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**IMMEDIATE RELEASE**

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43 fans will have their own chance to win a Fiesta in new on-line campaign

- Action sports icon Ken Block, and NASCAR stars Richard Petty and A.J. Allmendinger will partner up to in an on-line sweepstakes to showcase the 2011 Ford Fiesta
- 2011 Fiesta – in ’43 Fiestas’ paint scheme – paces the NASCAR field at Michigan International Speedway
- 43 Grand Prize winners have a chance to take home their own 2011 Ford Fiesta at Ford Championship Weekend
- 43 additional first-place winners will take home an INSIGNIA® 40” LED-LCD HDTV Flat Screen from Best Buy over 43 days

***DEARBORN, Mich., August 15, 2010*** – Aside from both being involved in racing and a desire to win at the top of the sport, NASCAR legend Richard Petty and Rally America star Ken Block have one important thing in common: the number 43.

In just five years, Block has driven to the top in the rough-and-tumble world of rallying. In 2010, Block signed on with Ford to drive a Fiesta in the Rally America series and a Focus RS in the FIA World Rally Championship, carrying the No. 43 on both vehicles.

Petty and his No. 43 stock car have become icons of NASCAR, holding the record of 200 Sprint Cup victories and seven championships.

The two well-known racing stars, along with A.J. Allmendinger, the current driver of Petty’s No. 43 Best Buy Fusion in NASCAR, are joining together to launch ’43 Fiestas’ a new, on-line national sweepstakes from Ford designed to highlight the 2011 Ford Fiesta.

Starting today at noon, fans can visit www.43Fiestas.com, sign up to win, and see the first of a series of videos featuring Block, Petty and Allmendinger. In addition, a 2011 Fiesta – adorned with the '43 Fiestas' logo -- will make its pace car debut when it leads the NASCAR field to the green flag at Michigan International Speedway.

At the website, Ford is giving fans a chance to win big. Over a span of 43 days, starting on August 15th and ending on September 27th, 43 First Prize Winners will be selected to win an INSIGNIA® 40" LED-LCD HDTV Flat Screen from Best Buy.

Along with the 43 First Prize Winners, 43 Grand Prize Winners will also be selected for a Ford Championship Weekend prize package that includes airfare, hotel stay and two tickets to the Ford 300 NASCAR Nationwide Series ™ race on November 20th and the Ford 400 NASCAR Sprint Cup Series ™ race on November 21st at Homestead-Miami Speedway.

Additionally, one winner from the pool of 43 Grand Prize Winners will be randomly selected to win an all-new 2011 Ford Fiesta. The winner will be selected and announced on November 21st on-site at Ford Championship Weekend in Homestead, FL.

However, should Allmendinger, driver of the No. 43 Best Buy Ford Fusion, win the Ford 400, all 43 Grand Prize Winners will take home their own all-new 2011 Ford Fiesta.

"Only Ford can bring together two of the top names of NASCAR and Rally in the same promotion," said Jamie Allison, director, Ford North America Motorsports. "We're excited to help fans of NASCAR learn a little bit about the action sport atmosphere of rally, and rally fans to learn more about NASCAR and our involvement with legends like Richard Petty.

"At the same time, we want to expose the 2011 Fiesta to both audiences, to show that it is truly a product of the new Ford, where you can have both a fun-to-drive car and one that gets great fuel economy."

Fans can enter for their chance to win at 43Fiestas.com or at Ford consumer displays at select NASCAR races and events until October 25th, 2010.

Fiesta has it all, and more

The all-new 2011 Fiesta features an expressive, vibrant design, fuel-efficient engine, high-quality materials, and a number of features and technologies not found on competitive vehicles. Designed to be versatile, personal and adaptable, Fiesta delivers best-in-class highway fuel economy of 40 mpg, convenience and connectivity, and an expressive color palette.

The available, all-new North American industry-exclusive PowerShift six-speed automatic transmission combines the responsive performance and fuel economy of a manual with the convenience of a traditional automatic in one advanced, dual dry-

clutch package.

Fiesta delivers a number of standard and available features that increase convenience and add connectivity. Among them is Ford SYNC®, integrating a driver's mobile phone with Fiesta's onboard, voice-activated communications and entertainment system.

Fiesta offers keyless entry and push button start, a feature unique within the segment. Fiesta also features Ford's Easy Fuel® capless fuel filler system, a North American industry-exclusive, as standard equipment.

***About Ford Motor Company***
*Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 159,000 employees and about 70 plants worldwide, the company's automotive brands include Ford, Lincoln and Mercury, production of which has been announced by the company to be ending in the fourth quarter of 2010. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.ford.com.*

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