



Apr 11, 2017 | DEARBORN, Mich.

All-New Ford EcoSport Rockets into Marvel Studios' 'Guardians of the Galaxy Vol. 2'

- **Fun:** All-new Ford EcoSport to appear in Marvel Studios' "Guardians of the Galaxy Vol. 2," in theaters May 5; EcoSport and Groot will be seen together in a TV commercial calling for customers to "Be the Guardian of Your Galaxy," and in an exclusive digital comic with a limited print run of 500 copies highlighting the vehicle's fun, capable and connected features
- **Capable:** Equipped with either the award-winning, 1.0-liter three-cylinder turbocharged EcoBoost[®] or 2.0-liter four-cylinder, EcoSport provides customers the freedom and versatility they need to set off on earthly adventures
- **Connected:** EcoSport's connected features make it easy to stay in touch with all forms of intelligent life, with available SYNC[®] 3, floating 8-inch touch screen and Wi-Fi hotspot

DEARBORN, Mich., April 11, 2017 – You don't have to be Groot to go small and live big. Ford's all-new EcoSport – the fun, capable and connected compact SUV – brings personality to the big screen as the official vehicle of Marvel Studios' "Guardians of the Galaxy Vol. 2."

"EcoSport is our smallest SUV, designed for active customers who need a compact, connected vehicle that enables richer experiences with family and friends," said Chantel Lenard, executive director, Ford U.S. marketing. "Teaming up with Marvel is a perfect way to share how EcoSport turns every drive into a chance to live big, enabling our Earth-bound customers to experience as many adventures as 'Guardians of the Galaxy' offers."

EcoSport joins Ford's best-selling SUV lineup. Packed with personality, customers can choose either the award-winning, 1.0-liter three-cylinder turbocharged EcoBoost[®] or 2.0-liter four-cylinder engine. SYNC[®] 3, a floating 8-inch touch screen and Wi-Fi hotspot are available, as well as SYNC Connect. The technology gives FordPass[®] members remote access to their EcoSport from their mobile device – including the ability to start, lock, unlock and locate it from almost anywhere on Earth.

The personalization possibilities of EcoSport are brought to life through interactive elements of Ford's collaboration with Marvel. In addition to 10 color choices, seven standard ambient lighting options and four trim offerings, EcoSport will give fans a new way to show off their inner Super Hero with a special Guardian Builder tool featuring more than 200 visual character elements from which to build and share their creations by visiting Marvel.com/EcoSport.

Fans can continue the experience by entering the "Be the Guardian of Your Galaxy" sweepstakes at www.marvel.com/ecosport. Entrants get a chance to win a Ford EcoSport, a hometown screening of the movie, one of 150 custom illustrations by a Marvel artist depicting the fan as a galactic hero, and plenty of swag.

Ford EcoSport, Groot, Star-Lord, Gamora, Drax and Rocket will also appear in a limited 500 print run comic book that will also be published digitally online for a short period.

EcoSport goes on sale in early 2018. Catch Ford's all-new compact SUV in Marvel Studios' "Guardians of the Galaxy Vol. 2," in theaters May 5.

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.

About Marvel Studios' "Guardians of the Galaxy Vol. 2"

Set to the all-new sonic backdrop of Awesome Mixtape #2, Marvel Studios' "Guardians of the Galaxy Vol. 2" continues the team's adventures as they traverse the outer reaches of the cosmos. The Guardians must fight to keep their newfound family together as they unravel the mystery of Peter Quill's true parentage. Old foes become new allies and fan-favorite characters from the classic comics will come to our heroes' aid as the Marvel Cinematic Universe continues to expand.

“Guardians of the Galaxy Vol. 2” is written and directed by James Gunn and stars Chris Pratt, Zoe Saldana, Dave Bautista, featuring Vin Diesel as Baby Groot, Bradley Cooper as Rocket, Michael Rooker, Karen Gillan, Pom Klementieff, Elizabeth Debicki, Chris Sullivan, Sean Gunn, Tommy Flanagan, Laura Haddock, with Sylvester Stallone, and Kurt Russell. Kevin Feige is producing, and Louis D’Esposito, Victoria Alonso, Jonathan Schwartz, Nikolas Korda and Stan Lee are the executive producers. Marvel Studios’ “Guardians of the Galaxy Vol. 2” blasts into theaters on May 5, 2017.

About Marvel Entertainment

Marvel Entertainment, LLC, a wholly-owned subsidiary of The Walt Disney Company, is one of the world's most prominent character-based entertainment companies, built on a proven library of more than 8,000 characters featured in a variety of media over seventy-five years. Marvel utilizes its character franchises in entertainment, licensing and publishing. For more information visit marvel.com. © 2017 MARVEL.