



PARTS SUPPLY AND LOGISTICS

Ford sells 500,000th EcoBoost engine for the F-150 as customer preferences shift to V-6 engines

Ford, America's truck leader for 37 years, marks a major milestone with the sale of its 500,000th 3.5-liter V6 EcoBoost®-equipped F-150.

Just more than three years after its introduction, popularity of Ford's 3.5-liter EcoBoost engine continues to grow among F-150 customers as its cumulative fuel savings continue to increase. For the third month in a row, more than 57 percent of retail sales of Ford F-150 light-duty trucks are powered by V6 engines – reversing 47 years of V8 engine dominance in the industry. More than 45 percent of these sales are trucks equipped with Ford's 3.5-liter EcoBoost.

Over the last three years, retail registrations of light-duty pickups powered by V6 engines grew more than 600 percent, with F-150 directly responsible for 91 percent of that growth, based on Ford analysis of Polk retail registration data.

"We expect those numbers to hold for the rest of the year," said Doug Scott, Ford truck group marketing manager. "It really is amazing when you consider we are doing that with just two V6 engine choices – the 3.5-liter EcoBoost and the 3.7-liter Ti-VCT engine. When we come out with the new 2015 F-150, we will offer three different V6 engines, so there is potential for further growth."

The segment-exclusive technologies built into every EcoBoost engine, including turbocharging and direct fuel injection, are particularly relevant for truck customers. This combination of turbocharging and direct fuel injection delivers a wealth of low-end torque and maintains it across a broad rpm range, which is key in towing applications.

The 3.5-liter EcoBoost truck engine delivers 420 lb.-ft. of torque and 365 horsepower to enable towing of up to 11,300 pounds – more than enough to tow a fully loaded, three-horse trailer or a large boat. Plus, this engine does it all on regular fuel and with outstanding fuel economy.

"Truck customers should think of the EcoBoost truck engine as a gas-powered engine with diesel-type capability and characteristics," said Jim Mazuchowski, Ford V6 engines program manager. "The twin turbochargers and direct injection give it the broad, flat torque curve that makes towing with a diesel so effortless and hard acceleration so much fun."

In the last three years, no competitor has eclipsed a 20 percent take rate for V6 engines in half-ton trucks. It's been a predominantly V8 crowd, until the introduction of the Ford EcoBoost V6.



The EcoBoost 3.5 liter for the F-150

2013 Wages and Benefits Statements now available online

If you are an hourly UAW-Ford employee, you now have the opportunity to view a personalized "snapshot" of your wages and benefits online. The "My 2013 Wages & Benefits Statement" document makes it easy for employees to see the value of the pay and benefits they receive in one convenient place

It is a personalized record that shows your wages paid, the contractual benefits you receive automatically, benefits you've selected, and other benefits for which you are eligible. There are two ways to access your Wages & Benefits Statement online:

- You may log in directly at www.myfordbenefits.com where you will be asked to enter your User ID and PIN. Once you're logged in, click on "View 2013 Wages & Benefits Statement" in the lower left section of the home page.
- From home or your smart phone, you may go through www.hronline.ford.com where you will be asked to enter your Ford CDSID and Ford password. Select "Paystub Online" in the Compensation section, and then click on the myfordbenefits.com banner message in the top right corner of the page. Once you are logged in to myfordbenefits.com, click on "View 2013 Wages & Benefits Statement" in the lower left section of the home page

Ford plans to update the Wages & Benefits Statement annually.

Ford Motor Company makes leadership announcement

Ford President and CEO Alan Mulally has decided to retire from the company, effective July 1. Mark Fields will be named Ford president and CEO and elected as a member of the company's board of directors.

"From the first day we discussed Ford's transformation eight years ago, Alan and I agreed that developing the next generation of leaders and ensuring an orderly CEO succession were among our highest priorities," Executive Chairman Bill Ford said. "Mark has transformed several of our operations around the world into much stronger businesses during his 25 years at Ford. Now, Mark is ready to lead our company into the future as CEO."

Mulally, 68, is retiring after nearly eight years leading Ford and capping a remarkable 45-year career. Mulally has led Ford's transformation and strengthened its position as one of the world's leading global automakers. Under Mulally and the company's One Ford plan for profitable growth, Ford has achieved 19 consecutive quarters of profitability, developed the strongest product lineup in Ford's history and embarked upon the company's most ambitious global expansion in the past half century.

"Alan deservedly will be long remembered for engineering one of the most successful business turnarounds in history," Bill Ford said. "Under Alan's leadership, Ford not only survived the global economic crisis, it emerged as one of the world's strongest auto companies. We always will be grateful to Alan for his leadership, compelling vision and for fostering a culture of working together that will serve our company for decades to come."

The transition in July is approximately six months earlier than previously anticipated, following Mulally's recommendation to accelerate the timetable based on the readiness of Ford's leadership team.

Fields, 53, was named Ford's chief operating officer in December 2012. He has been leading all of Ford's global business operations and most skill teams, including Product Development, Manufacturing, Purchasing, and Marketing, Sales and Service.

Before serving as COO, Fields served as executive vice president and president – The Americas since October 2005. There, he led the transformation of Ford's North American business – turning it from record losses several years ago to record profits in each of the last four years. Earlier, Fields guided the product-led transformation of Ford's European operations and held other posts around the globe.



Executive Chairman Bill Ford was on stage for the announcement with Mulally and Fields

Company hosts President's Health and Safety Award ceremony at Ford World Headquarters

Several months after learning they had won 2013 President's Health and Safety awards, award winners and their teams collected those awards at a ceremony at World Headquarters on April 28th. The ceremony at the Mezzanine Conference Center in WHQ honored both individuals and teams for their contributions to health and safety at their plants.

"Although we will only be together for a short time this morning, it really is important that we take this time to celebrate the health and safety process achievements that play such a key role in preserving the safety and well being of our employees," said John Bokuniewicz, manager, safety, Ford Land – NA Product Development who acted as the master of ceremonies.

After opening remarks from President of The Americas Joe Hinrichs and union representatives from the U.S. and Canada, the ceremony included a two-minute video that was prepared for Workers' Memorial Day. That same video was featured in plants around the U.S. in advance of the day.

The ceremony went on to give the awards to all the honorees, with most stopping at the edge of the stage for photo opportunities.

This is part of the ongoing effort to recognize and honor those who put safety first in Ford's facilities. In a prepared statement released in January, Ford's President and CEO Alan Mulally put it this way: "It is an honor to announce the winners of the 2013 President's Health and Safety Awards. It is critical that we ensure the health and safety of our employees as we continue working together to maintain the momentum behind Ford's exciting transformation. Our entire team is so proud of these achievements."

To see an infographic that details exactly what the company's North American facilities and team members did to earn their recognition, set your web browser to <http://bit.ly/HSawards>

Hourly Pulse Survey
ends May 23!

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The Ford Taurus SHO is the smarter way to "Go Further."



2014 FORD TAURUS SHO

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* Figures achieved using 93-octane premium unleaded gasoline.

