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Ford Bronco Production Manager

Enclosure samples for delivery to reservation holders:

- Letter to all order holders that have not received delivery
- Monthly Bronco production and delivery email

I am writing this letter out of hope to improve the communication associated with the Ford Bronco production and delivery decisions that have been made by Ford. I have a reservation (10389703) from August 16th, 2020 converted to an order February 19th, 2021. Since then, I have been bumped to MY22. I am also an Aerospace Company Executive who has worked in industry over 35 years and 100% understand that production and supply chain issues do happen and they can be significant to business meeting customer commitments. This letter is to share a set of principles and approach that I have used with my customers and I would implore you to consider to better the situation.

The principles that I have used to overcome customer confidence issues when significant program / production issues occur:

- Increase the communication channel between executive management and customers. This means that executive management provides direct customer communication and not Sales, Distributors, Dealers or Marketing organizations
- Provide full transparency on issues that are occurring and how they are being addressed
- Provide transparency and trending on production and delivery quantities as well best estimates with caveats / constraints
- Maximize meeting the original commitments made while building a path to fully meeting commitments

Based on this I think you can fix the communication issues that are surfacing on social media and Bronco forums by doing the following:

1. Prioritize meeting commitment to the original reservation holders that converted their orders by your March 2021 deadline, instead of the current dealer-based priority scheme that is delivering to newer orders ahead of these original orders.
2. Have executive management communicate versus the marketing department.
3. Deliver transparent order and delivery information to those with orders to show the current deliveries, trend, and forecast information.

See example Enclosures.

SINCERELY,

BLAKE DAVIS