



FORD MEDIA CENTER

Ford Claims Title for World's Largest Billboard Certified by GUINNESS WORLD RECORDS™

Ford is now the official GUINNESS WORLD RECORDS title-holder for the **Largest billboard** in the world after unveiling a 5,265 m² advertisement – equivalent to 20 tennis courts – for the new Ford EcoSport sports utility vehicle (SUV) on the iconic Espana Building in central Madrid, Spain.

A GUINNESS WORLD RECORDS official adjudicator inspected the 2,000 kg installation and verified the **Largest billboard** GUINNESS WORLD RECORDS official attempt was successful – exceeding the previous record established in Dhahran, Saudi Arabia, by 241.93 m².

“Our GUINNESS WORLD RECORDS title for the **Largest billboard** demonstrates the creativity that drives our company,” said Elena Burguete, director of Marketing, Ford Spain. “Ford’s message is ‘Go Further’, and that’s what we aimed to do with our campaign for the launch of the new EcoSport. It’s a great way to deliver the message ‘Life is out there, are you?’ to as many people as possible, right in the heart of Madrid.”

The billboard will remain in place until the end of February, after which it will be donated to the Apascovi Foundation employment centre for people with disabilities, where a second life will be given to all of the materials used.

Designed for life inside and outside of the city, the stylish new Ford EcoSport is now on sale across Europe and for the first time is offered as a sporty, Ford Performance-inspired EcoSport ST-Line model. Ford Intelligent All Wheel Drive is also available, alongside driver assistance technologies including SYNC 3 connectivity and rear-view camera.

About Guinness World Records

GUINNESS WORLD RECORDS (GWR) is the world record-breaking authority. Published for the first time in 1955, the annual and iconic Guinness World Records book has sold around 136 million copies in 20 languages and in more than 100 countries. Additionally, Guinness World Records: Gamer's Edition, published for the first time in 2007, has sold more than 4 million copies.

The global television programme Guinness World Records reaches 750 million viewers annually and more than two million people follow the GWR YouTube channel, which records more than 300 million views per year. The GWR website receives 18 million visitors annually and has around 10 million followers on Facebook. The commercial sales division of Guinness World Records offers tailored consulting services for some of the world's leading brands and agencies.

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 202,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 54,000 employees at its wholly owned facilities and approximately 69,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and eight unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.