



One-of-a-Kind Order Kit Lets Owners Get in Touch with Their Ford GT Dream Car – Piece by Piece

DEARBORN, Mich., Jan. 6, 2017 – To assist customers in personalizing their all-new Ford GT, Ford Performance is providing them with a unique order kit. Approved applicants will receive a kit that allows them to physically piece together every aspect of their all-new supercar – everything from paint colors, wheel options, caliper colors, interior material samples and racing stripes.

The Ford GT design team has gone well beyond the traditional online build site, developing miniaturized, abstract pieces for each kit employing the same advanced materials used throughout the car's interior – including carbon fiber and a latch identical to that found on Ford GT race car. Swatches of each interior theme are included, featuring the same high-quality leather and Alcantara that will accent the cabin of the all-new Ford GT.

Each order kit features eight exterior color samples with removable stripes that can be interchanged, showcasing the multiple options available. It has scaled-down replica wheels, with different colored calipers among the choices for the exterior.

“The Ford GT ordering kit is a critical piece in the purchase process,” said Henry Ford III, global marketing manager, Ford Performance. “This high-quality kit is a hands-on tool for Ford GT customers to enhance their ordering experience. Authentic colors, finishes and materials will provide them an intimate, tactile way to discern the multitude of choices to configure their ideal supercar.”

The order kit case features a concave space near the latch where owners can place a replica VIN plate that matches their Ford GT. After a customer's order is serialized, a replica plate will be made and sent to each new owner.

Watch a Ford GT concierge explain more details about the order kit [here](#). For a collection of photos of the kit, please click [here](#).

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About Ford Motor Company

[Ford Motor Company](#) 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, financing and servicing a full line of Ford cars, trucks, SUVs and electrified vehicles, 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.

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