



MEDIA ADVISORY

For Immediate Release
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FORD DELIVERS THE FUTURE OF SAFETY NOW WITH NEW INNOVATIONS ROLLING INTO ST. LOUIS

Media invited to experience Ford's innovative crash avoidance and protection technologies and the world's first rear inflatable seat belts

WHO: Matt Hickam, Ford representative, and Ford safety technology marketing representatives will be on hand at St. John's Mercy Rehabilitation Hospital to conduct demonstrations of Ford's suite of safety technologies and innovations, including the world's first rear inflatable seat belts. Ford is partnering with the St. Louis Regional Chamber and Growth Association to bring these important safety demonstrations to the metro area.

"The St. Louis Regional Chamber and Growth Association, the chamber of commerce and economic development organization for the 16-county, bi-state St. Louis region, is pleased to partner with Ford and St. John's Mercy Rehabilitation Hospital to help showcase the future of automobile safety," said Dick Fleming, President and CEO, St. Louis RCGA.

WHAT: Ford is coming to St. John's Mercy Rehabilitation Hospital in Chesterfield to demonstrate the future of auto safety, which Ford is pioneering in affordable vehicles today. Members of the media are invited to get a firsthand look at how Ford is using smart sensors, including radar, camera and wireless technologies, to develop new crash avoidance and driver assist systems that detect and help drivers recognize and respond to collision risks more quickly.

Featured safety technologies include MyKey™; SYNC®: Traffic, Directions & Information; BLIS® (Blind Spot Information System); Active Park Assist; Integrated Blind Spot Mirrors; and Cross Traffic Alert.

The event offers media and participants a sneak peek at the next-generation, yet-to-be-revealed Ford Explorer, which goes into production later in 2010, and includes the world's first inflatable seat belts for rear passengers and a next-generation radar-enabled collision warning system.

WHEN: Monday, May 24
10 AM – 1 PM

WHERE: St. John's Mercy Rehabilitation Hospital
Upper Level – Parking Garage
14561 North Outer Forty Road
Chesterfield, MO 63017

DETAILS: *For directions to St. John's Mercy Rehabilitation Hospital or to schedule interviews, please contact Tricia Kensinger, tricia@kensingerhickam.com, 913-219-0694.*

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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 198,000 employees and about 90 plants worldwide, the company's automotive brands include Ford, Lincoln, Mercury and, until its sale, Volvo. The company provides financial services through Ford Motor Credit Company.

About St. John's Mercy Rehabilitation Hospital

St. John's Mercy Rehabilitation Hospital offers specialized programs and facilities for treating inpatients and outpatients with brain injury, spinal cord injury, stroke, amputations, arthritis, burns, or neuromuscular or musculoskeletal disorders. The goal is to provide rehabilitative care to patients and families utilizing a team approach and working with people of all abilities to achieve their highest level of wellness and independence.