



The Ford Oval – it has traveled along with nearly every car Ford has made for more than 100 years, virtually unchanged. The Oval’s reputation has become a badge of honor as much as one of identification.

### GLOBAL BRAND LEADER

- One of the most recognizable logos in the world
- Putting the world on wheels for over 100 years
- Remains a family-run business since its inception
- Ranked #10 on 2011 Fortune 500
- Approx. 16% U.S. market share
- 300 MILLION+ vehicles produced since its founding
- More than 10,000 dealers worldwide and over 3,400 dealers in the U.S.

### MARKETING POWERHOUSE

- Over 90% brand awareness globally
- One of the top global advertisers, spending over \$2 Billion annually \*
- High-profile corporate alliances and sponsorships, such as NFL and American Idol
- Multi-media marketing campaigns including social networking to promote vehicle launches and brand initiatives

\* Source: Ad Age, 2009 Top 100 Global Marketers Report



## FORD LICENSING PROGRAM

- Over \$1.5 Billion in global annual retail sales
- More than 40 Million annual brand impressions generated through thousands of licensed products
- Sold into every retail channel from mass and mid-tier to club and specialty
- Comprehensive lifestyle product collection includes Toys, Interactive, Auto Accessories, Apparel & Personal Accessories, Gift & Novelty, Publishing & Social Expressions and Food, among others
- 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)



Licensing opportunities available for consideration.

Looking for strong license and retail partnerships that will deliver the brand spirit and customer promise through quality, innovative merchandise.

Seeking potential licensees for the following key categories:

- Auto & Garage
- Outdoor & Power Equipment
- Sporting / Tailgating
- Consumer Electronics



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