



PRESS RELEASE

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For Immediate Release

Ford's Alan Mulally: 'Fighting for the Soul of American Manufacturing'

DETROIT, April 13, 2011 – Ford Motor Company's president and CEO, Alan Mulally, told a group of 200-plus automotive manufacturers and suppliers that he feels "like we are fighting for the soul of American manufacturing." The comments came during his acceptance today of the 2011 Automotive Executive of the Year Award, which was presented at the Detroit Athletic Club (DAC) in Detroit.

Mulally was the 52nd winner of this historic honor, joining the ranks of other industry icons such as Jim O'Sullivan, Carroll Shelby, Jim Press, Bill Ford, Jr., Dieter Zetsche, Bob Lutz, Carlos Ghosn, Lee Iacocca, and Henry Ford II. Sponsored this year by DNV, DuPont, Johnson Controls, and Visteon, the Award was presented to Mulally for his leadership within his company and the industry.

"I think it is absolutely incredible what we have done together," Mulally said, addressing the many automotive colleagues and suppliers in the room. "And I want you to know that I have never had such a good time or been more welcomed and warmly received than when I joined Ford Motor Company and this great industry."

Mulally spoke for a few minutes and then took questions from the audience. One questioner asked about electronics in Ford vehicles and what Mulally predicted for the future in that arena. "Here's a news flash for you," he said. "You drive safer when you keep your hands on the wheel and your eyes on the road. For that reason, and to continue connecting Ford vehicles with our digital lives, Ford will innovate and invest heavily in vehicle electronics."

Mulally also spoke quite a bit about energy and the role it will play in the development of future vehicles. "A few years ago, we were all looking at a hydrogen solution," he said. "I still think

hydrogen will have a major impact but not immediately. For now, we will continue to see the electrification of the automobile. But we've got to get the weight and cost down on these batteries. And all of us, as consumers, have to have an in depth conversation about where we want our country to go with the electric vehicle infrastructure."

"True leadership transcends industry, and no one exemplifies that today better than Alan Mulally," said Robert Djurovic, executive director of the Automotive Executive of the Year Award program, and director of Automotive Services North America, DNV Business Assurance USA. "Leadership is an investment, and as such, all investments are subject to their return. The return for Ford Motor Company, its employees, shareholders, Michigan, and the country has been outstanding."

The Automotive Executive of the Year Award nominating committee includes industry media, analysts, and automotive supplier CEOs. For more information about the Award, visit www.autoexecoftheyear.com.

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