

CELEBRATE



Celebrate

The Heritage of Ford

CELEBRATE FORD | THE #1 RATED

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.

CELEBRATE FORD | BREAKTHROUGH

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.

CELEBRATE FORD | SPEED

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.

CELEBRATE FORD | LEADERSHIP

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.

CELEBRATE FORD | TECHNOLOGY

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.

CELEBRATE FORD | CUSTOMER CENTERED

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.

CELEBRATE FORD | GOING FORWARD

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.



Celebrate Ford is a package of stories that focus on the rich history and exciting future of Ford vehicles. It's a great way to connect with readers who love Ford cars, trucks and SUVs!

TOPICS INCLUDE:

- All about company founder Henry Ford
- How the innovative Model T started it all
- The Mustang inspires a passion for performance
 - Ford's many decades of truck leadership
- Electronic innovations on today's Ford vehicles
- How the brand always delivers a good value
- The path Ford is charting for the future