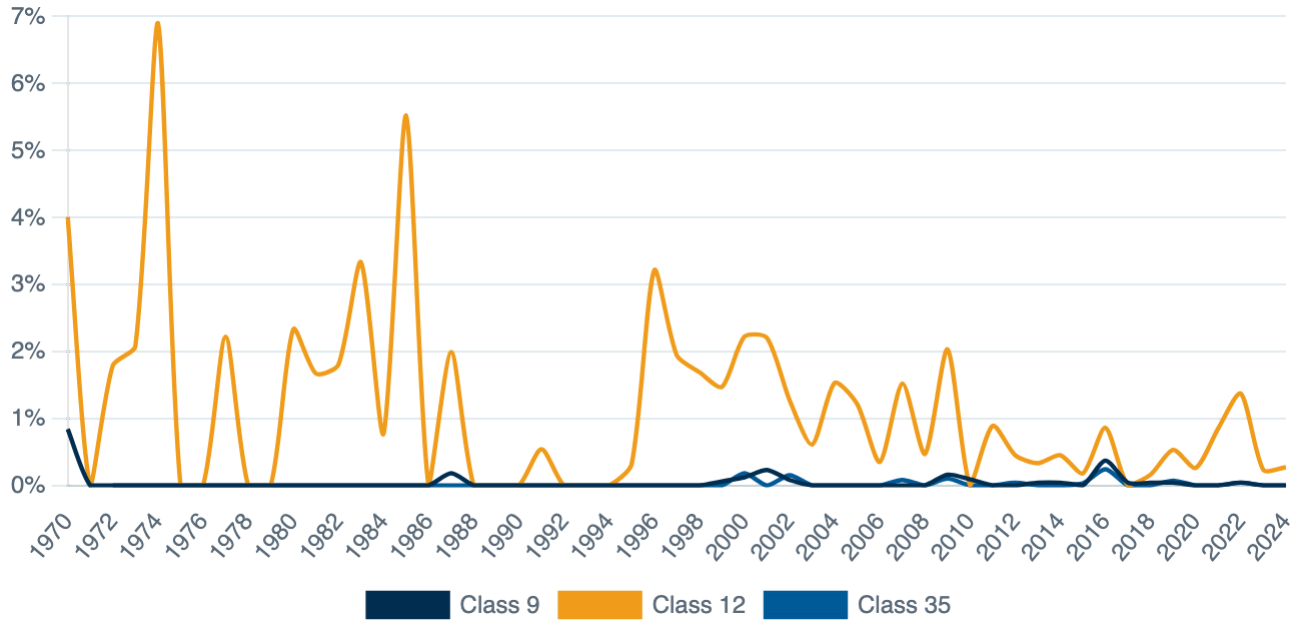


Median years from filing to registration per registration year, split into examination (filing → acceptance) and acceptance → registration; the dashed line is the market median. A high recent value means older applications came through that year.

Who files the most in Ford's classes

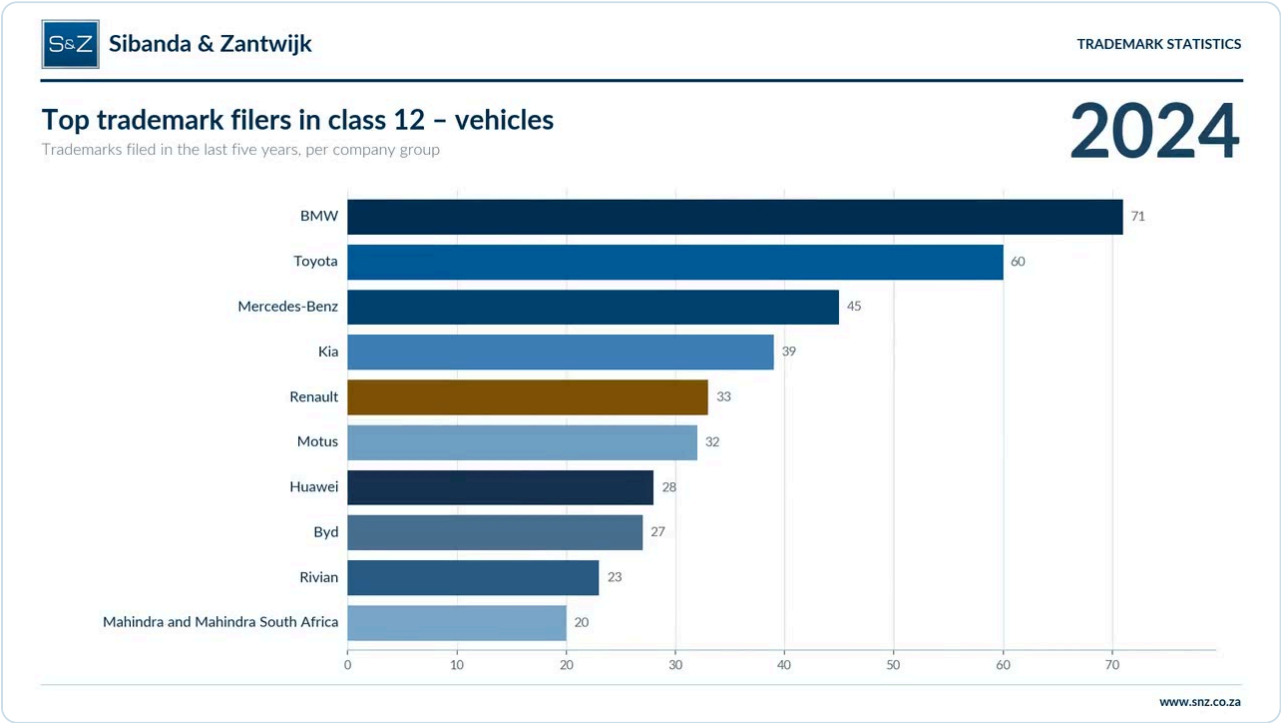
> Ranked by **number of trademarks filed in Ford's main classes** – any company that files there, whatever else it does (including retailers' own brands). This shows Ford's market position, not who is most like it.

In the last five years, Ford was **#18** of 891 filers in class 12 (vehicles), with 13 of 2,078 trademarks; **#3379** of 4,926 filers in class 9 (electronics & software), with 1 of 10,252 trademarks; **#4617** of 5,866 filers in class 35 (advertising & retail), with 1 of 11,124 trademarks.



Ford's share of all trademarks filed in each of its main classes, per filing year.

Top trademark filers in class 12 (vehicles), South Africa 1975–2024: Ford



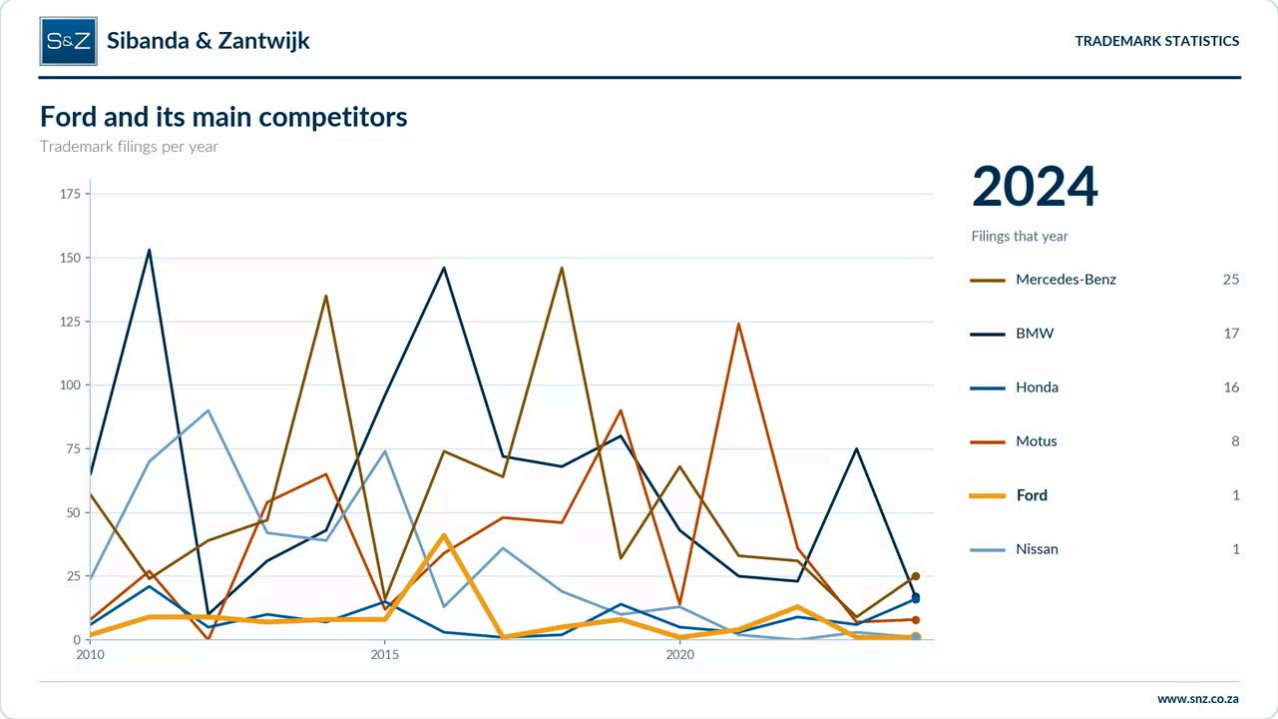
Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/ford-south-african-trademarks/class-12-race-video.html

Main competitors – the companies most like Ford

> Ranked by **how similar their whole trademark portfolio is to Ford's** – the same mix of classes and the same words in their marks – **not by size**. Large filers in its classes that do something different rank lower here.

Ford's closest competitors in South Africa are BMW, Motus, Nissan and Mercedes-Benz.

Ford trademarks vs competitors: filings per year, 2010–2024



Watch the video on its own page, with transcript – https://snz.co.za/trademark-country-selection-direct/ford-south-african-trademarks/competitors-video.html

Trademark filings per year: Ford (orange) and its five closest competitors.

#	COMPANY	RELATIONSHIP	SIMILARITY
1	BMW	Direct competitor	98%
2	Motus	Direct competitor	94%
3	Nissan	Direct competitor	90%
4	Mercedes-Benz	Direct competitor	88%
5	Honda	Direct competitor	87%
6	Bridgestone	Direct competitor	79%
7	Renault	Direct competitor	78%
8	Hyundai Motor	Direct competitor	78%
9	Kia	Direct competitor	78%
10	Jaguar Land Rover	Direct competitor	77%

Similarity of trademark activity since 2015 (classes and words used in marks). Retailers appear where their own brands compete on the shelf.

Ford – relevant export countries

South Africa exported **US$21.3 billion** of the goods Ford's main classes cover in the last year – vehicles; automobiles; trucks; parts (class 12); computer software; computer hardware; computers; computer programs (class 9); machines; machine tools; vacuum cleaners (class 7); lighting fixtures; electric lamps; ceiling lights (class 11). Combining where these goods are exported, imported, growing and made (and copied), and what protection costs, these are the markets where Ford's trademarks matter most.

Worldwide

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	European Union	80	US$8.9 billion	+3%	National	US$2,123
2	United States of America	71	US$2.0 billion	+6%	National	US$2,750
3	United Kingdom	65	US$1.8 billion	+4%	National	US$1,192
4	Türkiye	58	US$608 m	+15%	National	US$1,119
5	Canada	58	US$127 m	+3%	National	US$1,907
6	India	57	US$28 m	+5%	National	US$1,051
7	Australia	56	US$588 m	+2%	National	US$2,020
8	Russian Federation	55	US$9.8 m	+14%	National	US$1,703
9	Switzerland	54	US$203 m	+4%	National	US$1,390
10	China	53	US$59 m	-2%	National	US$984

Africa

#	MARKET	SCORE	SA EXPORTS	IMPORT GROWTH / YR	ROUTE	COST, 4 CLASSES
1	Morocco	48	US$28 m	+24%	National	US$1,224
2	Nigeria	47	US$79 m	-4%	National	US$812 S&Z
3	OAPI (17 states)	47	US$278 m	+10%	National	US$1,378 S&Z
4	Egypt	46	US$99 m	+1%	National	US$1,835
5	Algeria	45	US$9.4 m	+35%	National	US$1,302
6	Tanzania	44	US$151 m	+3%	ARIPO	US$397 S&Z
7	Namibia	43	US$671 m	+17%	ARIPO	US$397 S&Z
8	Zimbabwe	43	US$660 m	+11%	ARIPO	US$397 S&Z
9	Malawi	42	US$98 m	+40%	ARIPO	US$397 S&Z
10	Tunisia	42	US$9.5 m	+14%	National	US$1,320

SA exports = South Africa's exports of these goods to the market in the last year. Ranked with the default weightings. Score 0–100 from South Africa's exports of the goods to the market, net imports, import growth, foreign trademark filings, where the goods are made, market size and the cost of protection. Costs are total fees (official and professional) to file in 4 classes; ARIPO costs are per country, plus US$290 once per ARIPO application; S&Z = S&Z's own all-in price. Goods are taken from the classes and specifications, so the ranking is indicative.

Trade data: CEPII BACI (version 202601, trade flows 2022–2024), Licence Etalab 2.0; aggregated and combined with other data by S&Z.

Protecting its top brands in Nigeria and OAPI with S&Z

BRAND	CLASSES	NIGERIA	OAPI (17 STATES)
FORD	23	US$4,669	US$4,887
FOMOCO	13	US$2,639	US$3,041
ROTUNDA	8	US$1,624	US$2,117
MOTORCRAFT	7	US$1,421	US$1,932
FORD MUSTANG	6	US$1,218	US$1,748

S&Z all-in prices per brand in its number of classes, filing to registration.

Rank the countries for your own goods and get the quotes.

Word marks you may have considered opposing

> For Ford's five most-filed brands: word marks of **other companies** (not Ford's own group) that our similar word mark search, SimTM, found in the brand's own classes, and that we consider **confusingly similar** – from the earliest match found to today.

Similar to FORD (classes 7, 9, 12, 35, 42; searched 2018-06-27 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to FOMOCO (classes 7, 9, 12; searched 2018-04-25 to 2026-11-08)

MARK	PUBLISHED	CLASS	APPLICANT
FOMACO	2021-10-27	7	Fomaco A/S

Similar to ROTUNDA (classes 2, 4, 7, 8, 9, 11, 12, 14; searched 2018-01-31 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to MOTORCRAFT (classes 1, 3, 4, 7, 9, 11, 12; searched 2018-04-25 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similar to FORD MUSTANG (classes 9, 14, 16, 18, 24, 25; searched 2018-06-27 to 2026-11-08)

No confusingly similar marks of other companies found in this period.

Similarity of the words only. Whether a mark could have been opposed depends on the goods and services, the reputation of the brand and the facts – S&Z can advise. New marks like these are what SimTM watch reports as they are published.

How S&Z can help you

> S&Z does not just file trademarks. **We are a technology-first firm that manages trademarks** – analysing your data, monitoring competitors and making sure your trademark assets remain protected.

We manage your trademarks – not just file them

Analysing your data, monitoring competitors and making sure your trademark assets remain protected:

Renewal management
Every renewal date in your portfolio tracked and paid online.

Competitor watch
Get real-time competitor analysis.

Similar-mark watch

New word marks that come close to yours, found as they are published using SimTM.

Expansion into Africa

Lowest-cost trademark expansion into Africa - Nigeria, OAPI.

Filing and renewal at fixed, all-inclusive prices

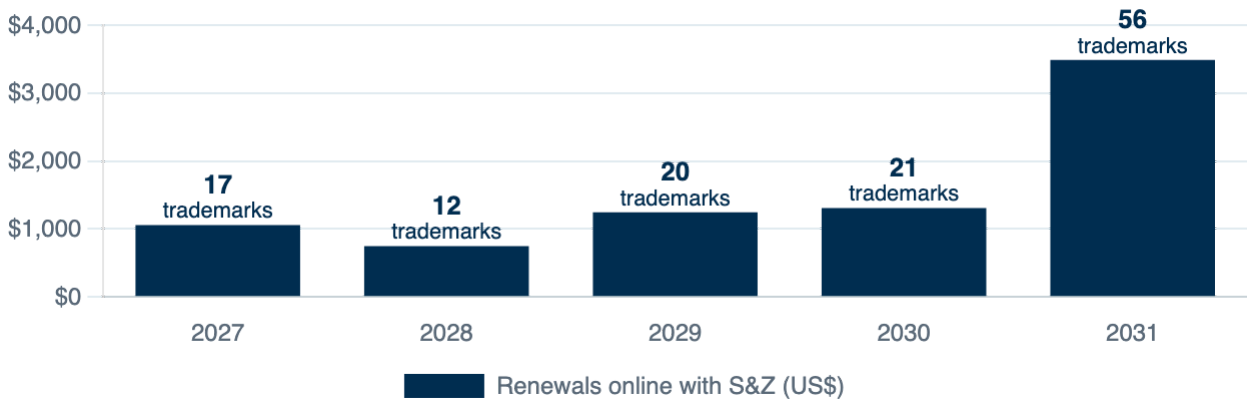
S&Z prices – South African trademarks

Filing, first class – incl. official fee, examination report, routine office action, acceptance, publication, registration and e-certificate	US$240
Each additional class of the same mark, filed at the same time	US$225
Renewal online, per class (every 10 years from filing)	R1,027 ≈ US$62.29

Renewal in rand; US$ at R16.49 per US$.

Ford's next five years of renewals

126 of Ford's registered marks reach their ten-year renewal date in 2027–2031. Renewed online with S&Z, that costs about US$7,848 over the five years.



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