



2008 NORTH AMERICAN INTERNATIONAL AUTO SHOW EDITION

FORD

January 14, 2008

World

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Canadian truck sales up for 2007

Although overall sales were down 2.2 percent for the year, there was plenty of good news for Ford Motor Company of Canada in 2007. Total truck sales were up 6.6 percent, the F-Series was the best-selling vehicle in Canada for the fifth straight year and the top-selling pickup for the 42nd consecutive year, total Ford SUV sales were up 36 percent, total Lincoln sales were up 39 percent, and the Escape and Mustang were the sales leaders in their segments. This added up to 224,356 sales for the year: 56,147 cars and 168,209 trucks. For December, which saw total Ford sales decline 11.8 percent to 15,163 units, highlights included sales increases for the Ford Edge, Ford Ranger and Lincoln MKX.



The F-150 has been the top-selling pickup in Canada for 42 straight years.

Volvo C30 wins 2008 *Automobile All-Star* award

The Volvo C30 has been named a 2008 *Automobile Magazine All-Star*, becoming the first Volvo ever to win this prestigious award. "The smoothly chic, Scandinavian cool, four-seat hatch," is how Jean Jennings, editor-in-chief of *Automobile Magazine*, described the C30, adding: "The Volvo is whisper-quiet, perfectly composed and has a six-speed manual that you could teach your grandma to row flawlessly in 15 minutes. It is madly, Scandinavianly mod inside to go with its fresh exterior. And any one of us would love to own it – the one perfect criterion for All-Stardom."



The C30 became the first Volvo to be named an Automobile Magazine All-Star.

Six Ford vehicles named 'Most Delightful' in survey

"Customer Delight," Strategic Vision's most stringent measure of product quality, captures the customer's emotional response to each vehicle attribute from areas of power and performance to interior design. For a vehicle to be a Delight leader, it must deliver against the highest standards and vehicle priorities that customers hold. And this year, six members of the Ford family led their segments: MAZDA3 (Small Car), Volvo V50 Wagon (Medium Multi-Function), Ford Expedition EL (Large SUV), Lincoln MKX (tied Lexus RX400H in Near Luxury SUV), Land Rover Range Rover Sport (Luxury SUV) and Ford F-250/F-350 (Heavy Duty Pickup).



The Ford Expedition was Strategic Vision's "Most Delightful" large sport utility.

Ford, U-Haul launch fleet of vehicles with 'eco-friendly' paint

Ford Motor Company and U-Haul recently introduced the industry's first fleet of vehicles painted with Ford's environmentally responsible new technology that reduces greenhouse gases by 15 percent and cuts Ford's production costs. More than 200 Ford E-Series trucks painted with this new technology were delivered to U-Haul facilities around the country late last year, and U-Haul began renting the units, tagged with eco-friendly decals, in December. In addition to reduced CO₂ emissions, the new technology reduces VOC emissions (volatile organic compounds) by about 10 percent. The company also estimates it can save approximately U.S. \$7 per vehicle using the technology, which cuts the time it takes to paint a vehicle by almost 20 percent and reduces the size of the traditional paint shop by nearly 15 percent.



Ford's painting process cuts both greenhouse gases and production costs.

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Fundraising for Lundy memorial to endow college scholarships

BY KRISTOPHER SPENCER

FORD World

J. Edward (Ed) Lundy, the former Ford Motor Company chief financial officer who died Oct. 2, 2007, was one of the original Whiz Kids credited with helping to restore the company to profitability following World War II. He developed financial forecasting methods emulated throughout the auto industry and still used today.

Lundy was a stickler for correct grammar and word usage. According to legend, the Automotive Hall of Fame inductee discouraged use of the word "unique," insisting that nothing is truly unique. "But aren't you unique?" someone asked him. "Yes," he asserted, "that's correct usage."

That is one of the many anecdotes being collected for an Ed Lundy Memorial Dinner to be held Oct. 1, 2008, in Dearborn, Mich. The tribute will cap off an effort currently under way to raise U.S. \$1.5 million to fund two scholarships in his name.

One will endow a professorship in economics at the University of Iowa, where Lundy earned his B.A. degree in 1936. The second will fund a graduate fellowship at Princeton University, where he studied economics as a graduate student and later served on the economics faculty.

Members of the Lundy scholarship committee include former Ford CEO Red Poling, former Vice Chairman Allan Gilmour



Ed Lundy in 1971

and former President Arjay Miller. Funds raised by the committee will be distributed by its governing organization, the Community Foundation for Southeast Michigan.

Committee member Bud Marx, who retired from Ford after serving in various executive roles, expects the fundraising effort to be completed well before the Lundy Memorial Dinner in October.

For more information about the scholarship fund or to contribute, or to share an anecdote about Lundy, contact Marx at 949-933-4614 or budmarx@cox.net. ●

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Crossovers shine, overall sales decline in '07

BY JOHN FOSSEN

FORD World

Sales of Ford, Lincoln and Mercury crossovers increased a whopping 62 percent in 2007 to lead the industry's fastest-growing segment, but the company's overall sales dipped 12 percent compared to 2006. Ford's December sales were down 9 percent.

More than two-thirds of the yearly decline is attributed to the discontinuation of the Atlanta-built Ford Taurus along with the Ford Freestar and Mercury Monterey minivans.

The new Ford Edge and Lincoln MKX crossovers continue to gain momentum. Ford sold 130,125 Edges in 2007, about 30 percent more than projected.

"Ford Edge is a great example of our plan to build products people really want," said Jim Farley, Ford group vice president, Marketing and Communications. "Demand is growing at a fast pace beyond the nation's heartland, our traditional region of strength."

The new Lincoln MKX crossover recorded its best sales month ever in December and helped the Lincoln brand to a 9 percent increase for the year, the largest sales gain by any luxury brand. The Lincoln MKZ sedan posted a 4 percent increase for 2007.

Sales of the new Ford Focus were up 3 percent in December, following an 18 percent hike in November, the car's first full month on the market.

Ford's F-Series pickup extended its reign as the country's best-selling truck line to 31 consecutive years and has now been the nation's top-selling vehicle line for 26 years in a row.

Ford expects the economic environment to remain challenging in 2008 and estimates industry auto sales for the first half of the year to be running at a projected annual rate of 15.5 to 16 million units.

"We are restructuring our business to be profitable at lower demand and changed mix, and accelerating the development of new products people want to buy," Farley said. "We have more work to do to reach our ultimate goal – profitable growth for all. But we have made progress in a short amount of time in several key areas."

"We have made progress in a short amount of time in several key areas."

— Jim Farley, Ford group vice president, Marketing and Communications



2007 Lincoln MKX

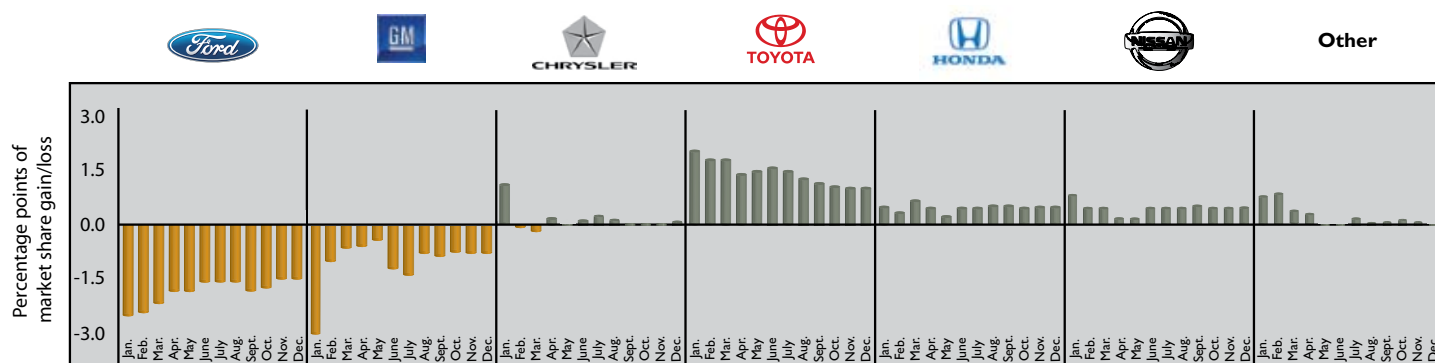
Vehicle Sales

2007 December Year-to-Date
U.S. Top-Selling Cars and Trucks

Rank/Nameplate	Units Sold
1. Ford F-Series	690,589
2. Chevrolet Silverado	618,257
3. Toyota Camry	473,108
4. Honda Accord	392,231
5. Toyota Corolla/Matrix	371,390
6. Dodge Ram	358,295
7. Honda Civic	331,095
8. Chevrolet Impala	311,128
9. Nissan Altima	284,762
10. Honda CR-V	219,160
11. GMC Sierra	208,243
12. Chevrolet Cobalt	200,620
13. Toyota Tundra	196,555
14. Toyota Prius	181,221
15. Dodge Caravan	176,150
16. Toyota Tacoma	173,238
17. Ford Focus	173,213
18. Honda Odyssey	173,046
19. Toyota RAV4	172,752
20. Ford Econoline	168,722
21. Ford Escape	165,596
22. Pontiac G6	150,001
23. Ford Fusion	149,552
24. Chevrolet Tahoe	146,256
25. Hyundai Sonata	145,568
26. BMW 3-Series	142,490
27. Toyota Sienna	138,162
28. Chrysler Town & Country	138,151
29. Ford Explorer	137,817
30. Ford Mustang	134,626
32. Ford Edge	130,125
37. MAZDA3	120,291

Source: Manufacturers' Reports

U.S. Market Share – December 2007



Source: Manufacturers' Reports

Ford spotlights in-car connectivity, digital entertainment at CES

BY KRISTOPHER SPENCER

FORD World

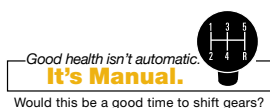
Ford Motor Company had its largest presence ever at the 2008 International Consumer Electronics Show (CES), including demonstration vehicles and technology stations at the displays of Microsoft, SIRIUS, Sony, Dolby Digital, THX and Gracenote.

Ford and its technology partners demonstrated the company's next-generation navigation system available on 2009 model year vehicles, as well as new Ford SYNC™ capability and partner-branded audio features.

"Our goal is to deliver the smart, connected in-car experience that customers today demand," said Derrick Kuzak, Ford group

"The ability to add functionality and update the system to work with new devices is what makes SYNC unique in the industry right now."

— Derrick Kuzak, Ford group vice president, Global Product Development



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A message from Ford Healthcare Management



Microsoft Chairman Bill Gates helps introduce new Ford SYNC functionality at the 2008 CES.

vice president, Global Product Development. "Ford is answering the call with the best technology solutions from companies like Microsoft and SIRIUS, connecting customers with mobile devices and important information they need on the road, and bringing the experience to life with the latest in navigation technology and branded audio."

Having earned the coveted "People's Voice" award for Ford SYNC at the 2007 CES, Ford and Microsoft announced at this year's event that the in-car communications system will be offered with even more functionality when it appears on 2009 model year products later this year. Ford and Microsoft introduced the fully integrated voice-activated interface for mobile phones and digital music players at the 2007 CES.

Starting with the all-new Ford Flex and Lincoln MKS, which will launch this summer, SYNC-equipped 2009 model year vehicles will feature 911 Assist and Vehicle Health Reports – safety features enabled by the system's voice-activation capability. With the new functionality, SYNC will soon be equipped to assist in contacting emergency services in the event of an air bag deployment, as well as deliver reports on the status of vehicle systems.

Customers with 2008 model year SYNC-equipped vehicles may have their SYNC systems updated with the new applications.

"From the start, we pursued an updatable software solution with SYNC, using the consumer electronics business as our model," Kuzak said. "The ability to add functionality and update the system to work with new devices is what makes SYNC unique in the industry right now. It is a strategy that will really benefit our customers over time."

Also at CES, Ford teamed up with several of its technology partners to spotlight advancements in navigation, satellite services and audio systems. Among them is the next-generation navigation system that will be introduced as an option on 2009 model year vehicles.

The navigation system comes standard with SIRIUS Travel Link, a system that offers SIRIUS Satellite Radio subscribers an array of up-to-the-minute information and entertainment content, including current gas prices from an estimated 120,000 filling stations; local, real-time traffic information for 78 markets; coast-to-coast weather conditions and five-day forecasts; sports scores; and movie listings and locations for 4,500 theaters.

"Ford is connecting customers to Internet-enabled information, delivered via satellite, and presented via voice recognition on a high-resolution color display," said Gary Jablonski, manager, Ford Infotainment Product Development. ●

New products will drive Ford success in 2008

Welcome to 2008. It's a new year, and Ford Motor Company is ready to build on the momentum our team delivered throughout 2007.

Quality that's on par with the best in the business, crossover growth leadership and 14 consecutive months of stronger retail sales at Lincoln are just a few key accomplishments from 2007 that we should be proud of as we kick off the new year. We've also come far in strengthening our relationships and in working together as one Ford team.

Successful new vehicle launches in 2007 brought good news for customers. And we certainly won't let up this year, as we plan to accelerate the introduction of new products that customers really want and value. We're poised to deliver on our promise for 70 percent of our Ford, Lincoln and Mercury lineup to be new or significantly upgraded by the end of this year, and 100 percent by the end of 2010.

And hundreds of thousands of people are getting a taste of what's to come at the North American International Auto Show, being held this week in Detroit.

Among the highlights of the show will be the world premiere of Ford's all-new 2009 F-150. Our designers paid extremely close attention to what customers are looking for in a pickup, and this new F-150 delivers. We're also introducing the third of our Verve small-car concepts, this one specifically tailored to the North American market. Ford is committed to bringing the B-Car to U.S. and Canadian roads, and the Verve provides some clues as to what a production model might look like.

Lincoln debuted the MKT Concept, a four-passenger luxury utility vehicle that demonstrates another facet of Lincoln's sophisticated new design language, while delivering a unique combination of power and fuel efficiency with Ford's cutting-edge EcoBoost engine.

The powerplant uses gas turbocharged direct-injection technology to deliver the performance of an 8-cylinder engine and the fuel economy of a 6-cylinder. EcoBoost was also part of the story of the Explorer America, a new Ford concept that builds off of the company's iconic SUV.

The show also provides Ford with the chance to keep building buzz about what's going to be one of our biggest product introduction years in recent history, with six major new products for Ford, Lincoln and Mercury; two new hybrids; and upgraded powertrains and fuel-efficient 6-speed transmissions across nearly our entire vehicle lineup.

Among the vehicles slated to begin production this year is the Ford Flex, a new, game-changing vehicle with a distinctive design and seating for seven. It's loaded with cool features customers will love, such as an interior refrigerator, Ford SYNC™,



An impressive 70 percent of the Ford, Lincoln and Mercury lineup will be new or significantly upgraded by the end of the year, including the 2009 F-150.

a 2,300-song personal jukebox, programmable ambient interior "mood lighting" and a multi-panel Vista Roof. Flex joins our crossover lineup this summer.

Then there's the Lincoln MKS. We've already opened the order banks for Lincoln's new full-size luxury sedan, which goes on sale this summer. The Lincoln MKS is the first vehicle to embrace Lincoln's new design DNA and will offer customers understated style, first-of-a-kind convenience features, advanced safety and one of the best values in the luxury market. Plus, less than a year after launch, the Lincoln MKS will be the first production vehicle to offer our EcoBoost technology.

We'll also be rolling out thoroughly and thoughtfully redesigned versions of our popular midsize sedans – the Ford Fusion, Mercury

Milan and Lincoln MKZ – including full-hybrid models of the Fusion and Milan. And Ford will work to keep the Mustang lineup fresh and able to deliver "a steed for every need" by launching three new variants this year: the glass-roof Mustang, Mustang Bullitt and Shelby GT500KR.

Looking ahead, we will continue to work on leveraging our global expertise in design, engineering and manufacturing. Our goal is for consumers in the Americas, Europe and Asia to benefit from shared technologies – such as fuel-saving EcoBoost

engines, SYNC and AdvanceTrac.

As you've seen in recent news coverage, the U.S. economy in particular is facing significant challenges this year. Our plan can accommodate some headwinds and help us overcome changing conditions. Let's stay focused on working the plan and delivering results. Continuous improvement is what our customers expect and deserve.

Thank you for all of your hard work and continued support.



"Let's stay focused on working the plan and delivering results. Continuous improvement is what our customers expect and deserve."

*– Mark Fields, president,
The Americas*

Mark Fields
President, The Americas

TOUGHEST

2009 Ford F-150 gets new look, customer-pleasing features

BY MIKE THOMAS FORD World

The much anticipated debut of the 2009 Ford F-150 at the North American International Auto Show this week reveals a redesign aimed at giving customers more capability, more features and more choices. New "smart" features such as the class-exclusive Box Side Step enhance the F-150's already considerable productivity.

Choice expands with the new luxury F-150 Platinum edition, and capability increases through a stronger and lighter frame for more horsepower and better fuel economy, along with the addition of an extended SuperCrew model.

In other words, the toughest just got tougher.



"We know that our typical customer uses the F-150 for both work and personal driving," said Matt O'Leary, chief engineer, F-150. "They're looking for refinement plus the most flexibility between hauling cargo and carrying passengers. Our opportunity with the new F-150 was to find innovative ways to meet those needs. The result is the most capable truck we have ever built and one that offers more choice and more features."



The interior of the '09 F-150 features a handcrafted look.

TOUGH AND CAPABLE

Ford has increased the F-150's capability as typified by the 2009 SuperCrew. The cab has been extended six inches and features a new rear seat that customers can fold up and out of the way with one hand, uncovering a fully flat load floor. The flip-up seats, combined with the flat-load floor, allow items up to 47.9 inches tall to be stored safely from the outside elements and secured in the locked cab. The total cargo space behind the front seats is a class-leading 57.6 cu. ft.

"The flat load floor and fold-up rear seats allow for a much better use of cargo space," O'Leary said. "The new seats give F-150 customers enough room to safely and securely load a large flat-screen television into the flat load floor and take it home."

Capability also increases with a fully boxed frame constructed from hydroformed high-strength steel side rails – and cross members that pass through the frame rails – for increased durability and safety.

The high-strength steel provides about 10 percent more torsional rigidity and enabled engineers to fine-tune chassis components, while also contributing to weight reduction compared to the current F-150.

"The new, improved chassis helps deliver additional payload and towing capacity as well as improved fuel economy, which we know is top of mind, especially for truck customers," O'Leary said. "At the same time, we've improved the new F-150's driving dynamics, delivering a truck that's consistently surefooted in all driving situations and load conditions, regardless of the weather."

TOUGH AND SMART

A brand-new feature is the Box Side Step. A step can deploy from either side of the truck near the front of the box and enables a person to easily climb up and reach into the F-150's bed.

For O'Leary, the Box Side Step illustrates how Ford meets the needs of its customers to keep the F-150 at the top of the truck market and distinguishes it in an increasingly competitive market by creating "smart" features.

"Most customers can't tell you that we need to make a Box Side Step," O'Leary said. "They can only tell you access to the front

What makes Ford trucks so tough?

BY BILL GRAY

FORD World

Every pickup truck manufacturer has creative designers, dedicated engineers and durability testing . . . and they all listen to their customers . . . so what makes Ford pickups so tough?

Here are four strong reasons:

- **Better engineering talent.** Every kid dreams of some day playing for "America's team." Pop Warner football kids want to grow up to be Dallas Cowboys, and auto design and engineering aspirants want to play for the Ford F-150. After all, it's led the pickup "league" for the past 31 years. Now, that's a dynasty any sports team would be proud of. And it makes it real easy for F-Series chief engineers like Don Ufford (truck vehicle engineering) and Pete Dowding (test laboratories), and Michigan Proving Grounds manager, Mark Mikolaiczik, to recruit the cream of the crop.



F-150 testing keeps Ford ahead of its rivals.

- **Being the best forces everybody else to play catch-up and follow-the-leader.** It's hard being No. 2, whether you're Burger King or Chevrolet. Just when you think you're going to catch up to No. 1, the leader cranks it up to the next level. "It's evident in Chevy and Toyota's designs that both have us square in their sights," Ufford said. "They're trying to develop their trucks in large part to mimic the characteristics that have made us successful." For instance, just when Chevy was about caught up to F-150's tow-sway prowess, engineers turned up the dial with the all-new trailer-sway mitigation on the 2009 F-150 model, leaving that competitor swaying in its dust.

- **Really, really, r-e-a-l-l-y listening to customers.** F-150 offerings take "have it your way" to the max, starting with 35 major configurations for series, cabs, powertrains, drivetrains and beds, thanks in great part to the state-of-the-art flexible manufacturing system at F-Series' home plant, the Dearborn

Tough Trucks on page 9

could be improved. Our job is to listen and then find an innovative way to meet their needs. The Box Side Step is a perfect example.”

The 2009 F-150 also includes the Tailgate Step and stowable bed extender first introduced on the Super Duty.

The new F-150 meets customers’ towing needs with the available integrated trailer brake controller from the Super Duty.

In addition, new on the F-150 is Trailer Sway Control. This first-in-class feature works with AdvanceTrac with RSC and senses when a trailer begins to sway from side to side. The system then activates braking and reduces engine torque, decreasing speed and power and bringing the trailer back into alignment.

Under the hood, the 2009 F-150 features Ford’s first North American application of advanced deceleration fuel shutoff technology. As the F-150 decelerates, the system limits fuel flowing to the cylinders. As a result, real-world fuel economy is improved.

Powering the 2009 F-150 are a new 4.6-liter three-valve V-8 engine and a 5.4-liter V-8 rated for more horsepower than the previous version. F-150 also gets a six-speed transmission, which, combined with weight savings, engine advancements and deceleration fuel shutoff technology, provides a fuel economy increase of 1 mpg.

Compared to competing trucks, the 2009 F-150 has best-in-class towing for all cab styles, class-leading hauling capability and best-in-class entry-level torque across the range.

TOUGH AND GOOD LOOKING

The F-150’s new design features a squared-off and raised front end, new treatments of the three-bar grille for the different models, flared wheel wells and a new power-dome hood, all reminiscent of the Super Duty.

According to the truck’s chief designer, George Bucher, the 2009 F-150 and the rest of the F-Series hang together in terms of their design, but the F-150 has a smoother appearance.

“Overall the series has a very ‘milled and constructed’ look, meaning there’s a tension in the surfaces as if the truck were shaped and constructed by hand,” Bucher said. “The handcrafted look projects quality.”



The F-150 offers a Reverse Camera System and new badging.

Bucher and his team redesigned the front end for a bold appearance and extended a straight beltline across the side. In the rear, designers added a new tailgate with a spoiler and new taillamps.

The constructed look of the exterior is carried over to the interior. The handcrafted appearance is created by having different elements, such as the sections of the dash and center console, distinct from one another in terms of tones and colors so

that the different modules appear crafted together.

TOUGH CHOICES

The new 2009 Ford F-150 offers customers the most choices, with more configurations than any other full-size pickup on the market. With three cab styles, four box options and seven unique trim levels, the F-150 comes in 35 different configurations to meet customer needs and wants.

The new top-of-the-line Platinum Edition features its own unique satin chrome grille, monotone paint accented by chrome-capped mirrors and standard 20-inch, 16-spoke polished aluminum wheels. Power-deployable running boards are also available.

Inside, F-150 Platinum features upscale luxury appointments including leather upholstered 10-way power captain’s chairs and console, along with luxury woodgrain accents, tuxedo stitching and embroidered logos on the headrests, and stamped, brushed aluminum on the dash, doors and console trim.

Standard safety equipment includes: AdvanceTrac with RSC, ABS, Safety Canopy side curtain air bags with roll-fold technology for enhanced head protection in rollovers and side impacts, front seat-mounted side air bags, Personal Safety System, and new seats and restraints designed to earn a “Good” rating from IIHS in low-speed rear-end collision testing.

Also standard in 2009 is Ford’s new EasyFuel capless fuel filler.

For entertainment, the F-150 includes the optional Ford SYNC system, voice-activated navigation with SIRIUS Travel Link and available Sony audio.

SYNC in particular adds to the F-150’s luster with the recently announced 911 Assist feature that will help quickly connect vehicle occupants directly to a local 911 emergency operator following an air bag deployment in a SYNC-equipped vehicle – with no monthly fees.

911 Assist will be available later this year, as will another new SYNC feature, Vehicle Health Reports. Using the SYNC Web site (www.syncmyride.com), customers will be able to set up personal preferences for a report on the health of many of the vehicle’s systems. Once established, a report can be requested at any time, at no cost, using simple voice commands.

The new F-150 enters a highly competitive market, but Ford intends to maintain its truck leadership through its customer focus.

“Look at the new F-150 and you’ll see every detail is worked out to give customers exactly what they want,” O’Leary said. “That’s what Ford has always done and that’s what we keep doing with our F-Series.”



A stowable bed extender is available on the new F-150.

Tough Trucks *continued from page 7*

Truck Plant at the Ford Rouge Center in Dearborn, Mich. Here's just one case in point of how Ford listens and sweats the details: Ford added a special Box Side Step for the '09 F-150. Why? Customers who weren't Toby Keith six-footers pointed out that they couldn't reach their toolboxes from the driver's side of the bed. "I don't know what the competitions' customers are asking them, but they're either not asking the right questions or the companies aren't listening or haven't made what they're saying a priority," Ufford says.



The Box Side Step on the '09 F-150 is a direct result of customer feedback.

• **Testing 1, 2 . . . 3,204!** That's the number of times engineers at the Michigan Proving Ground in the Detroit suburb of Romeo take F-150 prototypes over a customized road test course from hell called "Silver Creek 1 and 2," a quarter mile of a thousand four-inch-deep concrete chuckholes, at 28 mph. "Are...you...okay?" asks Mikolaiczik in short vocal bursts caused by the pounding his body is taking on the Silver Creek route in an '09 F-150. "Yeah...think so...this is...kinda...like...jumping...over...a...thousand...curbs," the visitor manages to answer, his head bobbing furiously.

The Silver Creek courses replicated from the former Arizona Proving Ground are only some of the rugged tests these engineers perform thousands of times over. The philosophy: The best way to make sure the truck will hold up is to try to break it down.

So they abuse them by running them up and down hills as steep as triple-black-diamond ski runs in Aspen, through gravel pits and inside extreme hot and cold facilities.

The tests on each new vehicle last 100 days, simulating more abuse than the "90th percentile customer" – let's call him "Earl" – will dish out in a 10-year truck lifetime. Earl is a real cowboy who spends all day with his F-150 on the construction job and likes to fishtail it through the muddy parking lot of the Dew-Drop Inn at night after a heavy rainstorm.

Proving Ground engineers back in 2000 used to test F-Series trucks for only how the "50th percentile" (average) trucker would use it in five years, and it's no coincidence that Ford's overall J.D. Power customer satisfaction ratings



Not even a "test course from hell" can stop the new F-150.

have skyrocketed since the company turned to Earl instead of Mr. 50th.

And they find things Earl never thought of. Usually, nothing of a major structural nature. Engineers like Ufford and Dowding, who put parts and components through their paces at the lab, have taken care of that. But little things that Earl just might mention to J.D. Power – like a slight rear-seat squeak that Proving Ground testers found when they tossed around the '09 F-150 prototype like a football in the cold-testing chamber. A tweak in the seat latch took care of that.

So, how tough are the competitors' tests?

"I've only been invited to see one of their proving grounds," Mikolaiczik says, "They test their trucks like we do cars."

In fact, for grins he and his crew filmed an F-150, a Chevy Silverado and a Toyota Tundra galloping over the Silver Creek course when it was in Arizona. The F-150, of course, carried itself with the grace of a professional bull rider, the Chevy did a little shimmy, but otherwise would get the silver, but the poor Tundra looked like a three-legged elephant being dragged unmercifully through a boulder field, its rear end desperately fighting to stay on the course and its bed rubbing up against the cab as it lumbered through.

The footage somehow has found its way to YouTube. Check it out at <http://youtube.com/watch?v=EWjTbiYo3x0>.

And that will give you the clear idea in one quick reel why F-Series trucks are toughest. ●



Trailer Sway Mitigation improves the F-150's towing capabilities.

NAIAS 2008

The North American International Auto Show (NAIAS), at Cobo Center in downtown Detroit, is the auto industry's version of the Super Bowl.

Detroit doesn't have the biggest crowds – that would be the Paris Auto Show with twice the attendance of NAIAS, about 1.5 million visitors. But Detroit has the biggest contingent of media, with some 6,200 attendees from all over the globe.

It's where Ford introduces the press and the public to key concepts such as the subcompact Ford Verve, Explorer America utility and Lincoln MKT Touring Concept, as well as new production models that will hit the road this year, including the Ford Flex crossover and the redesigned Ford F-150.

The auto show also sells cars – it has the highest return on investment of any single Ford marketing program according to David Tillapaugh, manager, Global Auto Show Operations.

And for all the Ford brands, it may be the best opportunity to get up to speed on the shape of things to come. It's also a great family event.

VEHICLE HIGHLIGHTS

FORD

1. 2009 F-150
2. Explorer America Concept
3. Flex
4. Mustang Glass Roof
5. Ford Shelby GT500KR
6. Verve Concept
7. Mustang Bullitt
8. Interactive digital studio
9. Focus with Ford SYNC™ demonstration

LINCOLN

10. MKS
11. MKT Concept

LAND ROVER

12. Land Rover LRX Concept

MAZDA

13. Mazda RX-8
14. TAKAI Concept, FURAI Concept



Ford NAIAS floorplan

2008 North American International Auto Show

Cobo Center, Detroit

Jan. 19-26, 9 a.m. – 10 p.m.

Jan. 27, 9 a.m. – 7 p.m.

www.naias.com



AUTO SHOW GUIDE

Here are some tips for
employees planning to visit the 2008 NAIAS



- **Parking:** Unless your idea of a car show is watching them stuck in traffic, parking at Cobo is not your best bet. Take a shuttle from either the Detroit Zoo in Royal Oak or The Henry Ford in Dearborn. You'll pay \$5 to park and \$5 for each person to take the shuttle. Or, park somewhere along the downtown People Mover route, which runs around the downtown perimeter. It will drop you off right at Cobo. The charge is 50 cents per person. For a map, visit www.thepeoplemover.com. Parking at the Greektown Casino garage along the People Mover route is **free if you validate** your ticket inside the Casino on your way to the People Mover platform.
- **Tickets:** Tickets at the door are \$6 for kids and the 65-and-over set; \$12 for everybody else. You can save on regular adult tickets by getting them from the Ford Employee Recreational Association for \$9 each. Call 313.322.4155 for more information from FERA. Go in a group of 25 or more and it's only \$8 per ticket. Call 248.283.5173 for information about group rates.
- **The star could be YOU:** The Ford brand display will feature an interactive digital studio where visitors will be interviewed and shown on the panoramic screen.
- **Beat the crowd:** If you are able to go on a weekday at 9 a.m., just before the show opens, you'll beat the crowd. The exception is Jan. 21 – that's Martin Luther King Jr. Day and lots of folks are off work. Bring a camera and you can get in at 8 a.m. on Tuesday, Jan. 22, to take part in the auto show photo contest.
- **Eats:** It's strictly fast food on site, and a bit pricier than McDonald's or Burger King, which are just two People Mover stops from Cobo in the Detroit Renaissance Center. The RenCen also offers upscale options – Seldom Blues overlooks the Detroit River while the Coach Insignia on the top floor gives you a sky view of the city.
- **For kids:** There will also be lots of kids' activities inside the hall. Go to www.naias.com for updates. One exciting activity will be the F-150 video game where your kids can pilot the '09 model over a competition course.
- **Student day:** Wednesday, Jan. 23, is Automotive Education Day. Secondary education school officials (grades 9-12) can register their students for a close look at the auto industry, including career opportunities, from 7:30 a.m. to 3 p.m. Teachers can register at www.naias.com/aed2008.htm. Friday, Jan. 25, is Auto Racing Day with NASCAR-themed activities.
- **Best designated meeting place in case the kids wander:** A pond-like blue oval area in the middle of the Ford brand exhibit. You can't miss it.
- **If you want to make a family day of downtown:** The ice rink at Detroit's Campus Martius park is only a few blocks away. Hours are 11 a.m. to 10 p.m. Monday to Thursday, 11 a.m. to midnight on Friday, 10 a.m. to midnight Saturdays and noon to 8 p.m. Sundays. Admission to skate is \$6 for kids (12 and younger) and those 50-and-over, and \$7 for everybody else. Skate rentals are \$3. http://www.campusmartiuspark.org/amen_icerink.htm.

Third Verve Concept hints at North American small car for 2010

BY CHRIS RAHI KASSAB

FORD World

The Ford Verve Concept sedan being shown at the 2008 North American International Auto Show (NAIAS) in Detroit is the third in a trilogy of concepts designed to offer a glimpse at Ford Motor Company's new global small-car portfolio.

"The Verve Concept family provides a vision for a new world standard for quality, design and comfort in the small-car segment," said Derrick Kuzak, group vice president, Global Product Development. "Our global design team retooled the concept of a small car from cheap to chic, and from affordable to unexpected. These concepts demonstrate that working globally yields powerful benefits for customers."

Ford's European design team – bolstered by success in the small-car market – led the development of the three Verve concepts. The first two were designed to appeal to European and Asian consumers, respectively. The concept revealed in Detroit represents Ford's vision for a future North American small car.

According to Martin Smith, executive director, Design, Ford of Europe, the team's goal was to create three vehicles for different regions of the world that shared one Ford look.

"The concepts are essentially identical siblings – triplets in different body styles, if you will," he said. "The leading body style in Asia and in North America is the four-door sedan, whereas the hatchback, in this case a three-door, is very much the leading style in most of the European markets."

The North American Verve Concept, shown at NAIAS in a rich Rouge Red color, was modified from its European and Asian counterparts.

"Clearly the vehicles are more similar than they are different, but we have done regional tailoring to make the vehicles more appealing

for particular markets," said J Mays, group vice president, Design, and chief creative officer. "The U.S. wanted a bolder front graphic and a little bit more 'bling' on the car in terms of chrome, so we did that with a pronounced three-bar grille."

But all three Verve versions share the same design DNA.

"We wanted to visually identify elements on the vehicle that communicate what the car is all about from a technical standpoint," Mays explained. "This car is going to be a lot of fun to drive so the overall feeling when you look at the car is that the vehicle looks like it's moving when it's standing still."



The Verve Concept delivers more than customers expect, inside and out.

The introduction of the Verve Concept couldn't come at a better time, said Beth Donovan, manager, Ford Product Marketing. With gas prices at an all-time high, more and more consumers are considering smaller cars. Pushing the growth in the U.S. market is a group of young people aged 13 to 28 dubbed "Millennials."

"A powerful small car like the Verve Concept can get buyers excited about Ford at an early age," Donovan said. "From there, we can continue building a meaningful relationship with a wide range of premium products."

According to Kuzak, plans are already under way to produce the company's next-generation small car, with Europe taking the lead in 2008. The North American B-Car is set to begin production in 2010.

"We understand that when we deliver the small car to the North American market, it has to be something that stands out, and it will stand out – with its looks, its interior and its fuel economy," he said. "The Verve Concept makes that very clear."

"Although it's small, it's not cheap," added Mays. "It is a substantial vehicle that is quite a lot more, both visually and physically, than you would expect in this segment."

Just as important, Mays says, the Verve Concept demonstrates the company's commitment to creating one cohesive Ford Motor Company throughout the world.

"I see Verve both internally and externally as the poster child for getting us into 'one team, one plan, one goal,'" Mays said. "Whether the vehicle is sold in Asia-Pacific, Europe or the United States, it's going to be very clear that this was a team effort on the part of the Global Product Development and Design teams." ●



The latest Verve Concept was tailored for North American customers.

EcoBoost engine debuts in Explorer America concept

BY CHRIS RAHI KASSAB

FORD World

The modern, muscular design of the Explorer America concept introduced at the 2008 North American International Auto Show (NAIAS) is eye-catching, but the real surprise on this vehicle lies under the hood.

Ford Motor Company is using the concept to showcase a new engine technology called EcoBoost that will deliver up to 20 percent better fuel economy and 15 percent fewer CO₂ emissions without sacrificing driving performance.

"EcoBoost is truly an 'and' solution for consumers because it provides both improved fuel economy *and* superior driving performance," said Derrick Kuzak, group vice president, Global Product Development. "It's a win-win."

EcoBoost uses gasoline turbocharged direct-injection technology. With direct injection, fuel is injected into each cylinder in small, precise amounts. Compared to conventional port injection, direct injection produces a cooler, denser charge, delivering higher fuel economy and performance. When combined with modern-day turbocharging – which uses waste energy from the exhaust gas to drive the turbine – direct injection provides the best of both worlds: the responsiveness of a larger-displacement engine with fewer trips to the gas pump.

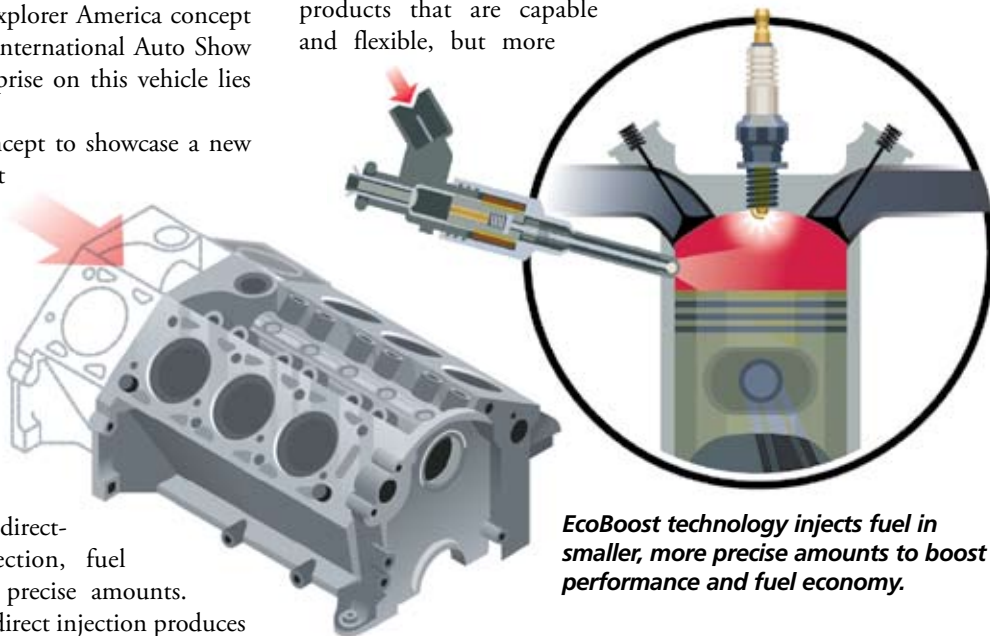
"The combination of turbocharging and direct injection allows smaller engines to act like larger ones while still delivering the fuel economy of the smaller powerplant," Kuzak explained. "The EcoBoost 6-cylinder engine can produce like an 8-cylinder and a 4-cylinder engine can produce like a 6-cylinder."

EcoBoost is an integral part of the company's global sustainability strategy. Plans are under way to equip half a million Ford, Lincoln and Mercury vehicles annually with EcoBoost within five years, beginning with the new Lincoln MKS flagship sedan in 2009.

"Our sustainability strategy started first and foremost with the need to provide better fuel economy for our customers," Kuzak said. "We also recognize that we need to be part of the solution for global warming."

In addition to introducing EcoBoost, Kuzak says the Explorer America concept addresses how the SUV market has changed.

"Today's consumers are more discerning. They are demanding products that are capable and flexible, but more



EcoBoost technology injects fuel in smaller, more precise amounts to boost performance and fuel economy.

intelligently executed," he said. "Explorer America is a vehicle that provides six-passenger seating with a very flexible interior, but it's also a vehicle that gets people to their camp site or their cottage and does it with all-terrain capability."

Shown at NAIAS in a titanium silver color, Explorer America features an integrated three-bar grille, defined power dome hood, wraparound rear glass panel window and sliding rear door.

Inside, the concept boasts single-touch, stackable, sliding seats that allow for convenient access to the second row; a work table with seats that deploy from the tailgate; and a three-dimensional compass and navigation unit with a topographical map built right into the instrument panel.

"Explorer America is all about a totally different approach to Explorer," Kuzak said. ●



Explorer America updates Ford's iconic SUV for today's customers.

Lincoln MKT shows luxury and economy

BY MICHAEL COLLINS

FORD World

Lincoln pulled the wraps off its new MKT tourer concept at the North American International Auto Show, proving that you don't have to give up luxury to be environmentally responsible.

Featuring a V-6 EcoBoost engine that can run on gasoline or E85 ethanol, the MKT also demonstrates how Lincoln's new design language can work as well on a spacious luxury utility vehicle as it does on a sedan.

"We wanted to show how the new Lincoln DNA can be translated over a number of different vehicles," said Peter Horbury, executive director, Design, The Americas. "Originally we had code named the MKT 'Learjet' because it is a road version of private luxury transportation."

Designed as a long-distance touring vehicle, the MKT features the double-wing chrome grille that Lincoln introduced in last year's MKR concept and has carried over into the 2009 Lincoln MKS sedan.

Instead of a trunk, the MKT features a bustle-back that not only provides massive storage capacity, it creates the elegant look of classic limousines like those Rolls-Royce and Daimler once produced.



A bold double-wing grille leads the way on the MKT Concept.

The interior includes four executive-size chairs similar to those found in first-class aircraft cabins. The rear seats include heated and cooled thigh supports and footrests that deploy rearward from the front seats, allowing passengers to fully recline.

"Whether someone is slipping into the backseat to conduct a business call or packing the family up for a drive to the beach, the MKT Concept is designed to deliver you in the utmost comfort and style," said Gordon Platto, chief designer.

Under the hood, the Lincoln MKT's EcoBoost V-6 delivers 415 hp and 400 lb.-ft. of torque. The technology allows the V-6 to deliver 15 percent better fuel economy than a V-8, with similar performance.

Also contributing to the Lincoln MKT's fuel efficiency are parts like body panels and energy absorbers that are made of upcycled plastic materials such as the soft-drink bottles. Not only do they shrink the vehicle's overall carbon footprint, they contribute to making the car lighter and improving its overall noise and vibration.

"There seems to be a more responsible attitude in America toward consumption," Horbury said. "Today's luxury shopper wants to seem less conspicuous and more responsible. I think the Lincoln brand is in the perfect position to catch the new wave of consumers who are thinking along those lines." ●



The MKT's rear seats provide incredible comfort.



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2009 Lincoln MKS sedan inspired by the greats

BY MICHAEL COLLINS

FORD World

After its impressive debut in L.A., the inspiring headliner for the Lincoln brand was presented this week at the North American International Auto Show (NAIAS), as a large media audience got a close look at the 2009 Lincoln MKS.

The full-size premium sedan goes on sale this summer and features design cues that will eventually become a major part of the entire Lincoln lineup.

"The inspiration comes from the iconic Lincolns of the past," said Peter Horbury, executive director, Design, The Americas. "By translating the 1940 Continental's bow-wave grille into the new Lincoln split grille, we've given the car a personality that is distinctly Lincoln."

Lincoln's heritage can also be seen in its class-leading interior. Seats developed specifically for the MKS offer more support and comfort for all passengers. The standard rear heated seats are a segment exclusive. And Lincoln says MKS offers best-in-class rear-passenger room.



The MKS' grille was inspired by the 1940 Continental.

With the addition of the dual panel moonroof, MKS is designed to bring luxurious accommodations to all passengers in the vehicle.

"The Lincoln MKS ensures a high level of comfort for all passengers," said Michael Celentino, chief engineer, Lincoln MKS. "All that space, coupled with a comprehensive suite of features and technologies, delivers the luxury experience that Lincoln consumers are looking for."

MKS features not found in any other car in its class include the next generation keypad, the EasyFuel capless fuel filler system, and SYNC, the company's exclusive voice-activated communications and entertainment system.

Another class-exclusive feature is the next generation navigation with SIRIUS Travel Link, which provides a host of services like real-time traffic, weather information, movie listings, sports scores and nearby gas prices, all on an 8-inch touch-screen display. The system, which advances one that is already lauded as easy-to-use, provides



MKS will include Ford's next generation navigation.

voice-recognition destination entry and can call out street names while en route.

Other firsts for Lincoln include Intelligent Access with Push Button Start, which allows the driver to enter the vehicle and start the engine without the use of a key. Also, the adaptive cruise control can automatically accelerate or decelerate the vehicle speed based on traffic patterns. Drivers can customize the system performance based on their personal driving styles.

Under the hood, the new 3.7-liter 270-hp V-6 engine is based on the one in the Lincoln MKX crossover, voted one of the 10 Best Engines by *Ward's*. EcoBoost, a new premium powertrain that offers V-6 fuel efficiency with V-8 horsepower, will be available in the next model year.

Up to 60 percent of those buying the Lincoln MKS, which will start at U.S. \$38,000, are expected to be new to the Lincoln brand and many will be first-time luxury buyers, according to Mark Fields, president, The Americas.

"With the Lincoln MKS, we are raising the bar even higher with unparalleled amenities and performance at a price that should be irresistible to luxury customers," he said. ●

Ford delivers auto shows to a computer near you

If a trip to Detroit for the North American International Auto Show (NAIAS) is not in your budget this year, the next best thing is a trip to Ford's Auto Shows Web page. The site features all the news, photos and videos from the show along with archived features from past events like last year's Frankfurt and Los Angeles auto shows. And it's your link to future shows, too.

The auto show site can be accessed either through the link on Ford.com (under the Vehicles tab) or directly at <http://autoshows.ford.com>.

"Think of the site as a virtual auto show," said Joan Margeson, manager, Corporate Digital Marketing. "Employees or the general public can experience much of the excitement of the shows they cannot attend throughout the year."

MAZDA, LUXURY BRANDS SHOW INSPIRED DESIGNS

BY MIKE THOMAS
FORD World



2009 Mazda RX-8

MAZDA

Mazda promotes itself as the company with the “Soul of a Sports Car” and that phrase takes physical shape with Mazda’s two main offerings at the North American International Auto Show – the FURAI concept is based on a Mazda racecar and the redesigned RX-8 is the company’s award-winning rotary-engine sports car.

FURAI takes Mazda’s unique *nagare* (Japanese for “flow”) design language a step further as it is translated into a concept car based on an American Le Mans Series (ALMS) racing car. The concept utilizes Mazda’s racing Courage C65 chassis and 450-hp three-rotor rotary engine.

“FURAI purposely blurs boundaries that have traditionally distinguished street cars from track cars,” said Franz von Holzhausen, Mazda’s North American director of design. “Historically, there has been a gap between single-purpose racecars and street-legal models – commonly called supercars – that emulate the real racers on the road. FURAI bridges that gap like no car has ever done before.”

Meanwhile, the 2009 RX-8 gets a refreshed exterior and interior design, enhanced performance and a new R3 sport package for the ultimate driving enthusiast.

Exterior refinements include restyled front and rear bumpers and front fascia, sporty, high-quality finish front and rear headlamps and larger exhaust pipes (now measuring 90 mm across). The 2009 RX-8 also offers a new five-spoke wheel design with different arrangements for each wheel size.

Interior enhancements include a center IP shape redesigned to give a feeling of dynamic movement, newly designed tachometer, new steering wheel and redesigned front and rear seats.

Engineers improved RX-8 body rigidity and the rear suspension for better handling while lowering the gear ratio for better acceleration.

The 2009 Mazda RX-8 is available as either a 232-hp model fitted with a six-speed manual transmission or a 212-hp model fitted with a six-speed Sport A/T automatic and steering-wheel-mounted paddle shifters for a Formula 1-style driving experience.

The new R3 model adds a sport-tuned suspension with Bilstein shock absorbers and front suspension crossmembers filled with urethane foam for a smoother ride, minimized NVH and greater suspension control.

The R3 also includes a rear spoiler, fog lights, sporty front bumper and 19-inch forged aluminum-alloy wheels with high-performance tires. Inside, the R3 adds a 300-watt Bose audio system with

Centerpoint surround sound and AudioPilot noise compensation technology, Bluetooth hands-free phone system, front Recaro sport seats with leather side bolsters, leather-wrapped parking brake handle and Mazda advanced keyless entry and start system.

VOLVO

Volvo comes to NAIAS not with new vehicles, but a new way of customizing existing vehicles, the R-Design for the C30, S40, V50 and XC90. Available in the fall of 2008 on 2009 models, R-Design gives customers the choice of 10 different exterior colors, a satin matte-finish grille, color-coordinated bumpers and lower side moldings, rear or roof spoiler, satin matte-finish door mirror caps, and five-spoke aluminum wheels.

Sporty 17- and 18-inch wheels will be available on C30, S40 and V50 R-Design, while 19- and 20-inch wheels will be available on XC90 R-Design (dependent upon car variant).

Inside the cars (C30, S40 and V50) there are seats in off-black Vulcaxflex with the seat cushion and backrest in contrasting cream-colored leather. The R-Design logo embossed on the backrest and the contrasting stitching reinforce the seats’ sporty appearance.



2009 Volvo XC90 R-Design

Other R-Design interior details include a leather-trimmed steering wheel with R-Design logo, the unique R-inspired instrument cluster, aluminum sport pedals, specially designed aluminum center stack and door inlays, gear selector with aluminum inlay, and tufted dark sport floor mats with contrasting light leather seams.

“R-Design is entirely in line with the accelerated focus on making our cars more extroverted and emotional,” said Steve Mattin, senior vice president and design director, Volvo Cars. “It gives the buyers the opportunity to spice up the already distinct personality of these car models.”

Volvo will also display its ReCharge Concept from Europe and focus on the latest in its preventive safety features like collision warning and driver alert technologies.

JAGUAR

Jaguar is showcasing its new XF sedan. First seen at the Frankfurt and Los Angeles auto shows, the XF utilizes style features of the XK sports car, including its windshield rake, muscular appearance, and powerful grille and shoulders.

Jaguar technical innovations include an industry-first rotary shifter, the JaguarDrive Selector, which combines precise, intuitive control and allows maximization of interior storage options.

The XF also includes the Jaguar Sequential Shift System, a shift-by-wire transmission that replaces manual linkages with electronic commands, giving the driver the option of one-touch manual control via steering-wheel-mounted paddles, and the choice of multiple transmission modes via JaguarDrive Control.

In the United States, the new XF will be available with a choice of two gasoline engines – a 4.2-liter naturally aspirated V-8 and a 4.2-liter supercharged V-8.



2009 Jaguar XF

The XF includes a host of features, ranging from Electronic Brake Assist to Dynamic Stability Control, Blind Spot Monitor and Adaptive Cruise Control. For the first time, Jaguar offers Understeer Control Logic, which decelerates the car and helps to restore grip to the front wheels when required.

LAND ROVER

Land Rover is unveiling a vision of its future with the world debut of the LRX concept. The LRX is a compact, lighter-weight three-door Land Rover that incorporates sustainability technologies aimed at demonstrating how Land Rover can keep pace with changing times while remaining true to its core values.

Though smaller than the LR2, the LRX is conceived as a premium car, designed to appeal to new customers in the luxury and executive sector – those who want many of the benefits of a 4x4 and the visual presence of a larger vehicle, but in a more compact package.



Land Rover LRX concept

The vehicle's lower weight and the reduced aerodynamic drag result in significant gains in fuel efficiency and reduced CO₂ emissions.

The LRX concept also adopts intelligent power management systems and other technologies first shown by Land Rover in the Land_e concept in 2006.

Sustainability is also reflected in the choice of the premium quality trim materials with vegetable-tanned leather (chromium-free, so better for recycling), extensive use of aluminum (both lightweight and readily recyclable), and carpeting made of felt from sustainable sources. And the luxurious vanilla-colored “fine suede” on the door inserts and headliner is a 100 percent recycled material made from used plastic bottles. ●

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There's great value in being a member, from top-notch service to competitive rates and low fees with no tricks in the fine print! Anyone can join DFCU Financial. There's no branch in your neighborhood? No worries. DFCU Financial has free, user-friendly telephone and online banking, and a nationwide fee-free ATM network.

Red Rover, Red Rover, isn't it time to move your money on over? Call us or stop by any branch, we'll even do all the work to move your accounts!

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Dearborn Livonia Canton Commerce Twp. Garden City Riverview Madison Heights





Racers Mikko Hirvonen and Jarmo Lehtinen, shown here on their way to victory in the 2007 Rally Great Britain, will lead BP-Ford's WRC team in 2008.

Ford reveals 2008 World Rally Championship team

After winning the manufacturers' title in the 2007 World Rally Championship, Ford of Europe plans to keep the WRC as its front-line motorsports activity for 2008. And although the retirement of Marcus Grönholm and Timo Rautiainen, who led the BP-Ford team in superb fashion over the past two seasons, has posed a challenge, Ford's WRC strategy of developing new, exciting talent is paying off. Mikko Hirvonen and Jarmo Lehtinen, who won the final race of the 2007 WRC season for BP-Ford, are ready to step up as the No. 1 team. Further, Ford is pleased to confirm that Jari-Matti Latvala and Miikka Anttila will also be promoted to Ford's official drivers' lineup for 2008. According to Ian Slater, vice president, Communications, Ford of Europe: "We're planning for long-term success in the WRC. Our young but experienced team is a clear statement of intent. We believe these two young Finns will become stars of the sport, and we're delighted to offer them the opportunity to grow and develop with Ford over the next few seasons."



The MAZDASPEED Atenza Concept debuted at the Tokyo Auto Salon.

Mazda shows Atenza Concept at Tokyo Auto Salon

With the new Atenza (MAZDA6 outside of Japan) scheduled to launch for the Japanese market this spring, Mazda whet customers' appetites by showing a MAZDASPEED concept version at the recent Tokyo Auto Salon 2008. It was just one of the company's 16 customized vehicles being shown at the event, including MAZDASPEED versions of the Roadster (MX-5 Miata outside Japan) and Demio (MAZDA2). This was the 25th anniversary of the Tokyo Auto Salon, billed as the largest custom car show in the world.



This design image for the upcoming Ford Focus RS was shown in December.

Ford confirms new high-performance Focus RS

It's now official. Ford of Europe's new rocket – the Focus RS – will be launching in 2009. Although the company is not releasing technical details at this time, a design image shown in December provides hints of the new model's appearance. "We will use the redesigned 2008 Focus ST as the base for a no-compromise RS model that will become the ultimate road-going Focus," said Jost Capito, vehicle line director, Ford of Europe Performance Vehicles. "Just as the Focus RS WRC owns the rally circuit, we want the new Focus RS to own the road, so we have the major competitors in our sights as we develop the car's performance, design, handling and braking." The company plans to unveil a concept version of the car this summer.



Green Team to sail in Volvo Ocean Race 2008-09

As preparations continue for The Volvo Ocean Race 2008-09, organizers have announced the latest entry in the round-the-world ocean marathon. The Green Team, under skipper and two-time Olympic medalist Ian Walker, has been confirmed as the seventh crew in the race. The tenth running of the premier yacht competition for professional sailors, which takes nine months to complete, will start from Alicante, Spain, on Oct. 4, 2008. The race covers some 39,000 nautical miles and is scheduled to stop at 11 ports, including, for the first time ever, locations in Asia.



The MAZDA2 (Demio) received a five-star rating in Euro NCAP testing and also will be released as a special Chiara edition in Japan.

Mazda receives highest safety crash rating from Euro NCAP

The new MAZDA2 (known as the Demio in Japan) was awarded a five-star rating – the highest possible – in the European New Car Assessment Programme (Euro NCAP) adult occupant protection safety test. A key to achieving this rating was the company's use of high-tensile steel sheets in the MAZDA2, with a body shell structure that absorbs and disperses impact energy in the event of a collision and helps prevent cabin deformation. The MAZDA2 is the second Mazda vehicle to earn a five-star score from Euro NCAP, following the MAZDA5 (known as the Premacy in Japan). Mazda also announced a new special edition Demio to celebrate the vehicle's recent pick as 2008 Car of the Year by the Automotive Researchers' and Journalists' Conference of Japan (RJC). The Chiara – which means "brilliant" or "bright" in Italian – will feature an exclusive Golden Red Mica paint job that includes gold-colored flakes mixed with a vivid shade of red.

JANUARY

14-28 **Ford Chorus Accepting New Members (Dearborn)**

Each Monday night in January we will be accepting new members into the Ford Chorus. Join those of us returning from the fall season. We have at least two performances already scheduled for our spring season. If you enjoy singing, come sing with us! Ford World Headquarters, east lobby, Mondays from 7 p.m. to 9 p.m.

14-March 31 **Special Tire Discounts for Employees**

Ford Customer Service Division is proud to offer Ford employees a special first quarter discount on the most popular tires Ford and Lincoln Mercury dealers sell. You get a great deal on tires during the winter when you need all the grip you can get. This discount is in addition to any other offer or rebate available at the dealership. It's easy to take advantage of the offer: 1. Call Tire Program

Headquarters at 1-888-353-3251 to receive your employee approval code. 2. Take that code to your participating local Ford or Lincoln Mercury dealership and buy your tires by March 31, 2008. You will receive 20 percent off the MSRP of Goodyear premium tires (Assurance ComforTred, Assurance TripleTred, Eagle ResponsEdge, Eagle F1 All Season, Fortera TripleTred, Fortera Silent Armor and Wrangler Silent Armor) and 15 percent off the MSRP of all Michelin/BFGoodrich/Uniroyal, Continental/General and Yokohama tires. (Employee must receive approval code from Tire HQ by calling 1-888-353-3251 before purchasing tires. Not valid on prior purchases.)

MARCH

24 **Frostbite Open Charity Golf Event (Plymouth, Mich.)**

Woodhaven Stamping Plant Frostbite Open Charity Golf event has earned over

U.S. \$280,000 for the center over the last ten years. More than 2,800 golfers have participated in this event, averaging 300 plus golfers each year. The Frostbite has become one of the largest single day, single start golf outings in southeastern Michigan. This year's event will be held at Fox Hills Golf & Country Club. For more information go to www.frostbiteopen.com.

26 **Ford Retiree Golf Outing (Fort Myers, Fla.)**

Join 50 to 70 other golfers at the fifth annual outing for members of the Ford retiree family in southwest Florida. The event will begin at 1:00 p.m. at the Pelican Preserve Golf Club in Ft. Myers. Golf, cart, range balls, prizes, tee gift and dinner are just \$105; dinner only, \$20. For reservations, send a check made out to Tom Howard at 9401 Chartwell Breeze Dr., Bonita Springs, FL 34135. For more information, contact Don Morgan at D07MORGAN@aol.com.



JDRF/Ford Kermit Sale



Ford Motor Company is proud to have adopted the world's most famous amphibian as our JDRF mascot! Our green friend has been touring the country with Ford helping to promote the fuel-efficient Ford Escape SUV Hybrid. When Kermit learned of the impact diabetes has on more than 21 million Americans affected by this disease, he thought what better time to join the crusade to find a cure.

JDRF is the world's largest nongovernmental funder of diabetes research; its funding and leadership is associated with most major scientific breakthroughs in diabetes research to date, including islet transplantation. More than 80 percent of JDRF's expenditures directly support research and research-related education.

JDRF's mission is constant: to find a cure for diabetes and its complications through the support of research.

Ford is proud to be the unparalleled, top corporate sponsor of JDRF. Since inception of the grass roots, employee-driven team now known as the Ford Global Walk Team for JDRF in 1998, Ford has directly contributed more than U.S. \$20 million (and that does not include the fundraising contribution from this year).

To get your own Kermit and donate to the JDRF cause, visit www.cmarket.com and click on the JDRF/Ford Kermit Sale logo on the page.



American Red Cross

An average of 91 cents of every dollar the Red Cross spends is invested in humanitarian services and programs. The Red Cross is not a government agency; it relies on donations of time, money and blood to do its work.

For information on upcoming blood drives, to volunteer or to donate:

- Log onto www.givelife.org (Enter sponsor code = ford13) to sign up for a Ford sponsored blood drive
- Calling 1-800 GIVE LIFE or www.givelife.org (enter zip code) to donate at a Red Cross Donor Center (www.semredcross.org for locations)
- Volunteering for the Red Cross (www.redcross.org/services/volunteer)
- Financial donations (www.redcross.org/donate)

EDITOR'S NOTE



Please send information on your local upcoming Ford-related events to FWinfo@ford.com

2008 Auto Show Lineup

January

- 18-20 South Carolina Int'l Auto Show, Greenville, S.C. www.motortrendautoshow.com/greenvl
- 18-21 Utah Int'l Auto Show, Sandy, Utah www.motortrendautoshow.com/saltlake
- 18-20 West Virginia Int'l Auto Show, Charleston, W.V. www.motortrendautoshow.com/charvv
- 19-27 North American Int'l Auto Show, Detroit, Mich. www.naias.com
- 23-27 Washington Auto Show, Washington, D.C. www.washingtonautoshow.org
- 23-27 Pennsylvania Auto Show, Harrisburg, Pa. www.motortrendautoshow.com/harrisbg

February

- 2-10 Philadelphia Int'l. Auto Show, Philadelphia, Pa. www.phillyautoshow.com
- 2-10 Buffalo Auto Show, Buffalo, N.Y. www.buffaloautoshow.com
- 7-10 Baltimore Int'l. Auto Show, Baltimore, Md. www.motortrendautoshow.com/baltimore
- 8-17 Chicago Int'l Auto Show, Chicago, Ill. www.chicagoautoshow.com

March

- 21-30 New York Int'l Auto Show, New York, N.Y. www.autoshowny.com

If you have the automotive bug, the auto show season could be a cure for you. Check out your favorite vehicles at an auto show near you.

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- **FREE** MOTORIZR Z3, regularly priced at \$229.99, plus **FREE** Bluetooth® headset†
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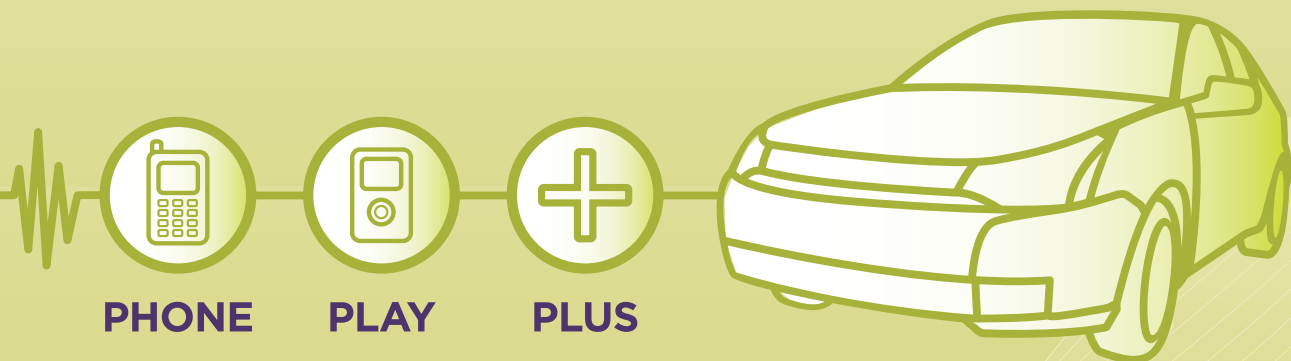
* Does not apply to accessories. Certain devices may not apply.

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