

## **Ford Presents Continuously Updated Commuter Traffic Maps Within its Wall Street Journal Office Network Ad Campaign**

### **Campaign Highlights MyFord Touch™**

NEW YORK, NY, November 22, 2010—Ford Motor Company is helping office commuters navigate their way home by presenting real-time local traffic information within its Ford Edge advertising campaign on [The Wall Street Journal Office Network](#) (WSJON).

Through the use of Wall Street Journal Office Network's high definition digital video screens, located in the lobbies of more than 750 premier U.S. office buildings, Ford brings its ad campaign to life and offers viewers a taste of life with MyFord Touch™. Maps of local roadways with constantly updated drive times are displayed alongside the company's advertising. The traffic information appears inside a visual of the 8-inch LCD center stack portion of the new Edge. MyFord Touch is a revolutionary interface that connects drivers to their vehicle in a new way. Additionally, MyFord Touch empowers drivers to personalize all their vehicle information, including features such as navigation and voice-activated temperature control.

The Ford advertising campaign, titled "The New Edge," began Sept. 1 on the WSJON and runs through October.

"Seeing the innovative dashboard experience inside the new Ford Edge inspired our team to innovate as well, and we are delighted to partner with Ford to deliver the breakthrough capability to present updated traffic in the context of the extraordinary MyFord Touch system," said Jim Harris, Chief Executive Officer of WSJON. "Our viewers typically spend more than 3 minutes per day viewing our screens. The Ford Edge campaign makes that time even more valuable, especially when leaving the office in the evening."

"Use of the WSJON not only provides useful information to consumers on a daily basis but in a way that is reflective of Ford's new MyFord Touch™ connection experience," said John Gray, SVP, Director of Interactive Media at Ford agency Team Detroit.

Digital place-based advertising is one of the few bright spots in an advertising industry dampened by the flagging economy. According to a survey conducted by Arbitron and Edison Research in January and February 2010, 70% of U.S. residents age 12 or older had seen a digital video display in a public venue in the last month, and nearly 34 million people had seen digital video in an office building lobby. Earlier this month, The Digital Place-Based Advertising Association (DPAA), reported that media spending in the digital place-based sector grew +25% in the first half of 2010 versus the first half of 2009.

Advertising revenues at The Wall Street Journal Office Network rose more than 70% in the first half of 2010, compared with the same period last year. This follows a 130% increase in ad revenues in 2009.

“We expect continued broad-based adoption and growth across key advertising categories, including automotive, technology, telecom, financial services, luxury goods, healthcare and travel,” said Harris. “And, based on the positive experiences advertisers in these categories have had, we expect consumer packaged goods and retailers to expand their investment in digital place-based advertising, on networks like The Wall Street Journal Office Network.”

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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 163,000 employees and about 70 plants worldwide, the company's automotive brands include Ford, Lincoln and Mercury, production of which has been announced by the company to be ending in the fourth quarter of 2010. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit [www.ford.com](http://www.ford.com)

#### About Team Detroit

Team Detroit, headquartered in Dearborn, Mich., brings together five of WPP's largest marketing and communications agencies in one central location to provide its clients access to best practices and talent for all necessary marketing and communications services. Team Detroit is the 21st century equivalent of the full-service agency, acting as a portal to provide a single point of contact and accountability.

Team Detroit's client roster includes Bell Helicopter, Bosch, Carhartt, College for Creative Studies, Compuware, Ford Motor Company, Johnson Controls, Scotts Miracle-Gro, Shell, Sports Authority and Warrior Sports. For more information, please visit [www.teamdetroit.com](http://www.teamdetroit.com).

#### About The Wall Street Journal Office Network:

Developed by Office Media Network, Inc. in association with Dow Jones & Company, The Wall Street Journal Office Network is the leading business news-oriented tenant communication network, broadcasting up-to-the-minute news from The Wall Street Journal—including market indexes, weather, and scrolling headlines—on digital LCD screens in lobbies, elevators and other common areas of office buildings across the country. The Wall Street Journal Office Network,

launched in 2006, reaches more than one million viewers per day in more than 750 office buildings across 15 major U.S. cities.

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