ONE TEAM
People working together as a lean, global enterprise for automotive leadership, as measured by:
Customer, Employee, Dealer, Investor, Supplier, Union/Council, and Community Satisfaction

ONE PLAN
- Aggressively restructure to operate profitably at the current demand and changing model mix
- Accelerate development of new products our customers want and value
- Finance our plan and improve our balance sheet
- Work together effectively as one team

ONE GOAL
An exciting viable Ford delivering profitable growth for all

Expected Behaviors
Foster Functional and Technical Excellence
- Know and have a passion for our business and our customers
- Demonstrate and build functional and technical excellence
- Ensure process discipline
- Have a continuous improvement philosophy and practice

Own Working Together
- Believe in skilled and motivated people working together
- Include everyone; respect, listen to, help and appreciate others
- Build strong relationships; be a team player; develop ourselves and others
- Communicate clearly, concisely and candidly

Role Model Ford Values
- Show initiative, courage, integrity and good corporate citizenship
- Improve quality, safety and sustainability
- Have a can do, find a way attitude and emotional resilience
- Enjoy the journey and each other; have fun - never at others' expense

Deliver Results
- Deal positively with our business realities; develop compelling and comprehensive plans, while keeping an enterprise view
- Set high expectations and inspire others
- Make sound decisions using facts and data
- Hold ourselves and others responsible and accountable for delivering results and satisfying our customers
One Ford Products

Ford Property- Do not distribute without approval
IT Challenges in the Auto Business

- **New IT Investments**
- **Cost and Efficiency Pressures**

- 2005
- 2008
- 2009
- 2010

Ford Property- Do not distribute without approval
Our Action Plan

Vision
“a lean, agile, and globally integrated IT activity” – One IT, One Team, One Ford

as measured by:
Customer,
Employee,
Investor,
Dealer,
Supplier,
and
Community Satisfaction

Business Plan Review Process
• The Plan
• Forecast
• Risks and Opportunities
• Better Plan

Business Environment and Opportunities
• Partners
• Competitors
• Technology
• Environment
• Labor
• Other

Plan

Vision

Strategy

• Run and Protect the Business
• Drive Incremental Business Value
• Build Organizational Capability and Reduce Complexity
• Demonstrate One Ford Behaviors to Deliver Shared Objectives: One Team

• IT Strategy Map
Our Response

**Current Focus**
- Rebuild Internal IT Capabilities
- Optimize Enterprise Portfolio
- Identify Process Inefficiencies

**Future Plans**
- Invest to Grow Globally
- Drive Global Enablers (Process and Tools)

**New IT Investments**

**Cost and Efficiency Pressures**

2008 2009 2010
Our Results

Over the last 3 years we have improved key IT operating metrics, while restructuring and investing more in cross regional/global development:

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<thead>
<tr>
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<th>2005 Year End</th>
<th>2008 Actual</th>
<th>2009 Plan</th>
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<tbody>
<tr>
<td>IT Spend (% of Revenue)</td>
<td></td>
<td>↓</td>
<td>Better than 2008</td>
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<tr>
<td>Project Spend</td>
<td></td>
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<td>Equal to 2008</td>
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<tr>
<td>IT Operating Cost</td>
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<td>Equal to 2008</td>
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<tr>
<td>Low Cost Sourcing</td>
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<td>Better than 2008</td>
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<tr>
<td>GAO Comments / Audit</td>
<td></td>
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<td>Better than 2008</td>
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<tr>
<td>Major Facility Outages</td>
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<td>Better than 2008</td>
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<td>Major PII Breaches</td>
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<tr>
<td>Employee Satisfaction</td>
<td></td>
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