## **Accelerating Sustainable Innovation**



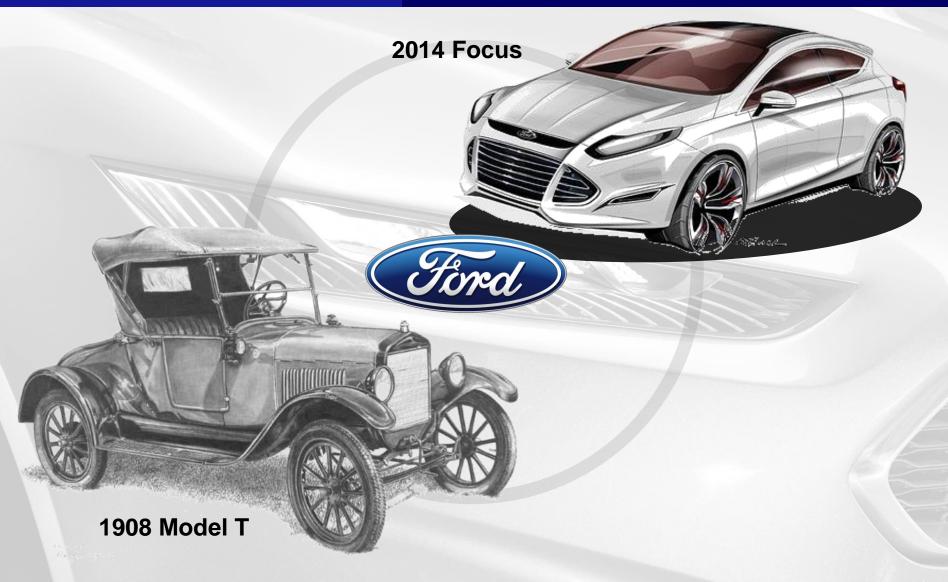
# In the Beginning...





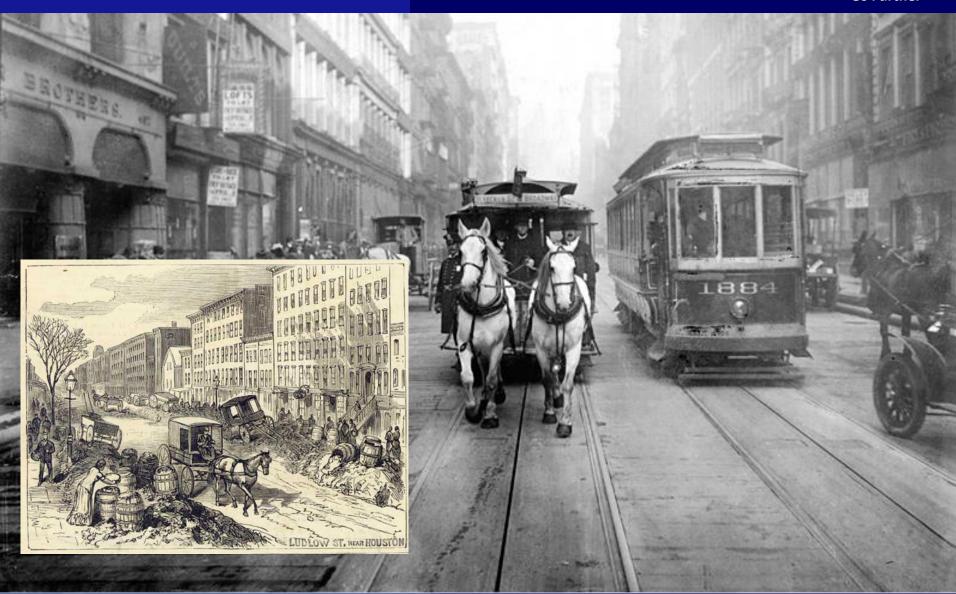
## **Product - Then and Now**





# **Environmental Problem - Past**





# **Environmental Solution - Past**





# **Environmental Problem - Recent**





#### **Environmental Solution - Recent**





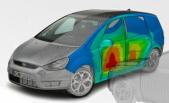
#### **Innovation**





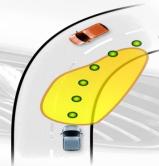








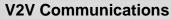




Advanced Simulation Methods for Crash

**Active Safety** 

**Adaptive Front Lighting** 







**Post Impact Braking** 





# Ford's Sustainability Progress





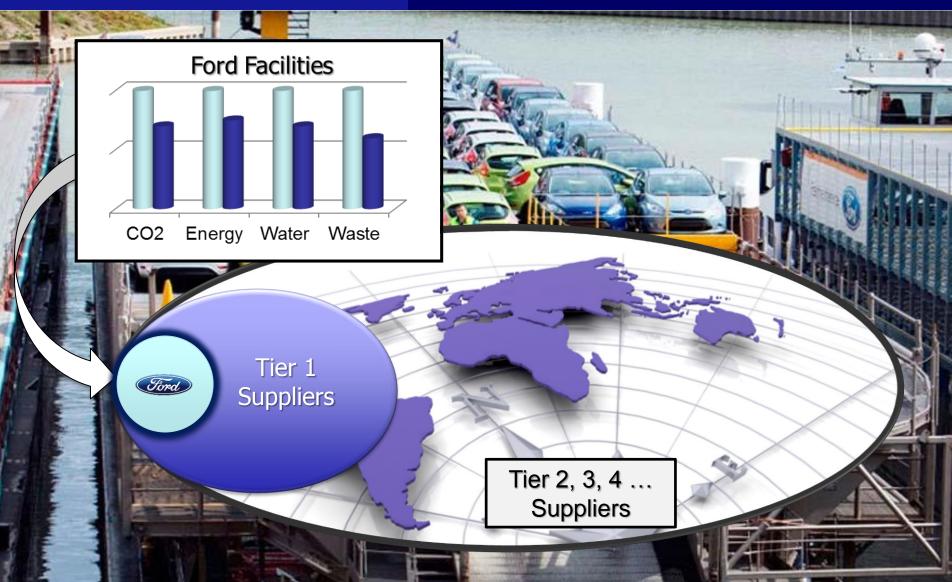
### Ford's Supply Chain





# **Supply Chain - Environmental Footprint**





## **ONE Ford Strategic Framework**



**Strong Brands** 

Serving All Markets

Complete Family Of Best-In-Class Vehicles

**Innovative Mobility** Solutions

Profit = Revenue X Margin

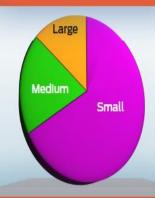




- Further Strengthen Ford Brand Globally
- Grow Lincoln Brand



- Nurture Developed Markets; Sharply Expand In **Emerging Markets**
- Leverage Parts And Service And Ford Credit

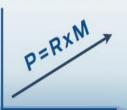


- Expand In Small Vehicles And Luxury
- Strengthen Position In Utility Vehicles And Trucks



- Enhance Consumer Experience
- Lead In Connectivity
- Innovate In Mobility
- Evolve Autonomous Vehicles Technology
- Leverage Analytics





- Deliver Scale Benefits
- Optimize Footprint
- Drive Cost Efficiencies
- Improve Processes

**Product Excellence** 

**ONE** FORD

**Innovation** 

# **Automotive Industry Trends**





Our Industry Is Changing Rapidly; Significant Opportunities Ahead

# Great Products, Strong Business & Better World





#### OPENING THE HIGHWAYS TO ALL MANKIND

Back of all the activities of the Food Misson Company is this Lieburgal labor — a relativisated belief that skiling on the people's highway should be within coop reach of all the people.

An organization, or tender our service or widels quellal, must be large in system with an great in partiese. To conquer the high cost of monoring and so mathéria the factors of perduction — from it is great purpose. Nationally it requires a larger program to savey it and

It is the thought that has bose the at invalue and imprination in the Find organization's, growth, that has been the location in developing involves the invalues, building and an industrial organization which is the global

In accomplishing to alone the Food institution has never been desented by the visa of difficulty of one years. It has append as not in Fooding the way of delong each last, best. It has deed us to continue the anticle with competingues succord. Back of lies has been adopty conserted. For through this segmention, the motor our about is contributing in an large a transpare toward mining I to make, pleasanter and more worth or hip has been translated in militage.

The Ford Mose Company views in situation today into with pride in grout achievement from with the situate and soles realization of new and larget appointments for verying to marking

Ford Motor Company

Montgood-growing carried that seems distor bead, according to the most planet by great planet the observations are also being indicated that the proportion of the property of

# **Thank You**









