

**2014 Ford Project Vehicle Program**  
**Proposal Submission Deadline: March 3<sup>rd</sup>, 2014**  
**Award Recipient Notification Date: by May 1<sup>st</sup>, 2014**

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 a one-page project summary – must be received by February 21<sup>st</sup>, 2014**

Include bullet points for:

- Vehicle/theme
- Vehicle modifications
- New product development
- Promotional plan
- Vehicle display location at the 2014 SEMA Show

**2. Mail a detailed project proposal – must be received by March 3<sup>rd</sup>, 2014**

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

Information on Ford vehicles is available at: <http://www.ford.com/>

## FORD AFTERMARKET PROJECT VEHICLE PROGRAM CRITERIA

**Aftermarket companies requesting project vehicles should be:**

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

**Aftermarket companies receiving project vehicles must:**

- Feature the vehicle in a booth at the 2014 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, \$3M in Automotive Liability Insurance, \$1M Employers Liability and demonstrate Workers Compensation coverage, an Umbrella Policy may be used to achieve coverage limits.
- Commit to feature the vehicle with the Ford logo 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 owner's 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 the vehicle
  6. Additional exposure
  7. A copy of your current vehicle registration
  8. E-mail, disc, or fax reports will not be accepted

Information on the specific vehicles Ford plans to emphasize at the 2014 SEMA show will follow in January. Details will be provided to allow you to research those products as well as find high resolution images for renderings.

**Please submit Project Vehicle proposals to:**

Ford Motor Company  
21175 Oakwood Blvd., PDCDC MD579  
Dearborn, MI 48124  
Attn: Sherry Kollien & Mike Nicopolis  
[semainfo@ford.com](mailto:semainfo@ford.com)