



Over 9,300 Europeans Apply to Reserve the First 500 New Ford Mustangs During UEFA Champions League Final

- More than 9,300 Europeans registered for a chance to buy one of 500 new Ford Mustangs, available to order for the first time in Europe during the UEFA Champions League Final
- The first 500 registrations came just 30 seconds into the match between Real Madrid CF and Club Atlético de Madrid. Successful customers will be notified in the next few weeks
- The new Ford Mustang arrives in dealerships across Europe next year. It's the first time in the iconic sports car's 50-year history that it will be sold across Europe

COLOGNE, Germany, May 27, 2014 – Ford Motor Company said more than 9,300 people registered online for a chance to reserve one of the first 500 new Ford Mustang models for Europe during last weekend's UEFA Champions League Final.

Ford received the first 500 registrations to reserve a new Ford Mustang just 30 seconds into the match where Real Madrid CF beat Club Atlético de Madrid 4-1 after extra time. The new Ford Mustang will be the first ever to be made available across Europe when it goes on sale next year.

"We knew there was huge excitement building for the new Ford Mustang coming to Europe, but the response during the UCL Final was overwhelming," said Roelant de Waard, vice president, Marketing, Sales & Service, Ford of Europe. "It was a truly special way to kick off the Ford Mustang era in Europe."

The 500 new Mustangs were allocated across 20 countries. Ford will in the next few weeks contact the customers from each of these countries who were quickest to place their reservation to let them know they have been successful. Each customer will then be invited to complete their order at a dealership later this year.

Fastback models in Race Red and convertible models in Magnetic Silver were available and both will include a special package. Customers also had the choice of Ford's all-new 2.3-litre EcoBoost engine with more than 309 PS and 407 Nm of torque; or the 5.0-litre V8 engine, which will deliver more than 426 PS and 529 Nm of torque.

The 500 models also will offer Ford's SYNC 2 connectivity and navigation system; heated and ventilated seats; Park Assist; black leather trim; chrome detailing; and 19-inch alloy wheels.

As the official vehicle supplier to the UEFA Champions League for the 2013/2014 season, Ford provided more than 900 vehicles for official use. More than 200 Ford vehicles transported VIPs and match officials at this year's Final, and a Ford Mustang also transported the winner's trophy from the UEFA Champions Festival to the stadium Estádio do Sport Lisboa e Benfica, Lisbon.

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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 183,000 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 regarding Ford and its products worldwide, please visit www.corporate.ford.com.

***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.*

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