

2010 Ford, Lincoln, Mercury Project Vehicle Program

Proposal Submission Deadline: March 1st 2010
Award Recipient Notification Date: by May 3rd, 2010

All project vehicle requests must meet the Ford Aftermarket Project Vehicle Program Criteria shown below.

Please submit your project request in **two parts**:

1. E-mail 1-page project summary – must be received by February 22nd, 2010

Include bullet points for:

- Vehicle/theme
- Vehicle modifications
- New product development
- Promotional plan
- Vehicle display location at the 2010 SEMA Show

2. Mail detailed project proposal – must be received by March 1st, 2010

Include detail supporting the one page Project Summary on company letterhead, a color rendering, and past project vehicles examples.

NEW for 2010 – Ford Motor Company Product Highlights - see page 2

- **A limited number of vehicles will be awarded for modifications that result in significant improvements in fuel economy and/or reductions in greenhouse gas emissions. Such modifications must not impair vehicle emissions performance. Projects that explore opportunities beyond bio-fuel conversion will be given greater consideration.**

FORD AFTERMARKET PROJECT VEHICLE PROGRAM CRITERIA

Aftermarket companies requesting vehicles should be:

- Manufacturer or Designer/Restyler dedicated to support new product development
- Financially capable and willing to spend promotional dollars
- Actively promoting the vehicle with their product (s) through an established marketing plan
- Current SEMA member

Aftermarket companies receiving project vehicles must:

- Feature vehicle in a booth at the 2010 Las Vegas SEMA Show
- Register and keep the vehicle in your company name during the entire contract period
- Purchase and maintain \$3M in General Liability Insurance and \$1M in Vehicle Insurance
- Commit to feature the vehicle with the Ford, Lincoln, or Mercury logos intact and visible
- Order a California certified vehicle if you intend to register or use the vehicle primarily in California or any other state that has adopted California emissions standards. Failure to do so may subject you to a state fine.
- Make vehicles available to Ford or its dealers for display, at the owners discretion
- Submit written quarterly status reports for a period of eighteen months, as specified in the contract, stating:
 1. Product development
 2. Modifications to the vehicle
 3. Events (including dates, location and type of event)
 4. Media exposure (originals or color copies)
 5. Company advertising featuring vehicle
 6. Additional exposure
 7. A copy of your current vehicle registration
 8. E-mail, disc, or fax reports will not be accepted

Please submit Ford, Lincoln, Mercury proposals to:

Ford Motor Company
21175 Oakwood Blvd., PDCDC MD579
Dearborn, MI 48124
Attn: Sherry Kollie & Eric Reinker
semainfo@ford.com

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Product Highlights

The Ford booth at the 2010 SEMA show will highlight the following vehicles in addition to our existing lineup. The provided links allow you to research these newly announced products as well as find high resolution images that may be used for your proposal rendering.

2011 Ford Fiesta – *New Vehicle for 2011MY* - <http://www.fordvehicles.com/cars/fiesta>

- The all-new Ford Fiesta features an expressive, vibrant design, with sharp reflexes and a global track record that will redefine U.S. small car customers' expectations
- Fiesta is projected to deliver best-in-class highway fuel economy of 40 mpg, with a responsive 1.6-liter DOHC I-4 engine, and advanced a PowerShift six-speed automatic transmission

2011 Ford Mustang - *New Powertrains for 2011MY* - <http://media.ford.com/mini%5Fsites/10031/2011Mustang/>

- The new Mustang GT continues Ford's powertrain offensive with an all-new 5.0-liter V-8, which uses advanced technology to deliver 412 horsepower and projected unsurpassed highway mileage of 25 mpg
- For 2011, Mustang makes sports coupe news with a new high-performance, all-aluminum Duratec® 3.7-liter DOHC Ti-VCT V-6 that delivers 305 horsepower and an expected best-in-class 30 mpg highway with six-speed automatic transmission – no other vehicle in the industry can beat that combination

2011 Ford Edge - *Updated for 2011MY*

- For renderings, please refer to the official press release – coming soon

2011 Lincoln MKX – *Updated for 2011MY* - <http://media.ford.com/mini%5Fsites/10031/2011MKX/>

- Modern, flowing exterior design embraces Lincoln signature DNA; split-wing grille, body-side brightwork and new treatments for taillamps and exhaust tips enhance presence
- All-new interior showcases use of more luxurious materials and attention to detail; preliminary data show the 2011 Lincoln MKX is quieter than Lexus or Audi competitors
- Powertrain enhancements include a new 3.7-liter Duratec® V-6 engine, delivering best-in-class 305 horsepower and 280 ft.-lb. of torque versus all V-6 competitors

2011 Ford F150 – *New Powertrain for 2011MY*

- EcoBoost V6 for the 2011 model year

2011 Ford Super Duty – *Updated for 2011MY* - <http://media.ford.com/mini%5Fsites/10031/2011SuperDuty/>

- The 2011 F-Series Super Duty boasts all-new powertrains, led by the Ford-designed, Ford-engineered and Ford-built 6.7-liter Power Stroke® V-8 turbocharged diesel engine, which delivers significantly improved torque and horsepower as well as class-leading fuel economy while maintaining best-in-class towing and payload capability; new engine also has biodiesel compatibility up to B20
- A new 6.2-liter V-8 gasoline engine also is added to the lineup; it delivers significantly improved torque and horsepower as well as class-leading fuel economy; new gas engine can run on regular-grade gasoline, E85 or any blend in between
- An all-new 6R140 heavy-duty TorqShift® six-speed automatic transmission gets the new diesel engine's low-end torque to the ground faster; the six-speed transmission has full SelectShift™ capability, giving customers the convenience of a manual gearbox

2012 Ford Focus – *New Vehicle for 2012MY* - <http://www.newfordfocusmedia.com/>

- Focus spearheads Ford's new generation of global C-cars, all based on a common platform that will underpin up to 10 vehicles around the world and account for 2 million units of annual production by 2012
- New Focus targets exceptional fuel economy, and advances acclaimed levels of driving quality

Ford Explorer - *New Vehicle* - http://media.ford.com/article_display.cfm?article_id=27456

- The Ford Explorer will be part of the project vehicle program. In order to create renderings, please use images of the "Explorer America" concept

Complete information on all Ford, Lincoln, and Mercury vehicles is available at:

<http://www.ford.com/vehicles/vehicle-showroom>