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Ford and V-me Network Break new Ford Fusion Campaign **Marketing partnership features innovative on-air brand integration.**

NEW YORK, April 13th, 2009 -- Ford Motor Company is the most recent blue-chip marketer to tap Spanish TV network V-me for an integrated marketing partnership, with a new campaign for the 2010 Ford Fusion launching April 9th.

Working with long-time Ford Hispanic Agency Zubi Advertising, V-me developed *Manejas la informacion Trivia*, an innovative brand integration tied to Ford Fusion's weekly presence in the hit music/interview series *Estudio Billboard*.

An in-program artist trivia presented via an animated crawl drives viewers to the ensuing break – where they see the answer revealed on the dashboard Navigation Screen of the new 2010 Ford Fusion, before moving on to a Ford Fusion spot.

"The Zubi team challenged V-me to create and execute a unique media extension for Ford Fusion", said, Frank Donaldson, SVP/Director of Sales for V-me. "We were happy to collaborate with them, developing and delivering a creative idea to the right audience in our distinct environment."

"We are thrilled with the innovative approach taken by Zubi and V-me to introduce the new 2010 Ford Fusion," said David Rodriguez – Multicultural Marketing Manager, Ford Motor Company. "The youthful contemporary music environment and the high-tech brand integration within *Estudio Billboard* was a perfect fit for the new 2010 Ford Fusion."

V-me is broadcast locally by TV stations and carried on basic digital cable in over 35 top Hispanic markets, and is carried nationally on DIRECTV Ch. 440, DISH Network Ch. 9414 and DISH Latino Ch. 846. For local channel information, visit www.VmeTV.com/estaciones.

About V-me

V-me, one of America's largest Spanish networks, entertains and informs Latino families in Spanish with primetime drama, music, sports, current affairs and Latin cinema, along with world class kids, food, lifestyle and nature. The 24-hour network, partnered with public television stations, is currently available in over 60% of all Hispanic homes - rising to 80% by year end. V-me is the first venture of the media production and distribution company, V-me Media Inc. To find out more visit VmeTV.com.

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 213,000 employees and about 90 plants worldwide, the company's wholly owned brands include Ford, Lincoln, Mercury and Volvo. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.ford.com <http://www.ford.com> [http://www.ford.com](https://owana.ford.com/exchweb/bin/redir.asp?URL=http://www.ford.com) <http://www.ford.com%3e> .

About 2010 Ford Fusion

The 2010 Ford Fusion is the most fuel-efficient car of its class. The new Fusion will be available as a Hybrid and provide an unsurpassed 41 miles per gallon in the city. It also offers smart, class-exclusive technology, such as Ford SYNC™, which allows you to voice-activate your cell phone, MP3 player and more. Additional options such as advanced Voice-Activated Navigation System and Sony® Audio System with 12 speakers and surround sound are available.

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