



Fiesta RS WRC's Starring Role in DiRT 3 Culminates Ford's History in Racing Video Games

- The 2011 Ford Fiesta RS WRC, based on Ford's successful Fiesta road car, is the star of Codemasters' new rallying game DiRT 3
- More than 40 Fords have starred in more than 20 video games since 1998, with the Focus and Mustang featured most often

COLOGNE, Germany, May 23, 2011 – YouTube sensation Ken Block's fiery Ford Fiesta RS WRC 2011 shreds up rallies in the hotly anticipated new video game DiRT 3 by Codemasters.

Veteran gamers know the souped-up Fiesta rally car is only the latest in a long line of fast Fords that have starred in some of most popular racing video games for more than a decade.

The tradition officially started in earnest in 1998 when gamers had a chance to drive the Ford Escort WRC 4WD in the first chapter of Codemasters' racing title, Colin McRae Rally, named after the late WRC star.

One year later, the powerful Ford Focus RS WRC graced the cover of the 2.0 version of the game. The car was a virtual version of the vehicle Colin McRae drove in the 1999 WRC championship.

For petrol-heads, the virtual racing is a realistic simulation of the high-horsepower thrill of motorsports. For Ford, participating in video games has been a way to reach millions of racing enthusiasts around the world.

"Video games have become so realistic you can almost smell the burning rubber," says Mark Bentley, licensing manager, Ford Global Brand Licensing. "They provide Ford with a golden opportunity to leave a lasting impression about our performance cars and racing heritage."

While Ford's have been featured in a variety of the most popular video games in history, Ford has always enjoyed a special relationship with Codemasters, makers of best-selling rallying games. WRC versions of Focus and Fiesta have often played leading roles in Codemasters' titles, but there is also room for historical legends like the Sierra RS Cosworth, Group B RS200 and Puma Super 1600 Rally. Even the Ford Transit commercial van and F-150 pickup made cameo appearances in Colin McRae Rally '04.

The Ford Mustang, the all-American muscle car, has been a fixture in video games such as Microsoft's Midtown Madness (1999). The GT, Boss, Cobra and Shelby Mustangs also appear in Forza Motorsport for Xbox 360, Playstation's Gran Turismo titles and the Need for Speed racing series. In these games, the Ford GT supercar and the Taurus also have recurring roles.

“In racing games, cars are the stars,” Bentley said. “Cars like the Mustang, Focus RS and Ford GT create additional buzz for video game developers. Gamers may not be able to afford a Ford GT in real life but they can become a professional Ford GT driver in a game.”

Ford also lent its name to the five video games of the Ford Racing series for Playstation, PC, Xbox and Nintendo DS, published from 2001 to 2008. The games featured a wide range of Ford vehicles – such as the Mustang, Ford GT, RS200, and the F-150 – and also a selection of classic and historic Ford cars from the near and far past: Capri, Gran Torino, Thunderbird, Puma, Sierra, Escort, and even a Model T.

Today’s gamers don’t want to drive just exotic cars – they also like to drive on screen the same car they drive in real life, but in fantastic scenarios. Many recent games, like the Forza Motorsport and Gran Turismo series, satisfy this desire with the rich details and the amazing graphics of high-definition gaming. In these games, it’s possible to get behind the wheel of many versions of the Ford Focus (including the RS and ST). In Gran Turismo, classics such as the Ford RS200, Taurus, Puma or Cougar, are joined by Ford on-road staples like the Ford Mondeo and Ka.

The most recent arrival on gamers’ screens is the Fiesta RS WRC 2011, the muscular four-wheeled star of DiRT 3. The Ford Fiesta RS WRC is based on Ford’s successful Fiesta road car, and has been developed by Ford partner M-Sport together with Ford of Europe.

“Ford Global Brand Licensing works closely with video game developers to ensure accuracy and authenticity of Ford vehicles in games,” Bentley said. “We are involved from start to finish during the development process and provide publishers with key assets such as vehicle designs, detailed exterior and interior photos, vehicle specifications and recordings of engine sounds. The more we support a video game project, the better the end result will be.”

Because of this, the driving model and car behaviour in the video game has been designed to provide the best realism possible, which makes driving the wild Fiesta RS WRC in the game as fun and challenging as the real thing – but all from the safety of your own home.

DiRT facts and figures

- DiRT 3 is the eighth chapter of Codemasters’ long running rally racing videogame series that started in 1998 with Colin McRae Rally
- In total the Colin McRae Rally/DiRT series has sold over 10m copies worldwide

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include Ford Customer Service Division and 22 manufacturing facilities, including joint ventures. 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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Ford Belgium distributes Ford vehicles in Belgium & Luxemburg.

Ford Genk is the lead plant for production of all large cars (Mondeo, S-MAX, Galaxy) for Ford in Europe.

Ford Lommel Proving Ground is the lead testing facility for validation of all Ford models in Europe.

Contact(s): Jo Declercq
+32 (2) 482 21 03
Jdecler2@ford.com

Arnaud Henckaerts
+32 (2) 482 21 05
Ahenckae@ford.com