



Ford Motor Company Business Principles

Ford Motor Company is committed to creating value for our shareholders over the long term through the delivery of excellent automotive products and services and to do so ethically and responsibly. These Principles will guide our decisions and actions globally. As a whole, they set the standards by which we judge ourselves and by which we hope to be judged by others.

Accountability

We will be honest and open and model the highest standards of corporate integrity.

We will achieve this by:

- Being responsive to stakeholders' concerns on the impact of our operations, products and services through public disclosure and regular reporting
- Making accurate and forthright statements, competing ethically, avoiding conflicts of interest and having zero tolerance for the offer, payment, solicitation or acceptance of bribes

Community

We will respect and contribute to the communities around the world in which we work.

We will achieve this by:

- Respecting and supporting, in line with the legitimate role of business, the basic human rights of all people within our businesses and throughout our entire value chain
- Being sensitive to, and engaging in, the cultures of the communities in which we participate
- Making responsible and mutually beneficial investment in the communities we serve

Environment

We will respect the natural environment and help preserve it for future generations.

We will achieve this by:

- Working to provide effective environmental solutions
- Working to continuously reduce the environmental impacts of our business in line with our commitment to contribute to sustainable development
- Measuring, understanding and responsibly managing our resource use, especially materials of concern and nonrenewable resources
- Working to eliminate waste

Financial health

We will make our decisions with proper regard to the long-term financial security of the Company.

We will achieve this by:

- Striving to create value for our shareholders that is sustainable over the long term
- Seeking enhanced stakeholder loyalty as a route to competitive advantage and long-term growth

Products and customers

We will offer excellent products and services.

We will achieve this by:

- Focusing on customer satisfaction and loyalty and keeping our promises
- Using our understanding of the market to anticipate customer needs
- Delivering innovative products and services that offer high value in terms of function, price, quality, safety and environmental performance

Quality of relationships

We will strive to earn the trust and respect of our investors, customers, dealers, employees, unions, business partners and society.

We will achieve this by:

- Building and maintaining a caring culture of partnership and mutual benefit
- Developing individual and team skills so employees may reach their full potential and contribute to the success of the Ford Motor Company
- Creating a business climate that encourages innovation, learning and exceptional performance
- Actively pursuing the benefits derived from a diverse workforce, as well as those from the diversity of perspectives provided by our stakeholders

Safety

We will protect the safety and health of those who make, distribute or use our products.

We will achieve this by:

- Working to create the safest possible workplace
- Striving to continuously reduce the risk of accidents, injuries and fatalities involving our products
- Striving to protect people and property