



Blue Oval Connect

WEEKLY EDITION | February 12, 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.

Announcements



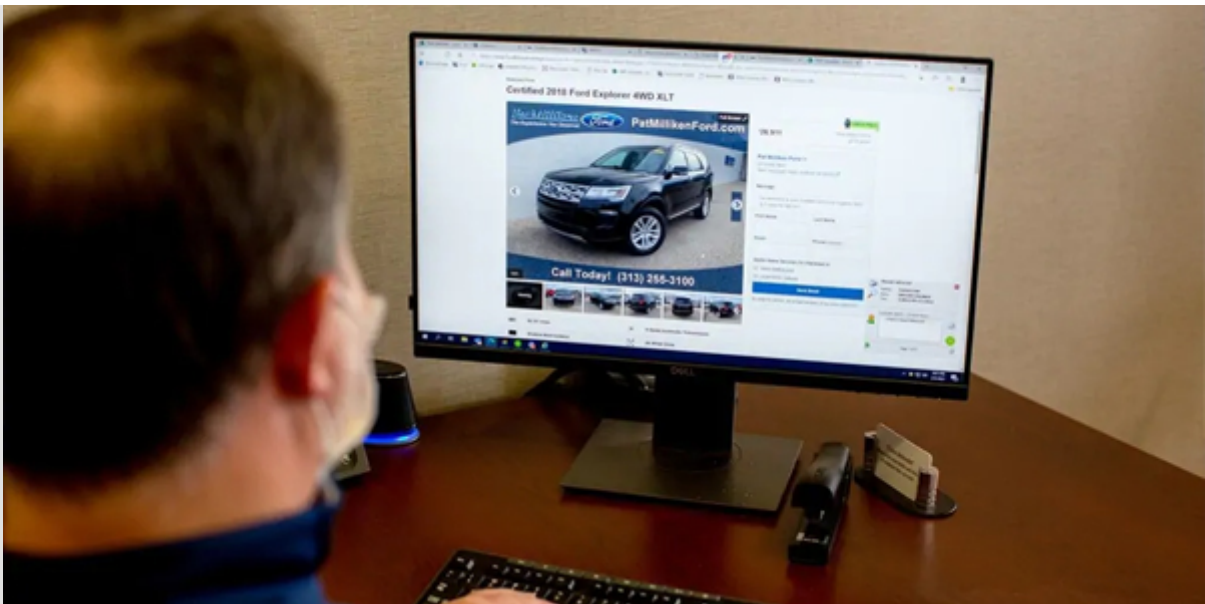
‘Mustang Mach-E v Everything’ Ad Campaign Seeks to Capture Excitement of Extreme Real-World Science Experiments

The campaign features five new films that place the SUV in several visually captivating scenarios up against — Gravity, Lightning, a racing Pit Crew, DNA and even Rocket Science — to illustrate the winning attributes of Mustang Mach-E.

[Read More](#)

RELATED:

[Ford Mustang Mach-E Wins MotorWeek’s 2021 Best of the Year »](#)



Ford Launches Ford Blue Advantage Used-Vehicle Marketplace

The website meets customer demand for a seamless shopping experience by providing our best and widest selection of used Ford vehicles available anytime, anywhere, all backed by a Ford warranty.

[Read More](#)

Ford News



Galentine's Day: Celebrating the Ladies!

Galentine's Day is a time to celebrate important relationships with the women you appreciate and admire in your life.



Exclusive F-150 Rocket League Edition Set for Launch as Ford Blasts Further into Gaming

F-150's appearance in Rocket League continues Ford's wider push into...

[Read More](#)

[Read More](#)

RELATED:

[How the Ford F-150 Was Transformed into a Rocket-Boosted Soccer Star »](#)



Ranger Tremor First Drive Impressions

Reviewers loved Ranger Tremor's reworked suspension and greatly improved off-road and...

[Read More](#)



Throwback: Ford Launches Off-Road Icon with First F-150 Raptor

The desert racing inspired truck entered a growing off-road performance market that was largely untapped at the time. ...

[Read More](#)

Global Notes



Six All-New Super Ethanol Vehicles Launched by Ford France



How Smart Use of Vans and Pedestrian Couriers Could Make Online Shopping Faster



Transit Nugget Breezes Through Ice Camping Test

The Nugget was super-

The lower cost fuel, which uses up to 85 percent plant-based bioethanol, will be available for Fiesta EcoBoost, Puma EcoBoost and the Focus EcoBoost mild hybrid, among other...

[Read More](#)

and More Sustainable
Ford's smart MoDe:Link software coordinates traditional delivery vans with pedestrian couriers, identifying safe locations for drivers to park within walking distance of...

[Read More](#)

chilled to 5 degrees Fahrenheit for 24 hours. Then, test engineers switched on the auxiliary heating, and measured the vehicle's internal temperatures with thermal cameras. ...

[Read More](#)

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!**



Weekly Spotlight

Ford research alumnus Greg Bretz stands with his 1988 Ford Mustang 5.0.

Outside Voices

Ford Smashed Earnings. Its Turnaround Is Under Way.

(Barron's) Ford Motor Company turned in an unexpected fourth-quarter profit — evidence that new CEO Jim Farley is gaining traction in turning around performance at the company — while pledging to invest more in electric and autonomous vehicles. ...

[Read more »](#)

Ford Won't 'Cede the Future to Anyone' On Electric Vehicles: CEO Farley

(CNBC) While Ford is committing new capital for the years ahead, Farley said the company's EV transition is yielding results now and pointed to the fact its all-electric Mustang Mach-E crossover has hit showrooms. He said he considers the Mach-E a "credible competitor" to Tesla's compact SUV known as the Model Y. ...

[Read more »](#)

Ford Says Agencies Have Ended Mileage, Pollution Test Probes

(*The Associated Press*) Ford says in its annual report filed with the Securities and Exchange Commission on Friday that the DOJ and the California Air Resources Board told the company they don't intend to take further action. ...

[Read more »](#)

Ford Responds to GM Super Bowl Ad with Will Ferrell in Norway

(*Detroit Free Press*) Ford created a 23-second spot to the backdrop of James Bond-style music that features Mustang Mach-E SUVs driving the streets of Norway and delivering pizzas around Oslo, spotlighting the company that not only sells in Europe now (GM doesn't) and sells to Norwegians now (GM doesn't) but currently is delivering an all-new all-electric vehicle now (GM doesn't). ...

[Read more »](#)

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](#).

@FordOnline Team:

Publisher: Jenn Corney
Associate Publisher: Alice Riley
Managing Editor: Paul Kampe
Designer: Brooke Rousseau

You received this email because you opted in to receive email communications from Blue Oval Connect.

Please note that we have updated the Privacy Policy for BlueOvalConnect.com. To review this document, click [here](#). We have also added to the site a statement relating to “Your California Privacy Rights.” To review this document, click [here](#).

To opt out of receiving email communications from Blue Oval Connect click [here](#).

Ford Motor Company, Blue Oval Connect,
One American Road, Dearborn, MI 48126
[1-800-392-3673](tel:1-800-392-3673)