



Blue Oval  
Connect

## Weekly Edition

July 25, 2021

## Announcements



### **VIDEO: Automotive Hall of Fame Honors Baumbick as 'Industry Influencer'**

(1:28) Jim Baumbick, vice president, Enterprise Product Line Management (EPLM), received the Automotive Hall of Fame's Industry Influencer Award Thursday evening at the organization's 2020/2021 Induction and Awards Ceremony in Detroit.

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### **OCTO Telematics and Ford Team Up to Provide More Accurate Auto Insurance Risk Scores**

Earlier this week, Ford Motor Company and OCTO Telematics announced a partnership that will provide Ford owners with a personalized insurance rate from a wider range of carriers.

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### **Argo AI and Ford to Launch Self-Driving Vehicles on Lyft Network by End of 2021**

In an industry-first collaboration, Argo AI, Lyft and Ford Motor Company are working together to commercialize autonomous ride hailing at scale. The unique collaboration brings together all of the parts necessary to create a viable autonomous ride hailing service, including the self-driving technology, vehicle fleet and transportation network needed to support a scalable business and deliver an exceptional experience for riders.

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**LAST CHANCE! Iconic Pair: Ford GT and Bronco R Join Lego Speed Champions – Build a Vehicle to Win a Set!**

The Ford Bronco R and the Ford GT Heritage Edition are the latest Ford icons to join the Lego Speed Champions collection – and you can get one! Build a Ford vehicle with your existing Lego collection for a chance to enter. Ask a grandchild, family member or friend to join your crew and submit a photo to [blueoval@ford.com](mailto:blueoval@ford.com). Photos will be featured in upcoming editions of BlueOvalConnect and the winner will be sent a Ford Bronco R or Ford GT Heritage Edition Lego set. Participants have until July 30, 2021 to submit their photos.

[Submit Photo](#)



[How to Watch Ford Performance Racing This Weekend »](#)

**RELATED:**

[NASCAR Champion Brad Keselowski to Join Forces with Hall of Fame Owner Jack Roush and Roush Fenway Racing »](#)

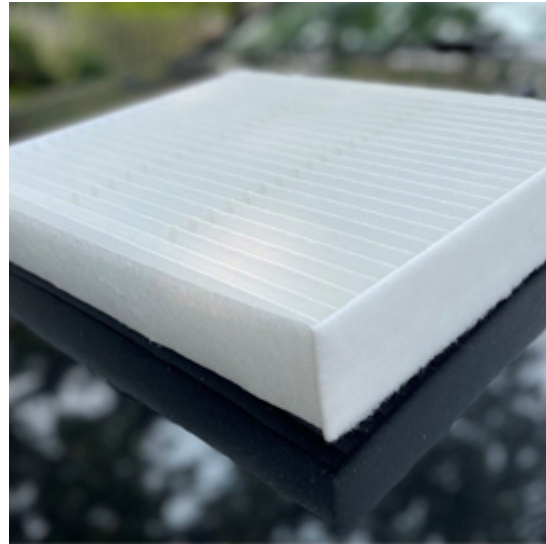
## Ford News



### Ford Options Financing More Than 2,000 Mustang Mach-E Vehicles in U.S.

Bryan Langworthy usually leases his vehicles. But while shopping for a Ford Mustang Mach-E, he looked at his options and went with Options, becoming the first customer for the newly offered U.S. financing program for the Mustang Mach-E. As of July 20, more than 2,000 customers had chosen Ford Options to finance a Mustang Mach-E out of total...

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### Keeping It Fresh: New Ford Refresh95 Cabin Air Filter Can Help Improve Vehicle Interior Air Quality

Starting this year, Ford will roll out all-new standard certified cabin air filters called Ford Refresh95, with plans to cover a majority of its lineup by the end of 2023. Assembled in the U.S., Ford Refresh95 is Ford's new standard advanced cabin air filter. As air moves through a vehicle's heating, air conditioning and ventilation system, Ford Refresh95 aims to...

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### **Chicago-Area Ford Dealer Covers \$8,000 Auto Repair Bill for Local Man Who Was Walking Three Hours to Work**

Ford dealers treat people like family, so when the executive director of a Chicago-area dealership heard the story of a man forced to walk three hours to work and then three hours home — a 24-mile roundtrip — she and her staff stepped in to cover an \$8,000 auto repair bill. ...

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### **Ann Laban - Planning Her Life on the Road**

There are unexpected events in life that reshape our worldview. For Ann Laban, a FTPM Coordinator and her husband Robert that moment came in 2013 when Ann found out her mom had terminal cancer. It was a difficult time for Ann, who knew her parents had been looking forward to retirement years filled with fun new life experiences...

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## **Global Notes**



**Hermosillo Stamping and Assembly Plant Joins in Vaccination Efforts Against**



**How Ford is Supporting Top Female Athletes in Belgium**



**The New 2021 Lincoln Aviator Is Officially Launched in China**  
With the launch of this

## COVID-19

Throughout the pandemic, Ford has hosted a variety of community support programs, made donations to those in need, and is now turning its plants into vaccination centers – all part of its commitment to putting people first...

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Ford Belux has entered into a partnership with three of Belgium's top female athletes, offering them each a free vehicle for at least one year. Rani Rosius, Fanny Smets and Hanne Verbruggen will be Ford ambassadors for the next 12 months. The three...

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new 2021 Lincoln Aviator, Lincoln's portfolio of three locally produced SUVs is refreshed! It is further enriched with luxurious configurations, integrating self-confidence and calmness with a unique sense of ceremony and the tailor-made...

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## 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!**



### Weekly Spotlight

Craig Link retired from Lima Engine Plant working in Quality Control. He is also a Vietnam Vet serving with the 1st Air Calvary. Here is his 2008 Mustang Bullitt, one of only 7,000 made.

## Outside Voices

### In 2040, You May Drive a Car That Looks Like This

*(Architectural Digest)* The Lincoln Motor Company recently revealed a quartet of concept cars aimed at depicting the types of vehicles the automaker might potentially produce in 2040, and the designs are shocking and compelling in all

the best ways. The concepts were created by four teams of transportation design students at the ArtCenter College of Design in Pasadena, California—one of the world's premier institutions for up-and-coming automotive thought—and were based on a very simple brief...

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### **The F-150 Lightning Will Crush the Tesla Cybertruck**

*(Zacks Investment Research)* Have you seen the new Ford F-150 Lightning pickup truck? Since it was unveiled in May, I've been so impressed with this revolutionary vehicle that I finally decided to buy Ford shares on Wednesday. I will list the many reasons why I'm so gaga for the new 'giga threat' right after we look at the competition, in particular Tesla. But I'm not going to talk much about the Cybertruck -- mostly because I think it will become an extreme flop, by comparison to the Lightning bolt from Ford. ...

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