



Ford Motor Company

***...Transforming Ford Motor
Company into a Leading-Edge
Online Consumer Company
Worldwide***

Ford Motor Company

VOLVO



LINCOLN



Mercury



Jim Gouin

Chief Financial Officer

Ford ConsumerConnect

Ford Motor Company

Our Internet View

- ✓ The consumer will win
- ✓ Comp. advantage if learn/act quickly
- ✓ Must lead change, especially overseas
- ✓ Need the best partners
- ✓ Brands are everything



e-Business Vision

- ✓ Web-Enabled Global Enterprise
- ✓ Use ConsumerConnect as the e-technology pipeline to connect Ford to its global consumers

e-Financial Goals

- ✓ Incremental Market Cap. to Ford Shareholders
- ✓ +25% ROE
- ✓ Positive Cash Flow
- ✓ +150% CAGR

e-Strategies

Deliver e-Technology Tools that:

- ✓ Reinvent Core Processes
- ✓ Improve Consumer Purchase Experience
- ✓ Draw Consumers to FMC Brands
- ✓ Build Loyalty Among Current Consumers
- ✓ Inject e-Technology into Every Vehicle

**Transforming Ford, Connecting with Consumers,
Growing Shareholder Value**

Major e-Business Investments/Alliances

B2B

Auto-Xchange

ICG

ZoneTrader

Oracle Exchg.

Commerce One

B2C

MS CarPoint

CarClub

Trilogy JV

Bolt.com

Yahoo!

iVillage

Telematics

Sirius Radio

Sprint PCS

Vodafone

Internet Inside

Percepta (Web Ctrs.)

PeoplePC

UPS Logistics

AvantGo

eRoom

e-Business Landscape - B2C

Market Data

- + 150M Consumers Online
- Europe/Asia Penetration equal to US by '02/'03
- Lead Generation Model Marginal
- Over \$175B Market Cap. in 17 Companies

Major Ford Investments

CarPoint

CarClub

Trilogy JV

Bolt.com

Percepta (Teletech JV)

FMC Strategic Priorities

1. Maximize CarPoint and CarClub (J.D. Power Club)
2. Integrate Trilogy venture
3. Accelerate progress in BTO and OTD

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JAGUAR

MINI



QualityCare



Retz

Our vision: to become the world's leading consumer company for automotive products and services

W W W . F O R D . C O M

- Over 1.5M unique visitors per month -- top OEM site (Media Metrix)
- Retail BTO launched May 1st in Canada
- Internet Fleet BTO – an industry first
- Buyer Connection generating over 1000 leads per day

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Percept@

Objective

- ▼ Operate World-Class, Web-Enabled Customer Relationship Centers Globally

Accomplishments

- ▼ \$45M in Revenue and Profitable in '00
- ▼ Assumed control of Toronto center in April
- ▼ Opened Australia center in April

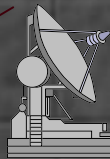
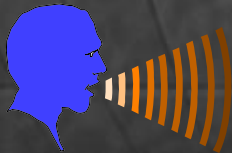
Future Actions

- ▼ Ford U.K. Concern Resolution (July)
- ▼ U.S. Customer Relationship Mgmt. (3Q '00)
- ▼ PAG, Hertz, Ford Credit ('01)

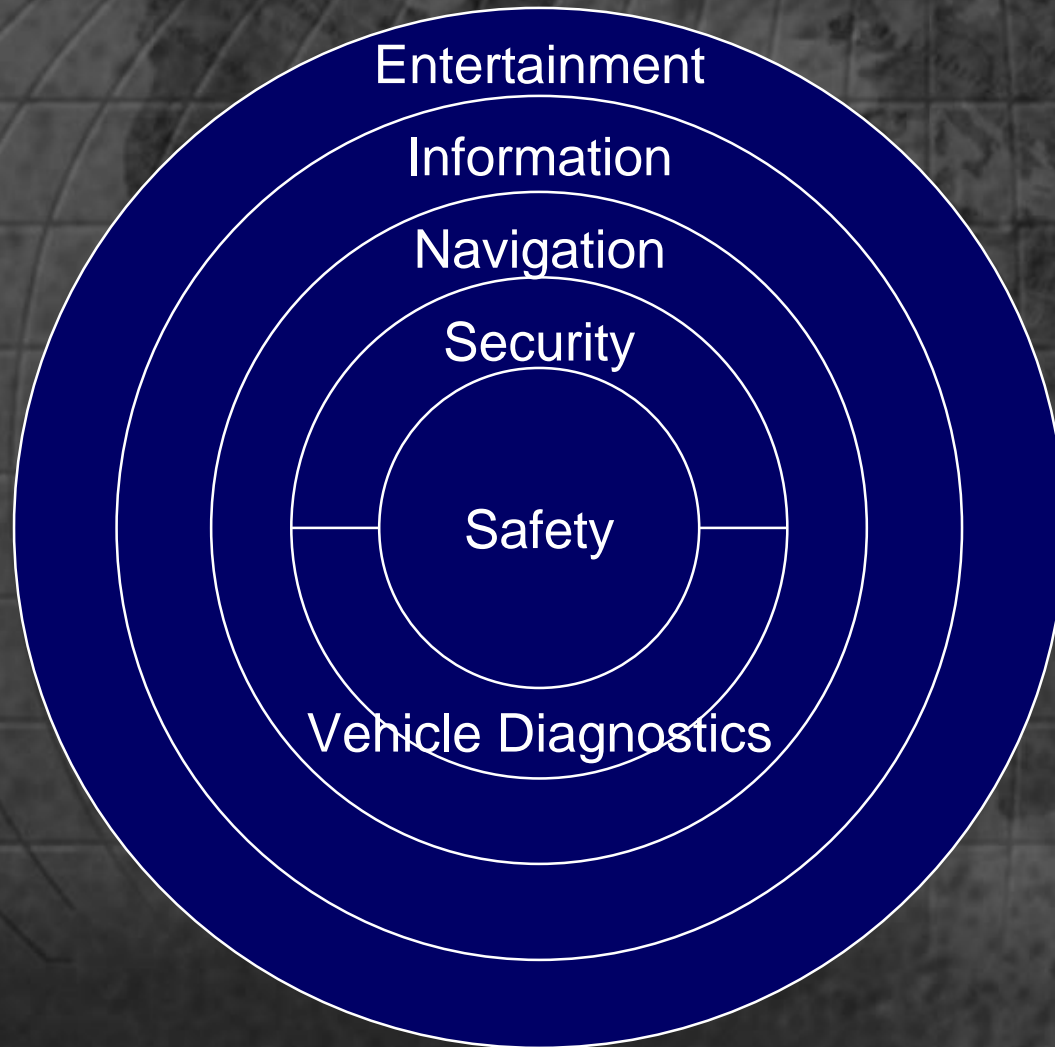
Critical Advantage in Building Customer Intimacy

What is Telematics?

Convergence of telecommunications and computers in the automobile to enable the delivery of products and services into the automobile



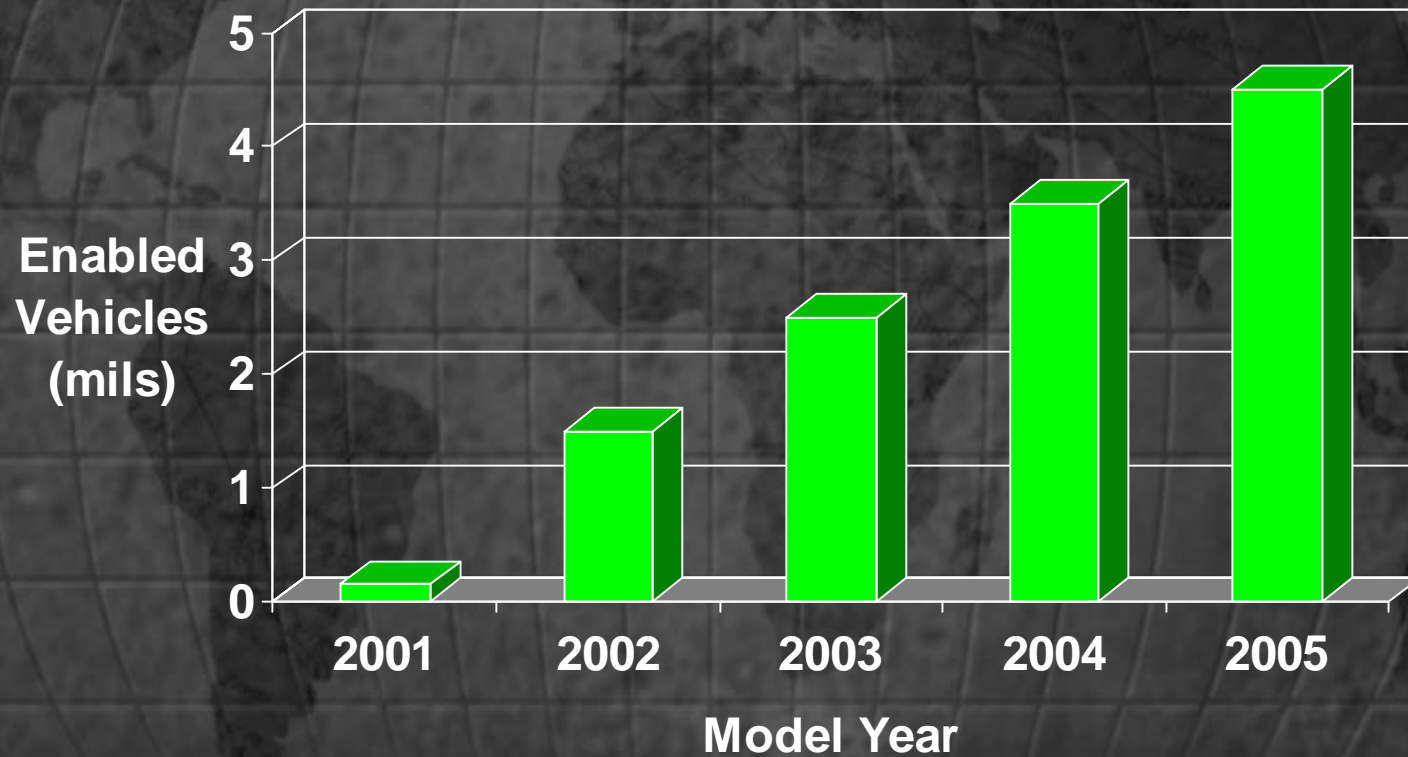
Mobile Consumer Services (Consumer Needs Hierarchy)



Consumer Requirements

- Ability to Upgrade
- Portability
- Flexibility of Service

Telematics Rollout Plan



e-Business Landscape- B2B

Market Data

- + 700 X-changes
- + 5,000 by '02
- Avg. Order Size: \$75K
- Typical Purchase Order Cost
Traditional: \$150
Online: \$5-15
- \$150B Market Cap.
in 64 Companies

Major Ford Investments

AXC

Oracle XC

ICG

Zone Trader

E-Steel

FMC Strategic Priorities

1. Operating Exchange with 4 OEM and 2 Tech Partners, (once FTC inquiry completed)
2. Getting FMC Systems/Processes Ready for the Exchange
3. Engaging Global Suppliers

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Susan DeSandre

Vice President

Ford B2B, ConsumerConnect

Why Did We Do It?

It became clear that two, or more, solutions would be redundant and burdensome on suppliers

- ✓ The goal: integration and collaboration
- ✓ The promise: lower cost, easier business practices, marked increase in efficiency
- ✓ The challenge for suppliers: not just choosing best solution, but how to accommodate all solutions
- ✓ The call for consolidation was clear

We brought integration within the four walls of Covisint to accelerate adoption and simplify deployment

COVISINT

- ▼ A venture with initial equity sharing among Ford, GM, DCX, and Renault/Nissan
- ▼ Primary technology partners are *Oracle and Commerce One*
- ▼ Provides web-based supply-chain management, PD collaboration and procurement to the auto industry

***While Ford, GM, DCX Are Partners In This Venture,
We Remain Competitors In The Automotive Industry***