

CELEBRATE



A Legendary Founder

HENRY FORD LEFT A LEGACY OF EFFICIENCY, INNOVATION IN CARS

Few people have changed the world as much as the founder of Ford Motor Company, Henry Ford.

EARLY LIFE

Born in Michigan in 1863, Ford had a knack for working with mechanical things at an early age. He built his first small machine shop by age 12 and had constructed a steam engine by age 15.

If he hadn't taken an interest in the automobile, Ford would have likely had a very successful career as an engineer. After working as a machinist's apprentice and repairing Westinghouse steam engines in Michigan, he was hired as an engineer at the Edison Illuminating Company. It took him just 28 months to rise to the position of chief engineer at Edison.

Fortunately for the automotive world, Ford's ambition would lead him elsewhere.

FIRST CAR

Constantly tinkering at home, he built his first internal combustion engine on his kitchen table in the winter of 1893 and used it to power his first car in 1896, which was little more than a motorized, four-wheeled bicycle.

While Ford wasn't the first person to build a car — that honor went to Germany's Carl Benz in

1885 — Ford was the first to figure out how to produce cars at a gigantic scale, offering the automobile to the masses instead of just the wealthy.

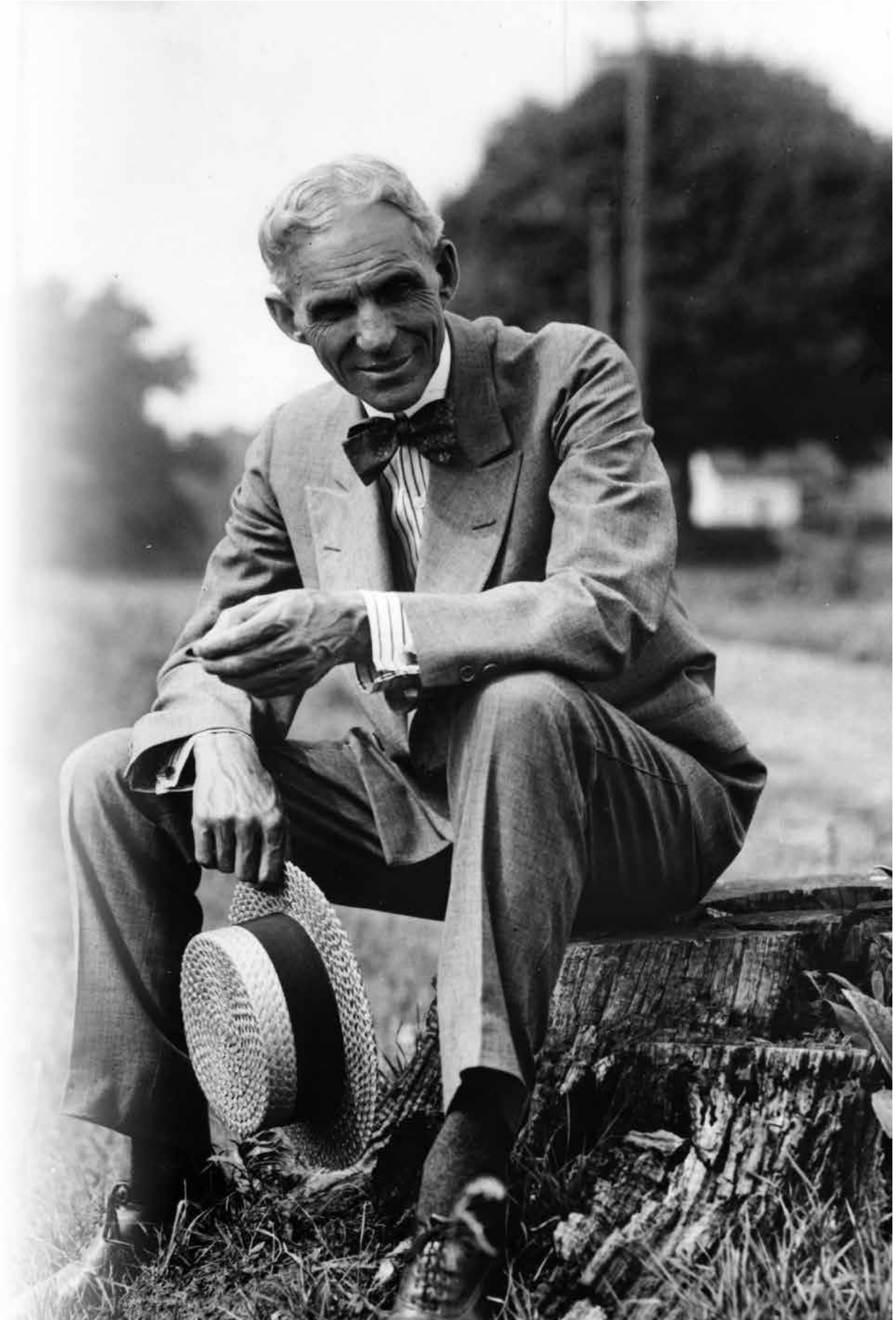
MASS PRODUCTION

It was Ford's innovation — mass production — that would truly change how the world moved.

But, believe it or not, Ford didn't own his own company outright in the beginning. He founded Ford Motor Company on June 16, 1903 using other people's capital, owning just 25.5 percent of the stock at first. It took him three years to become the controlling owner and an additional 13 years — and nearly \$106 million — to buy the company outright with his wife, Clara, and his son, Edsel.

Ford's work would take him down many more paths, from charcoal briquettes to aircraft production with the Ford Tri-Motor airplane, but his legacy will always center around bringing cars to the masses.

Today, William Clay "Bill" Ford Jr. — Henry Ford's great-grandson — carries on the family legacy as executive chairman of Ford Motor Company.



The Car That Started It All

FORD'S MODEL T REVOLUTIONIZED WITH QUALITY, AFFORDABILITY

Imagine if more than half the world's cars were nearly identical — the same color, the same style, the same parts.

Well, that's exactly what the car world was like in the mid-1920s, when Ford's popular Model T ruled the roads. The Model T was the world's most dominant car, by far, for nearly two decades in the early 20th century.

Why was it such a hot seller? It came down to quality and cost.

MANUFACTURING

Before the Model T, cars were essentially built by hand by skilled craftspeople. Many individual parts had to be custom fabricated, which was expensive and time consuming.

Thanks to Henry Ford's constant perfection and improvement of the moving assembly line, though, the

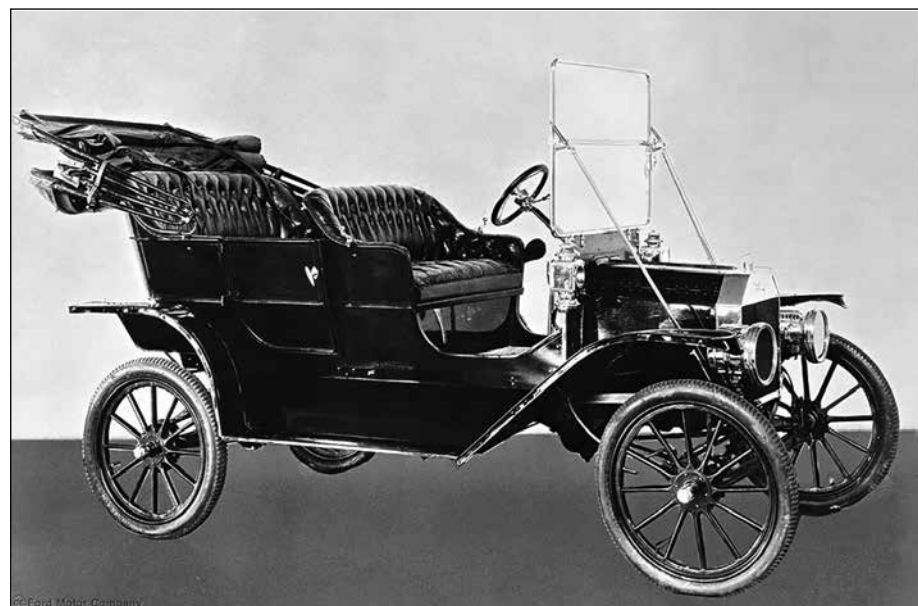


employees were producing around 300,000 cars per year. In comparison, 299 other companies with a combined 66,350 employees only managed to produce around 280,000 vehicles.

The Model T went on to become one of the most popular cars ever built, with more than 15 million produced. It remains beloved by classic car enthusiasts to this day.

"I will build a car for the great multitude. It will be large enough for the family, but small enough for the individual to run and care for. It will be constructed of the best materials, by the best men to be hired, after the simplest designs that modern engineering can devise. But it will be so low in price that no man making a good salary will be unable to own one — and enjoy with his family the blessing of hours of pleasure in God's great open spaces."

— HENRY FORD



Model T was produced extremely efficiently and was able to use interchangeable parts, a development that we take for granted today.

If a part on your Ford broke, instead of having a local craftsman repair it or fabricate a new part from scratch — with questionable quality — you could order a replacement part from Ford that was built to the factory specifications. That advancement was a huge part of the Model T's

success.

So was its cost.

When the Model T was first introduced, it sold for a modest price of \$850. And as Henry Ford discovered ways to build it faster and cheaper on the assembly line, the price eventually dropped to just \$260, making it affordable to virtually everyone.

EFFICIENCY

By 1914, Ford's 13,000

Passion for Performance

MUSTANG INSPIRES GENERATIONS OF MUSCLE-CAR LOVERS

The Ford Model T brought transportation to the masses by the 1920s. Four decades later, the Ford Mustang would do the same thing for performance cars.

Before the Mustang, sports cars were generally expensive, impractical and sold in small batches. The soldiers who enjoyed European sports cars during and after World War II brought their tastes for fast cars back to the states, but not everyone could afford the pricey imports from companies like Jaguar, Porsche and Mercedes-Benz.

General Motors had success with the Corvette in the 1950s, but its two-seat layout and small dimensions kept it from having mass-market appeal.

The Mustang would change that.

As the brainchild of Donald Frey and Lee Iacocca — the same man who would become a household name for turning around Chrysler's fortunes in the 1980s — the Mustang was sporty, practical and very affordable, which was a revolutionary concept at the time.

SALES SUCCESS

When it first went on sale, the Ford Motor Company estimated just under 100,000 Mustangs would sell in the first year.

But they were wrong.

It turns out the Mustang sold 418,000 copies in the first year alone, breaking all kinds of sales records and wildly

surpassing everyone's expectations for the new car. That original 100,000 sales target was surpassed in just three months.

FUN PERFORMANCE

While it might not sound impressive by today's standards, the Mustang was a quick, enjoyable car to drive in 1964. Its base engine was a V6 that made 101 horsepower, but two V8 engines were where the real fun was at.

A 260-cubic-inch V8 made 164 horsepower, while a 289-cubic-inch V8 made 210 horses. And with a more nimble feel than most cars from the era, along with a back seat for practicality, the new Mustang appealed to a huge number of drivers who wanted a sporty car.

It was the right car at the right time, and it would go on to change the world.

LEGACY TODAY

The Ford Mustang continues today with an all-new generation that builds on the original Mustang's timeless formula. With classic good looks and muscle-car performance, the new Mustang carries on with the same spirit as the original.



Decades of Truck Leadership

FORD F-SERIES HAS BEEN DOMINANT PICKUP LEADER FOR MANY YEARS

With its aluminum body, LED lighting and sophisticated new features, today's Ford F-150 pickup is one of the most innovative trucks on the road.

That should come as no surprise, seeing how Ford trucks have a long legacy of raising the bar for tough, hard-working machines.

THE BEGINNING

The Ford F-Series was first sold in 1948, and it's been offered continuously ever since then to become one of the world's longest running nameplates.

From the very start, the F-Series has always offered a wide range of configurations to meet customers' needs. Its first generation, built from 1948 until 1952, was available in eight different weight ratings and a variety of body styles, including pickup, cab-over, panel truck and school bus.

Ford's

truck line continued to evolve and expand for decades, gradually getting more refined and capable with each passing generation. It also spawned a range of speciality trucks such as the Eddie Bauer edition, Harley Davidson edition, SVT Lightning sport truck and SVT Raptor off-road machine.

SALES CROWN

Perhaps like nowhere else, the F-Series' greatest success has come in the mar-

ketplace.

The F-150 has long been a sales success, becoming the best-selling pickup in America for 43 years and the best-selling vehicle of any kind for the past 32 years.

It's a long-term track record that no other vehicle in the world can match.

TODAY'S TRUCK

The all-new generation of

F-150 looks to continue its predecessors' success after its introduction in 2015.

While its aluminum-intensive body structure generates headlines, it's far from the only innovation on this truck. In fact, it's the most patented vehicle Ford has ever created.

Ford says there were more than 100 patents or patent applications for the new-generation truck, covering inno-

ventions such as:

— LED side-mirror spotlights that illuminate the side of the vehicle.

— A remote tailgate release that lowers the tailgate at the push of a button.

— A fully integrated tailgate step that makes loading cargo easier.

— The BoxLink cargo management system that uses lockable, die-cast aluminum tie-down cleats.

— Methods for spot welding, hydroforming and using adhesives to build the first-of-its-kind pickup.



Electronic Innovation



FORD'S IMPRESSIVE SYNC SYSTEM MAKES TECHNOLOGY ATTAINABLE

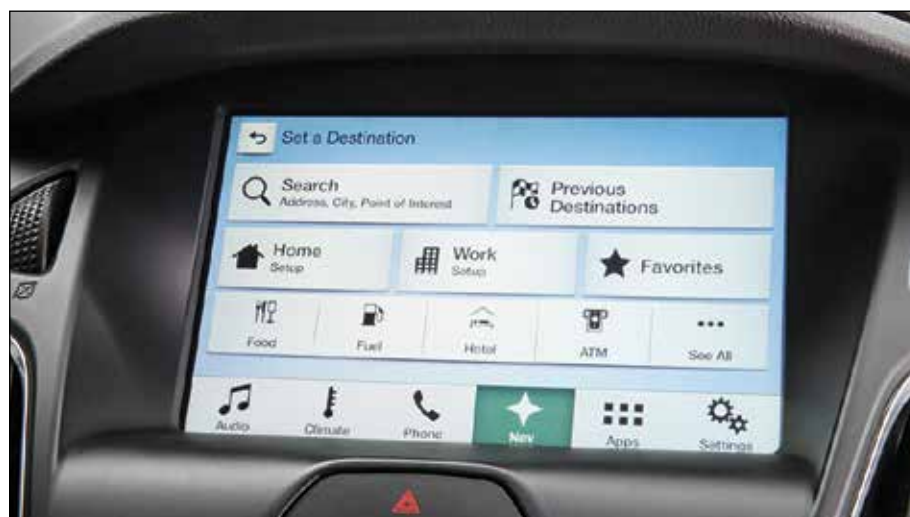
For years, if you wanted the latest and greatest technology in cars, you had to pony up big bucks for a luxury-brand vehicle.

And while Ford could have easily encouraged buyers to move up to its luxurious Lincoln division for the newest bells and whistles, it's chosen to take a different approach in recent years by offering high-tech features even on its entry-level models.

FORD SYNC

For example, even on Ford's basic Fiesta compact car, which starts around \$14,000, the Ford SYNC system is standard equipment.

It lets you push a button and use voice control to



operate your music and phone calls. It will also display information like caller ID and song titles on a digital display.

You can step up to SYNC

with MyFord Touch for an even better experience. And again, this is true across Ford's lineup, from its smallest and most efficient cars to its biggest, most powerful

trucks and SUVs.

SYNC 3

Ford's latest generation of SYNC technology, called SYNC 3, is designed to improve the experience even further.

For one thing, the interface has been redesigned to operate more intuitively like a smartphone. It has a quick response and lets you use gestures such as swiping and pinching to zoom, almost like on an iPad.

It's also designed with better voice recognition now, letting you use a more conversational style with it. You can

tell it to play a song, artist, album or genre, and you can easily switch radio stations with your voice.

LINKING WITH APPS

Ford's latest SYNC system is designed to connect with apps in your smartphone more seamlessly than ever before. It lets you control apps via the interface in your car and automatically discovers apps such as Spotify, Pandora, Stitcher, NPR One, SiriusXM Radio and iHeart-Radio Auto, letting you see their data and graphics on the vehicle's screen.

Always Focused on Value

FORD'S MODERN LINEUP OFFERS A LOT OF VEHICLE FOR THE MONEY

From the very beginning, the Ford Motor Company has been about providing attainable transportation. It's in the company's core DNA.

That's no exception today as Ford continues to offer one of the best values in the automotive industry.

STYLING

One way Ford is making a value statement is in the design studio, where even its affordable family cars are turned into some of the most stylish, modern looking vehicles on the road.

One great example: the Ford Fusion.

While most cars in its class seem dull and lifeless — the four-door family car is perhaps the most bland category on the road, after all — the Fusion takes its styling a notch above its competitors.

It's widely been compared to the exclusive British designs of Aston-Martin, which makes some of the most beautiful cars on the road.

PERFORMANCE

Ford's entire lineup has become surprisingly refined in recent years, from the quality of its cabins to the ride and drive of its cars, SUVs and pickups.

But it's Ford's performance cars that might offer the very best bang for your buck.

The Mustang, of course, has long been a performance-for-the-dollar leader, offering wild levels of power at

a reasonable price. But it's far from the only value on the Ford lot.

Both the Fiesta ST and Focus ST offer incredible levels of performance for the money. They emulate all the thrills, speed and sound of expensive Japanese and European performance compact cars, but at a more affordable price.

FEATURES

Finally, if you look at the features

you get on a Ford car compared with other brands, you'll often find the Ford products offer more value for the money.

Ford is becoming known for the level of standard equipment it is putting on its cars, from the impressive SYNC system to a long list of safety innovations.

And if you like the finer things on your vehicle, Ford's technologies and luxuries on its higher end cars — including the popular Platinum levels — can make some luxury brands look downright overpriced.

From ventilated seats to navigation systems and sumptuous leather and wood trim, Ford aims for value at every point along the buying spectrum.



Ford's Future Path

WHERE IS FORD GOING FROM HERE? IT AIMS TO BRANCH OUT

As a large-scale manufacturing company, Ford can't get much more successful. It's become one of the world's foremost car builders and navigated the Great Recession better than most firms.

Still, Ford is tasked with charting a new future as the world and its transportation needs change. CEO Mark Fields spoke in San Francisco to outline the company's plans for transformation into a "mobility company" that goes far beyond its car-based roots.

FLEXIBLE OWNERSHIP

As Ford has researched current and future trends, one thing it's seeing is a move away from individual ownership and toward sharing of assets. Car sharing services like Uber and Lyft, along with home rental companies like Airbnb, show how the sharing economy is going mainstream.

To capitalize on this trend, Ford Motor Credit has announced its Peer-2-Peer Car Sharing pilot program. It's going to be offered to select customers in six U.S. cities and London.

Ford will invite 14,000 U.S. customers to sign up to rent their Ford Credit-financed vehicles to other drivers for short-term use, which will help offset their monthly ownership costs.



MULTIMODAL SOLUTIONS

As cities grow to be more dense and need cheaper, cleaner, more efficient ways for people to travel in crowded urban areas, Ford is looking to fill that void.

One way is through electric



bicycles.

Ford has been developing e-bike prototypes, and its latest is called MoDe:Flex, which can fold to fit inside any Ford vehicle, where it can be charged while stowing.

The bike also connects with the rider's smartphone

through the MoDe:Link app. It can use vibrations in the handlebars to help the driver navigate on city streets without looking down at a screen.

BIG DATA

Ford is also exploring ways to use large-scale data to solve problems in the real world.

One example: using information about driving habits to help set insurance rates.

Because people like receiving a score to let them track progress and improve but don't like being told how to drive, Ford is considering using driving data to create profiles that can give you discounted rates for safer habits.

If insurance rates could be personalized for specific drivers, the people who follow speed limits and drive cautiously could possibly be given deeply discounted rates. And drivers who tend to speed and not pay attention to the road could be incentivized to change their habits.

It's just one more possibility for the future of Ford Motor Company.