



Blue Oval Connect

WEEKLY EDITION | January 8, 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

A Message Regarding Events at Nation's Capitol: A Message from Bill Ford and Jim Farley

On a day which should be a reaffirmation of one of the most important democratic ideals, the peaceful transition of power stemming from a free and fair election, we saw actions that are the antithesis of those ideals. Beyond the physical damage to our Capitol and the attacks on public servants, these were destructive acts against our shared principles and beliefs.

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Ford Remains Committed to Combating COVID-19; Launches New #FinishStrong Campaign

The cornerstone of Ford's public call to action is a 30-second commercial – #FinishStrong – which was created by acclaimed filmmaker Peter Berg, known for "Friday Night Lights," "Patriots Day" and "Lone Survivor." The spot is narrated by award-winning actor Bryan Cranston.

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[Ford Kicks Off New F-150 Advertising Campaign »](#)

[New Lincoln Campaign Highlights Power of Sanctuary in the Extremes »](#)



Ford Names Andrew Frick as Head of Sales for U.S. and Canada; Mark LaNeve Caps Successful Tenure at Ford

Frick, 47, most recently served as director, U.S. sales, driving positive results in sales and market share. A 25-year company veteran, he also has extensive experience across both Ford and Lincoln brands in regional roles in the U.S., Asia Pacific, the Caribbean and Central America.

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Ford News



Q4 Sales: Truck Customers Make F-Series America's Best-Selling Pickup For 44 Straight Years

Also, the Ford brand achieved its 11th straight year as America's best-selling brand, as Ford Motor Company released its fourth-quarter sales for 2020. ...

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[For 12 Consecutive Years, Ford is the Top-Selling Auto Brand in Canada »](#)



Q&A: Mustang Mach-E Named Best Car to Buy 2021 by The Car Connection

This marks the first time in the award's 10-year history an electrified vehicle has earned the honor. Mach-E also won a trio of driver's choice awards from the publication. ...

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Retirees Get Briefing on Politics, Policy and Road Ahead

Matt Godlewski, vice president, Government Relations, recently addressed the group via a virtual presentation where he discussed the recent elections in the U.S., commenting on the closeness of the presidential election in key manufacturing states...

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Throwback: Rare GT40 Documents Fill 'Critical Gaps' in Company Archives

Ford Motor Company's vast archive collection now includes several essential documents that trace the origins of the historic GT40 race car and the refinement that led to its triumphs at Le Mans in the 1960s. ...

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Global Notes



Ford, Mahindra End Discussions for Auto Joint Venture

Ford Motor Company and Mahindra & Mahindra have mutually and amicably determined they will not complete a previously announced automotive joint...

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Ford Offers Van Drivers New Remote, Real-Time 'Security' Alerts Via Their Smartphones

Ford has now developed Guard Mode, a connected-vehicle security system that monitors vans in real-time and alerts small fleet...

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Ford China Launches V2I Features in Two SUV Nameplates

This move makes Ford the first OEM in China to realize commercial deployment of cellular vehicle-to-everything (C-V2X) technology in production models. ...

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[Ford Edge PLUS is First Production Vehicle with C-V2X Technology in China »](#)

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

2021 Ford F-150 Rides New Tech, Features to Free Press Truck of The Year

(Detroit Free Press) Ford continues the rolling reinvention of America's bestselling vehicle with the 2021 F-150 full-size pickup. ...

[Read more »](#)

In A Year of Surprises, A Surprise Choice for Detroit News Vehicle of The Year

(The Detroit News) The Bronco Sport is not only affordable (starting at \$28,115) in America's largest segment, but it brings with it an outsized personality to an often-vanilla class. Credit big brother Bronco, which will debut in 2021. ...

[Read more »](#)

Ford Retirees Keep Michigan's Oldest Cider Mill Running

(Phoning It In) The married couple purchased Michigan's oldest cider mill as a retirement project – without any previous experience. They're still involved decades later, as the mill continues to serve as a place of reflection for a new generation of visitors. ...

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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.** FERA now visits various company locations in the Dearborn area. Find the schedule at <http://www.fera.org/fera-desks/>. 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.

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