

## **FORD TOPS RANKING OF BEST GLOBAL GREEN BRANDS**

- **Ford Motor Company earns No. 1 spot on annual list of Interbrand's 50 Best Global Green Brands**
- **Ford scored high marks for transparency about its business operations and disclosure of performance information, particularly in the area of manufacturing**
- **No. 1 ranking comes after Ford came in second on the list last year and 15th in 2012**

Ford Motor Company was recognized today for its commitment to sustainability, ranking No. 1 on Interbrand's 2014 list of the 50 Best Global Green Brands. The automaker beat out last year's winner – Toyota – along with corporate heavy-weights Johnson & Johnson, Coca-Cola and Microsoft.

**Ford claimed the top spot for its forward-thinking approach to environmentally responsible and sustainable manufacturing, greater transparency about its business operations, and for disclosure of information, particularly in the area of manufacturing. Ford's focus on water, highlighted in the company's recently released 15th annual Sustainability Report, as well as its waste-reduction and green building efforts, contributed to the company's rise to the top.**

"We are honored to be named No. 1 in the 2014 Best Global Green Brands," said Robert Brown, vice president, Sustainability, Environment & Safety Engineering. "At Ford we are working to develop the highest-quality products in the market for our customers while manufacturing them in the most environmentally responsible manner and replicating this globally. This award tells us that our stakeholders agree."

When identifying the top 50 Best Global Green Brands each year, Interbrand starts with the 100 brands that make up its annual Best Global Brands report. Brands that appear on this annual ranking have a global presence and a demonstrated record of delivering value to their stakeholders. Interbrand then conducts extensive consumer research to capture public perception of the brands' sustainable or green practices and compares that to environmental or sustainability performance data collected and analyzed by Deloitte Consulting LLP.

"Over the past few years, Ford has proven to be a sustainability leader," noted Jez Frampton, Interbrand's Global Chief Executive Officer. "Sustainability is fully integrated into Ford's overall business strategy. As such, the company is able to swiftly identify and address its impact on the environment and society across every facet of its operations. Continuing to invest in alternative energy sources and fuel-saving technologies – and educating consumers on its benefits, will be key to enhancing its business and brand value over time."