



FORD MEDIA CENTER

Ford Drive 4UR School Celebrates 10 Years of Giving with Friendly Slot Car Competition at Oculus at Westfield World Trade Center

- Ford Motor Company's Drive 4UR School fundraising program is celebrating 10 years of contributing to educational enrichment initiatives across the United States by bringing an interactive slot car display to the Oculus at Westfield World Trade Center Nov. 17-18
- Since launching in 2007, Drive 4UR School, in partnership with more than 2,700 U.S. Ford dealers, has raised more than \$30 million to support programs at 3,000-plus schools
- For each Oculus visitor who registers to compete in the slot car activity, Ford will contribute \$10 to New York City public schools, with a goal of reaching \$10,000 by the end of the two-day event

DEARBORN, Mich., Nov. 16, 2017 – A larger-than-life slot car track is racing toward New York City to mark the 10th anniversary of Ford's Drive 4UR School fundraising program. The interactive display will be featured in the Oculus at Westfield World Trade Center Nov. 17-18.

Visitors will be encouraged to step up to the track for some friendly competition. For each visitor who registers to race, Ford will donate \$10, up to a total of \$10,000, to New York City public schools.

"Ford and its dealers believe in collaborating to enrich educational experiences for children in our communities," said Andrew Frick, director, U.S. marketing, Ford Motor Company. "The 10-year achievements of this program are remarkable. To meet growing educational needs in our communities, we will continue to work with our Ford dealers and grow our investment in Drive 4UR School in 2018."

Drive 4UR School, established in 2007, brings together Ford dealers with local schools to host test drive events. Ford then contributes \$20 per test drive, up to \$6,000 per event, to support education enrichment programs for the host school. In the last ten years, Drive 4UR School has partnered with more than 2,700 Ford dealers and raised more than \$30 million for 3,000-plus schools.

This week, visitors to the Oculus, ages 10 and older, will be encouraged to step up to the track and come together for some friendly competition to benefit a good cause. A smaller racetrack suited for younger visitors will also be on hand. Rally towels and matchbox cars will be given away while supplies last.

"The Fund for Public Schools facilitates collaborations between the philanthropic community and New York City's 1,800 public schools serving more than 1.1 million students," said Sarah Geisenheimer, executive director, Fund for Public Schools. "We are grateful to be a part of the Drive 4UR School 10th anniversary, and applaud the program for its commitment to our students and students across the country. Ford's support will help to drive innovative, outcome-driven initiatives aligned with the strategic priorities of our school system to pave a path toward success."

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.