



Ford Brings 37.5-Ton Piece of Moving Assembly Line to 2014 NAIAS, Celebrates Mustang Heritage with New Exhibit

- Ford display at North American International Auto Show encompasses more than 66,000 square feet, includes new upper-level gallery; tops previous years' experiences, offerings
- Impressive displays include a 37.5-ton piece of the all-new F-150 moving assembly line simulation and a new upper-level exhibit area to celebrate the 50th anniversary of Mustang
- The Ford stand's many interactive features include numerous opportunities to experience the Blue Oval's full family of vehicles and technologies, along with creative ways for showgoers to share their experiences socially

Ford Motor Company's stand at the 2014 North American International Auto Show includes a 37.5-ton display that simulates a moving assembly line, as well as a chance to see the all-new Mustang next to the original pony car.

Ford is offering its freshest vehicle lineup, latest technologies, newest innovations and the coolest interactive exhibits at this year's auto show in Detroit. A new upper-level exhibit area will feature the all-new Mustang positioned near the Concept II created by the 1962 Mustang design team.

Using 66,167 square feet of floor space for 82 vehicles and numerous interactive displays, Ford is showcasing its full lineup of dynamic new products. From "50 Years of Mustang" to discovering "The Future of Tough," courtesy of the all-new F-150, Ford's display is a feast for the senses. The show is open to the public Jan. 18-26 at Cobo Center in Detroit.

"Consumers will be able to interact with Ford vehicles in new and exciting ways that will capitalize on the strength and quality of our products," said David Tillapaugh, global auto show operations manager for Ford. "There is no better stage than the auto show for audiences to get a closer look at what makes the Blue Oval Go Further, or to experience why our all-new Ford F-150 is Built Ford Tough."

The Future of Tough

The all-new Ford F-150, America's favorite truck, has been redefined as the toughest, smartest, most capable F-150 ever.

For the first time, the public will get to see the origins of the 2015 F-150, with the story of the truck being told through Ford's standards of durability, capability, efficiency and technology via The Future of Tough, one of the main attractions of the NAIAS stand.

To tell a story this big, a massive display has been erected to simulate the F-150 assembly line, with robotic pieces that dramatize the creation of the vehicle. Four trucks in various stages of build, starting with a steel frame, are showcased. The display, measuring 22 feet in height and 75,000 pounds, moves the trucks from left to right, lowering and raising each vehicle via central elevators to

show consumers a different stage of F-150 construction. As each version of the truck is explained, the vehicle is then raised back into the air.

“Each stage of the truck’s construction follows the themes of durability, capability, efficiency and technology,” said Tillapaugh. “F-150 has been reengineered to higher standards, and with more technology than it has ever had before. This display will help consumers understand the levels to which Ford’s engineering team went to bring it to life.”

Celebrating Mustang

The iconic pony car that has inspired so many over five decades is back as Ford shows off the all-new Mustang, opening up a part of its auto show stand to the public for the first time.

The 2015 Mustang – loaded with technologies and world-class levels of performance – takes center stage at the Ford stand this year. A new upper-level exhibit area provides a special celebration for the 50th anniversary of Mustang. Visitors to this space will be immersed in cultural and historic artifacts, as well as references to Mustang’s impact on fashion, film, food and fun throughout its life.

Young Mustang fans can be among the first in the world to make their own free Auto Show Edition Mustang model from Revell[®] – a worldwide leader in the hobby industry. The all-new Mustang model kit will be offered while supplies last, and can be assembled in minutes. It is the first licensed product offering for the all-new Ford Mustang.

Prominently displayed on Ford’s show floor is the history and future of Mustang encapsulated with multiple versions of the pony car, including the original model and Concept II. The display features the all-new Mustang convertible with a 2.3-liter EcoBoost[®] engine and a Mustang GT with 5.0-liter V8. Front and center is an all-new Race Red Mustang GT fastback.

A live engagement presentation and immersive film on an LED screen is also part of the Ford NAIAS display. Visitors can take part in the narration and presentation via two cameras, with the footage used to capture highlights of showgoers checking out the Mustang exhibit.

An adjacent ST enthusiast area provides racing simulators for two people to go head-to-head on a road course and compete for winning times they can then share via social networks.

“This is the largest consumer experience Ford has ever had, and it provides the greatest number of opportunities for engaging visitors in Ford’s history at the North American International Auto Show,” said Tillapaugh. “Right at the entrance, visitors will be greeted with the opportunity to take part in the displays and see what makes Ford Go Further.”

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 203,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.