



## Ford, Fisher-Price Introduce Power Wheels Smart Drive Mustang – Most Advanced Power Wheels Ever

**DEARBORN, Mich., Nov. 24, 2016** – Ford and Fisher-Price® worked closely together to create the new Power Wheels® Smart Drive™ Mustang – a realistic and high-tech, fast and fun battery-operated ride-on toy. The officially licensed Smart Drive Mustang is designed to delight budding performance enthusiasts with original pony car-inspired looks and performance, and it's packed with safety features sure to make parents happy, too.

Fisher-Price developed the scaled-down car, available in blue or pink, from real Ford design data. The result is an amazingly realistic Mustang – sized just for kids – that captures the spirit, style and high-tech features of the V8-powered Mustang GT their parents could drive.

“Mustang is one of our best-selling sports cars,” says Gary Collins, senior manager of design, Power Wheels. “For the Smart Drive Mustang, we wanted to amp up the realistic driving experience to make the feeling of getting behind the wheel even more thrilling for kids.”

The Smart Drive system is new for Power Wheels vehicles. At its core is the brand's first computer-controlled powertrain, which opens up a world of features that make this Power Wheels Mustang a lot like the full-sized car:

- Traction control: The computer can monitor for wheel slip and adjust motor speeds to help keep the car going over wet grass or bumpy terrain
- Stability monitoring: A tilt sensor can detect when the car is reaching dangerous angles, turning off the motors to prevent rollovers
- Digital speed control and battery monitoring: A backlit LED touch interface can allow parents to easily control top speed, from 1 mph to 5 mph, and check battery charge level
- Slow start and stop: Instead of a simple on/off behavior, motors can now ramp speed up or down – for fast starts and short stopping distances

Perhaps most fun of all is the built-in sound system. It features engine sounds recorded from a real Mustang, which rise and fall with vehicle speed – just like a real car. An auxiliary input jack allows kids to play their own music on the biggest speaker ever installed in a Fisher-Price product.

Smart Drive Mustang is now on display at the Los Angeles International Auto Show. It will be available at retail in December for an MSRP of \$359.99. Visit [www.PowerWheels.com](http://www.PowerWheels.com) to find a retailer.

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**About Ford Motor Company**

[Ford Motor Company](http://www.corporate.ford.com) is a global automotive and mobility company based in Dearborn, Michigan. With about 203,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please visit [www.corporate.ford.com](http://www.corporate.ford.com).

**About Fisher-Price**

In 1931, Herman Fisher and Irving Price embarked on a journey to change the toy industry. Their goal: creating playthings that inspire a child's development. More than 85 years later, Fisher-Price remains deeply rooted in the belief that play is the way children learn best. To this day, understanding the importance of play in building a child's skills is the fundamental principle, as the company strives to enrich the lives of families with young children around the globe. United by the passion for a child's safe care and development at each age and stage, the people of Fisher-Price work tirelessly to bring families the best toys and baby products in the world. Some of the company's best-known brands include Laugh & Learn<sup>®</sup>, Little People<sup>®</sup>, Power Wheels<sup>®</sup>, and Imaginext<sup>®</sup>, and it's also a leading developer of character-based toys for children's programming such as Thomas & Friends<sup>™</sup>, Blaze and the Monster Machines and Mickey Mouse Clubhouse. Fisher-Price is a subsidiary of Mattel, Inc. (NASDAQ:MAT). For more information, visit [www.fisher-price](http://www.fisher-price) or connect with Fisher-Price on Instagram, YouTube, Facebook, Twitter or Pinterest.

**Contacts:** Dan Jones  
313.845.1761  
[djone602@ford.com](mailto:djone602@ford.com)

Sam Schembari  
313.323.8199  
[sschemba@ford.com](mailto:sschemba@ford.com)