



# Ford RACING

Ever since Henry Ford won his first auto race 110 years ago, the history of Ford has been closely intertwined with auto racing. No other company can match Ford's sheer breadth of racing participation and victories.



## LEADING THE GLOBAL MOTORSPORTS RACE



- Celebrating 110 years of racing performance around the world
- Participates in major racing events in all regions globally
- Competes in high-profile events, including NASCAR, NHRA, FIA World Rally Championship, FIA World Touring Car Championship, V8 Supercar, Grand-Am, Baja 1000 and Mustang Challenge
- Formula Ford, a single seater, open-wheel class, exists in many countries around the world
- In the 1960s, Ford's GT40 won the 24 Hours of Le Mans 4 times and is the only American car to win the event overall
- Entering the 2010 NASCAR season, Ford had amassed 599 all-time series wins and 15 NASCAR Manufacturers' Championships
- Only car manufacturer in history to score points in 92 consecutive WRC events
- Partnered with seasoned drivers and upcoming young bloods, such as John Force (NHRA), Carl Edwards (NASCAR), Trevor Bayne (NASCAR), Ashley Force (NHRA) and Vaughn Gittin Jr (drifting)



Opportunities for licensed product integration into Ford's marketing and communication resources (i.e. digital and social media, auto shows and events, enthusiast clubs, cross promotions)



**For information on licensing opportunities, please contact:**

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