



May 22, 2012

## Ford Focus Electric Costars with Celebrities in 'Plugged In,' Yahoo!'s First Reality Competition Series Launching May 29

The program will debut May 29, reaching millions of viewers through Yahoo!'s video destination — Yahoo! Screen — to promote the new Focus Electric, America's most fuel-efficient five-passenger car

Featuring celebrity hosts — David Arquette, Adrian Grenier, Jenna Bush Hager, Emily Procter, Alicia Silverstone, J.R. Martinez and more

All-new Focus Electric — Ford's first all-electric, gas-free passenger car — plays a starring role in an exciting reality competition where the audience will ride along through some of America's most interesting cities

SUNNYVALE, Calif. & DEARBORN, Mich.--(BUSINESS WIRE)-- Yahoo!, the premier digital company, and Ford are releasing today a teaser video previewing 'Plugged In,' a weekly online reality competition show coinciding with the launch of the all-new 2012 Focus Electric and airing exclusively on [Yahoo! Screen](#), the company's video destination.

'Plugged In' features two-person teams competing against each other in a series of challenges. The series begins May 29 with actor David Arquette guiding contestants through challenges at some of his favorite Los Angeles locales. Subsequent episodes will feature different celebrities taking contestants and viewers on an intimate tour of their respective hometowns, discovering hidden cultural gems and "best of" locations in their city.

The winning teams in each city will move on to participate in the finale event in Los Angeles, where they will compete with teams from other regions for the chance to win a Ford Focus Electric. The series will crown a winning team in a finale episode on Aug. 7.

"Ford is launching the Focus Electric only on Yahoo!, once again recognizing the power and reach of the Web as we continue to rely more on the power of digital media," says Matt VanDyke, Director, U.S. Marketing Communications for Ford. "The electric vehicle market will grow over time, so we electrified our popular small-car platform rather than creating a one-off vehicle, and now we can use a targeted online campaign instead of a big-budget advertisement."

Focus Electric plays a prominent role in the competition as the car's SYNC<sup>®</sup> with MyFord Touch<sup>®</sup> system will be used by each team to receive video, text and audio clues. The car's navigation capabilities will help teams get from point to point, while hands-free calling will be used when the contest requires teams to make calls.

With 61 million unique visitors per month\* who come to Yahoo! to watch video and 21 of the top original online video programs\*\*, Yahoo! sets the bar for best-in-class original video programming.

With its recently launched video destination, Yahoo! Screen, the development of women's and comedy slates, and collaborations with world-class storytellers, creative partners and original voices, Yahoo! continues to build on its leadership position in video and to provide consumers and advertisers with the best premium content online.

"With at least eight out of 10 Internet users now watching online video, this is the perfect time for Yahoo! and Ford to launch 'Plugged In,'" says Erin McPherson, Vice President and Head of Video at Yahoo!. "We know from our insights and data that our audience is passionate about celebrity-related content and travel content, and we combined those insights with Ford's brand goals for a truly engaging program."

"I am excited to be a part of 'Plugged In' on Yahoo! and take viewers to some of my favorite spots in Los Angeles," said David Arquette.

"I am excited to be an ambassador for one of the best cities in the world, and my hometown, New York City," said Adrian Grenier. "There are so many amazing things going on here. People are engaged and you can feel the creativity all around you. There is never a false moment. People live fully and well and are starting to really embrace clean healthy living. There is a real sense of belonging and community."

Locations, celebrities and airdates are:

<u>Location</u>	<u>Celebrity</u>	<u>Airdate</u>
Los Angeles	David Arquette	May 29
San Francisco	Alicia Silverstone	June 5
Washington, DC	Ali Wentworth	June 12
Austin	Jenna Bush Hager	June 19
Boston	Rocco DiSpirito	June 26
Chicago	Bill Rancic	July 3
New York	Adrian Grenier	July 10
Raleigh	Emily Procter	July 17
Atlanta	J.R. Martinez	July 24
Seattle	India Arie	July 31
FINALE, Los Angeles		August 7

### **America's most fuel-efficient five-seater**

Focus Electric is America's most fuel-efficient five-passenger car that offers the equivalent of 110 miles per gallon (MPGe) city, 99 MPGe highway, and operates entirely on battery-generated power. Focus Electric also has been certified by the U.S. Environmental Protection Agency to offer 105 MPGe combined.

Ford is ramping up Focus Electric retail production for dealership availability in California, New York and New Jersey. By year-end, Focus Electric becomes available in 19 markets across the United States.

More information about Ford's electrified vehicle lineup — including press releases, technical specifications and other related material — can be found online [here](#).

Photos of Focus Electric can be found [here](#). The Plugged In Yahoo! Screen page is at <http://screen.yahoo.com/pluggedin/>.

*\*comScore Video Metrix, U.S., March 2012*

*\*\*Ranking based on custom-created category of original video programs by Yahoo! based on comScore Mediabuilder, U.S., February 2012*

### **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 166,000 employees and about 70 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit <http://corporate.ford.com>.

### **About Yahoo!:**

*Yahoo! (NASDAQ:YHOO) is the premier digital media company, creating deeply personal digital experiences that keep more than half a billion people connected to what matters most to them, across devices and around the globe. And Yahoo!'s unique combination of Science + Art + Scale connects advertisers to the consumers who build their businesses. Yahoo! is headquartered in Sunnyvale, California. For more information, visit the pressroom ([pressroom.yahoo.com](http://pressroom.yahoo.com)).*

*Yahoo! is the trademark and/or registered trademark of Yahoo! Inc. All other names are trademarks and/or registered trademarks of their respective owner.*

Ford Motor Company  
Wes Sherwood, 313-390-5660  
[wsherwoo@ford.com](mailto:wsherwoo@ford.com)

or  
Yahoo! Inc.  
MaryLiz Ghanem, 646-213-6279  
[maryliz@yahoo-inc.com](mailto:maryliz@yahoo-inc.com)  
Follow Yahoo! @YahooInc

Source: Yahoo!

