



Ford to Reveal New Mustang for Europe Dec. 5; Teams with Facebook and Instagram for 15-Day Countdown

- Ford to reveal new Ford Mustang to the world on Dec. 5
- The new Mustang is being revealed worldwide in cities including Barcelona, where Ford is holding a special Go Further event to introduce new vehicles and technologies for Europe
- Mustang is the most “Liked” vehicle on Facebook with more than 5.5 million fans and more than 1 million photos tagged on Instagram; Ford leverages fans and followers to build anticipation for reveal
- 15-day #MustangInspires film series features short videos created by 15 top Instagrammers influenced by photos about what Mustang represents to its fans

COLOGNE, Germany, Nov. 19, 2013 – Ford will on Dec. 5 take the covers off the first-ever Ford Mustang for sale in Europe, the sixth generation of the iconic car that will be celebrating 50 years in production next year.

The new Mustang is making its debut worldwide on four continents and in six cities, including Barcelona, where a special Go Further event will introduce new vehicles and technologies that will shape the future of Ford in Europe. The event will be live-streamed from 13:00 CET at www.gofurtherlive.com

To count down to this highly anticipated moment, over the next 15 days Ford is teaming up with Facebook and Instagram to showcase what Mustang has meant to its millions of fans during the last 50 years and how it continues to inspire people around the world.

“Mustang has come to be much more than just a car for its legions of fans spanning the globe from New Zealand to Iceland and Shanghai to Berlin,” said Jim Farley, executive vice president of Ford Global Marketing, Sales and Service and Lincoln. “When you experience Mustang, it ignites a sense of optimism and independence that inspires us all.

“Today, we kick off the countdown to the all-new Ford Mustang,” added Farley, on hand for an event leading up to the Los Angeles International Auto Show. “With a new design and greater refinement, world-class power and performance plus innovative new technologies, Mustang is ready for the next 50 years.”

Ford is counting down to the next chapter in the Mustang story by inviting people to share their photographic stories of inspiration using the #MustangInspires hashtag on Instagram, Facebook and other social media platforms. The tagged photos and videos will appear on <http://www.mustanginspires.com/>.

“Everybody has a Mustang story, and the emergence of social media has helped the Mustang community share and connect these personal moments in not just words, but photography and video,” said Farley. “Mustang is the most ‘Liked’ car of all time on Facebook, with more than 5.5 million fans. There is no better way to build excitement for what’s next than by encouraging even more sharing of the Mustang story through these very personal, emotional mediums.”

To build even more anticipation for the new Mustang, Ford has used Instagram (<http://instagram.com/ford>) to release the first image of the new car, giving fans a tease of what to expect on Dec 5.

Fan-submitted photos will provide inspiration to 15 of the top Instagram video creators from around the world to develop an online short film series.

Ford will share an original #MustangInspires video each day of the countdown film series, culminating in the worldwide reveal of the new Mustang.

[Click here to view](#) the first video in the series.

“In April 1964, Ford conducted its first-ever simultaneous international product reveal when the original Mustang was unveiled to media in New York and 11 European capitals,” said Farley. “Since then, Mustang has become embedded in popular culture, with thousands of appearances in film, television, music and video games – and more than 600 owner clubs around the world.”

Ford will spotlight all of the Mustang reveal activities in Europe, Asia, Australia and the United States by sharing photos, videos and stories throughout the day. Fans are invited to follow along at:

- <http://ford.to/FordMustang50>
- <https://www.facebook.com/fordmustang>
- <https://www.facebook.com/ford>
- <http://instagram.com/ford>
- <https://twitter.com/fordmustang>
- <https://plus.google.com/+ford/posts>

The Go Further event in Barcelona will be hosted by Stephen Odell, executive vice president and president Ford of Europe, Middle East and Africa, along with top members of the global and European Ford Motor Company executive leadership team.

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***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 47,000 employees at its wholly owned facilities and approximately 67,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 22 manufacturing facilities (13 wholly owned or consolidated joint venture facilities and nine unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 180,000 employees and 65 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information about Ford and its products worldwide please visit www.corporate.ford.com.

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