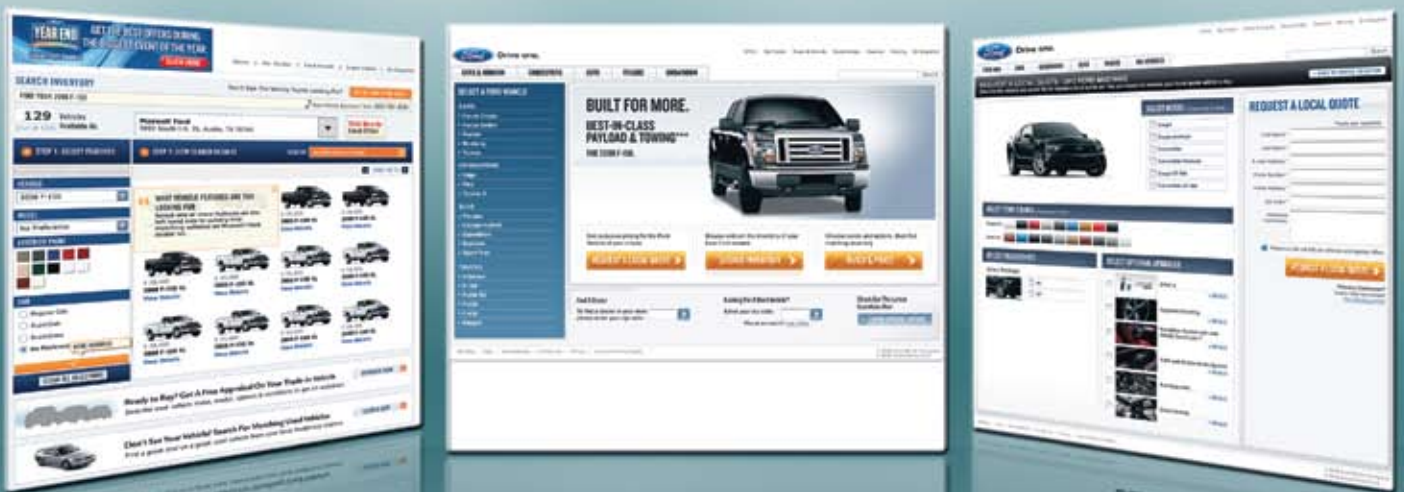


New Vehicle Marketing Services



Overview FordDirect's New Vehicle Marketing Service markets your vehicles everywhere buyers are online and delivers them to your dealership from Ford sites, key independent sites like Kelley Blue Book, automotive portals like Yahoo! and search engines like Google.



BENEFITS

- **Reaches consumers earlier in the purchase process where they choose to shop.** FordDirect has affiliations with AOL, Yahoo! Autos, MSN Autos, Edmunds and many more!
- **Displays in-line incentives and allows consumers to search your on-the-ground inventory.**
- **Provides search engine marketing on leading sites like Yahoo! and Google.**
- **Manages third-party sites so you can focus on sales.**
- **Ensures accuracy by displaying models that are 100 percent build-able.** On FordDirect.com consumers can only build a vehicle per the Dealer Order Guide specifications.
- **Filters all referrals through our Lead Processing System, which removes about 18 percent of the leads we receive before they get to you, to help ensure the highest quality leads.**

RESULTS

Sales!

Dealers sold 213,455 new vehicles from FordDirect referrals in 2008.

Share!

Sales from FordDirect referrals represented 16 percent of Ford and Lincoln Mercury retail sales in 2008.

Dealer Control!

FordDirect is the industry's only joint venture between Dealers and their automaker. Dealers own 80 percent of FordDirect's voting stock.