



Ford Celebrates Official Launch of All-New Mustang Going Global; Iconic Pony Car En Route to Asia

- Ford celebrates the official launch of export of the all-new 2015 Ford Mustang to customers around the world
- Mustang is available in more than 100 markets in both left- and right-hand-drive configurations
- Ford is a top U.S. exporter of automobiles, which supports American jobs

DEARBORN, Mich., Jan. 20, 2015 – The iconic Mustang is officially going global.

For the first time in its 50-year history, Mustang will be available to customers around the world in more than 100 markets. First shipments of the highly anticipated Mustang are headed for Asia, with vehicles arriving in Europe midyear.

The all-new Mustang – assembled in Flat Rock, Michigan – now joins other Ford and Lincoln vehicles exported to countries abroad. In 2013, Ford Motor Company shipped more than 380,000 vehicles from the United States, making the automaker a top U.S. exporter of vehicles.

“Henry Ford exported the sixth Model A assembled in 1903 and we continue this legacy today,” said Joe Hinrichs, Ford president of The Americas. “The success of our One Ford plan presents opportunities for growth in global markets. Exporting Ford and Lincoln vehicles to Asia Pacific and beyond is an important part of Ford’s global growth story. Mustang is just one more example of the international demand for Ford cars and trucks.”

Going global means jobs

Making Ford vehicles available to global consumers supports thousands of jobs across the United States. The all-new 2015 Mustang is supported by U.S. suppliers in 25 states. In 2013, Flat Rock Assembly Plant in Michigan, the car’s production home, celebrated the [1 millionth Mustang](#) built there. The facility has approximately 3,000 employees working two shifts at full capacity to produce Mustang and Fusion. In addition, 100 jobs at the Port of Portland have now been added to support Ford exports bound for Asia Pacific and other markets.

“Serving as a gateway for exports of new Ford vehicles to China and Korea has helped boost employment and bolster our local economy,” said Bill Wyatt, executive director for the Port of Portland. “Auto exports and imports support more than 500 jobs at our marine terminals, and they have been an important part of our diverse cargo portfolio since 1953.”

Preparing Mustang for export

Mustangs exported from the United States undergo a series of steps to ensure compliance with vehicle standards in the destination countries. At each port’s homologation center, Ford and Lincoln vehicles receive finishing touches that follow specific engineering work completed in

production at the plant. Vehicles undergo proper customs documentation and tracking so Ford can ensure their progress and delivery. Certain vehicles receive an underbody coating and documents in the destination country language.

“Preparing these vehicles for shipment to their final destination is critical to satisfying both customer and regulatory requirements for our markets around the world,” said Gerald Schoenle, director, Ford Trading Company. “We want our customers globally to know that their Ford vehicles will meet emissions, safety and road-worthiness requirements.”

The addition of a right-hand-drive Mustang to Ford’s global vehicle lineup will allow the iconic pony car to be exported to more than 25 of these markets around the world, including the United Kingdom, Australia and South Africa.

American-made Ford vehicles travel the world

Mustang joins a lineup of Ford Motor Company vehicles produced in the United States and exported around the world.

Ford Explorer is largely produced at Chicago Assembly Plant in Illinois and exported to a number of markets, including China. In 2012, Ford exported just 200 Explorers to China; in 2014, that number increased to more than 9,000.

In September 2014, Ford Motor Company began shipping Lincoln vehicles from the Port of Portland to China, marking a significant milestone for the brand globally. The shipment, which included Lincoln MKC vehicles made in Kentucky, is part of Ford’s commitment to offer a unique experience designed to revolutionize the way premium cars are sold in China. By the end of 2014, there were a total of eight Lincoln dealers throughout China.

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About Ford Motor Company

[Ford Motor Company](#), a global automotive industry leader based in Dearborn, Michigan, manufactures or distributes automobiles across six continents. With about 189,000 employees and 65 plants worldwide, the company’s automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit www.corporate.ford.com.

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