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Ford Invests in Making Customer Experience as Strong as Its Cars, SUVs, Trucks and Electrified Vehicles with FordPass

- FordPass[®], part of Ford's transformation into an auto *and* mobility company, aims to do for car owners what iTunes did for music fans
- Launching in April, FordPass reimagines the relationship between automaker and consumer; membership is free whether you own a Ford vehicle or not by registering online
- Benefits include a marketplace of mobility services, FordGuides who are always there to help you move, rewards for membership loyalty, and FordHubs where you can go to experience the latest innovations
- Ford partnering with ParkWhiz to help drivers find and pay for advance parking more easily, and with FlightCar to help consumers share and borrow; FordPay makes it easy to pay for mobility expenses
- Ford also partnering with McDonald's and 7-Eleven to reward FordPass members with merchandise and unique experiences
- FordHubs to open in New York, London, Shanghai and San Francisco; first hub will open later this year in New York's Westfield World Trade Center

DETROIT, Jan. 11, 2016 – As part of its transformation into an auto *and* mobility company, Ford is introducing FordPass[®] – a platform that reimagines the relationship between automaker and consumer. FordPass aims to do for car owners what iTunes did for music fans.

FordPass members can talk to personal mobility assistants – FordGuides – night or day to help resolve their mobility challenges, whether finding a more efficient way to get around or booking parking before reaching their destination. Members can also reserve and pay for advance parking, virtually build their ideal vehicle at one of several FordHubs, and receive rewards for FordPass membership loyalty.

“Ford always has been motivated to make people's lives better,” said Mark Fields, Ford president and CEO. “We did it when we put the world on wheels a century ago and we do it now through our strong lineup of cars, SUVs, trucks and electrified vehicles. Today, we take our commitment one step further with the introduction of FordPass – an all-new platform that may be our most revolutionary yet.”

A FordPass membership is free for Ford vehicle owners and non-owners alike. The platform officially launches in April.

FordPass is part of Ford Smart Mobility, the plan to take the company to the next level in connectivity, mobility, autonomous vehicles, the customer experience, and data and analytics.

“As we’ve studied the mobility challenges people face, we designed FordPass to help provide services that make consumers’ lives easier,” said Fields. “FordPass is really about listening to people’s needs and developing ways to help them move better.”

FordPass features four elements to benefit members: The marketplace includes mobility services; FordGuides help consumers move more efficiently; appreciation, where members are recognized for their loyalty; and FordHubs, where consumers can experience Ford’s latest innovations.

Marketplace

All FordPass members will have access to a marketplace of mobility services.

Ford is working with ParkWhiz and Parkopedia to help people find and pay for parking more easily and FlightCar to borrow and share vehicles when they travel. In the future, services will include ride sharing, car sharing, multimodal transportation and more.

Members can pay for these services through FordPay – a virtual wallet that is part of FordPass.

“FordPass is about convenience,” said Stephen Odell, Ford executive vice president, Global Marketing, Sales and Service. “We’re connecting consumers with the world, making it all incredibly easy.”

Ford owners can easily connect with their preferred dealer to schedule maintenance and service appointments or to review their Ford Credit vehicle finance account details.

Members who own Ford vehicles equipped with SYNC® Connect can use FordPass to access vehicle features such as remote start; lock and unlock; fuel, oil levels and battery charge; tire pressure readings; and to locate their vehicle.

FordGuides

No one wants to be just a number. That’s why FordPass members can speak directly to trusted and knowledgeable FordGuides – all at the touch of a button.

For example, if a member decides he would like to book advance parking for an upcoming show but is unsure how to reserve it, one push of a button on his smartphone lands him in a live chat with a FordGuide who will lead him through the options and help to reserve parking.

The guides will be available free of charge. Their only job is to guide, serve and help solve mobility challenges – not to sell.

Appreciation and FordPass Perks

FordPass Perks is about making mobility more rewarding – no matter the journey.

FordPass members will be rewarded for doing simple things, such as registering to become a member, booking parking, or interacting with FordGuides.

And by collaborating with affinity partners McDonald’s, 7-Eleven and others, FordPass can recognize members with access to merchandise and unique experiences.

“We’re engaging with our customers – and our potential customers – aiming to make every interaction with the Ford brand a positive experience,” said Elena Ford, Ford vice president, Global Dealer and Consumer Experience. “We want consumers to know how much we appreciate them, and with FordPass, we’re taking loyalty a step further.”

FordHubs

FordPass also includes the opening of FordHubs, where consumers will be able to explore Ford’s latest innovations, learn about the company’s mobility services and experience exclusive events.

These urban storefronts will be located in New York, San Francisco, London and Shanghai. The first opens later this year in Westfield World Trade Center in New York.

On-site FordGuides will help guests understand mobility options available in their cities, explore solutions for their mobility needs, view a real-time mobility map of their city, and experience special events, including new vehicle reveals.

“These aren’t places where we’re trying to sell something,” said Odell. “We want to hear people’s thoughts, and we want to show them what we’re doing to solve the transportation issues of today and tomorrow – and not just in their city, but around the world.”

FordPass launches this spring in the United States and Canada, followed by other markets including Europe, China and Brazil later this year. FordPass capability is activated through smartphones. Consumers can sign up for more information and updates at MyFordPass.com.

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About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Michigan, manufactures or distributes automobiles across six continents. With about 197,000 employees and 67 plants worldwide, the company’s automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit www.corporate.ford.com.

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