

FORD TRANSIT CONNECT DOUBLES SWEETEST DAY FLOWER DELIVERY VOLUME PER TANKFUL

DEARBORN, Mich., Oct. 12, 2009 – Sweetest Day is right around the corner, and for forward-thinking florists Ford Motor Company's versatile Transit Connect is ready to deliver.

"It costs us about \$30 to fill the gas tank in the Transit Connect," said Frank Mancuso, proprietor of Mancuso Florists in St. Clair Shores, Mich. "It costs us about \$70 to fill the tank in one of our full-size vans. A full tank lasts around the same time in either vehicle, so delivery costs are significantly reduced by using the Transit Connect."



2010 Ford Transit Connect
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Transit Connect is Ford's global compact van, built on a dedicated front-wheel-drive commercial platform, developed to meet the unique needs of small business owners. Powered by a proven 2.0-liter Duratec® I-4 engine, mated to a four-speed automatic overdrive transaxle, Transit Connect delivers 22 city, 25 highway EPA-rated mpg.

"No other vehicle in the American market can match the unique Transit Connect combination of capacity and fuel economy," said Rob Stevens, chief nameplate engineer.

Transit Connect is ready for Sweetest Day deliveries, offering 135.3 cubic feet of cargo space and a payload capacity of up to 1,600 pounds.

Available with or without side and rear windows, Transit Connect can be configured and upfitted to meet the specialized needs of a flower shop. A low load floor and split rear cargo doors – opening at a standard 180 degrees or an optional 255 – ease loading and deliveries alike.

"Valentine's Day, Mother's Day, Administrative Professionals Day and Sweetest Day are notable for their high-intensity delivery schedules," said Bruce Wright, editor of *Flowers & magazine*, a trade journal for the retail florist industry. "While reduced delivery costs are critical, Transit Connect offers other key advantages for floral retailers. Small overall dimensions make Transit Connect much more maneuverable than traditional full-size vans, key in urban markets. It's easier to handle and much simpler to park, reducing driver stress."

Transit Connect also conveys the right image for a florist.

"A full-size van is almost invisible, because they're everywhere," observed Mancuso. "But all kinds of people notice our Transit Connect. Our drivers get so many inquiries about the vehicle, we hand out cards with information about it. Transit Connect serves as a 'rolling billboard' for our business."

Available at Ford dealers nationwide, Transit Connect starts at \$21,475, including destination.

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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 201,000 employees and about 90 plants worldwide, the company's automotive brands include Ford, Lincoln, Mercury and Volvo. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.ford.com.