



Shareholder Relations

Dear Shareholder:

As a special thank-you to our shareholders, we're pleased to offer qualifying shareholders the opportunity to participate in our "Friends & Neighbors" Special Vehicle Pricing Privilege (also known as our "X-Plan"). This program is designed to put qualifying shareholders behind the wheel of a new Ford Motor Company vehicle at a pre-determined price.

Currently, Ford and Lincoln products are available under the program. From time to time, selected models in short supply may be excluded from the program. Your local dealer can advise you of any availability restrictions.

If you'd like to participate, it's simple:

1. Fill in the form included with this letter.
2. To qualify for a Shareholder PIN, you must show **current** proof that you have held a minimum of one hundred (100) shares of Ford Motor Company stock (Ticker: F) for at least the past 6 months. This documentation must also include the following information:
 - Your name as Shareholder
 - Your Ford Motor Company shares
 - Current date and your shares acquisition date (if your documentation or statement does not show the date your shares were bought or acquired, we will need a statement from 6 month prior)
3. **Send the completed form along with proof of Ford Stock ownership to:**

Shareholder Relations Vehicle Program
PO Box 1270
Melbourne, FL 32902
Email: axzfaxes@ford.com
4. We will process your request and send you an X-Plan Personal Identification Number (PIN). Only **one** X-Plan PIN will be issued every 12 months to each qualifying shareholder.
5. Visit any participating Ford or Lincoln dealer who will confirm your eligibility using your Social Security Number and PIN.
6. Select an eligible vehicle.
7. Confirm the vehicle costs – "Friends and Neighbors" (X-Plan) pricing is shown on our vehicle invoice to the dealer. (Ask the dealer for a copy of the invoice.)
8. Complete the purchase or lease agreement.
9. Arrange for delivery.

Ford Motor Company reserves the right to modify this program, remove or change eligibility, or cancel the program at any time without notice.



SHAREHOLDER - FRIENDS & NEIGHBORS SPECIAL VEHICLE PRICING FAQs

1. How long is a PIN valid?

PINs remain active for 12 months from the date of issue.

2. What if I don't use the PIN that I generate?

After the 12 months, your PIN will automatically expire and no longer count against your one PIN per 12-month allotment. If your PIN has expired after the 12-month period, you will need to apply and provide proof of Shares to obtain a new PIN.

3. What vehicles are eligible for the Plan?

All Ford Motor Company and Lincoln Motor Company vehicles are generally eligible with the exception of a select few models. Such as the Bronco 2Dr. /4Dr., F-150 Raptor, F-450 & F-550 Chassis Cabs, and others. Exclusions are subject to change; please verify eligibility with your local dealer.

4. Can I receive the Shareholder Special Vehicle Pricing at any dealer?

The Plan program is available through all participating U.S.A. Dealerships. Dealer participation is voluntary. You should inform the dealer of X-Plan eligibility during your first contact with your dealer. If for some reason your dealer elects not to participate, you may visit another dealer.

5. Can I purchase or lease my eligible vehicle?

Yes, either form of obtaining a vehicle is valid.

6. Am I eligible for other incentives?

Yes, for most. Partner Recognition participants are eligible for most public incentives. There are some offers that are not compatible with this offer. Your dealer can best determine which incentives you are eligible for.

7. How do I confirm the X-Plan Price on the vehicle I want to purchase?

As an X-Plan participant, you are authorized to see the dealer invoice for the vehicle you intend to purchase. Ask the dealer to show you this invoice and point out the X-Plan price for your review. The X-Plan price is the amount shown in the box labeled "X Plan" near the bottom of the factory invoice.



FRIENDS & NEIGHBORS SPECIAL VEHICLE PRICING PRIVILEGE APPLICATION

Please supply the following information. All information should be for the **Shareholder** in whose name the vehicle will be registered. Corporations, partnerships, etc., are not eligible. **Please type or print your information clearly.**

Social Security Number
(Last 4 Digits ONLY)

Name (First)

M.I.

Last

XXX-XX-			
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Customer Address (Number/Street)

City

State/Province

Zip/Postal Code

Daytime Phone (Area Code/Phone)

Email Address

Vehicle I currently own

(Brand/Model/Year)

Are you replacing this vehicle? Yes No

Vehicle I am interested in

Send the completed form along with proof of Ford Stock ownership (documentation must show your name as a current Ford Motor Company shareholder who has held a minimum of one hundred (100) shares of Ford Motor Company stock (Ticker: F) for at least the past 6 months) **to:**

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