



FORD MEDIA CENTER

## Ford and Country Music Star Luke Combs Team Up with Guitars 4 Vets to Honor America's Veterans

- Ford, Luke Combs and Guitars 4 Vets to salute the brave men and women of the U.S. armed forces ahead of the Academy of Country Music Awards™ on Wednesday
- Donation of \$25,000 worth of custom guitars will be used to help veterans with post-traumatic stress disorder experience the healing power of music
- Combs and the all-new F-150 to appear in special moment paying tribute to vets ahead of the 55<sup>th</sup> Academy of Country Music Awards™ on Wednesday, Sept. 16, live 8:00-11:00 PM ET/delayed PT on the CBS Television Network

**DEARBORN, Mich., Sept. 16, 2020** – Ford and country music star Luke Combs are teaming up with Guitars 4 Vets to donate \$25,000 worth of custom guitars to help expand a program that provides veterans suffering from post-traumatic stress disorder with the opportunity to experience the healing power of music.

“Ford has supported the military and veterans for nearly a century, and Luke Combs has paid tribute to the brave men and women of our armed services,” said Mark LaNeve, Ford vice president, U.S. marketing, sales and service. “Working with Combs and Guitars 4 Vets is a great way to continue helping veterans as part of our Proud to Honor initiative.”

Combs and the all-new Ford F-150 will appear in a special moment paying tribute to vets leading up to his “55th Academy of Country Music Awards” performance on Wednesday, Sept. 16, live 8:00-11:00 PM ET/delayed PT on the CBS Television Network.

In the television spot, Combs surprises Guitars 4 Vets at a meeting when he arrives in an F-150, hands custom Ford Proud to Honor guitars to vets and teaches a lesson.

Proud to Honor is the military initiative by Ford Motor Company to raise awareness, strengthen existing programs and create an even more meaningful connection with our service members. For more information, please visit [fordproudtohonor.com](http://fordproudtohonor.com).

### 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](http://www.corporate.ford.com).

## About Luke Combs

Luke Combs is a multi-platinum, ACM, CMA, CMT and *Billboard* Music Award-winning artist from Asheville, NC, who stormed onto the music landscape as one of music's brightest stars. He will release his anticipated new deluxe album, *What You See Ain't Always What You Get*, on October 23 via River House Artists/Columbia Nashville, which features all 18 songs from acclaimed, platinum-certified #1 album, *What You See Is What You Get*, as well as five new tracks. Combs is nominated in three categories at the 2020 ACM Awards: Entertainer of the Year, Male Artist of the Year and Album of the Year. Moreover, his triple Platinum debut album, *This One's For You*, has now spent 50 non-consecutive weeks at #1 on *Billboard*'s Top Country Albums chart—tying the record for longest reign atop the chart—and was the most-streamed country album of 2019.