



Ford Encourages Students to Explore STEAM Fields, Providing Inspiration with Girls' Fast Track Races

- Brownies and Juniors from the Girl Scouts Councils of Tropical Florida, Southeastern Michigan, Northeast Texas and Northern New Jersey to participate in track car racing via Girls' Fast Track Races
- Girls' Fast Track Races is part of Ford's commitment to STEAM education through its newly launched Ford STEAM Experience – a [hub](#) for creativity and learning
- Along with launching www.fordsteamexperience.com, this collaboration is one of the many education-focused programs Ford offers to inspire young minds

DEARBORN, Mich., Sept. 20, 2016 – Ford Motor Company is collaborating with four Girl Scouts Councils – Tropical Florida, Southeastern Michigan, Northeast Texas and Northern New Jersey – on a program that offers avenues for elementary school students to explore STEAM-related fields in science, technology, engineering, arts and math.

Girls' Fast Track Races is providing hands-on experience in vehicle engineering and design to 200 Brownies and 200 Juniors from each of the participating councils. Through the program, young girls are given the opportunity to learn about automotive science and engineering by building their own track race cars.

“We believe that all young children have an aptitude for technical subjects – what’s often lacking is the encouragement and additional support to succeed,” said Tracy Magee, Ford primary brand experiential manager. “Ford is deeply committed to education and through creative programs such as the Girls' Fast Track Races, we hope to spark excitement among the youth and inspire them to pursue future careers in high-tech fields.”

Ford's newly launched STEAM Experience works with longstanding Ford programs and outside organizations to help unify, shine a light on, and expand opportunities that inspire and enable students to pursue careers in science, technology, engineering, art and math. It serves as a hub for creativity and learning.

Girls' Fast Track Races – one of the many Ford STEAM Experience programs - is designed to provide encouragement and motivation to the four participating councils as they work to build and race their own cars. Race details are as follows:

- Southeastern Michigan Council: 11 a.m., Oct. 15, Athletics Center O'Rena, Oakland University Rochester Hills, Michigan
- Northeast Texas Council: 11 a.m., Oct. 29, Curtis Culwell Center, Garland, Texas
- Tropical Florida Council: 12 p.m., Nov. 6, Fernandez Family Center, St. Thomas University, Miami Gardens, Florida
- Northern New Jersey: venue and time to be announced at a later date

Ford knows diversity is imperative to future innovations. “As an expert in engineering, Ford has a unique opportunity to bring this fun and educational experience to girls and the youth-at-large,” said Magee.

Girls' Fast Track Races gives participants the opportunity to connect and compete at the highest level – all while sparking creativity to ensure a brighter future, not just for Ford, but for the entire community.

“Girl Scouts of Northeast Texas is excited to team up with Ford Motor Company, to inspire these members who are interested in science, technology, engineering and math,” said Jennifer Bartkowski, CEO Girl Scouts of Northeast Texas. “Girls need opportunities to expand their realm of what’s possible. Through this collaboration, girls will get to explore STEAM concepts and careers as they design, test and race their own cars.”

Johnette Hardiman, chair of the board of directors, Girl Scouts of Tropical Florida says scouting builds courage, confidence and character. “Our girls want to make the world a better place,” she says.

Ford’s commitment to STEAM education

For more than 30 years, Ford Motor Company has inspired young people to seek knowledge, be curious, solve problems and – like Henry Ford himself – make dreams of a better world come true. The company is committed to fostering interest in science, technology, engineering, the arts and math among American youth to help ensure the country can maintain its legacy of innovation and continue to thrive in a global economy.

Long established programs like Ford Next Generation Learning and Ford High School Science and Technology Program give students opportunities for hands-on learning and mentorship. New ventures with exceptional organizations, such as FIRST[®]-Robotics, Destination Imagination and Girls Who Code help Ford bring science, technology, engineering, the arts and math to more students in more places. Find out more at www.fordsteamexperience.com

About Ford Motor Company

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