

**For Immediate Release**

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## **Virtual Guard joins FordDirect to expand The Shop, a Trusted Marketplace for Ford Dealers and Their Groups**

*New Platform Adds Virtual Security Monitoring Services to Provide Peace of Mind During Time of Dealership Digital Transformation*

**LAS VEGAS, Nev. and DEARBORN, Mich., February 2, 2026**— Virtual Guard, a premiere security monitoring company with more than 18 years of experience serving auto dealerships, announces it has partnered with [FordDirect](#), a joint venture between Ford dealers, Lincoln retailers and Ford Motor Company, to join the online marketplace for dealer solutions called [The Shop](#).

The Shop is a curated online shopping experience designed for dealers to meet the challenges of operating in the evolving retail automotive business landscape beyond the products and services that FordDirect already provides to dealers. The Shop, powered by FordDirect, provides dealers with access to vetted vendors, like Virtual Guard, that include pre-negotiated prices for products and services that dealerships need.

Virtual Guard's security monitoring services are now available to Ford dealers and Lincoln retailers and any dealership group that has a Ford or Lincoln store. Virtual Guard's mission is to prevent crime before it happens, keeping auto dealerships safe from theft and vandalism.

“By leveraging our experience and unique proprietary technology, we are excited to help protect auto dealerships with tools that deter, detect, and respond to incidents in real time,” said Owen Dvir, CEO of Virtual Guard. “Virtual Guard has long served FORD dealerships, including Galpin Ford and Team Ford. We are honored to have the opportunity to educate and improve the security of dealerships.

FordDirect recognizes that dealerships face an increasing demand for day-to-day resources, including meeting customer expectations, complying with regulations, managing employees, updating technology, and planning sales events. The Shop is designed to create more efficiencies and cost savings so that dealerships can focus on core activities.

“Virtual Guard is a great example of the type of vetted, dealer-first solutions we are bringing to The Shop,” said Chris Thornton, CEO of FordDirect. “By curating partners that deliver real value, we help Ford dealers and Lincoln retailers focus their time and resources on running stronger businesses.”

### **About Virtual Guard**

Virtual Guard is a leading security monitoring company specializing in crime prevention for auto dealerships that delivers real-time monitoring, proactive risk assessment, and tailored security solutions to protect inventory, employees, and customers.

### **About FordDirect**

FordDirect, headquartered in Dearborn, Mich., connects the worlds of data, analytics, and technology to provide best-in-class digital marketing and advertising solutions exclusively for Ford Dealers and Lincoln Retailers. FordDirect is a joint venture between Ford Motor Company and its dealers with a mission of helping Ford and Lincoln dealerships sell more cars and trucks. Learn more about The Shop at <https://theshop.forddirect.com>. Learn more about FordDirect at <https://www.forddirect.com/>.