

Terms and Conditions
Effective Date April 1, 2016

Terms and Conditions

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By using this Site you agree that you have read, understand and accept the following terms and conditions ("Terms and Conditions") and the Privacy Policy, and you affirm that you are either more than 18 years of age, or an emancipated minor, or possess legal parental or guardian consent, and that you are fully able and competent to enter into the terms, conditions, obligations, affirmations, representations, and warranties set forth in these Terms and Conditions, and to abide by and comply with these Terms and Conditions. By using this Site, you also agree that you will not use this Site for any purpose that is unlawful or in contravention of these Terms and Conditions. Ford Motor Company and its affiliates reserve the right to change these Terms and Conditions from time to time without notifying you. If you object to any such changes, your sole recourse shall be to cease using this Site. Continued use of the Site following the effective date any such changes shall indicate your acknowledgement of such changes and agreement to be bound by the Terms and Conditions of such changes. Ford may cease all or part of the Site at any time without notice and is not obligated to retain or return any post or comment. If you do not agree to any of these Terms and Conditions, or the Privacy Policy, please do not use the Site.

At Ford Motor Company, our social media strategy involves connecting our consumers with our employees in the digital space whenever possible, and providing value to them in the process. As a result, we have specific rules for online engagement, which, amongst other variables, involves abiding by the Word of Mouth Marketing Association's Code of Ethics.

Ford will:

- Always request that our social media influencers be transparent and disclose their relationship, as well as anything they've received as a result of that relationship with Ford.
- Insist on honesty of opinion. We want both positive and negative reviews of our vehicles.
- Offer influencers engaging experiences that are worth talking about. We won't be cutting and pasting press releases into e-mails in hopes someone will post them.
- Always carefully target our outreach to ensure that we aren't "spamming" anyone with unwanted messages.
- Listen carefully to suggestions and concerns.
- Compensate influencers for consulting or other duties they do for Ford. This compensation will solely be for their time as an advisor and will not include an expectation that they will write about the project – favorably or unfavorably.
- Apologize quickly for any mistakes we make. No one is perfect and we are sure that we will make a misstep in our efforts to engage with the social web, but we will be sure to learn from our mistakes.
- Share this policy with all influencers with whom we work.

United States Site and Pricing

Ford administers this Site [insert applicable country in which site is administered] and this Site is only intended for viewing in the [insert country]. All materials and information contained on this Site apply to the [insert country] market only. Ford makes no representation that the Site is appropriate or available for use outside the [insert country]. If you choose to access the Site from outside the [insert country], you do so at your own initiative and are responsible for compliance with applicable laws. You agree to comply with all export and re-export laws, restrictions and regulations of your government in connection with your use of the Site.

This Site in no way constitutes an offer to buy or sell vehicles from Ford or to provide financing or leasing. Any prices, product specifications and all other information shown on this Site are for information purposes only, are subject to change at any time without obligation, may vary from region to region, and may not be completely up to date or accurate.

Depiction of Vehicles

Any vehicles shown on this Site are for general illustration only.

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3. you must not transfer the materials to any other person unless you give them notice of, and they agree to accept, the obligations arising under these terms and conditions of use.

Linking, crawling and archiving

If you would like to link to this Site, you must comply with the following guidelines:

- (a) do not incorporate any content from this Site into your site (e.g., by in-linking, framing or creating other browser or border environments around the website content). You may only link to, not replicate, the Site content;
- (b) you may not use any Ford trademarks, logos, designs or service marks in your links;
- (c) you may not create the appearance of a relationship or affiliation with Ford; and
- (d) your site may not contain offensive, distasteful, illegal or inappropriate content.

If you would like to use a web crawler or other search tool to gather information from the Site, you must comply with the provisions of the robots.txt file of the site and you may not circumvent CAPTCHA or other security measures.

Other Conditions/Restrictions

CAUTION: ANY ATTEMPT BY ANY INDIVIDUAL TO DELIBERATELY DAMAGE ANY WEBSITE, TAMPER WITH THE SUBMISSION PROCESS, OR OTHERWISE UNDERMINE FORD'S LEGITIMATE BUSINESS OPERATIONS MAY BE A VIOLATION OF CRIMINAL AND CIVIL LAWS AND SHOULD SUCH AN ATTEMPT BE MADE, FORD RESERVES THE RIGHT TO COOPERATE IN THE PROSECUTION OF ANY SUCH INDIVIDUAL(S) AND TO PURSUE ALL REMEDIES TO THE FULLEST EXTENT PERMITTED BY LAW.

This Site is intended as a resource and discussion forum for people interested in Ford Motor Company vehicles, projects and initiatives. Unfortunately, this isn't the place to address warranty or customer service questions or concerns or products sold by Ford Motor Company. If you have a question about a Ford Motor Company product, please contact Ford's Customer Relationship Center calling 1 800-392-3673 in the United States or 1 800-565-3673 in Canada during normal business hours.

Trademark Notice

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Privacy

For an explanation of Ford's policies and practices regarding information that we may collect from you in connection with your use of this Site, you should review Ford's Privacy Policy the terms of which are incorporated herein. By using this Site, you are agreeing to this Privacy Policy and you will be bound by the terms of such Privacy Policy.

Indemnity and Hold Harmless

By using this Site you agree that you will defend, indemnify and hold harmless Ford and its subsidiaries and affiliates, their respective distributors, dealers, dealer associations and advertising and promotions agencies, together with their respective employees, agents, directors, officers and shareholders, from and against all the liabilities, claims, damages and expenses (including reasonable attorneys' fees and costs) arising out of your use of this Site, your breach or alleged breach of these Terms and Conditions, and/or your breach or alleged violation of the patent, copyright, trademark, proprietary or other rights of third parties. Ford reserves the right to assume the exclusive defense and control of any matter otherwise subject to indemnification by you, and, in such case, you shall agree to cooperate with Ford's defense of such claim.

Designated Agent for Copyright Notification

If you believe that any content on this Site infringes your copyright rights, please contact Ford's designated agent for receiving such notifications in writing as follows:

Designated Agent:
Kara Tertzag Lividini
E8029

330 Town Center Dr.
Dearborn, Michigan 48126
Email address: ktertzag@ford.com
Phone number: 313-323-8559
Fax: 313-323-9006

In your communication, please include:

- (i) Your physical or electronic signature.
- (ii) Identification of the copyrighted work you claim to have been infringed, or, if there are multiple copyrighted works, a representative list of such works.

(iii) Identification of the material that you claim to be infringing, and information reasonably sufficient to permit us to locate the material.

(iv) Information reasonably sufficient to permit us to contact you, such as an address, telephone number, and, if available, an email address.

(v) A statement that you have a good faith belief that use of the material in the manner complained of is not authorized by you or the law.

(vi) A statement that the information your notification is accurate.

If the communication is submitted by someone on your behalf, the communication must also contain a statement that, under penalty of perjury, the submitter is authorized to act on your behalf.

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Miscellaneous

These Terms and Conditions together with any additional terms to which you agree when using particular elements of this Site constitute the entire agreement regarding the Site and any services, and supersede all prior or contemporaneous communications, whether electronic, oral or written between you and us with respect to the Site or the services provided on the Site. The Site is operated from Ford's offices in the United States of America. These

terms and conditions are governed by, and construed in accordance with, the laws of the State of Michigan, regardless of principles of conflicts of laws that may require the application of the laws of another jurisdiction. If a court determines that any term or condition in these Terms and Conditions is illegal or unenforceable, then such term will be eliminated and the remaining terms and conditions will remain in force and effect. Ford's failure to exercise or enforce any right or provision of these Terms and Conditions shall not constitute a waiver of such right or provision. If any provision of these Terms and Conditions is found by a court of competent jurisdiction to be invalid, the parties nevertheless agree that the court should endeavor to give effect to the parties' intentions as reflected in the provision, and the other provisions of these Terms and Conditions remain in full force and effect. All lawsuits arising from or relating to these Terms and Conditions shall be brought in the Federal or State courts located in Wayne County, Michigan, and you hereby irrevocably submit to the exclusive personal jurisdiction of such courts for such purpose.

Message Boards Rules of Conduct

Any message boards contained on this site (hereafter referred to as "Message Boards") have been created exclusively for Ford Motor Company (hereafter referred to as "Ford") related discussions. Agreement with these Rules of Conduct and use of the Message Boards imply concurrence with the following terms of service:

1. Once you access the Message Boards, you thereby read and/or post messages at your own risk. Messages posted to the Message Boards and the content therein are not encrypted or secured by other means, and are available for unlimited viewing and printing by Visitors of the Site. You are solely responsible for the content of your postings.
3. Ford and the employees, affiliates and agents thereof are not responsible for any claims, damages, losses, liabilities, costs or expenses that directly or indirectly result from your use of the Message Boards or your posted message content.
4. Ford disclaims responsibility for defamation, obscenity or any Message Board content that may be considered inappropriate by some Visitors. Ford reserves the right to remove any Message Board posting at any time.
5. Ford does not serve an editorial function in relation to these Message Boards and is not responsible for their content. However, Ford and the employees, affiliates and agents thereof may manually mediate or screen posted messages prior to online publication. Messages may be manually edited for content or length. Third-party links may be deleted, and self-serving posts will be blocked.
6. Ford reserves the right to apply automatic, computerized word filters to Message Board postings. These filters remove common expletives and obscenities without affecting overall message content. If and when applied, this filtering process will screen Message Board postings as they are published.
7. Any posting containing an obscenity will be blocked, when possible, and therefore not posted.
8. When posting messages, keep discussion as close as possible to the topic at hand.
9. Only messages written in English [insert language] will be posted to the site. Messages posted in other languages will be blocked, and therefore not posted to the site.
10. The Message Boards are not the place to ask questions about your vehicle, and these comments will be blocked, and therefore not posted. If you have questions or concerns about your vehicle, we suggest you follow these steps:
 - a. Contact your Sales Representative or Service Advisor at your selling/servicing dealership.
 - b. If the inquiry or concern remains unresolved, contact the Sales Manager or Service Manager at the dealership.
 - c. If the inquiry or concern cannot be resolved at the dealership level, please contact Ford Motor Company at:

UNITED STATES

Telephone 800-392-3673
800-232-5952 (TDD for the Hearing Impaired)

Available 8:00a.m.-5:00p.m. Local Time
Monday-Friday

Mailing Address
Ford Motor Company Customer Relationship Center
P.O. Box 6248
Dearborn, MI 48126

CANADA

Telephone 800-565-3673
Available 8:30a.m.-8:00p.m. Local Time Monday-Friday

Mailing Address
Ford Motor Company of Canada, Limited Customer Relationship Centre
P.O. Box 2000
Oakville, Ontario, L6J5E4

[Insert Country]

10. Avoid posting copyrighted or trademarked material. If such material is posted within your message, you are solely responsible for such content.

11. Ford reserves the right to automatically block individual The Ford Social Members from posting messages to the Message Boards. The following activity is not permitted within the Message Boards and could result in revocation of your Message Board privileges at Ford's discretion:

- a. Posting of material designed to advertise or market enterprises, products or services.
- b. Use of expletives, obscenities, or potentially libelous, defamatory, threatening or inappropriate words or statements.
- c. Publishing of another Member's personal information without permission.
- d. Willful and prolonged exploitation of oversize fonts, JavaScript, tables, headings or other advanced HTML commands within posted message.

Effective Date: April 1, 2016