



Ford Announces Marketing Personnel Change

- Musa Tariq, Ford vice president and chief brand officer has elected to leave the company
- His work to help strengthen and focus the Ford brand will assist the automaker as it furthers its transformation

DEARBORN, Mich., March 21, 2018 – Ford Motor Company today announces that Musa Tariq, vice president and chief brand officer, has elected to leave the company.

Since joining the company in January 2017, Tariq helped shape the values underpinning the Ford brand.

“Musa is a proven leader of brand transformation, having led similar work at some of the world’s most admired brands before coming to Ford, and he is a leader known for creativity and social media expertise,” said Jim Hackett, Ford president and CEO. “Over the last year, he has been helping to drive the same transformation at Ford. We are grateful for his service and will carry on the work he has started.”

For the immediate future, the Ford brand work will continue under the leadership of Ford Chief Marketing Officer Joy Falotico.

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 199,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.