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Information: *EFC04733 2017 Ford GT Dealer Information*

Target Dealer Group: All Ford Dealerships

Target Audience: Dealer Principals, General Managers

Target Dept(s): New Sales CPO/Used Sales Fleet Sales Finance Parts Service

ACTION REQUESTED

All Ford Dealer Principals and General Managers are asked to review the attached Q&A and the information below on the 2017 Ford GT and be aware of the unique customer experiences and processes related to this vehicle.

BACKGROUND

In January 2015, Ford revealed the all-new Ford GT to the world at the North American International Auto Show and announced production limited to 250 units per year globally of the Ford GT.

Limited production of the all-new Ford GT has inspired a unique customer-focused experience, which has been developed by Ford Performance to select potential owners for the new supercar through an online, global application process.

The online customer application opens on Wednesday, April 13, to cover the first two years of production, or approximately 500 vehicles. Customers interested in being considered for the option to purchase a Ford GT will have 30 days to submit an application at www.FordGT.com before the application period closes on Thursday, May 12 at 11:59 p.m. EDT.

All applicants will be notified of their status within 90 days of the application window closing on May 12. The Ford GT Concierge Service will work with selected applicants, with the help of a dealer, to fulfill a personalized ordering, purchase, delivery, and ownership experience for the customer, as distinct as the Ford GT itself.

It is important to note that due to the extremely limited production of this vehicle, the traditional production allocation system will not be used to support this unique customer experience. When consumers apply for the opportunity to purchase a Ford GT, they have the opportunity to identify their preferred Ford dealership. Applicants who are approved for the Ford GT ultimately will complete their purchase with the dealer, supported by the Ford GT Concierge Program.

Because customers will select their dealers, there is no need for dealers to accept deposits for the Ford GT at this time.

The Ford GT is expected to have a starting MSRP in the mid-\$400,000s, excluding destination and delivery.

DEALER OPPORTUNITY TO PURCHASE THE FORD GT FOR PERSONAL OWNERSHIP

We are pleased to announce that a portion of U.S. production for the 2017 Ford GT will be provisioned for U.S. dealers interested in purchasing one for personal ownership.

Dealers will be able to receive the opportunity to purchase a Ford GT for personal ownership in the following manner:

- The 2015 Triple Crown winners and the top Ford retail sales dealer in each Market Area will be eligible to purchase a Ford GT.
- There will be a separate lottery for dealers who achieved One Ford Elite and Ford One Hundred Club (Ford Brand) status in 2015.
- There will be another lottery comprised of ALL other dealer hand-raisers who are NOT included in the above categories.
- Finally, Dealers not selected from either the awards or lotteries also may apply through the normal customer application process.

The following conditions apply to any of the four categories above:

- Privately owned dealerships: Limit will be ONE unit per qualifying Ford dealership; majority owner on F(i) line of S&S Agreement may keep option to purchase or allow a minority owner to purchase.
- Publicly owned dealerships: Limit will be ONE unit per qualifying Ford dealership; opportunity to purchase will be limited to the CEO, Vice President, or their designate on the F(ii) line of the S&S Agreement responsible for the winning dealership.
- Limit of ONE per individual is over the product lifecycle, regardless of the number of dealerships owned.
- Dealers must agree to register personally and own vehicle for at least two years (just as other customers); the warranty period automatically starts on day of delivery.

NEXT STEPS

The Ford GT customer application opens on Wednesday, April 13 at www.fordgt.com. Ford Motor Company will communicate to Ford Dealers further detail around the application, concierge, and dealer sales and service enrollment programs later this spring.

QUESTIONS

Please review the Q&A below. Please email Dealer@fordgtapplication.com with additional questions.

Q & A

FORD GT APPLICATION

- Applications for the all-new Ford GT supercar may be submitted starting Wednesday, April 13, for the first two years of production - 500 vehicles, via FordGT.com website; online configurator allows anyone to build the Ford GT of their dreams
- Limited production inspired a unique, customer-focused purchase experience open to all; application process to help identify potential Ford GT owners who will celebrate Ford brand
- All-new Ford GT Concierge Service to launch for personalized purchase experience

How will Ford GTs be allocated to customers? Ford GTs will be allocated through a unique, web-based customer application process, which can be found at FordGT.com.

What role do Ford dealers play in this process? When applying for the opportunity to purchase a Ford GT, applicants will be asked to identify their preferred Ford dealership. Applicants who are approved for the Ford GT ultimately will complete their purchase with the dealer, supported by the Ford GT Concierge Program.

How will customers be chosen from the many that will apply? Ford will choose from the pool of submitted applications to determine which applicants will receive the opportunity to purchase a Ford GT. Consideration will be given to a variety of factors, including loyal Ford customers and current Ford GT owners.

What will be the criteria for getting selected to purchase the Ford GT? The application process serves to evaluate and select potential customers from a pool of candidates. Consideration will be given to a variety of factors, including loyal Ford customers and current Ford GT owners.

If an application is accepted, when can the customer order a car? Customers will be notified when their application has been accepted, and they will be kept in close contact regarding all details of the ordering process through the Ford GT Concierge Service.

When do you start accepting applications? How long will the Ford GT application window open? Applications can be submitted on www.FordGT.com starting from April 13. The application process will be open through May 12 at 11:59 p.m. EDT to allow applicants time to complete the required online forms.

Is there a waiting list, and how do people apply to buy one? There is no waiting list. Applications can be submitted through www.FordGT.com.

How will customers take delivery of their cars? The Ford GT Concierge Service will offer customers a tailored experience – not only through the ordering and delivery processes but through years of ownership. More details will be provided once the application process is complete and the customer ordering process begins.

What does the Ford GT concierge service actually do? The sophistication and exclusivity of the Ford GT led to the development of the Concierge Service, providing buyers with product and service experts to assist them not only through the ordering and delivery but through years of ownership. More details will be provided once the application process is complete, and the customer ordering process begins.

What do you mean by offering a “personalized experience?” The Ford GT Concierge Service offers each customer a tailored experience from ordering the vehicle, through delivery and into ownership.

If you are favoring Ford loyalists, is there any reason for non-Ford loyal customers to even bother applying with such a limited production vehicle? Yes, anyone can apply, and we encourage all interested customers to submit an application for the Ford GT.

How much will it cost? The base price in the US is estimated at a starting MSRP in the mid-\$400,000s.

What if a dealer wants to purchase a Ford GT for his or her personal ownership? All potential customers – including our Ford dealers – will have to submit an online application. Dealers also will be able to qualify for the opportunity to apply for a specific allocation through a series of performance-based lotteries.

Can a potential customer pay a deposit to secure delivery of a GT? There is no need for applicants to pay a deposit. All potential customers who are interested in purchasing a Ford GT need to apply via the application tool. A deposit will be required by selected applicants later in the purchase process.

Is there a waiting list for this car? Can I put my name down on a priority list? There is no waiting list at this time. We encourage everyone that is looking to purchase a Ford GT to submit an application once that process begins.

How does an applicant know their Ford GT Application has been received? Once an application has been submitted, the applicant will receive a confirmation email within 24 hours. The confirmation email will be sent to the email address provided in the application.

When will applicants know if they have been selected for the opportunity to purchase a Ford GT? Applications will be reviewed at the close of the application window and final decisions will be made in this summer for the first two years of production.

For how many years will you build the car? Production is limited to 250 units per year and the initial ordering period will cover the first two years of production - 500 vehicles.

In which global markets will you offer the Ford GT? When they access the application website, prospective applicants will be able to see in which specific countries the Ford GT will be offered.

How many will you make available to customers in each market? We've said that we plan to sell no more than 250 a year globally – we have no further details to share at this time.

FORD GT – STREET CAR

- Ford's all-new Ford GT is an ultra-high performance supercar that serves as a technology showcase of Ford's EcoBoost engines, aerodynamics and lightweight carbon fiber construction.
- The GT, Ford's latest proof point of delivering innovation through performance, is the culmination of years of Ford innovations in light-weighting, aerodynamics and ultra-efficient EcoBoost engines.
- The Ford GT is the ultimate Ford performance vehicle, a mid-engine, aerodynamic, two-door coupe, powered by Ford's most powerful 3.5-liter EcoBoost production engine, a next-generation twin-turbo that produces more than 600 horsepower.

What is the Ford GT made of? The new Ford GT is composed of a carbon fiber passenger cell and structural carbon fiber body panels, with front and rear aluminum powertrain and suspension architectures.

Why are you making this car? The new Ford GT is the ultimate performance Ford. It is a statement that speaks to both our heritage and our future as a world-class engineering powerhouse. It is a halo for the new Ford Performance group, and a showcase for technical innovations that will ultimately benefit all Ford products.

What are the planned volumes for GT production? The new Ford GT will be one of the most-exclusive Ford product ever, and will be limited to volumes of no more than 250 a year globally.

Is the all-new Ford GT a global car? Yes.

In which global markets will you offer the Ford GT? The Ford GT will be offered in markets such as North America, Europe, China, the Philippines, Macau, Saudi Arabia and the UAE. When they access the application website, prospective applicants will be able to see in which specific countries the Ford GT will be offered.

How much will the Ford GT cost? What do you see as main market competitors for Ford GT? The base price in the US is estimated at a starting MSRP in the mid-\$400,000s. Main market competitors to the GT include vehicles such as the Lamborghini Aventador, which is broadly where the GT will be priced.

Where will the all-new Ford GT be built? Final assembly of the all-new Ford GT will take place in Markham, Ontario, in partnership with Multimatic.

Who engineered the GT? GT was engineered by Ford along with select specialist partners. Many members of the previous Ford GT project were involved.

When does the Ford GT go on sale? It will be on sale late this year.

How many will be allocated for the U.S.? Europe? ROW? We will have more details on allocation closer to launch.

What engine is in the Ford GT? The Ford GT is equipped with the most powerful EcoBoost production engine ever – a next-generation twin-turbo, dual PFI/DI 3.5-liter EcoBoost V6 – which will produce more than 600 horsepower.

What does the Ford GT weigh? We'll have more details on vehicle specifications closer to launch, but the GT will have one of the best power-to-weight ratios of any production car.

Will the Ford GT have driver assist technologies such as traction and stability control? The Ford GT will have one of the most advanced suites of performance-tuned driver assist technologies, including traction control, stability control and advanced active aerodynamics including a deployable rear wing.

Can these driver assist functions be disabled for track days? Yes.

Does the Ford GT make use of lightweight materials? Yes, it uses lightweight materials extensively, including carbon fiber cabin and body panels; carbon-ceramic brake discs as well as aluminum front and rear structures that minimize weight, while delivering great performance and handling.

What is significant about the tires used on the Ford GT? Ford GT is fitted with 20-inch wheels that are shod with Michelin Pilot Sport Cup 2 tires, which feature an entirely unique compound and structure designed specifically for the Ford GT.

Is the new GT based on the previous Ford GT? The new Ford GT is an entirely new vehicle which shares nothing but its name and performance spirit with the previous 2005-2006 Ford GT.