Icons of American History and Horsepower Join Forces as Ford and Kentucky Derby® Enter Multiyear Sponsorship

- Ford starts a multiyear term as proud partner of Churchill Downs and the Kentucky Derby® at the 146th running of the most exciting two minutes in sports
- Louisville, Ky., is home to two Ford factories; Kentucky Truck Plant builds the featured vehicle of this year’s race, the new 2020 Ford F-Series Super Duty, as well as the Ford Expedition and Lincoln Navigator, while Louisville Assembly Plant builds the all-new 2020 Ford Escape and Lincoln Corsair
- Kentucky Derby attendees will enjoy engaging on-site experiences highlighting Ford products at the racetrack during Derby Week; television and web activations are designed to complement and extend the reach of race day excitement across the country

LOUISVILLE, Ky., March 9, 2020 – Ford Motor Company and Churchill Downs today announced the start of a multiyear relationship establishing Ford as the proud partner of the iconic racetrack and the Kentucky Derby®. Both Derby champions and Ford products embody the strength, tradition and horsepower that make each brand proudly American.

“With Louisville Assembly Plant and Kentucky Truck Plant practically in the backyard of Churchill Downs, Ford’s participation in this uniquely American tradition is long overdue,” said Matt Van Dyke, Ford marketing director. “The Kentucky Derby is the longest-running sporting event in the United States, and one of the most iconic celebrations of the year.

“While our workhorse trucks naturally play a huge role supporting the many aspects of the equine and racing industries, our legendary sports car is named Mustang and our much-anticipated off-roading icon is Bronco. Ford products capture the freedom synonymous with the relationship between a winning horse and jockey.”

The new 2020 Ford F-Series Super Duty will serve as featured vehicle of the 146th Kentucky Derby on Saturday, May 2, 2020.

“Ford is such a big part of the Louisville community that this new partnership is a natural fit,” said Kevin Flanery, Churchill Downs Racetrack president. “Ford vehicles power so much of our operations at Churchill Downs and many of our breeders rely on Ford Super Duty trucks to transport their precious cargo.”

As official truck, non-luxury SUV, car and van of Churchill Downs and the Kentucky Derby, Ford is hosting on-site activations throughout Derby Week, including special access for FordPass Rewards members plus celebrations for veterans and active duty military personnel. Each Kentucky Oaks and Derby horse owner will also receive a Ford Explorer to use during the event. In addition, Derby attendees can experience a wide variety of displays highlighting the Built Ford Proud lineup, including the new 2020 Ford F-Series Super Duty that recently began production at Kentucky Truck Plant and the all-new 2020 Ford Escape that’s built at Louisville Assembly Plant.

“Our employees here in Louisville are proud to be building products that play an integral role in our customers’ lives, and now for the great American tradition that is the Kentucky Derby,” said Joe Bobnar, Ford director of manufacturing.
for Louisville Assembly Plant and Kentucky Truck Plant. “This partnership means something special to our thousands of dedicated employees, retirees and dealers in the Louisville community.”

The company will also host a Ford Day during the 2020 racing season, granting Ford employees and their guests free admission to a race day at Churchill Downs.

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; mobility solutions, including self-driving services; and connected services. Ford employs approximately 188,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

About Churchill Downs Racetrack

Churchill Downs, the world’s most legendary racetrack, has conducted thoroughbred racing and presented America’s greatest race, The Kentucky Derby, continuously since 1875. Located in Louisville, Kentucky, the flagship racetrack of Churchill Downs Incorporated (Nasdaq: CHDN) offers year-round simulcast wagering in addition to live racing during Spring and Fall Meets. The 2020 Spring Meet will take place April 25 – June 27. Churchill Downs will conduct the 146th running of the Kentucky Derby Presented by Woodford Reserve on May 2, 2020. www.ChurchillDowns.com.