

# 2012 Ford and Lincoln Project Vehicle Program

**Proposal Submission Deadline: March 1<sup>st</sup> 2012**  
**Award Recipient Notification Date: by May 1<sup>st</sup>, 2012**

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 21<sup>st</sup>, 2012**

Include bullet points for:

- Vehicle/theme
- Vehicle modifications
- New product development
- Promotional plan
- Vehicle display location at the 2012 SEMA Show

**2. Mail detailed project proposal – must be received by March 1<sup>st</sup>, 2012**

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/>

Information on Lincoln vehicles is available at: <http://www.lincoln.com/>

## FORD AFTERMARKET PROJECT VEHICLE PROGRAM CRITERIA

### Aftermarket companies requesting 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
- Current SEMA member

### Aftermarket companies receiving project vehicles must:

- Feature the vehicle in a booth at the 2012 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 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 and Lincoln proposals to:

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

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## Product Highlights

The Ford booth at the 2012 SEMA show will highlight the following vehicles in addition to our existing lineup. The provided links allow you to research these newly announced products, for images that may be used for your proposal rendering, visit: [www.ford.com](http://www.ford.com) or [www.lincoln.com](http://www.lincoln.com)

### **2013 Ford Fusion – New Vehicle for 2013MY** - [http://media.ford.com/article\\_display.cfm?article\\_id=35816](http://media.ford.com/article_display.cfm?article_id=35816)

- Revealed in North America as the midsize Fusion sedan, this all-new car signals the next-generation Ford Mondeo for world markets.
- With seven must-have technologies, including a Lane Keeping System, adaptive cruise control, active park assist and MyFord Touch®, the all-new Ford Fusion shows how Ford is delivering features customers truly want and value.

### **2013 Ford Mustang – Updated for 2013MY** - [http://media.ford.com/article\\_display.cfm?article\\_id=35552](http://media.ford.com/article_display.cfm?article_id=35552)

- The icon of American performance and style gets even more street swagger with a new design and a list of smart features that signal even more technology in the popular pony car.
- New exterior design with more prominent grille, new hood and new LED signature lighting give the latest Mustang a high-tech look.

### **2013 Ford Taurus – Updated for 2013MY** - [http://media.ford.com/article\\_display.cfm?article\\_id=34458](http://media.ford.com/article_display.cfm?article_id=34458)

- The new Ford Taurus is even more refined - with better fuel economy, more technology, improved craftsmanship, enhanced design and sharpened driving dynamics, once again raising the bar among full-size sedans.
- Expected to deliver best-in-class fuel efficiency – at least 31 mpg highway – with the new 2.0-liter EcoBoost™ engine, while delivering horsepower comparable to competitive, normally aspirated V6 offerings.

### **2013 Ford Escape – New Vehicle for 2013MY** - [http://media.ford.com/article\\_display.cfm?article\\_id=35575](http://media.ford.com/article_display.cfm?article_id=35575)

- The all-new Ford Escape is 'The Smarter Utility Vehicle'. It brings America's SUV-loving customers the versatility they crave, the technologies they desire and the highway fuel economy that, until now, they've only dreamed of – all wrapped in a modern design.
- This versatile vehicle features new hands-free technology – including liftgate with motion-sensing technology similar to video games' and upgraded MyFord Touch® system that makes connecting with digital devices on the go even easier.
- New Escape's projected fuel economy is up to 5 mpg better than outgoing Escape; 1.6- and 2.0-liter EcoBoost® engines save customers fuel and money.

### **2013 Ford Flex – Updated for 2013MY** - [http://media.ford.com/article\\_display.cfm?article\\_id=35551](http://media.ford.com/article_display.cfm?article_id=35551)

- Fans of the Ford Flex have even more to love this year with an upgraded model with a sleek new look and even more technology to make driving safer, easier and more fuel-efficient.
- Flex features the latest MyFord Touch® system, new safety and driver-aid features such as adaptive cruise control, Ford's Blind Spot Information System (BLIS®) as well as push-button start, rear inflatable belts, rain-sensing wipers and active park assist.

### **2013 Lincoln MKS – Updated for 2013MY** - [http://media.lincoln.com/article\\_display.cfm?article\\_id=33696](http://media.lincoln.com/article_display.cfm?article_id=33696)

- The full-size Lincoln MKS sports an updated, sleeker style for 2013 that headlines a range of improvements that rivals more expensive luxury-class contenders.
- Better handling, increased power, improved fuel efficiency, additional standard equipment, more refinement and new technologies that help drivers reduce accident risks provide luxury customers with important new reasons to consider Lincoln and its flagship sedan, the new MKS.

### **Lincoln MKZ – New Vehicle** - [http://media.lincoln.com/article\\_display.cfm?article\\_id=33701](http://media.lincoln.com/article_display.cfm?article_id=33701)

- The MKZ Concept strongly hints at the production model, as well as Lincoln's design future. For a high resolution image of the MKZ Concept that may be used for your proposal rendering please contact [semainfo@ford.com](mailto:semainfo@ford.com).

**Complete information on all Ford and Lincoln vehicles is available at:** [www.ford.com](http://www.ford.com) or [www.lincoln.com](http://www.lincoln.com)