

## FORD MOTOR COMPANY



**F**ORD MOTOR COMPANY, formed in 1903, is the third-largest industrial corporation in the

world. As the second-largest automotive corporation, it has produced over 250 million vehicles. Ford has facilities on six continents in 30 countries (selling in more than 200 global markets). Although primarily known as a world producer of cars and trucks, Ford is also engaged in a number of businesses including: electronics, glass, plastics, castings, climate-control systems, etc. For

example, Ford is one of the largest providers of financial services worldwide. A current corporate focus is an aggressive transition to collect all of its automotive businesses into a single globally integrated operation. This transition will streamline operations and foster Ford's continuous improvement initiative. Ford constantly strives to maintain a competitive edge by providing better products while reducing development time.

The automotive industry constantly seeks and targets new and innovative inroads. To illustrate flexibility: Ford participates in pre-competitive research to achieve advanced commercial viability in breakthrough technologies. One example is the collaborative partnership with other major producers and the federal government (DOE). In these relationships fuel efficiencies and low emissions are common goals. Another future challenge is expansion into the arena of reliability, durability and manufacturability of new materials. For the coming millenium, the "process of change" will remain paramount. Ford recognizes that its ultimate strength and competitive advantage lie in a company's people. As a result, Ford Motor Company recognizes the impact of continuing education and of professional development. Ford promotes technical networking and also sponsors interactive participation in specialty organizations such as SEM. Ford Motor Company has been a sustaining SEM Corporate Member since 1989.

■ *Ford Motor Company, 15000 Century Drive, Dearborn, MI 48120-1267. Web site: <http://www.gto.ford.com>.*

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