

Ford Motor Company Joins AUTOSAR Partnership as Core Partner

MUNICH, Germany, November 21, 2003 — The Automotive Open System Architecture (AUTOSAR) Partnership announced today that Ford Motor Company, including all its automotive brands, has joined the growing list of automotive OEMs and suppliers who support the AUTOSAR initiative.

AUTOSAR was formed in July 2003 by the automotive manufacturers BMW Group, DaimlerChrysler and Volkswagen, and by the automotive system suppliers Bosch, Continental and Siemens VDO. Their objective is to establish an open standard for automotive Electric/Electronic (E/E) architectures. The goals of the partnership include the standardization of basic system functions and functional interfaces, the ability to integrate and transfer functions and to substantially improve software updates and upgrades over the vehicle lifetime.

"In today's automotive sector, most technical features are enabled by electronic systems. For all future vehicle generations the importance of digital electronic control systems will become even more significant, with the requirement to have much greater seamless communications between sub systems than we can achieve today. This is needed to provide higher levels of performance and reliability as well as greater flexibility to integrate new technologies as they become available", said Richard Parry-Jones, Group Vice President for Global Product Development and Chief Technical Officer of Ford Motor Company. "Ford has joined the Autosar Initiative to help develop standards that will allow the industry to ensure a fast and cost-effective development of future dependable innovations and to manage the increasing complexity of future electronic platforms."

Ford Motor Company joins AUTOSAR as a Core Partner which gives the company the right to drive the development and implementation of the technical standard and to share organizational and administrative control of the partnership. Ford supports the realization of this de facto industry standard for automotive E/E architecture and their involvement will benefit the speed of development and implementation of the AUTOSAR standard.

“We are very excited about welcoming Ford Motor Company to AUTOSAR, particularly at such an early stage of the development process,” said Professor Dr. Harald Heinecke, BMW AG and AUTOSAR spokesperson. “Together with Ford Motor Company we are one step further on the way for a novel and global automotive standard in E/E architectures.”

The potential advantages from this form of standardization are multiple and can be gained throughout the automotive value chain. From an OEM’s perspective, the increasing application of standard software modules will free up valuable resources to focus on the realization of innovative functions. By reusing software modules across product lines and customers, suppliers will be able to reduce their development effort and risk and minimize the levels of product proliferation. The shift from proprietary to standardized interfaces and the resulting increase in transparency will greatly benefit both tool providers and new market entrants. The AUTOSAR scope includes body electronics, powertrain, chassis and safety as well as multimedia systems, telematics and human-machine-interface.

The AUTOSAR Partnership is actively involving third parties in its development by means of various agreements, each of which has specific roles and responsibilities associated with it. For more information on the Partnership, including how to apply for membership, please visit <http://www.autosar.org>.

About Ford Motor Company

Ford Motor Company (NYSE: F), headquartered in Dearborn, Michigan, is the world's second largest automotive manufacturer, with approximately 335,000 employees in 200 markets on six continents. Its automotive brand portfolio consists of Aston Martin, Ford, Jaguar, Land Rover, Lincoln, Mazda, Mercury and Volvo. Its automotive-related services include Ford Credit, Quality Care, and Hertz. Ford Motor Company celebrated its 100th anniversary on June 16, 2003. Additional information can be found on the company’s web site at www.ford.com.

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