



Blue Oval Connect

WEEKLY EDITION | April 1, 2021

Thank you for registering to be a part of Ford Motor Company's **Blue Oval Connect** alumni outreach initiative.

Refer a Friend: If you know of other Ford alumni who would like to receive this newsletter, please take a moment to refer them to blueovalconnect.com.

Editor's note: You are receiving today's edition of Blue Oval Connect in lieu of a Friday edition. Blue Oval Connect will return Friday, April 9.

Announcements

SALES

Q1 2021

Ford Electrified Vehicle Sales Up 74 Percent on Strong Sales of Mustang Mach-E and F-150 PowerBoost Hybrid

Ford Motor Company (NYSE: F) today reported its first quarter 2021 U.S. sales results. Click [here](#) or visit media.ford.com to view the news release.

INSIDE★ POLITICS



| GOVERNMENT RELATIONS

Click [here](#) to read a letter to PAC Members from Mitch Bainwol.



The New Discount Marketplace is Here!

Introducing the New Discount Marketplace!

We are excited to announce the launch of the new Discount Marketplace for Ford employees and retirees. Ready to start saving? Log in to the Discount Marketplace at ford.perkspot.com and get started today



Construction Begins on Transformational 2-Million-Square-Foot Dearborn Central Campus Building

While most Dearborn-based employees have been working remotely for more than a year, the company's campus transformation has continued. The centerpiece of Ford's Dearborn campus of the future is about to take shape, as work is set to begin on a 2-million-square-foot central campus building that will serve as the focal point of Ford's new high-tech, walkable campus.

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Have a Safe and Healthy
Holiday Weekend

Women's HERstory Month News



High-Rising Helen Petrauskas Helped Debunk the Notion That Safety Doesn't Sell

Helen Petrauskas rejected the notion that "Safety doesn't sell" and championed the inclusion of airbags in new vehicles, as well as safety belt use.

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Windstar Moms Help Design 1999 Ford Minivan

More than 30 women from the Ford Windstar product development team lent their experience as mothers to help design the acclaimed 1999 minivan. Their input was...

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Inna Medina: The Automotive World Belongs to Everyone

At Ford, we are very proud to be an inclusive company, with an increasing number of women becoming part of our family. Inna Medina is an important part of that family. A quality manager at the Chihuahua plant, Medina has taught us



Rosie the Riveter

Blue coveralls, red bandanas and a "We can do it!" attitude was recently on display all over Ford Motor Company manufacturing plants in honor of Rosie the Riveter, the iconic heroine who starred in the campaign aimed at recruiting women into the defense

over her 18 years with...

industry during World War II. ...

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Ford News



Relax at Rosewood: Lincoln Offers Unique Rejuvenation Experience as Hospitality Network Expands

Providing a sense of sanctuary is core to the Lincoln brand, on and off the road. To give clients new and personalized experiences that include travel and fine dining, the brand forms strategic alliances with prestigious hotels in key luxury markets as part of their hospitality network. ...

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Bronco Brand Teams Up with Respected 4x4 Companies to Expand Aftermarket Parts and Accessory Options for Customers

Bronco®, the all-new outdoor brand of all-4x4 Built Wild™ vehicles from Ford, is collaborating with three of the leading off-road aftermarket companies to expand the growth of parts and accessories for customers to personalize their...

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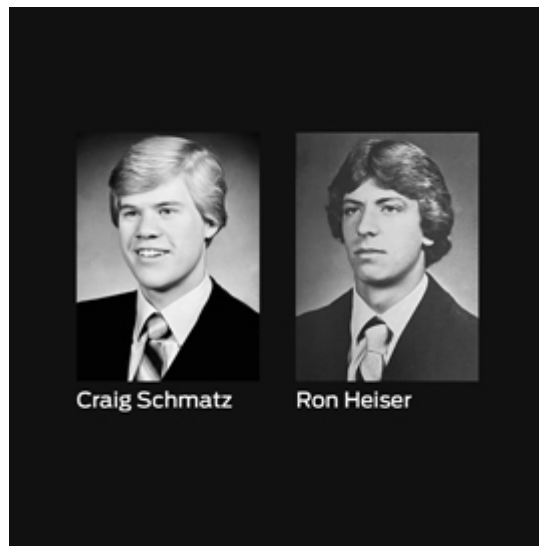
[Reborn Ford Icons Help Raise More Than \\$1.5 Million for Charity »](#)



12,000-Pound Ford Performance Parts Winch by Warn Now Available for Super Duty Pickups Beyond the Tremor

Building on the success of the Ford Performance Parts Winch by Warn offered on the Ford Super Duty Tremor, 12,000 pounds of winching power will soon be...

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Craig Schmatz

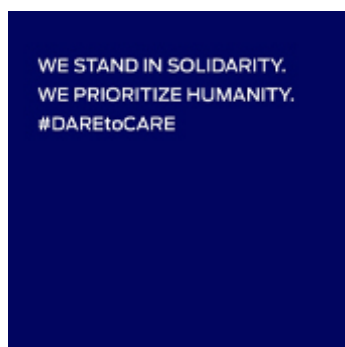
Ron Heiser

A Story of Parallel Paths

Craig Schmatz and Ron Heiser grew up in the same small town, traveled parallel paths, and led two of Ford's most important vehicle launches last year. So, when Schmatz retires on April 1 after more than 31 years with the company, it will be somewhat bittersweet for two friends, who met when they were 12. ...

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Global Notes



Ford's Asian American and Pacific Islander Employees Discuss How the Company Can Fight Anti-Asian Racism in the Workplace

In light of the recent spate of anti-Asian violence in



To Bavaria and Back; Ford Social Media Champ Heads to the Hills in a Ranger Raptor

Ford social media champion Florian Daubenbuechel indulges his passion for extreme



Peng Chao: More Than Just a "Blue Friend"

If one's passion for cars is demonstrated by the number of vehicles they own, then Peng Chao is the likely one of the biggest Ford lovers

the United States,...

mountain biking in...

around. ...

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Alumni Connect

Send a pic of you with your Ford (.jpg format, please), with a caption including brief information about your career at Ford and your vehicle, to blueoval@ford.com. Or post your photo on Twitter or Instagram and tag @AtFordOnline using #FordAlumni #MeandMyFord. **Let's see those Fords!**

Outside Voices

Ford Crashes Easter Jeep Safari with Bronco Concepts

(WhichCar) FORD has left no doubt that it is chasing the market that has traditionally been dominated by the Jeep Wrangler with its new Bronco as it gate crashed the annual Easter Safari in Moab with a range of Bronco concept vehicles. Traditionally the event where Jeep shows off its wild and exciting EJS concepts, Ford has invaded the Utah red rock with some Bronco customs of its own. ...

[Read more »](#)

Ford Sets New Shorter-Term Goals to Reduce Emissions by 2035

(Detroit News) As the automotive industry awaits guidance from the Biden administration on key environmental regulations, Ford Motor Co. is detailing some of the targets it aims to meet in its quest to become carbon neutral by 2050. ...

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Ford Employees Recreation Association (FERA)

FERA offers recreation and travel opportunities for Ford employees and alumni. It has more than 45 clubs to support your recreation interests, as well as discounts on travel (such as trips to Orlando, Fla. and hotels) and attractions (like the North American International Auto Show and the Renaissance Festival). You can find more information by visiting www.fera.org. **The FERA desk at Ford World Headquarters is now permanently closed. The roving FERA desk has been suspended until further notice.** Send questions or for more information, email fera@ford.com.

Directory

Directory Information

Phone numbers and email addresses for important Ford Motor Company contacts

can be found on @FordOnline [here](#).

For benefit questions, please contact the NESC at [1-800-248-4444](tel:1-800-248-4444) or visit www.myfordbenefits.com.

Alumni Club Information

Alumni Club Information Now Online

****NEW UPDATES****

A complete list of alumni club information and group meetings has been **relocated to an @FordOnline web page**.

[Click here](#) to check out the listing of alumni clubs and groups, as well as upcoming meeting dates shared with the Blue Oval Connect team.

If you have any questions or concerns, please send an email to blueoval@ford.com.

Has your email address changed? [Click here](#) to update your email address.

If you have difficulty reading or opening links in this document, see the Blue Oval Connect Weekly Briefings [here](#).

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