



FORD MEDIA CENTER

## Football Fans Can Get to Super Bowl LIVE Events in Style with the Built Ford Tough Sleigh Ride

Ford is offering football fans a first-class experience during the week leading up to Super Bowl LII with the Built Ford Tough Sleigh Ride – a free form of transportation to cool and interesting events at Super Bowl LIVE.

The Built Ford Tough Sleigh Ride will offer two sleigh stops near Super Bowl LIVE on 8th Street at Marquette, and on 12th Street at 2nd Avenue, Jan. 26-Feb. 3. The 8th Street location will feature appearances by NFL current players, NFL Legends and full lineup of Ford Trucks.

At both locations, fans can enter the Toughest Ticket Sweepstakes for a chance to win 2018 season tickets to their favorite NFL team's home games. Each sleigh can hold 18 people and will easily be pulled by a 2018 Ford F-150 (Official Truck of Super Bowl LII) which has best-in-class towing of 13,200 pounds when properly configured.

No purchase necessary to enter Toughest Ticket Sweepstakes, but participants must be a legal U.S. resident 18 years of age or older. Sweepstakes ends June 15, 2018. See [official rules](#) for details at [nfl.com/toughestticket](http://nfl.com/toughestticket).

### 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 202,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [www.corporate.ford.com](http://www.corporate.ford.com).