

LA Auto SHOW

The LA Auto Show was also a happening place for the Ford Motor Company!

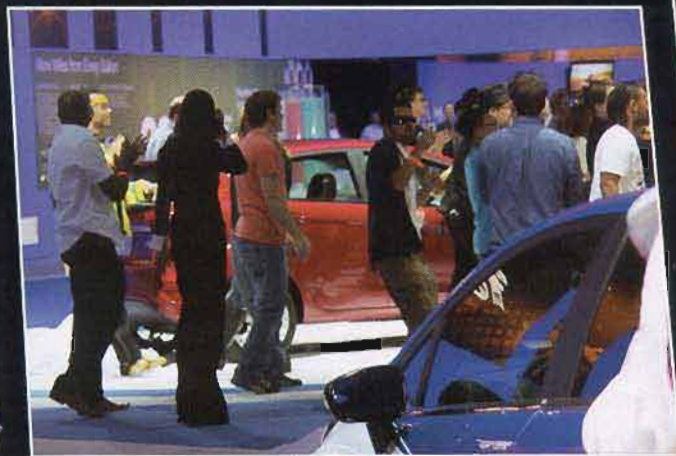
The culmination of the first chapter of the Fiesta Movement (read the sidebar) had agents unveiling various versions of Ford's small yet vibrant 40 mpg Fiesta!

Available in four- and five-door body styles, the 2011 Fiesta is touted as a small-car benchmark for safety, connectivity, and powertrain technology. Ford stated that Fiesta is the next milestone under their ONE Ford plan to design and develop vehicles to meet differing needs and expectations of customers around the world. Customers in Europe and Asia have already purchased in excess of 500,000 Fiestas.

Although not totally new to the media or consumers, the Ford Taurus was also garnering much attention. The "new" Taurus was designed for the customer seeking style and power. Ford states that its predecessor appealed to those customers looking for practicality. As with the Mustang, Ford listened to consumers, paid attention to what matters, to what they notice, and what influences their decision when purchasing a vehicle. The result, "...is a car that melds art and science, blending design intuition and customer research to create a full-size sedan that grabs customers at first sight."

I also spent some time with the Lincoln vehicles. Lincoln's alphabet of MK vehicles, the MKS, MKT, MKX, and MKZ posed an attractive display. Having always loved a Lincoln since a child, one vehicle that surprised me more than anyone can believe is the Lincoln MKT. As luxurious as any other Lincoln, the MKT is the perfect vehicle. It's easy to get into and out of, it has the options of Ford's outstanding EcoBoost™ V-6 and Ford's Active Park Assist for those who find parallel parking a challenge. Having had the "world's best driving instructor," my dad wouldn't allow me to get my license until I could parallel park. However, more people than not have an elevated anxiety level at the mere thought of parallel parking. How cool to have a car that will, at the push of a button, initiate the parallel parking process? You can actually do this with no hands on the steering wheel, just keep your foot on the brake. It's a sight to see! So, with the beauty, add the luxury, power, and technology, and you have the perfect vehicle.

Congratulations to all at Ford for some of the most outstanding vehicles at the show.



FIESTA M

FIESTA movement RESULTS

1.4+ MILLION MILES DRIVEN

6+ MILLION YOUTUBE VIEWS

740,000+ FLICKR VIEWS



A MOVEMENT

The Fiesta Movement's 1st chapter was a six-month experience for 100 "agents" which was launched last April. Ford placed 100 young "trendsetters" in a Fiesta. They traveled all over the United States, logging nearly 1.4 million miles and "blogged and videoed their experiences along the way.

Their assignment was to get out and have fun in their Fiestas. They generated more than 5.7 million YouTube views, more than 710,000 Flickr views and more than 3.4 million Twitter impressions.

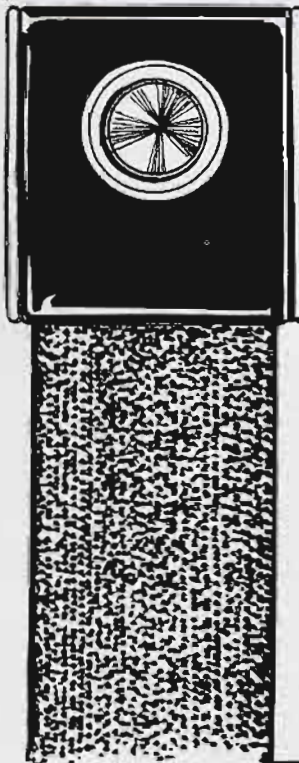
Chapter 2 will include a new group of 20 agent teams. They will engage their local communities by developing communications about Fiesta. They also will utilize social media as a means to spread the word. The first chapter was about awareness, this chapter is about driving.

Follow the Fiesta Movement online at www.fiestamovement.com.

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