



FORD MEDIA CENTER

Ford Launches 2021 F-150 with New Lifestyle Campaign Featuring ‘Club Quarantine’ DJ D-Nice

DEARBORN, Mich., Jan. 11, 2021 – Ford Motor Company and famed DJ D-Nice are teaming up to launch the all-new 2021 F-150 in a new multicultural lifestyle campaign debuting today called “More Than Tough.”

Derrick Jones, better known by his stage name D-Nice, is a multitalented music artist, producer and DJ who began his career in the mid-1980s as the youngest member of a popular hip-hop group.

Last March, nationwide shelter-in-place orders brought the live entertainment industry to a halt. Alone in his home missing friends and family, D-Nice combated the loneliness head-on and created his now famous “Club Quarantine.” This original, inventive response to the pandemic provided a virtual dance club for millions of people to unite and collectively cope as D-Nice spun musical hits for hours on end.

“The ‘More Than Tough’ campaign recognizes and celebrates the spirit of American ingenuity,” said Dibré Guerrero, multicultural marketing manager, Ford Motor Company. “By developing many innovative features to accommodate the diverse needs of its F-150 owners, Ford elevates what’s possible with a little creativity and the right pickup truck.”

A “Work It Out” 30-second television spot airs today on OWN, BET and TV One. It features D-Nice driving to a gig in a 2021 F-150 filled with DJ equipment. Respecting social distancing rules and his responsibilities toward masking up, D-Nice brings the party to the partygoers, utilizing the truck’s available Pro Power Onboard™ to run his equipment.

The F-150 campaign includes digital and social activations and can be heard on select podcasts. Social extensions bring to life an intersection of stories showcasing a male artist and female caterer who use their F-150 trucks to come together with D-Nice to celebrate a momentous occasion with the hip-hop classic “Call Me D-Nice” serving as the soundtrack.

“Being tough has new meaning to me after partying in Club Quarantine with some of the strongest people I have ever met,” said D-Nice. “I’m proud to help introduce the all-new 2021 Ford F-150 that they built tougher to take your hustle to the next level.”

F-150 is part of Ford F-Series, which has achieved its 44th straight year as America’s best-selling truck. Ford’s understanding of truck customers informs new F-150 productivity features like available Pro Power Onboard, enabling owners to leave the stationary generator at home and free up cargo space.

In creating the ultimate durable, anywhere office, the new optional Interior Work Surface in F-150 is ideal for signing documents, working on a 15-inch laptop or enjoying a meal when parked. The Interior Work Surface is available in both bench and captain’s chair seating configurations on XL to Limited. Knowing many customers prefer a console shifter, Ford has created a stowable unit for F-150, which easily folds into the center console with the push of a button and allows full access to the large work surface when the vehicle is in park.

To learn more about Ford’s newest products and services including the 2021 Ford F-150, visit www.ford.com.

About Ford Motor Company

Ford Motor Company (NYSE: F) 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 187,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit corporate.ford.com.