



FORD MEDIA CENTER

## Ford F-Series Now Official Truck of the NFL; Celebrating Toughest Players and Introducing First- Ever Official NFL Tailgate Trucks On Demand with Exclusive Fan Experiences

- Built Ford Tough Ford trucks now Official Truck of the National Football League, celebrating America's toughest trucks and football's toughest players
- First-ever Built Ford Tough Offensive Line of the Week award will be given each Tuesday to league's offensive line that best exhibits toughness, smarts and capability in prior week's game
- Ford trucks to bring the passion of the NFL fan experience to consumers via a fleet of official Built Ford Tough Tailgate Trucks On Demand throughout the season, delivering one-of-a-kind fan experiences and the ultimate game day tailgate experience
- Today in NYC fans can order first-ever Built Ford Tough Tailgate Trucks on Demand through the Uber app, delivering tough tailgate food and merchandise by the all-new Ford F-Series Super Duty
- Select fans in other NFL cities later in the season have access to game-day Built Ford Tough Tailgate Trucks On Demand, plus tickets for two; fans also can enter Toughest Ticket sweepstakes at [NFL.com/Ford](http://NFL.com/Ford) for a chance to win a pair of tickets to Super Bowl LI, along with an NFL-themed all-new 2017 Ford F-Series Super Duty

**New York, Sept. 7, 2016** – America's toughest trucks are celebrating football's toughest players. Ford and the National Football League are teaming up on a three-year partnership establishing Ford trucks as Official Truck of the NFL.

"America's truck leader is teaming up with organizers of the nation's favorite sport to put the spotlight on fans and players who show toughness, smarts and determination on and off the field, and who deserve to be recognized for that," says Mark LaNeve, Ford Motor Company vice president, U.S. marketing, sales and service. "Both brands – each a leader in its category and known for toughness, capability, excellence and innovation – are coming together to give fans exclusive access to events and games, and to highlight players in a new way."

"Just like our fans and players, Ford trucks and the NFL are always working to reach the next level through hard work, grit and commitment, which makes this partnership a natural fit," says Renie Anderson, NFL senior vice president, sponsorship and partnership management. "We're proud to be partnering with such a legendary American brand and look forward to helping Ford trucks become synonymous with the country's most popular sports league."

### **Exclusive tailgate experiences for football fans**

Ford kicks off its partnership as Official Truck of the NFL today in New York providing fans the opportunity to order Built Ford Tough Tailgate Trucks On Demand through Uber, delivering tough tailgate food, game tickets and merchandise by the all-new Ford F-Series Super Duty.

Additionally, Ford is bringing a Built Ford Tough Tailgate Tour for fans to NFL games around the country. These experiences will give consumers access to their own Built Ford Tough Tailgates On Demand on game day, as well as hard-to-get game tickets.

NFL fans also can enter the Built Ford Tough Toughest Ticket sweepstakes for a chance to win a pair of tickets to Super Bowl LI, plus an all-new 2017 Ford F-Series Super Duty customized to showcase their favorite NFL team.

### **Built Ford Tough Offensive Line of the Week**

Just like Built Ford Tough F-Series trucks, NFL offensive linemen are some of the toughest, smartest, most capable players in the league.

Former NFL offensive lineman, NFL Network and NFL.com analyst Shaun O'Hara will leverage statistical analysis, positional expertise and knowledge of assignments to determine the Offensive Line of the Week based on their performance in the previous week's games.

Both Ford and the NFL are excited to see the contributions of these unsung heroes acknowledged. At the conclusion of the season, one line will be recognized as Built Ford Tough Offensive Line of the Year at the annual NFL honors awards presentation.

Offensive Line of the Week will be announced every Tuesday afternoon on [NFL.com/Ford](https://www.nfl.com/Ford).

### 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](https://www.corporate.ford.com).