



FORD MEDIA CENTER

Ford Performance Becomes Exclusive Live U.S. Distribution Channel of 2017 FIA World Rallycross Season

DEARBORN, Mich., Mar. 29, 2017– American fans of rallycross will be able to watch the full season of FIA World Rallycross Championship Presented by Monster Energy live this year, thanks to Ford Performance. The Dearborn, MI-based automotive manufacturer will be the exclusive live distribution channel in the U.S. for the series during the 2017 season.

Ford is the first OEM to serve as a live distribution partner for the FIA World Rallycross series. All 12 races will be streamed live on the Ford Performance Facebook page.

“We are always looking for innovative ways to provide more value to our fans and customers in the U.S.,” said Henry Ford III, Global Marketing Manager, Ford Performance. “Our partnership with IMG will not only make it easier for fans to watch Ken Block and Andreas Bakkerud live as they compete for the 2017 world championship, but it will also be an enhanced experience for those viewers. Distributing the live stream through Facebook allows us to expand our social fan engagement during the event and serve up dynamic content during breaks in the action.”

In addition to serving as the exclusive partner for the U.S. live stream, Ford Performance will continue to provide factory support to Ken Block’s Hoonigan Racing Division in 2017. Block and teammate Bakkerud pilot a pair of Ford Focus RS RX Supercars, and earned a combined seven podiums and three wins in the vehicle’s first season.

“I think it's amazing that my factory race partner, Ford Performance, has chosen to become the official distributor of World RX here in the States,” said Block. “One of the things I love about World RX is that fans are able to watch the action in real-time on race day via streaming. The fact that Ford has stepped up and become the official partner in America and is doing it via their Facebook is beyond cool to me. It's definitely a great way to make it easily accessible to all of my fans as well as all rallycross fans here in America in a super easy way. I'm sure my wife and kids will be stoked about it as well if they're stuck at home one race weekend and want to see myself and Andreas [Bakkerud] in action!”

Paul Bellamy, World RX Managing Director for IMG, added: “We have been talking to Ford about streaming our races live via their platform and I’m pleased that we have been able to get this project off the ground. We will be announcing a highlights deal in America with a free-to-air broadcaster soon but we are delighted to be able to offer World RX fans a chance to watch the races live and for those unable to catch the action, then they will be able to view the highlights on TV.”

The FIA World Rallycross season live stream kicks off on Sunday, April 2nd at 8:00am EST. Follow Ford Performance on Facebook at [Facebook.com/FordPerformance](https://www.facebook.com/FordPerformance) to watch live.

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, as well as connected services. Additionally, Ford is establishing leadership positions in mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 182,000 people worldwide. More information about the company, its products and Ford Credit is available at corporate.ford.com.

About Ford Performance

Ford's racing program is part of the Ford Performance organization based in Dearborn, Mich. It is responsible for major racing operations globally, including NASCAR (Monster Energy Cup Series, Xfinity Series, Camping World Truck Series), IMSA WeatherTech SportsCar Championship, FIA World Endurance Championship, Chinese Touring Car Championship, Formula Ford (Formula Four), and NHRA sportsmen drag racing. In addition, Ford's action motorsport programs involve FIA World Rallycross and Formula Drift. The organization also oversees the development and marketing of Ford's racing engines and performance parts, as well as the outreach programs with all Ford Clubs and Ford enthusiasts. For more information regarding Ford racing's activities, please visit www.fordperformance.com, www.facebook.com/FordPerformance, Ford Performance on Instagram and @FordPerformance on Twitter.

About FIA World Rallycross Championship

The FIA World Rallycross Championship is head-to-head, short, sharp racing on mixed surfaces (dirt and asphalt) contained within amphitheater venues. High profile drivers are equipped with RX Supercars with over 600hp and the ability to accelerate from 0-60 mph in less than two seconds. World RX debuted in 2014 with a 12-round calendar including events in Argentina, Turkey, Canada and throughout Europe. An expanded series was confirmed for 2015, with new rounds at Formula One venues Hockenheim in Germany and the Circuit de Catalunya in Barcelona, Spain. In 2016, an all-new city race was held in Riga, Latvia and in 2017 rallycross will visit Africa for the first time with a new round scheduled in Cape Town. Race meetings include a number of short, sharp action-packed qualifying heats with the most successful drivers progressing through to the finals. For more information, visit: www.fiaworldrallycross.com