



Blue Oval **Connect**

WEEKLY EDITION | February 4, 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, Feb. 12.

Announcements



Q4 John Lawler Message: Investing More in EVs, AVs; Turning Around Global Auto Business

Thursday afternoon in Dearborn, we reported our financial results for the fourth quarter and all of 2020. The replay and transcript of our call with stock analysts will be [online](#) from about 8 p.m. Thursday (Dearborn time). I encourage you to read and listen to that information. We're a better company when everyone knows what Ford is doing, and why we're doing it.

It goes without saying that the coronavirus continues to affect everything around us. *Please, follow expert advice about the pandemic to keep yourself and others safe.*

In a still-tough business environment, we ended 2020 strongly. Our financial results provide only some of the evidence that we're making progress against The Plan Jim Farley laid out for the company in October. We're turning around our automotive business and positioning Ford to grow.

[Read More](#)

RELATED:

[Ford Raises Planned Investment in EV, AV Leadership To \\$29 Billion; Further Advances Turnaround of Global Automotive Business in Q4 »](#)

[Ford January Retail Sales Outpaces Overall Industry Retail on Strong Truck and SUV Sales »](#)

#luvyourladies

code: SGKGAL20



Post a Photo to Support Warriors in Pink

Share photos on social media that celebrate the special women in your life. **Be sure to tag @susangkomen and @fordwarriorsinpink with the hashtag #LuvYourLadies.** For each #LuvYourLadies photo posted between Feb. 8 and Feb. 13, Ford Warriors in Pink will donate \$10 (up to \$20,000) to Susan G. Komen.

Ford News



Ford Unleashes Most Off-Road Capable and Connected F-150 Raptor Ever

The all-new third-generation F-150 Raptor takes the mechanical and technical brilliance and precision of Raptor and infuses it with enhanced connected technology that means the experience of owning one will only improve over time. ...

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RELATED:

[2021 F-150 Raptor: 9 Gifs Show Off Next-Level Performance Truck »](#)



Ford Ramps Up #FinishStrong Initiative with Mask Deliveries, Super Bowl Ads, New PPE Designs

Ford also designed two new innovative anti-virus protective countermeasures — a patent-pending clear respirator that could benefit those with hearing impairments, and instructions for an open-source fan and HVAC filter design that can help reduce virus...

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[Watch the Merlin Olsen Super Bowl LV Live Show Presented by Ford »](#)

[#FinishStrong Map Details Ford Face Mask Distribution by State »](#)



Bronco ULTRA4 4400 Unlimited Class Extreme Race Trucks to Tackle King of the Hammers

Representing the original unlimited class that helped launch the King of the Hammers race event, the Bronco 4400 trucks feature a fully custom tubular chassis with massive off-road tires and long-travel shocks. ...

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RELATED:

[Ford Performance Reveals the Future of Built Wild Off-Road Racing »](#)

[Check out Ford Bronco Competing at King of the Hammers »](#)



Throwback: Ford WHQ Lights Up for Super Bowl XL in 2006

The lights that illuminate the office space of Ford's World Headquarters in Dearborn have been used to celebrate many occasions and observances over the years, most recently a memorial honoring lives lost as a result of the COVID-19 pandemic. ...

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RELATED:

[Ford Hires Renowned Firm to Re-Crete 'Jaw-Dropping' View for Michigan Central Station »](#)

Global Notes



Ford Invests \$1 Billion to Modernize, Expand South African Manufacturing for All-New Ranger

It's the biggest investment in Ford's 97-year history in South Africa and also represents one of the largest-ever investments in the South African...

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World's Longest-Ever Sports Sponsorship to Make a Century

Football (or AFL, Australia's version of it), with an egg-shaped ball and a bounce to mark the beginning of a match, may be odd to an outsider but it is a big, big deal in Australia. ...

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Ford of Canada Names Bev Goodman as New President and CEO

As president and CEO, Goodman will lead Ford of Canada's operations across the country, including a national headquarters, three regional offices, three vehicle assembly...

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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!**

Weekly Spotlight



Robert Rauch, a Michigan Truck Plant alumnus after 35 years with Ford, stands with his 1976 Pro Street Maverick that he built with a friend.

Outside Voices

2021 F-150 Raptor Design Inspired by Comic Books, Fighter Jets

(Detroit Free Press) His drawings for the 2021 Ford F-150 Raptor are the stuff of dreams. It is his vision that the 117-year-old automaker chose to follow for the third-generation off-road pickup that's built to race 100 mph in the desert and crawl big rocks and deep crevices. ...

[Read more »](#)

Ford's Ready to Kick COVID-19's Butt with New Masks, Filtration Tech

(Roadshow) Ford's appealing to America's better angels to keep up the fight against the coronavirus and revealed on Tuesday new technology it plans to roll out, donate and deploy to help the country beat back COVID-19. They're two specific pieces of technology: A new N95 respirator mask and a simple-to-build air filtration system. ...

[Read more »](#)

Blue Oval Thinking Green as Ford Promotes Sustainability

(Wards Auto) With relatively little fanfare, Ford is pushing ahead with policies that emphasize “sustainability” and are meant to make the company’s sprawling operations carbon neutral no later than 2050. ...

[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](#).

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