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FORD

October 2008

World

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THE 2009 FORD F-150

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Federal loans to automakers will help fuel economy

Ford Motor Company called the U.S. \$25 billion in loans for the auto industry and suppliers recently approved by Congress a "key enabler to Ford's plan to pursue advanced technologies and deliver leading fuel economy." The loan was established by Congress, but not funded, as part of last year's energy bill to spur the development of advanced technologies and help offset the government's estimate of a \$100 billion cost to the auto industry to meet the new fuel economy standards set at 35 mpg by 2020.



A Capitol idea

Ford bests Honda, all others, in "Top Safety Picks"

Ford Motor Company has earned more "Top Safety Pick" ratings from the Insurance Institute for Highway Safety than any other automaker, with a total of 16 to date. Ford passed its closest rival, Honda, in late September when four of its 2009 models – Ford Flex, Fusion, Lincoln MKS and Mercury Milan – achieved the top ratings from the IIHS. Ford also has more 5-star government crash test ratings than any other automaker.

Virtual lab improves quality, cuts development time

An exclusive group of powerful virtual design tools is helping Ford Motor Company save time and money during product development, while improving the quality, comfort and customer appeal of its cars and trucks. By using the most advanced virtual and digital tools available, Ford has shaved 8 to 14 months off its development cycle since 2004. Using the virtual tools lets designers and engineers experience a vehicle from someone else's vantage point before it is built.



Virtual vehicle interior

EcoBoost produces power, full torque at high altitudes

Unlike normal V-8 engines that produce up to 15 percent less torque in high-altitude cities such as Denver, Ford's turbocharged EcoBoost™ V-6 keeps going strong, even two miles above sea level. Ford engineers recently tested several EcoBoost vehicles at 11,900 feet above sea level, in Loveland Pass, Colo. The engines, which debut next year on the Ford Flex, Ford Taurus and Lincoln MKS before spreading across Ford's entire lineup, continued to deliver V-8 performance with the fuel economy of a V-6.



EcoBoost in Loveland

Lincoln car museum to be built in Michigan



Classic 1939 Zephyr

The long-anticipated Lincoln Motor Car Museum will be built at the Gilmore Car Museum in Hickory Corners, Mich., just north of Kalamazoo. Construction on the planned 20,000-square foot building is expected to begin in 2010, said the Lincoln Motor Car Foundation. The Lincoln facility will join the Classic Car Club of America Museum, the Tucker Historical Collection and the Pierce-Arrow Museum at the 90-acre Gilmore complex.

Combined issue

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FORD
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TAKE A STEP IN THE RIGHT DIRECTION FOR JUVENILE DIABETES.

Since 1998, the Ford Global Walk Team has supported the Juvenile Diabetes Research Foundation by raising over \$23 million in an effort to find a cure for this horrible disease.

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Credit woes, weak economy help sink September sales to 2008 low for Ford, industry

BY JOHN FOSSEN

FORD World

A weakening economy, tight credit and cautious consumers combined to sink Ford's U.S. September sales 34 percent to 116,734, the company's lowest level this year. Industry retail sales also dropped to a new low for 2008.

"Consumers and businesses are in a very fragile place," said Jim Farley, Ford group vice president, Marketing and Communications. "An already weak economy compounded by very tight credit conditions has created an atmosphere of caution."

Only the Ford Focus (up 5 percent) and Lincoln Town Car posted gains among the company's Ford, Lincoln and Mercury nameplates. Volvo sales plummeted 52 percent. Competitive brands, including Toyota and Honda, also showed big double-digit declines.

On the bright side, the all-new Lincoln MKS and Ford Flex have steadily increased segment share since their national marketing launch began last month.

Flex has the second-highest conquest rate among Ford products behind the Ford Escape Hybrid and its average transaction price already is much higher than Honda Pilot and Toyota Highlander.

MKS ranks third in the mid-size luxury car segment, trailing the BMW 5-Series and the Mercedes-Benz E-Class.

Although F-Series sales were down 46 percent in September, Ford's full-size pickup held segment share despite substantial incentives from some competitors.

Farley announced that the national marketing launch for the all-new 2009 Ford F-150 would begin in October, one month earlier than originally planned.

"It's really the very best time to launch an all-new F-150. Capability has never mattered more for our customers," Farley said, noting the new truck's segment-best towing and hauling specs, as well as its unsurpassed fuel economy.

Yet, Ford Senior U.S. Economist Emily Kolinski Morris cautioned that it's unlikely there will be any significant improvement in the underlying trend of sales anytime soon.

"Given the lack of resolution to the financial crisis, I don't think anyone can say where the bottom might be," she said. ●



2009 Ford Flex

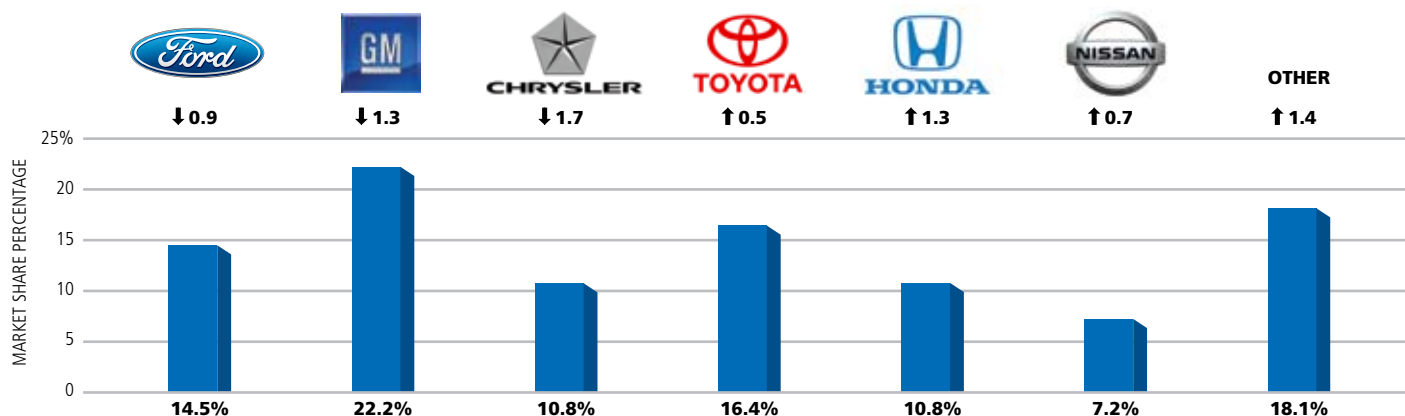
Vehicle Sales

2008 September Year-to-Date
U.S. Top-Selling Cars and Trucks

Rank/Nameplate	Units Sold
1 Ford F-Series	392,698
2 Chevrolet Silverado	370,502
3 Toyota Camry	355,562
4 Honda Accord	313,228
5 Honda Civic	285,715
6 Toyota Corolla/Matrix	279,685
7 Nissan Altima	223,776
8 Chevrolet Impala	209,734
9 Dodge RAM	196,058
10 Ford Focus	165,382
11 Chevrolet Cobalt	162,462
12 Honda CR-V	158,024
13 Chevrolet Malibu	140,555
14 GMC Sierra	133,811
15 Toyota Prius	130,561
16 Ford Escape	125,672
17 Pontiac G6	119,706
18 Ford Fusion	117,545
19 Toyota Tacoma	117,313
20 Toyota Tundra	115,026
21 Honda Odyssey	112,041
22 Toyota RAV4	106,738
23 Dodge Caravan	102,398
24 Ford Econoline	101,419
25 Hyundai Sonata	97,442
28 Ford Edge	93,830
29 MAZDA3	90,256
38 Ford Mustang	78,871

Source: Manufacturers' Reports

U.S. Market Share – 2008 Year-to-Date



Source: Manufacturers' Reports

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VMR214

Mustang Challenge won in final weekend by former go-karter

BY TIM TRUNZO

FORD World

The Mustang Challenge was developed by Ford Racing and Miller Motorsports Park to appeal to those looking to compete in a professional but affordable racing series.

That's exactly what happened in its inaugural season.

Only in such a series could someone like Andrew Caddell come in and be competitive despite never having driven a Mustang before. Though he'd won a championship in a Mazda MX-5 Miata series and notched several wins racing go-karts, he'd never raced something as big and powerful as a Mustang.

Yet he dominated the series from start to finish on the way to winning this year's first Mustang Challenge championship, clinching the title in the season-ending races at Utah's Miller Motorsports Park on Sept. 21. During the season, he won three of eight races, captured the pole five times and finished out of the top-two spots just once.

"Anytime you win the inaugural championship in a series, it's going to be special because you are the first guy to ever put your name on that trophy," said Caddell.

Jamie Slone finished second after winning the Mid-Ohio race and finishing on the podium three additional times. Racing in his first professional season, Slone said the series was perfect for somebody like himself, who was looking to see just how competitive he could be against other drivers.

"The thing I like about the Ford Racing Mustang Challenge is that it's fun and it fits with my goals," said Slone. "It's the professional series that gives people of all different calibers a chance to compete and to grow."

Competitors all drove the new 2008 Mustang FR500S, the first



'Challenge' on TV

The ups and downs of racing in the Mustang Challenge hits TV in December. The three-part series, *Why We Race: The Mustang Challenge*, begins on the Discovery Channel's HD Theatre, 8 - 9 p.m. ET on Sunday, Dec. 7.



Andrew Caddell gets air under the No. 43 StableOne Racing Mustang FR500S.

Ford race car to be built at a production facility and then made available to the public through the Ford Racing Performance Parts catalog and at authorized Ford Racing dealers.

Though the cars were similar, the drivers were diverse, ranging from those getting into racing for the first time to pros like Mike McGovern, the chief driving instructor at the Bondurant School

of High Performance Driving, who finished third for the season.

Also in the hunt was Terry Borcheller, who's raced in such prestigious road races as the 24 Hours of Le Mans and the Rolex 24 Hours of Daytona. He joined the series after three races and went on to win three of the final five races of the season, at Barber Motorsports Park, Lime Rock Park and the first race at Miller Motorsports Park in Utah.



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PLANNING FOR THE FUTURE

Fuel economy, affordability drive powertrain research

BY JOHN FOSSEN

FORD World

Unlike some competitors who are developing costly, low-volume alternative

powertrains, Ford continues its attainable strategy to provide affordable fuel economy for millions – now and in the future.

From hybrids to hydrogen research, Ford is second to none in its quest to provide meaningful fuel economy improvements,

reduce CO₂ emissions and deliver performance that customers expect.

In fact, Ford spends more than two-thirds of its U.S. \$7 billion annual Research and Development budget on such technologies.

“There’s no one solution, so we’re pursuing multiple technology paths, recognizing that they must be sustainable for the company, affordable for consumers and widely available to truly make a difference,” explained Barb Samardzich, vice president, Ford Global Powertrain Engineering. “Our

goal is not low-volume production of technologies that are priced beyond the reach of many people.”

The range of solutions includes hybrid vehicles, hydrogen fuel cells, hydrogen internal combustion engines, ethanol, clean diesel and, in the near term, refinements to gasoline-fueled engines and advanced transmissions.

Programs for the mid-term

In the mid-term, from approximately 2012 to 2020, Ford plans to fully implement its EcoBoost™ engine technology and



Ford Edge with HySeries Drive™



Ford Escape Hybrid Plug-In



Hydrogen-fueled vehicles (left) are a long-term solution while plug-ins are closer at hand.

increase its production of hybrid-electric vehicles.

During this period, Ford sees plug-in hybrid-electric vehicles (PHEVs) as a viable technology and may produce them in low volume. The company currently is testing a fleet of 20 Ford Escape PHEVs that can achieve up to 120 miles per gallon for the first 30 miles following a full charge.

Ford's partnerships with Southern California Edison and the Electric Power Research Institute seek the economic and technical solutions related to plug-in

electric hybrids.

In the mid-term, Ford also expects to produce more flexible fuel vehicles, provided the demand for biofuels or renewable fuels continues to grow, along with the supporting infrastructure.

Since 1996, Ford has sold more than 1.6 million vehicles that run on ethanol, a renewable fuel made from corn or other starch feed stock. Currently, seven vehicle models are available as FFVs: the Ford F-150, Crown Victoria, Expedition, E-Series, Mercury Grand Marquis, Lincoln Navigator and Town Car.

Hydrogen for the long haul

Hydrogen-powered vehicles are seen as longer-term solutions by Ford in the 2020 to 2030 time frame. To prepare, the company is researching different forms of hydrogen propulsion.

A test fleet of 30 Ford Focus hydrogen fuel cell vehicles has completed more than 865,000 miles of real-world evaluation.

Another 30 hydrogen internal combustion V-10 shuttle busses continue to log test miles among Ford fleet customers from Vancouver, Canada, to Orlando, Fla. That makes Ford the world's first automaker to deliver commercial vehicles powered by hydrogen-fueled internal combustion engines.

Farther on the horizon is the Ford Edge with HySeries Drive™. As the world's first drivable fuel cell hybrid electric plug-in, the HySeries Edge combines an on-board hydrogen fuel cell generator with lithium-ion batteries to deliver more than 41 mpg, with zero emissions.

For those who drive fewer than 50 miles each day, the mileage jumps to more than 80 mpg and the only thing that comes out the tailpipe are droplets of hot water.

The vehicle is built with a flexible powertrain design that will enable Ford to use new fuel and propulsion technologies as they develop without redesigning the vehicle. ●





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TOUGHEST

... and better, too

BY ROBERT MUSIAL

FORD World

Rolling into dealerships this month, the 2009 Ford F-150 continues the 31 years of truck leadership that comes from listening to customers.

Acting on what they heard, Ford designers and engineers created a truck that delivers more capability, more choices and more smart features, all wrapped up in a package that also delivers unsurpassed mileage.

These days, the top purchase considerations for pickup buyers are durability, value and fuel economy, especially with gas spiking above U.S. \$4 a gallon at times.

"As the industry leader, the new F-150 delivers on all three," says Matt O'Leary, chief engineer, Ford F-150.

With a new high-strength chassis as its backbone, the 2009 truck certainly scores in durability. The new improved chassis helps deliver additional payload and towing capacity.

For value, the new F-150 comes in three cab styles, four box options and seven trim levels, adding such standard features as side curtain air bags, AdvanceTrac® with Roll Stability Control™ and Trailer Sway Control. Also available are the Trailer Brake Controller and the Rear View Camera system.

Inside, the F-150's interior has been retooled with 30 storage cubbies and a flow-through console that is lockable and can holster two or more laptops and file folders.

In addition, the F-150 SuperCrew offers six inches more usable interior space for

transporting lanky co-workers, growing teens or friends to dinner on Saturday night.

The second row seats also flip up and out of the way with one hand, giving the SuperCrew a flat load floor with a whopping 57.6 cubic feet of space, easily enough to slide in that huge flat-screen TV from the electronics store.

Value also means the F-150 leads all competitors in its class for cargo capacity (65.5 cubic feet), towing (11,300 pounds) and hauling (3,030 pounds).

Out back, the 2009 F-150 makes it easier to load, unload and move things with its industry-exclusive Tailgate Step™, Box Side Step, Stowable Bed Extender™ and Cargo Management System.

At the gas pump, the new F-150 is unrivaled, with mileage improved by an average of 8 percent across the line and up to 12 percent on certain models. Best-in-class aerodynamics, powertrain upgrades and a new six-speed transmission all contribute to the fuel economy improvements.

The brand new SFE (superior fuel economy) package achieves 15/21 mpg. Unlike Chevy Silverado's latest econo package, it does it without wrestling a tonneau cover over the bed and having to unbolt the front chin spoiler to go off-road. The SFE tows 500 pounds more than the Chevy, too.

It's also enough to score better mileage than the new Dodge Ram, Toyota Tundra and Nissan Titan.

The new F-150 is also the safest F-150 ever with the most comprehensive safety features of any pickup, including standard side air curtains, side air bags and a new safety cage, all engineered to earn top safety ratings from the National Highway Transportation Safety Administration and the Insurance Institute for Highway Safety.

Turn the page and celebrate our 2009 offering ...

"The new F-150 delivers on all three – more capability, more features and unsurpassed fuel economy."

*– Matt O'Leary,
chief engineer, Ford F-150*

THE 2009 FORD

More capable, unsurpassed fuel economy, the most standard equipment, all at a greater value than the competition – that's truck leadership.



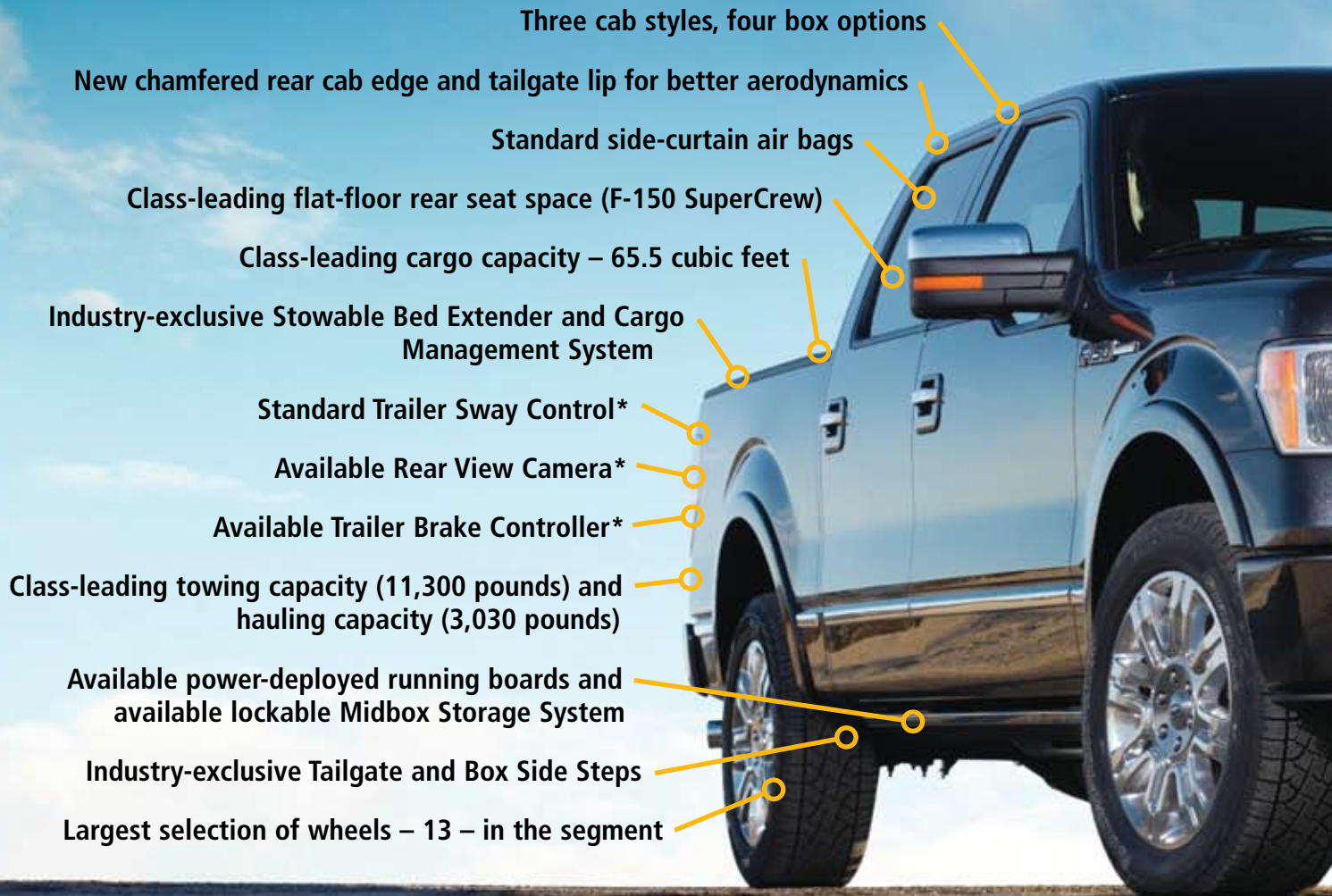
Box Side Step



Rear View Camera

Ford Work Solutions™ suite offers:

- **Tool Link** – a radio frequency identification (RFID) system
- **Cable Lock** – secures large tools or equipment in cargo areas
- **Crew Chief** – a diagnostic and telematic system for fleet owners
- The first broadband-capable in-dash computer with available wireless accessories



Three cab styles, four box options

New chamfered rear cab edge and tailgate lip for better aerodynamics

Standard side-curtain air bags

Class-leading flat-floor rear seat space (F-150 SuperCrew)

Class-leading cargo capacity – 65.5 cubic feet

Industry-exclusive Stowable Bed Extender and Cargo Management System

Standard Trailer Sway Control*

Available Rear View Camera*

Available Trailer Brake Controller*

Class-leading towing capacity (11,300 pounds) and hauling capacity (3,030 pounds)

Available power-deployed running boards and available lockable Midbox Storage System

Industry-exclusive Tailgate and Box Side Steps

Largest selection of wheels – 13 – in the segment

FORD F-150

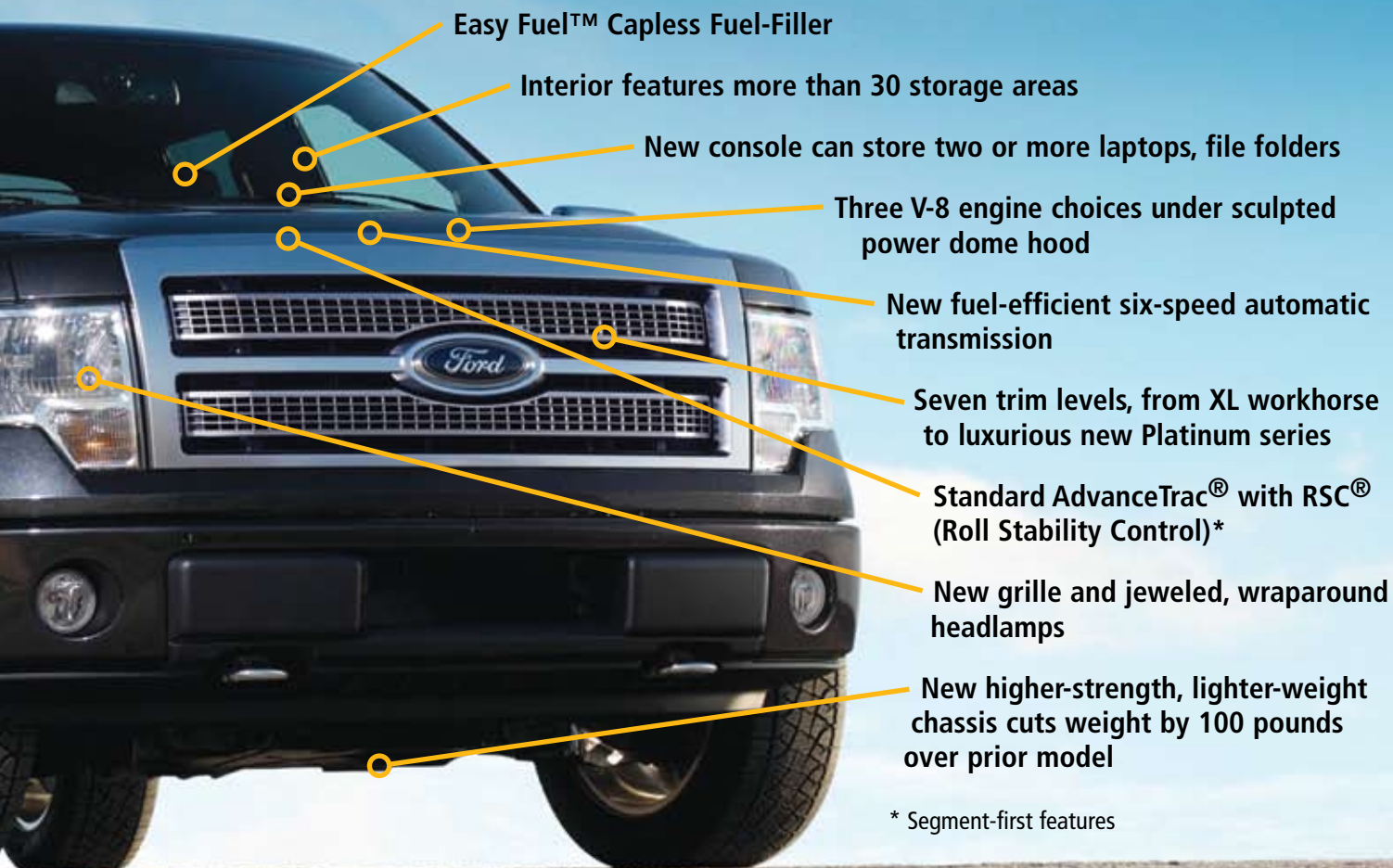
The Ford F-150 offers unsurpassed fuel efficiency for 2009:

- An average of 8 percent fuel economy improvement across lineup
- As high as 12 percent better than the prior model year on the 3-valve, 5.4-liter V-8 engine
- New SFE (Superior Fuel Economy) edition delivers 21 mpg highway – while still providing 7,500 pounds of towing capacity



Other exclusive interior features include:

- **Ford SYNC™** – the innovative voice-activated, hands-free, in-vehicle communications and entertainment system, with 911 Assist and Vehicle Health Report new this year
- **SIRIUS® Travel Link™** – combined with voice-activated navigation to provide real-time traffic, weather, fuel prices, sports and more
- **Voice-activated navigation** – with voice recognition destination entry, climate control, SIRIUS satellite radio in one easy-to-use system displayed on an 8-inch touch screen
- **Sony audio system** – 700 watts of power, 5.1 surround sound, 10 Sony speakers and amps for unique and rich listening
- Quieter inside than a Lexus LX 450 (F-150 Platinum model)



* Segment-first features

Now, the new F-150 leads in fuel efficiency

BY JOHN FOSSEN

FORD World

How do you improve the fuel economy of the country's most capable quarter-ton pickup without compromising its functionality?

With a relentless focus on details, hundreds of them.

When internal research indicated that fuel economy had rocketed from tenth place to third in importance among full-size truck customers, the corporate goal of being the leader or among the leaders in fuel economy in every segment became even more important to the 2009 Ford F-150 team.

"The corporate goal of being the leader or among the leaders in fuel economy in every segment is important to the 2009 Ford F-150 team. Internal research indicates that fuel economy has rocketed from tenth place to third in importance among full-size truck customers," said Matt O'Leary, chief engineer, Ford F-150.

Just as important, the job was done without any compromise in the truck's "Built Ford Tough" capability, which means the 2009 F-150 heads the class in hauling and towing. ●

Here's how they achieved gains

STRICT DIET

Lightweight, ultra-high-strength steel, magnesium and weight-optimized designs helped reduce the weight of the truck by up to 100 pounds, despite added standard equipment.

GOING WITH THE FLOW

Best-in-class aerodynamics helps smooth the airflow around, over and under the truck. This includes a 6 percent improvement in the coefficient of drag and a 4 percent reduction in aero horsepower and was achieved by several actions, including a new chamfered shape to the rear of the cab, a bold tailgate lip, and an improved front bumper valence and spoiler design.

GEARING UP

The new six-speed transmission offers a wider gear ratio span than four-speed or five-speed transmissions, allowing engineers the flexibility to have responsiveness in low gears and better fuel economy in the taller gears. The result is a 4 to 6 percent improvement in fuel economy.

SPECIAL DELIVERY

Open valve injection on the 5.4-liter and 4.6-liter 3-valve V-8 engines provides a more efficient use of fuel, along with more horsepower during towing and higher rpm operations. This unique feature improves the air-fuel charge conditions in the combustion chamber, allowing greater spark advance at higher loads and engine speeds.

DON'T NEED IT, DON'T FEED IT

An aggressive deceleration fuel shut-off feature temporarily prohibits fuel flow to the engine when the driver releases the accelerator, saving fuel. Fuel flow resumes seamlessly when the truck reaches a slow speed or the driver accelerates again.



The 2009 Ford F-150 Superior Fuel Economy (SFE) edition.

F-Series Super Duty adds Harley-Davidson, Cabela's models

BY ROBERT MUSIAL

FORD World

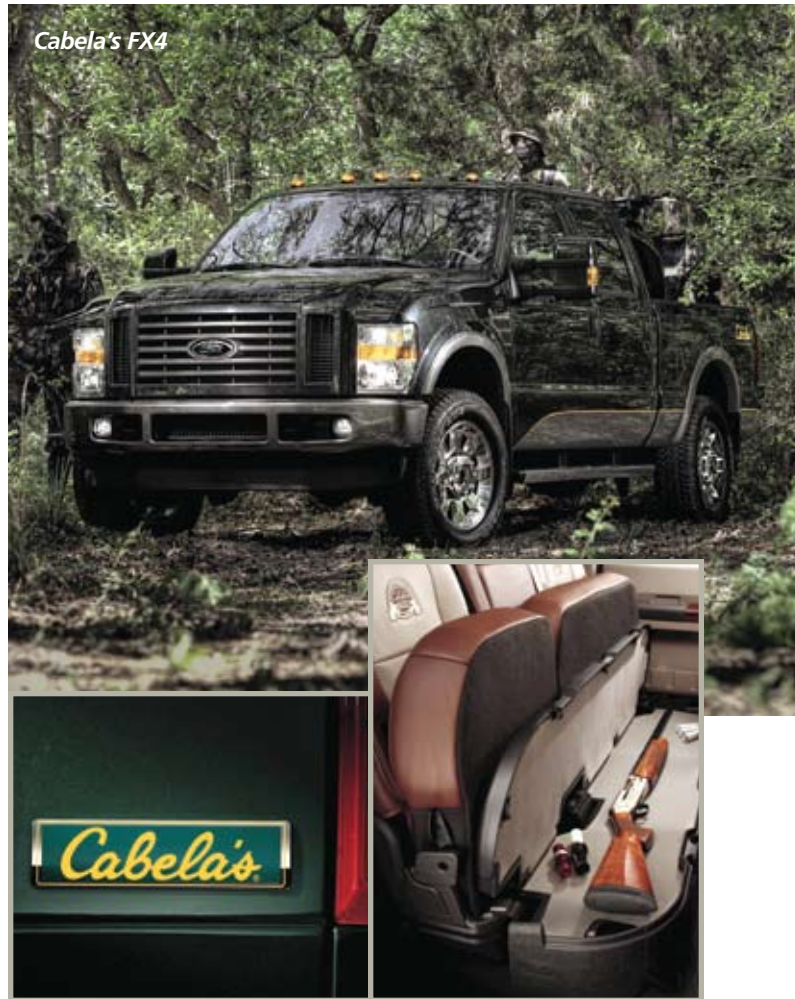
The Ford F-Series Super Duty, America's most capable full-size, heavy-duty work truck, is even more capable for 2009.

Along with more standard and available features are two new special editions – the Cabela's FX4 aimed at outdoor enthusiasts and, for the first time, a Harley-Davidson™ F-450 pickup.

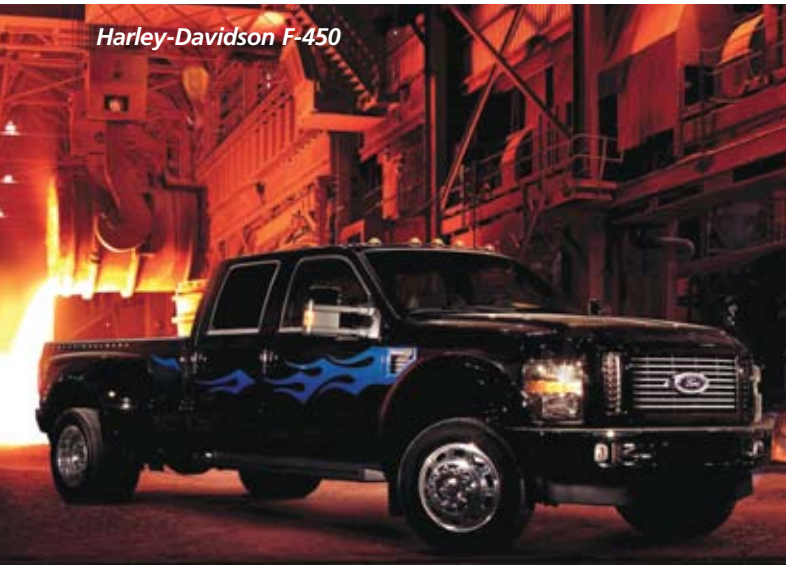
The new Cabela's FX4 package features a unique paint scheme and special Cabela's badging, available embossed leather seats and special interior trim plus additional lockable storage in the front console and under the front seat for keeping fishing and hunting gear and other equipment secure and out of sight.

As on the current F-250/350 models, the new Harley-Davidson F-450 features a unique blue flame paint scheme on the sides of the truck which is carried through to the interior gauges. Custom black leather seats, door panels and the center console reveal blue leather underneath to repeat the effect.

Harley-Davidson badges also emblazon the fenders and tailgate along with Harley-Davidson script on the box side.



Harley-Davidson F-450



Also for 2009, all four Super Duty trim levels (XL, XLT, FX4 and Lariat) get new standard features:

- The no-frills workhorse XL now comes standard with air conditioning, SecuriLock® and manual trailer tow mirrors.
- The XLT receives power heated trailer tow mirrors, privacy glass, integrated trailer brake controller, remote keyless entry and SecuriLock as standard.
- The FX4 adds standard PowerScope™ integrated power-fold and telescoping mirrors, power seats, privacy glass, integrated trailer brake controller, captain's chairs and SIRIUS® Satellite Radio.
- The top-of-the-line Lariat adds all the new standard content from the FX4 plus the reverse camera system, power-sliding rear window, heated seats, molded running boards and Ford SYNC™, the industry-exclusive, voice-activated, hands-free communications and entertainment system.

Other “smart” features available include the voice-activated navigation system with SIRIUS Travel Link and the same Ford Work Solutions™ systems also available on the F-150 and Ford E-Series vans.

For the first time, Ford is also offering Tough Bed, a factory-installed, military-grade, spray-in bed liner, on the 2009 F-Series Super Duty.

“Like the entire truck, Tough Bed stands up to the most stringent durability standards including those required by the U.S. military. That definitely makes it ‘Built Ford Tough,’” said Tom Aubrey, marketing manager, F-Series Super Duty. ●

Chief engineer reveals just what went into the 2009 Ford F-150

Matt O'Leary, the chief engineer for the Ford F-150, has been involved with the company's truck program since he joined Ford in 1977. Here, he shares his thoughts on the 2009 F-150.

Q: Why should truck customers buy the 2009 F-150?

A: It starts with capability, the best-in-class capability on trailer towing and hauling. We've also got unsurpassed fuel economy and the driving dynamics are improved over the prior model – and improved over the competition. That's not just us saying it, we've had customers drive the vehicle and compare it to competitors' products and they vote the same way. Plus, this truck is extremely quiet, it's remarkable. And then there's safety. We made a very strong statement on safety with standard side air bags and standard AdvanceTrac® with Roll Stability Control™. That's really going to give a lot of comfort to our drivers, particularly to those that use it to haul their families around.

Q: How did your team focus on capability as they created this truck?

A: We made a commitment to be the best in capability and we've really delivered it in the new F-150. We have best-in-class trailer tow numbers with 11,300 pounds and best-in-class hauling with 3,030 pounds so no one's going to touch us on capability. But it's not just the numbers, it's also how you're able to use that capability confidently. We've added a significant amount of technology to help customers with that capability, things like AdvanceTrac with RSC, and standard Trailer Sway Control – the first in the segment. We also have the tow haul mode and the rearview camera that helps you line things up, an integrated trailer brake controller and optional trailer tow mirrors to make it easy to use all that capability as well.

Q: Ford has been the truck leader for 31 years. How do we stay ahead in this important segment?

A: Really, the reason we've been so successful is that we listen to the customers better than anyone else. We spend a lot of time out with the customers and observing their use of trucks and many of us are pickup owners ourselves so we know what it's like to use the truck. All of that helps us and it helps us look at customers' needs and find ways to meet them. It's like the Box Side Step on the pickup box. Some customers said the box was too high and too deep so we added this box side step as a way to get in the box. It's very innovative and it's like our Tailgate Step™. People may say, 'Why didn't you have this earlier,' but we wanted to deliver it right.



Q: One of our big stories on the new F-150 is fuel economy. Can you talk about that?

A: Yeah, typically, to get the fuel economy, you trade off the capability. We know in this market, as competitive as it is, that we couldn't have a trade-off, we had to get both. So to get that, we did a lot of different things. One of those is aerodynamics, the best-in-class. We've reduced the coefficient of drag by 6 percent. We've taken weight out of the vehicle, which is pretty significant when you look at all the features we added as standard. We've got six-speed transmissions across most of our mix, we've added some very good engine controls like the deceleration fuel shutoff, which lets you cut off the gas as soon as you take your foot off the gas pedal and then when you get back into it, you don't get any clunks or anything. That's a real significant fuel savings. We also reduced idle speeds as a way to get us there. Overall, we show an 8 percent improvement in fuel economy over the outgoing model and up to 12 percent on our 5.4-liter engine.

Q: How do we maintain the "Built Ford Tough" quality on this truck?

A: We've done a lot of upfront work on the engineering through virtual builds, checking 18,000 points, trying to make sure that we didn't have any manufacturing issues as we went into launch.

You can really see that as we deliver the launch. And then we've tested this vehicle, doing 4.5 million miles of real-world customer testing and under very arduous conditions, from Arctic cold to Arizona heat, we've been through it all. Then we've established a new model quality center at the Dearborn Truck Plant to really get the hourly workforce engaged in helping us with improving quality along the way. Then we've also taken advantage of technology that's already been introduced, for example, powertrains like the 5.4-liter, 3-valve engine with the six-speed that's been introduced on the Expedition. All that gives us proven components and systems going into launch that really helps us be better than the outgoing product.

Q: What "smart" features does the 2009 model have?

A: If you start inside the cab, we have the SIRIUS® Travel Link™ for real-time weather, fuel prices at nearby gas stations, sports and all those features. We've got SYNC in there, we've got Sony-branded audio. We've got a flat load floor in the back of the SuperCrew cab; we've stretched it 6 inches to get best-in-class



"We made a commitment to be best in capability and we've really delivered it in the new F-150."

*— Matt O'Leary,
chief engineer, Ford F-150*

in terms of volume in the rear seat but also flexibility for cargo-carrying and people-carrying. If you go to the pickup box, we've got the most flexible pickup box with the Tailgate Step, the Box Side Step to help you get into the box. The Cargo Management System is second-to-none. And we're introducing Ford Work Solutions which I'm really excited about, which gives real-time Internet in the vehicle, a way to track tools with radio frequency ID tags, which is phenomenal. I hear a lot of buzz about that. And there's even a way to lock down heavy equipment in the bed, air compressors and things like that, with our Cable Lock System, so they won't "disappear" at the job site, which they sometimes do, unfortunately. Anything we can do to reduce the operating costs for customers, even things like theft, plus having the unsurpassed fuel economy — all of that is key to our customers.

Q: Finally, what can you tell us about next year's F-150?

A: We'll have EcoBoost™ in 2010 so we're not just resting on our laurels — we're going to continue to improve fuel economy. ●

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†One phone for each new line of service activated.

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Retirees: Stay connected

Here's an easy way to stay connected to the latest news from the Blue Oval on products, people and upcoming events that shape the future of Ford Motor Company.

The Blue Oval Connect retiree outreach program sends breaking news and periodic newsletters to retirees' e-mail boxes. This keeps retirees informed on automotive topics and helps them continue to be strong ambassadors for the Blue Oval.

By registering to be a part of Blue Oval Connect, retirees receive:

- News on new and current products
- Breaking news updates
- Event promotions
- Links to important Web sites
- Access to Ford retiree groups across the U.S.

Visit www.BlueOvalConnect.com to register for this free electronic Ford Motor Company news service. ●





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Hourly U.S. employees get separation help

Ford Motor Company and the United Auto Workers are taking steps to provide employees with resources to consider the Targeted Hourly Employee Separation Programs.

In September, job fairs were held in Dearborn and Cleveland to give U.S. employees and spouses the chance to learn about careers in other industries and to talk to potential employers and representatives from educational institutions.

More than 2,000 attended the Dearborn event and 800 attended the one in Cleveland. The Wayne (Mich.) Assembly Plant Job and Education Fair, held at UAW Local 900, was held Oct. 1 and other job fairs will be held at the Indianapolis, Lima Engine and Ohio Assembly plants.

"The job fairs were well-attended and it was encouraging to see the wide variety of potential employers and abundant educational opportunities that allow people to change directions, no matter where they are in their career," said Ken Akers, manager of Strategy Planning, Manufacturing Business Office. "Employees and their families appreciated the opportunities to have their questions answered as they make this important decision."

The window for the Targeted Hourly Separation Programs closes on Oct. 31, 2008, in southeast Michigan, northeast Ohio and select other locations. Those interested in applying may do so in their Labor Relations Office.

Q: Are there going to be additional packages? Will there be better offers down the road?

A: We have offered several rounds of employee separation programs over the past few years, and are continually analyzing our separation program options. There are no plans at this time to extend the open window or offer additional buyouts. The separation packages presently being offered are among the most lucrative packages in the industry, and are extremely expensive. Due to the current, extended economic downturn, the company may be unable to afford to offer another round of buyouts in the near future. If you are considering taking a package, you are strongly encouraged to accept a package during this open window period.

Q: How do I know which package is best for me?

A: Every employee's personal circumstances are different. There are numerous resources available to help you evaluate all opportunities.

Q: Is there a way we can avoid paying taxes on the lump sum Enhanced Retirement Plan Incentive (ERPI) payment (applies to both the \$50,000 and \$70,000 incentive)?

A: Yes, you may elect to roll 100 percent of

your payment to an IRA, TESPHE, or other tax-qualified plan. If you elect to receive any or all of the lump sum in cash, there will be the standard federal 20 percent withholding for lump sum payments.

Q: Can I roll payments over into my IRA?

A: ERPI is paid out of the pension program so it can be rolled over. The other non-ERPI separation program payouts are considered wages and cannot be rolled over.

Q: How long will it take to receive my check?

A: Normal check processing generally takes 45 to 60 days after you retire. If your check is subject to special withholdings due to applicable law, court order, or outstanding debt to the company, it will take longer for you to receive it.

Q: Do I get a Christmas bonus?

A: Employees accepting a retirement separation program could be eligible to receive a Christmas bonus if they have worked a minimum of 13 weeks. The amount may be prorated based on actual weeks worked.

Q: Do I get my next relocation payment if I take a package?

A: Yes. The plant will process your next STI payment when it is due.

Q: If I take an educational assistance program, am I still eligible for a Deferred Vested Retirement Eligibility option?

A: Should an employee elect one of the buyout options, eligibility for a deferred vested retirement continues. That means an individual who obtains 5 years of credited pension credits under the UAW plan continues to remain eligible for a deferred vested pension benefit. A deferred vested pension benefit can commence as early as age 55 with an early age reduction factor. Employees can view their deferred estimated retirement benefit at www.NetBenefits.com.

Q: Is there a person on-site I can direct my questions to?

A: Yes. Liaisons are on-site to point you in the right direction. Labor Relations representatives can also direct you to the right resources. ●

The above is meant to clarify common questions and is not a substitute for tax or legal advice from a professional familiar with an individual's personal circumstances. This is also intended as a general description of the types of programs available. Please consult the terms of the plan documents for actual provisions. In the event of any inadvertent conflict between this summary and the plan document, the plan document will control. The Company reserves the right to change, suspend, or terminate any Plan program at any time, subject to the collective bargaining agreement.



Important Numbers and Resources:

Buyout Retirement Hotline

(Detailed benefit questions)

877-640-3673

9 a.m. - 4 p.m. EST, Monday to Friday

Fidelity

(Divorce Court orders only)

800-5444-3333, ext. 4

8:30 a.m. - 5 p.m. EST, Monday to Friday

Separation Program Hotline

(General package questions)

313-322-7795

8 a.m. - 4 p.m. EST, Monday to Friday

E-mail: retire@ford.com

U.S. Mail: NESC, PO Box 6214,
Dearborn, MI 48121

Web: www.yourjobconnection.net

MONTHLY

First and third Mondays:

Ford Euchre Club (Dearborn, Mich.)

The Ford Euchre Club meets at 5:15 p.m. on the first and third Monday of the month at Fr. O'Kelley Knights of Columbus hall, 23663 Park St. (2 blocks south of Michigan Ave.), Dearborn. All levels of skill welcome. Play starts at 5:45 p.m. Fee: \$6. You do not have to be a Ford employee to participate. For information, contact Dennis Natoli at DENISNATOLI@aol.com, 734-421-8314, or Jerry Long at GLONG3643@wowway.com, 313-565-4665.



Every Tuesday

Chess Club (Dearborn, Mich.)

The Chess Club meets from 5-8 p.m. Tuesdays in the first floor break room of PDC Bldg. 4. For information, contact Elijah Rogers at EROGERS2@ford.com or 313-248-2132.



Second Wednesdays:

Ford Classic Auto Restoration Society (Southeast Mich.)

C.A.R.S. meets at 5:30 p.m. the second Wednesday of the month in Dearborn, Allen Park or Livonia. Maps are provided for the notices of the meeting, which are not highly structured. For information, contact Bill Kern at WILLIAM.KERN@zeledyne.com, 313-755-3871 or Dan Davis at DRDAN_48186@yahoo.com.

Third Wednesdays:

Ford Scuba Club (Redford, Mich.)

The Ford Seahorses Scuba Club meets at 7 p.m. the third Wednesday of the month, downstairs at the Timber Wolf Tavern, Plymouth Rd. just east of Beech Daly, Redford. For info, contact Mickey Malfitano, 734-658-0983, murphy5150@aol.com or visit the club's Web site at www.fordseahorses.org.

Third Thursdays:

Model Railroad Club (Dearborn, Mich.)

The Model Railroad Club meets at 6 p.m. the third Thursday of the month in the Ford World Headquarters cafeteria. For information, contact Doug Brooks at DBROOKS6@ford.com or 313-337-1124.

Ford Photo Club (Dearborn, Mich.)

The Ford Photo Club meets at 5 p.m. the third Thursday, except in December when the meeting is the second Thursday. For information, contact Bill Kern at WILLIAM.KERN@zeledyne.com or 313-755-3871.



DECEMBER

Dec. 10:

Dinner Party Dance (Excelsior Springs, Mo.)

The Kansas City Ford Salaried Retiree Club is having a dinner/party/dance with live music at the Elms Hotel in Excelsior Springs, Mo. For additional information, please contact MOORE.MAYNARD@gmail.com.

GET ON THE LIST

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



LOOKING FOR NEW MEMBERS

Volleyball Employee Association (Southfield, Mich.)

Ford Employee Volleyball Association is looking for new players...including employees, retirees, agency/contract personnel and A/Z qualified family members. Summer sand volleyball and indoor winter volleyball. For information, contact Eric Hunsanger at EHUNSANG@ford.com or 313-399-3858.



FORD EXPERIENCE TOUR

The traveling Ford Experience Tour lets consumers interact with the Ford brand in entertaining and informative ways. The 8,000-square-foot mobile marketing exhibit showcases new Ford vehicles, including the 2009 Ford Flex, plus interactive games so people can have fun while learning about Ford products. Specialists are also on hand to answer questions about vehicles and local dealerships.

Here's when the Ford Experience Tour visits a city near you:

Oct. 18 - 19: Art & Pumpkin Festival (Half Moon Bay, Calif.)

Nov. 1 - 2: Airfest 2008 (San Antonio, Texas)

Nov. 7 - 9: Aviation Nation (Las Vegas, Nev.)

Nov. 14 - 16: Ford 400 (Miami, Fla.)

Important debuts take stage at the Paris Motor Show

Dating back to 1898, the Paris Motor Show is the oldest auto show in the world. More than 360 brands from 25 countries will be on display there through Oct. 19.

A wide range of concept cars and upcoming production cars, including several exciting vehicles from Ford, Mazda and Volvo, are being shown at this month's Paris Motor Show.

Ford's entries include the 2009 Focus RS performance car and the all-new Ford Ka.

Confirmed as the fastest European Ford production car, the front-wheel-drive Focus RS unleashes 295 horsepower to gallop from 0 to 60 in under six seconds.

With such goodies as dual exhausts, 19-inch wheels and Recaro seats, the Focus RS has already notched more than 1,000 pre-sales in the United Kingdom, with 40 percent of those choosing the Electric Green color.

Also making its global debut in Paris is the all-new Ka, which offers a stylish and modern update of the iconic original.



The new Ford Ka

With its striking design inside and out, the Ka provides an affordable small car with great driving dynamics and a frugal appetite for fuel.

Meanwhile, Mazda is unveiling its Kiyora concept car, which could become a future Mazda mini-car.

Meaning "clean and pure" in Japanese, the Kiyora is a lightweight urban compact powered by Mazda's next-generation four-cylinder direct-injection engine.

Mazda is also unwrapping its new MAZDA6 with the new 2.2-liter turbodiesel engine and the restyled 2010 MX5 Miata model.

Also striking a blow for fuel efficiency are Volvo's debuts – economical diesel versions of its C30, S40 and V50, based on the V30 Efficiency model



Pocket rocket: Ford Focus RS



unveiled at last year's Frankfurt Motor Show.

The 1.6-liter-powered versions of the S40 and V50 achieve 52 mpg while the compact C30 gets 53 mpg, through slightly lowered bodies with aerodynamic panels, higher gear ratios, a more efficient driveline and lower-friction transmission oil.

Ford is also showing the new Fiesta EConetic model, powered by a 1.6-liter diesel which produces an ultra-low level of CO₂ emissions while getting 63.5 mpg. ●



Mazda Kiyora concept

New Ford Fiesta gets major marketing push

The all-new Ford Fiesta goes on sale in Europe this month, backed by the most ambitious and integrated marketing campaign Ford has ever done. The campaign, which kicked off in late September, features TV, print, Internet, direct mail, outdoor, radio and events. The campaign is aimed both at style-conscious young



Marketing the new Ford Fiesta

people and the millions who have owned a Fiesta since it first went on sale 32 years ago.

Ford Brazil wins top Latin American direct and interactive marketing award

Ford Brazil's Customer Service Call Center has won Latin America's most important direct and interactive marketing honor. Ford was the best not only among automakers, but in several different market segments. Presented in September, the 2008 Amauta award recognizes Ford as the best call center among 21 countries. Thanks to a new system, the call center can gauge customer perception of service immediately and fix problems quickly, raising customer satisfaction levels.

They said it

"The 2009 Ford Flex is the first crossover that does what it's supposed to do: drive like a car, haul kids like an SUV and look like it's going out on the town."

– Mike Magrath, *Edmunds.com*



"The Ford Focus combines good fuel efficiency with a nice sticker price and decent styling and performance ... the Focus definitely rates checking out..."

– Jerry Kroenenberg, *Boston Herald*



"Comfort, convenience and style are the key attributes of this new Lincoln MKS ... refined elegance ... distinctively handsome ... solid and secure ..."

– Tom Strongman, *Kansas City Star*



Built Ford Tough



Down in Mobile, Ala., **Bill Baltz's** Ford truck recently passed a milestone – 1.3 million miles.

The 1991 F-250 4x4 is used daily in Baltz's business, hauling everything from fifth-wheel work trailers to injured sea turtles in a plastic wading pool on their way to a rehab center.

Baltz says the only major repairs on the truck's 7.5-liter engine have been a new timing chain and injectors. He also swears by Mobil One synthetic oil.

The truck, nicknamed "The Beast," is so tough, even Hurricane Katrina in 2005 couldn't stop it, notes older brother **Gene Baltz**, an engineer at the Cleveland Casting Plant.

It's Flex time

How many vehicles does it take to spell out the word Flex? A recent photo in front of Ford Motor Company World Headquarters provides the answer – 26.

The crossovers were gathered for a special drive-away event for southeastern Michigan Ford dealers. It was probably a one-time event, though.

Spelling out "Explorer Sport Trac" would have taken a bigger parking lot.



Young race fan's a winner

It isn't every day that a 6-year-old gets to help design a race car – but **Sam Millard** isn't the average kid.

As the winner of a Juvenile Diabetes Research Foundation campaign, the Greenville, Texas, youngster had his design emblazoned on **Bob Tasca's** Motorcraft Quick Lane Mustang funny car

at the recent national drag races in Indianapolis.

Millard was inspired by the daily finger pricks administered by his parents, **Shannon** and **Bart Millard**, to check his glucose levels. "I didn't want to feel that anymore, so I want JDRF to win and find a cure," said Sam.

The JDRF paint scheme contest attracted more than 300 child artists across the U.S. and raised more than U.S. \$84,000 for research.

The a-maze-ing Model T

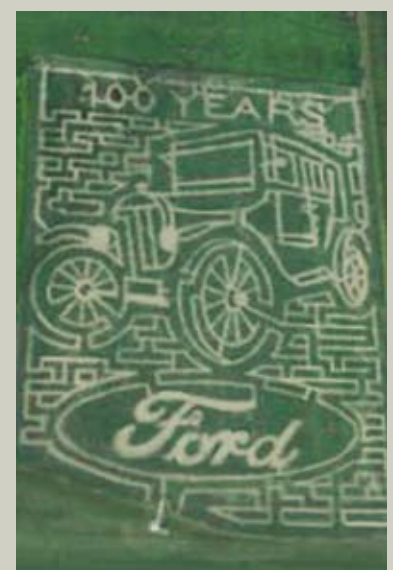
Every year, **Don** and **Sheila Beggs** cut a giant maze for visitors into a cornfield on their family farm near Sikeston, Mo.

This year's maze honors the centennial of the Model T, complete with a giant Ford logo.

"I saw that it was going to be the 100th birthday of the Model T and that was a significant event in our history," said Beggs. Once inside the 10-acre maze, visitors answer questions about the Model T to find the correct way through.

Beggs figures this year's maze, open weekends from Oct. 4 through Nov. 2, will draw more than 30,000 visitors to the farm, halfway between St. Louis and Memphis, Tenn.

And yes, he owns and uses Ford trucks on his farm.



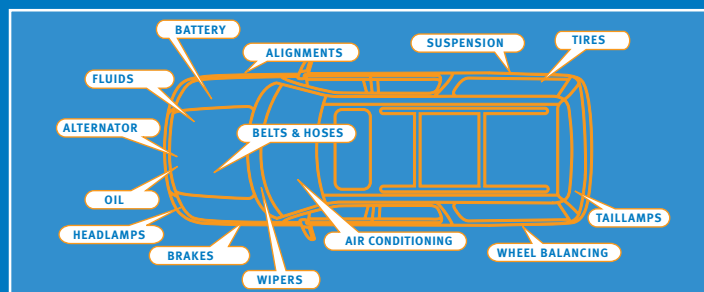


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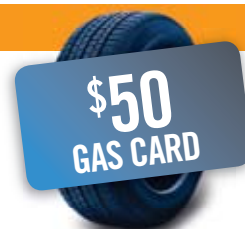
- ✓ Motorcraft® Premium Synthetic Blend Oil and filter change
- ✓ Check air and cabin air filters
- ✓ Check belts and hoses
- ✓ Rotate and inspect four tires
- ✓ Inspect brake system
- ✓ Top off all fluids
- ✓ Test battery

Up to five quarts of Motorcraft® oil and Motorcraft oil filter. Taxes, diesel vehicles and disposal fees extra. Hybrid battery test excluded. Redemption form must be postmarked by 12/31/08. See participating Quick Lane® for mail-in redemption certificate, vehicle exclusions and details through 11/30/08.

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Quick Lane®-installed retail tire purchases only, limit one redemption per customer. Redemption form must be postmarked by 12/31/08. See participating Quick Lane for vehicle applications, mail-in redemption certificate and details through 11/30/08.

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Engineered for your vehicle. With 84-month warranty.



With exchange. \$79.95 MSRP; taxes and installation extra. Warranty includes FREE towing on Quick Lane®-installed battery. Redemption form must be postmarked by 12/31/08. See participating Quick Lane for mail-in redemption certificate, vehicle applications and limited-warranty details through 11/30/08.



Visit your local participating Metro Detroit Quick Lane or find us on the Web at quicklane.com!

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Enjoy your ride with advanced glass technology from Carlite, a leader in original equipment auto glass. The SoundScreen acoustic windshield helps quiet traffic and road noise by placing a sheet of specially developed vinyl between two layers of glass. Noise levels are reduced so you can enjoy a more comfortable ride.

SoundScreen is now standard on several models including Ford Escape, Expedition and Focus; Lincoln MKX and Navigator; Mercury Mariner and Mazda Tribute. Also, look for it on the 2009 Platinum Edition F-150 and the all-new 2009 Ford Flex and Lincoln MKS. Ford is continuing to expand this unique glass technology throughout its vehicle lineup.

Ask your auto glass retailer for more details on SoundScreen.

- **Less Noise** - SoundScreen helps soften noise levels by as much as 6dB in the frequency range where wind noise is most intrusive.
- **OE Quality** - SoundScreen maintains overall sound control strategies of the original engineered design of the vehicle.
- **UV Protection** - SoundScreen maintains excellent UV protection for occupants, upholstery and interior surfaces.
- **Safety** - SoundScreen meets all federal safety standards and regulations.



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Because the name on the glass matters.™