



Go Further

ONE FORD

ONE TEAM • ONE PLAN • ONE GOAL

ONE TEAM

People working together as a lean, global enterprise to make people's lives better through automotive and mobility leadership, as measured by:

*Customer, Employee, Dealer, Investor, Supplier,
Union/Council, and Community Satisfaction*

ONE PLAN

- Aggressively restructure to operate profitably at the current demand and changing model mix
- Accelerate development of new products, services and experiences customers want and value
- Finance our plan and maintain a strong balance sheet
- Work together effectively as one team

ONE GOAL

An exciting viable Ford delivering profitable growth for all



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Go Further

Expected Behaviors

Foster Functional and Technical Excellence

• Know and have a passion for our business and our customers • Demonstrate and build functional and technical excellence • Ensure process discipline • Have a continuous improvement philosophy and practice

Own Working Together • Believe in skilled and motivated people working together • Include everyone; respect, listen to, help and appreciate others • Build strong relationships; be a team player; develop ourselves and others • Communicate clearly, concisely and candidly

Role Model Ford Values • Move fast with an innovation mindset in everything we do • Show initiative, courage, integrity and good corporate citizenship • Improve quality, safety and sustainability • Have a can do, find a way attitude and emotional resilience • Enjoy the journey and each other; have fun - never at others' expense

Deliver Results • Deal positively with our business realities; develop compelling and comprehensive plans, while keeping an enterprise view • Set high expectations and inspire others • Make sound decisions using facts and data • Hold ourselves and others responsible and accountable for delivering results and satisfying our customers