



Ford Motor Company's
unwavering commitment to do the right thing earned
it the title of **2016 World's Most Ethical Company®** for
the seventh consecutive year by the **Ethisphere® Institute**.

Customers are paying attention. And Ford is making the right choices.
Consider the highlights:

FORD COMMITMENTS

- Ford joined the Electronic Industry Citizenship Coalition, a nonprofit organization of leading electronics companies dedicated to improving the environmental, social and ethical conditions of their global supply chains
- Ford received No. 1 ranking on Interbrand's 2014 list of the 50 Best Global Green Brands, securing high marks for transparency about its business operations
- Ford has a strong commitment to human rights, and operates under a code that aligns with several international organizations

*According to a 2016 Harris Poll.

**According to a 2015 Pulse Survey.

†According to a 2015 Cone Communications/Ebiquity CSR Survey

CONSUMERS CARE

- 53 percent of the U.S. public learned more about a company before deciding to do business with the organization*
- 80 percent of those surveyed said it's imperative that companies make sure employees behave ethically**
- 76 percent of respondents believe firms should minimize any negative impact on the environment, while 53 percent want corporations to take a leadership role in society**
- 80 percent of respondents said they tell friends and family about a company's efforts to act responsibly, while 56 percent said they have boycotted products because of a company's negative behavior†



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