



Where in the ## is the Pickup Truck Emoji? Hopefully on Your Phone Soon, Thanks to Ford

- Ford, with more than 100 years of truck heritage, is entering a white space segment of extremely small pickups by petitioning the Unicode Consortium to add a pickup truck emoji to the approved list of icons
- Representing global truck customers with its petition to the arbiter that determines worldwide text standards, the first-ever pickup truck emoji also celebrates World Emoji Day
- Following months of top-secret development and testing, the all-new pickup truck emoji is short-listed as a candidate for inclusion in the next emoji update planned for early 2020

DEARBORN, Mich., July 17, 2019 – With billions of emoji sent daily and nearly every mode of transportation including cars, scooters, boats, spaceships and ski lifts among the 3,000 approved icons available to emoji users, truck fans noticed a glaring omission: There is no pickup truck. Ford decided it was time to do something about this and is celebrating World Emoji Day with the debut of the pickup truck emoji.

“When customers started demanding a truck emoji, we knew we had to help make it happen,” said Joe Hinrichs, Ford’s president, automotive. “Given the popularity of Ford trucks globally, there’s no one better than Ford to help bring an all-new pickup truck emoji to hard-working texters around the globe.”

The Ford Ranger is Europe’s best-selling pick-up. Ford sold 26,700 Rangers in the first half of 2019 and set a second quarter record with sales up 8 per cent compared with the second quarter of last year.*

In 2018, Ford submitted a proposal to the Unicode Consortium – the organization that reviews and approves proposals for new emoji – to add a truck to emoji keyboards everywhere. Now, the pickup truck emoji has been short-listed as a candidate for inclusion in a future version of Unicode.

The concept emoji’s capable styling has been tuned to meet current trends. “Our team spent a lot of time digging through message boards, texting influencers and watching social media feeds to really understand our customers’ needs,” said Craig Metros, Ford North America design director. “People want a truck emoji that’s fresh, stylish, carries their ideas, and ‘tows’ the line on what a truck means. The end result is a modern icon that should give all truck fans a smiley face emoji.”

If the pickup truck emoji is approved in early 2020, the design will be customized for all mobile platforms to meet the needs of customers – from skilled tradespeople to active families and emoji lovers alike.

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** Ford of Europe reports sales for its 20 European traditional markets where it is represented through National Sales Companies: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Romania, Sweden and Switzerland*

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 196,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.