



**FORD PERFORMANCE
PARTS**

2022 Ford Performance Parts Request

All product requests must meet the Ford Performance Parts Criteria shown below, as applicable.

Please submit details of your project and parts request to include:

1. Project summary documentation

Include bullet points for:

- Vehicle/theme – also include if this is a Ford Motor Co. sponsored build, i.e. dollar or promo vehicle
- Vehicle modifications – include all other sponsors or sponsor parts
- New product development
- Promotional plan
 - o Shows
 - o Video
 - o Social (all) – pre and post project completion
 - o Print
- Vehicle display location at SEMA, PRI, other exhibits, car shows, trade shows

2. Additionally, Detailed project plan:

Include detail supporting the one-page project summary capturing

- Deliverables
 - o Include timing plan
 - Include project completion date
 - Date parts are needed
- past projects
- vehicles
- examples.

Information on Ford Performance Parts is available at: performanceparts.ford.com

Ford Performance Parts Product Support Criteria:

Requesters should be:

- An editor, media company, influencer, industry partner, manufacturer or designer/restyler/builder dedicated to supporting Ford products
- Financially capable and willing to spend promotional dollars
- Actively promoting the vehicle with Ford Performance Part(s) through an established marketing plan

Requesters receiving Ford Performance Part(s) must:

- Feature the vehicle in a booth at the 2022 Las Vegas SEMA Show, if applicable.
- Use Ford Performance Parts as specified and provided by Ford Motor Company.
- Maintain General Liability Insurance, Automotive Liability Insurance, Employers Liability and demonstrate Workers Compensation coverage, an Umbrella Policy may be used to achieve coverage limits.
- Commit to feature the vehicle with the Ford Performance Parts logo intact and visible.
- California or other state certifications may be required. Failure to do so may subject you to a state fine.
- Make vehicles available to Ford or its Dealers for display, at the owner's discretion.
- Submit written quarterly progress reports until project completion and 4 quarterly reports after completion
 1. Product development
 2. Modifications to the vehicle
 3. Events (including dates, location and type of event)
 4. Media exposure (originals or color copies)
 5. Advertising featuring the Ford Performance Parts
 6. Social Media exposure

Please submit Project proposals to:

Ford Motor Company
Attn: Ford Performance Parts Marketing
FordAcc@ford.com