



Ford at the UEFA Champions League Final 2011

- Ford has been an official partner of the UEFA Champions League since the inception of the tournament in 1992
- 200 vehicles from the Ford range will be used in support of the event for officials and guests
- The all-new Ford Focus will be promoted on perimeter boards inside the stadium and Ford banners will line the famous route to Wembley Stadium, as fans walk down Olympic Way towards the iconic Wembley arch

LONDON, May 27, 2011 – Ford is proud to be the longest-serving official partner of the UEFA Champions League, European football's most prestigious club tournament, and to be supporting the UEFA Champions League Final – one of the world's great annual sporting events.

The Final takes place tomorrow (May 28) in London at Wembley Stadium, one of the world's most iconic sporting venues. Two of Europe's most famous football clubs – Spain's FC Barcelona and England's Manchester United FC – meet to decide who lifts the European Cup and is crowned the best club team in Europe.

The match is a repeat of the 2009 Final, in which FC Barcelona triumphed 2-0 at Rome's Stadio Olimpico, and is also only the second time in Ford's 19 years as a partner of the UEFA Champions League that this crucial match takes place on a Saturday instead of the previous Wednesday fixture.

As official Vehicle Supplier to the UEFA Champions League, Ford has provided 200 vehicles to transport UEFA officials and VIP guests to the Final. This is in addition to over 700 vehicles which are used throughout the season for the swift and safe travel of match officials and fans. With the all-new Ford Focus displayed on perimeter boards, visitors to the final can be in no doubt that Ford is proud to sponsor this prestigious event.

Along with the other partners, Ford will also engage football fans at this year's UEFA Champions Festival, held in Hyde Park, London. The all-new Ford Focus will be at the heart of the Ford area with Focus Cam, an innovative activation reflecting the technologies featured in new Focus. As part of the activities at the Festival, visitors are able to demonstrate their passing and shooting accuracy for the chance to win a special memento of their achievements.

While the Final is completely sold-out, Ford is still providing a pair of tickets to the match for one lucky winner in a prize draw at the Barcelona Motor Show in Spain and, thanks to Ford of Britain, 16 lucky children will also make it on to the pitch to wave the UEFA Champions League Starball Banner as part of the opening ceremony for the Final. They are all winners of a competition held in the host country during the run-up to the Final.

Ford has been a partner of the UEFA Champions League since the inception of the tournament in 1992 and has been proud to help fans get to the UEFA Champions League matches since then. Check www.ford.eu for more information about Ford sponsorship activity.

PAST RESULTS

SEASON	RESULT	STADIUM	HOST CITY	ATTENDANCE
1992 – 1993	Olympique de Marseille 1-0 AC Milan	Olympiastadion	Munich	64,400
1993 – 1994	AC Milan 4-0 FC Barcelona	Olympic Stadium	Athens	70,000
1994 – 1995	AFC Ajax 1-0 AC Milan	Ernst-Happel-Stadion	Vienna	49,730
1995 – 1996	Juventus FC 1(4)-1(2) AFC Ajax	Stadio Olimpico	Rome	67,000
1996 – 1997	BV Borussia Dortmund 3-1 Juventus	Olympiastadion	Munich	59,000
1997 – 1998	Real Madrid CF 1-0 Juventus FC	Amsterdam Arena	Amsterdam	47,500
1998 – 1999	Manchester United FC 2-1 FC Bayern München	Camp Nou	Barcelona	90,045
1999 – 2000	Real Madrid CF 3-0 Valencia CF	Stade de France	Saint-Denis	78,759
2000 – 2001	FC Bayern München 1(5)-1(4) Valencia CF	San Siro	Milan	71,500
2001 – 2002	Real Madrid CF 2-1 Bayer 04 Leverkusen	Hampden Park	Glasgow	52,000
2002 – 2003	AC Milan 0(3)-0(2) Juventus FC	Old Trafford	Manchester	63,215
2003 – 2004	FC Porto 3-0 AS Monaco FC	Arena AufSchalke	Gelsenkirchen	52,000
2004 – 2005	Liverpool FC 3(3)-3(2) AC Milan	Atatürk Olympic Stadium	Istanbul	70,024
2005 – 2006	FC Barcelona 2-1 Arsenal FC	Stade de France	Saint-Denis	79,500
2006 – 2007	AC Milan 2-1 Liverpool FC	Olympic Stadium	Athens	74,000
2007 – 2008	Manchester United FC 1(6)-1(5) Chelsea FC	Luzhniki Stadium	Moscow	67,310
2008 – 2009	FC Barcelona 2-0 Manchester United FC	Stadio Olimpico	Rome	62,467
2009 – 2010	F.C. Internazionale Milano 2-0 FC Bayern München	Bernabeu Stadium	Madrid	73,170

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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 166,000 employees and about 70 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's products, please visit www.fordmotorcompany.com.

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 51 individual markets and employs approximately 66,000 employees. In addition to Ford Motor Credit Company, Ford of Europe operations 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.

Ford in Belgium & Luxembourg

Ford Belgium distributes Ford vehicles in Belgium & Luxembourg.

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.

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