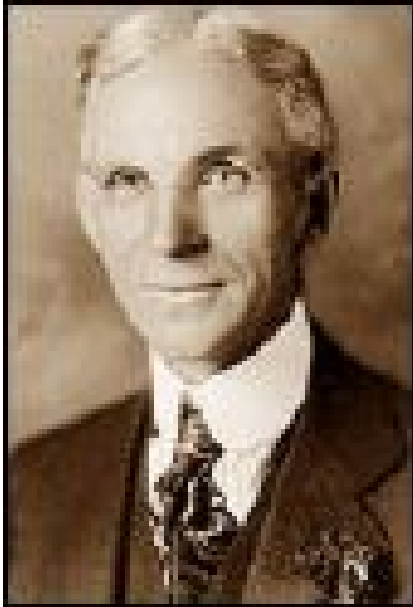




John Felice

**General Manager Ford Division Marketing
Ford Motor Company**

Timeless Goal



***“Coming together is a beginning;
keeping together is progress;
working together is success.”***

Henry Ford



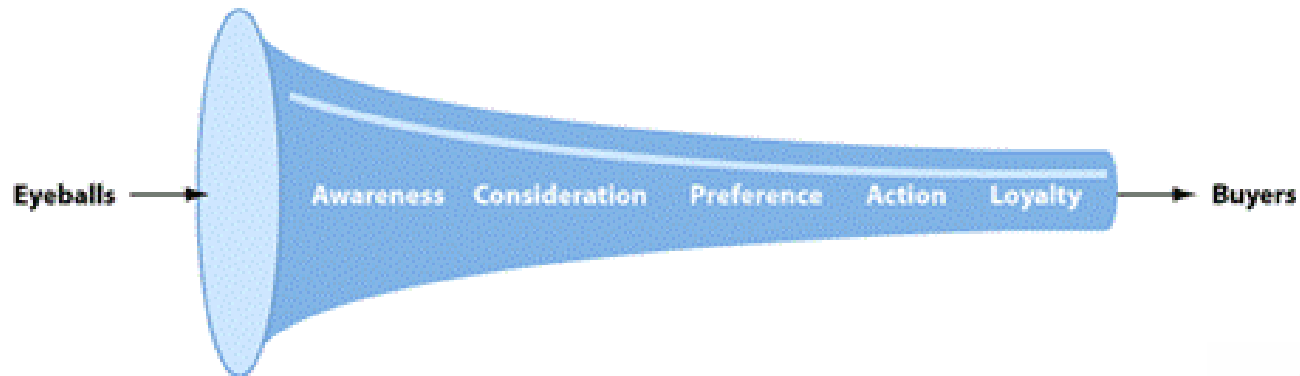
Automotive Marketing Opportunity

Business Problem:

Fragmentation in the information landscape is making the automotive shopping and buying process more complicated than ever.

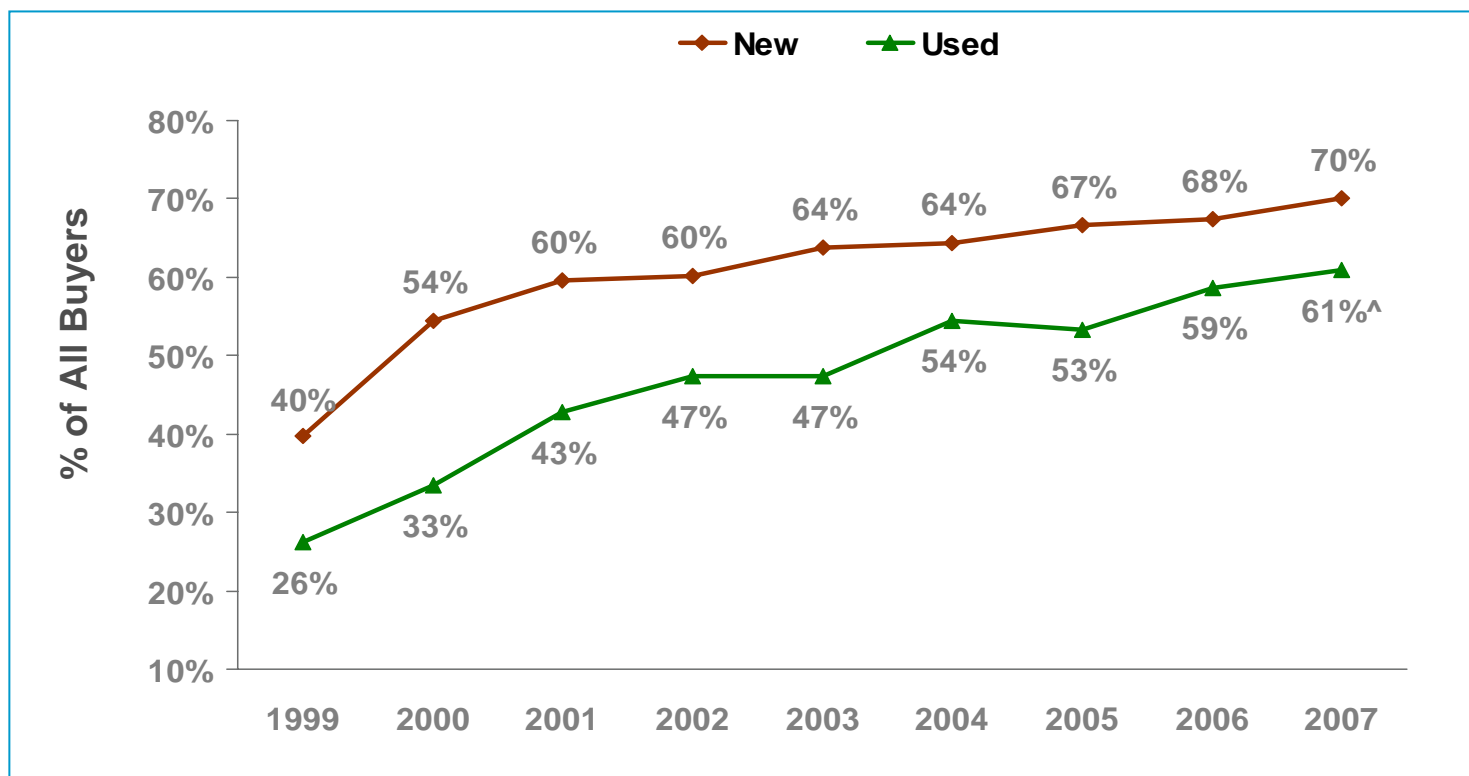
Opportunity:

OEM's, Media Partners and Dealers working together to communicate the right information to the right people at the right time.



Ford Has Moved Beyond “Why Digital?”

- 70% of new vehicle buyers shop online before visiting a dealer
- Online advertising can help get you on the short list, build brand engagement and purchase consideration



¹Based to new-vehicle buyers. Source: J.D. Power and Associates 1999-2007 New Autoshopper.com Studies

²Based to used-vehicle buyers. Source: J.D. Power and Associates 1999-2007 Used Autoshopper.com Studie:



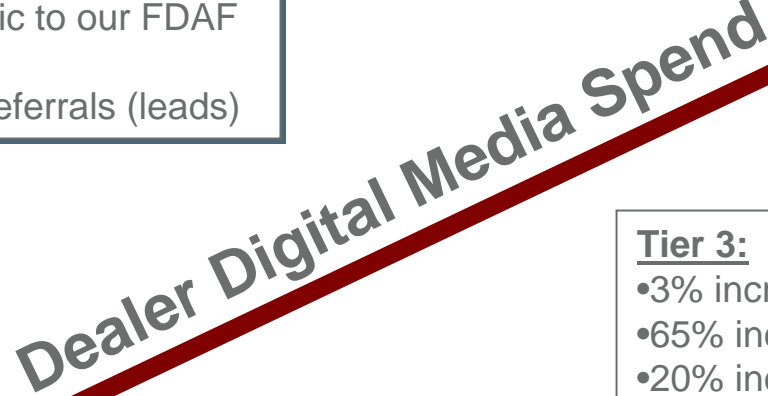
Dealers Are Moving Beyond “Why Digital?”

- Dealers are already engaged in digital...it’s less and less about a “why digital” story
- Although spend is increasing, more collaboration is necessary to fully leverage the opportunities available

Tier 2:

- 153% increase in Traffic to our FDAF Landing Pages
- 57% increase in DC Referrals (leads)

Dealer Digital Media Spend



Tier 3:

- 3% increase in Unique Visitors
- 65% increase in DC Referrals (leads)
- 20% increase in vehicle sales from DC Referrals (leads)

2006

2007

2008

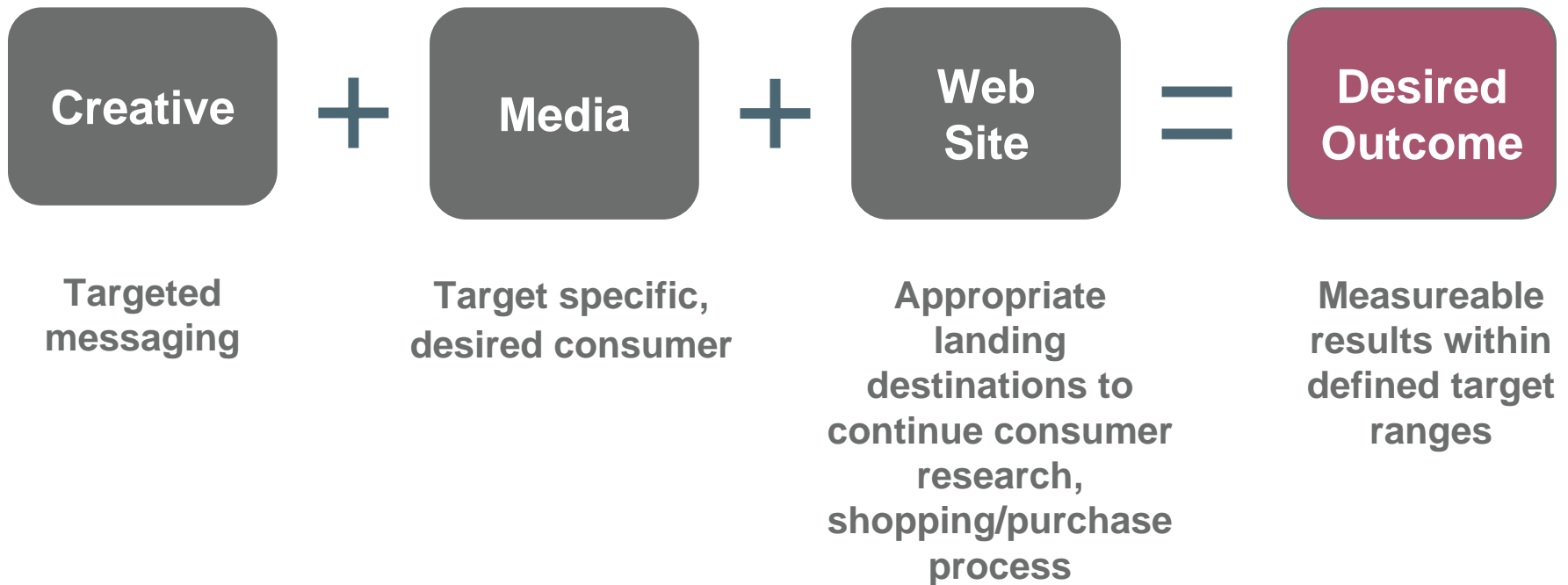
2009



Plan to Address Digital Fragmentation

One Team. One Plan. One Goal.

Tier 1, Tier 2 and Tier 3 Collaboration



It's Already Working

Coordination and collaboration with the local dealer markets on digital media plans is working.

Early Results:

- Increased total site traffic on fordvehicles.com by almost 10%
- Internet lead volume up 2.5% YOY in down industry
- Strong brand engagement with over 40% of visitors spending 5+ minutes on the site
- Over 10% of visitors build and price a new Ford vehicle



We Need Your Help

Progress has been made:

- Geographic targeting has improved so that we can deliver locally targeted ads
- Sites have improved in both content and navigation which is a win for the consumer

More progress needs to be made (you can help):

- Dealer digital education
- Streamlining operational processing of the media
- Consolidation of teams and staff within media partners to match Ford's streamlined framework





John Felice

**General Manager Ford Division Marketing
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