



Blue Oval  
Connect

## Weekly Edition

January 27, 2023

Thank you for registering to be a part of Ford Motor Company's Blue Oval Connect alumni outreach initiative.

**Refer a Friend:** If you know of other Ford alumni who would like to receive this newsletter, please take a moment to refer them to [blueovalconnect.com](https://blueovalconnect.com).

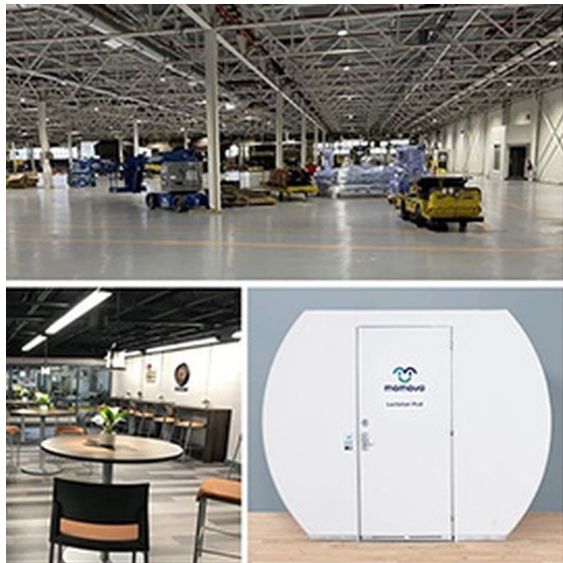
## Ford News



## **Ford Announces Nationwide Expansion of Complimentary Pickup and Delivery, Mobile Service for All Ford Customers**

According to the J.D. Power 2022...

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## **Ford Advances \$1 Billion Plan Improving Manufacturing Facilities**

Ford is adding amenities for nursing mothers, refurbishing restrooms and repairing roofs and parking lots.

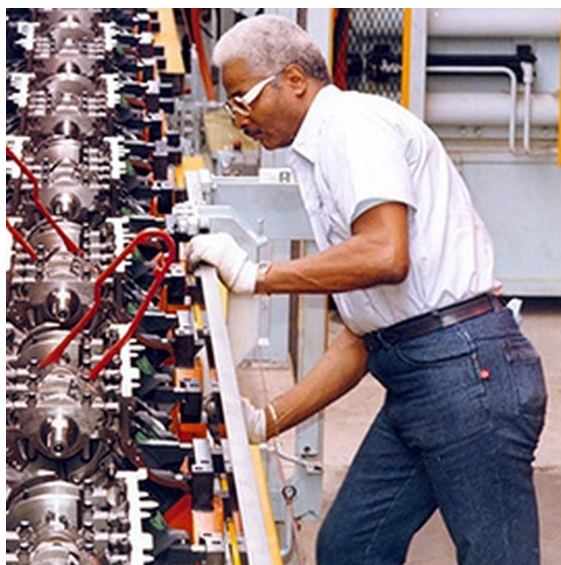
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### **First All-New Ford Mustang GT to be Auctioned to Help Fight Diabetes**

The all-new, seventh-generation 2024 Mustang GT will be auctioned off Saturday.

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### **Throwback: Switch from Tractor to Engine Production Gives Plant New Life**

Ford's Romeo, Michigan plant and its employees got a second chance...

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## **Global Notes**



### **Prancing on Ice in Ford's Mustang Mach-E**

Ford took 50 journalists and influencers to the Alps to put the electric pony car through...

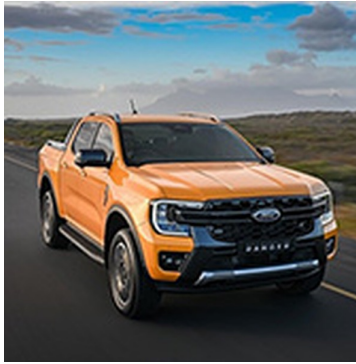
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### **Championing Women's Careers and Football, Too**

Ford invited women from Mittelrhein Football Association to a special Develop Yourself Day.

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## New Rapid Hubs Provide Expert Support to Dealers and Customers

These are the next step in transforming the ownership experience...

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### **You'll love the @BlueOvalNow app:**

Easy access to Ford and industry news. Discover the channels and personalize the news for you. Channels include: North America Top Stories, Industry News, Ford Trucks, Alumni Connect and more! Receive news alerts for vehicle reveals, breaking news and more. Share news with your friends and family through your social media apps, or text and email.

## **Alumni Connect**

Send a pic of you with your Ford (.jpg format, please), with a caption including brief information about your career at Ford and your vehicle, to [blueoval@ford.com](mailto:blueoval@ford.com). Or post your photo on Twitter or Instagram and tag @AtFordOnline using #FordAlumni #MeandMyFord. **Let's see those Fords!**

## Outside Voices

### **Consumer Reports: Ford Makes the Best Hands-Free System; Tesla Slips to 7th**

*(Kelley Blue Book)* Ford's BlueCruise is the best driver assistance system, according to Consumer Reports. General Motors' Super Cruise system – the winner in 2020, the last time CR performed these tests – came in second. Tesla's Autopilot slipped from second place to seventh.

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### **Ford Owners Remain Least Likely to Be 'One and Done' Buyers**

*(Ford Authority)* Ford has long enjoyed strong brand loyalty from its customers, ranking first in that category among all mainstream automakers last year, while S&P Global's loyalty data found that Ford owners were the least likely to be "one and done" buyers than any other brand last fall – or in other words, customers that purchase a Blue Oval vehicle only to later sell or trade it for one from another brand.

[Read more »](#)

### **2023 Ford F-150 Wins Kelley Blue Book Full-Size Truck Best Buy Award**

*(Kelley Blue Book)* Americans buy a lot of trucks, and we buy them for a lot of different reasons. Some haul tools around job sites. Some drop off kids at school during the week and pull a boat to a local lake on weekends. Some even serve as luxury vehicles with the option to leave paved roads behind.

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## **Ford Employees Recreation Association (FERA)**

FERA offers recreation and travel opportunities for Ford employees and alumni. It has more than 45 clubs to support your recreation interests, as well as discounts on travel (such as trips to Orlando, Fla. and hotels) and attractions (like the North American International Auto Show and the Renaissance Festival). You can find more information by visiting <https://www.fera.org>. **The FERA desk at Ford World Headquarters is now permanently closed. The roving FERA desk has been suspended until further notice.** Send questions or for more information, email [fera@ford.com](mailto:fera@ford.com).

## Directory

**Directory Information** Phone numbers and email addresses for important Ford Motor Company contacts can be found on @FordOnline [here](#).

For benefit questions, please contact the NESC at **1-800-248-4444** or visit [www.myfordbenefits.com](http://www.myfordbenefits.com).

## Alumni Club Information

### Alumni Club Information Now Online

**\*\*NEW UPDATES\*\***

A complete list of alumni club information and group meetings has been **relocated to an @FordOnline web page**.

**Click here** to check out the listing of alumni clubs and groups, as well as upcoming meeting dates shared with the Blue Oval Connect team.

If you have any questions or concerns, please send an email to [blueoval@ford.com](mailto:blueoval@ford.com).

Has your email address changed? **Click here** to update your email address. If you have difficulty reading or opening links in this document, see the Blue Oval Connect Weekly Briefings [here](#).

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