



FORD MEDIA CENTER

Ford Releases Marvel Studios' 'Guardians of the Galaxy Vol. 2' Commercial, Limited Run Comic Featuring All-New EcoSport

DEARBORN, Mich., April 28, 2016 – Ford’s newest commercial stars Groot from Marvel Studios’ “Guardians of the Galaxy Vol. 2.” and the all-new EcoSport – Ford’s fun, capable and connected compact SUV.

The 30-second TV spot can be viewed at <https://www.youtube.com/watch?v=AZ33dhdCKrM&feature=youtu.be>

EcoSport will also be featured in the Guardians of the Galaxy “What If?... EcoSport Adventure” comic, presented by Ford. The limited-edition 500-print run comic book features Ford EcoSport, Groot, Star-Lord, Gamora, Drax and Rocket and will be published online for a short period at <http://read.marvel.com/#/labelbook/45204>.

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.

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 (NYSE: F) is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford trucks, utility vehicles, and cars – increasingly including electrified versions – and Lincoln luxury vehicles; provides financial services through Ford Motor Credit Company; and is pursuing leadership positions in electrification; mobility solutions, including self-driving services; and connected vehicle services. Ford employs approximately 186,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit corporate.ford.com.