

# A Century Of Innovation

## Celebration To Mark Ford's 100th Anniversary

(NAPSA)—Ford Motor Company, one of America's most durable automakers, will honor its 100th anniversary with a special five-day celebration June 12-16, 2003.

THE ROAD IS OURS 100th Anniversary Celebration is open to the public and will take place on the grounds of the Henry Ford II World Center in Dearborn, Mich. In addition to commemorating the company's rich history, the exhibits, attractions, concerts and more will celebrate the future of the automotive giant. The event will feature one of the world's largest displays of Ford products in one location, including classic and historic cars and trucks from across all the company's brands (Lincoln, Mercury, Aston Martin, Jaguar, Land Rover, Mazda and Volvo), as well as current model offerings and a unique display of concept vehicles.

In addition, visitors can see a wide range of headline entertainment, including country music superstar Toby Keith (in his only major Detroit appearance in 2003), Motown, rock-and-roll and other forms of popular music in an on-site outdoor theater. Keith, a third-generation Ford truck owner, was recently named "Country Singles Artist of the Year" at the 2002 Billboard Music Awards.

People can register for the celebration by accessing the 100th anniversary Web site at [www.ford.com](http://www.ford.com). Tickets are \$24.95 per person (children age 12 and under are admitted free when accompanied by a paying adult). Each ticket is good for all five days and includes:

- Credentials on a commemorative lanyard for entry all five days;
- A daily assigned parking area with shuttle service to and from the 100th anniversary event grounds;



**Country music superstar Toby Keith will headline Ford Motor Company's 100th anniversary concert series.**

- Access to all interactive exhibits from Ford, Lincoln, Mercury, Mazda, Aston Martin, Jaguar, Volvo and Land Rover;
- Access to the Centennial Theatre and Concert Series;
- Entry to the 100th Anniversary Experience—a one-of-a-kind exhibit, created especially for the company's 100th anniversary, that will take attendees on a heritage tour in a Model T;
- Admission and free shuttle service to company plants, including the Ford Rouge Factory Tour;
- Discounted admission and free shuttle service to local attractions, including Henry Ford Museum & Greenfield Village, Henry Ford Estate—Fairlane, and Edsel & Eleanor Ford House;
- Access to Ford Racing Night;
- Fireworks display on June 13, 2003;
- 100th Anniversary commemorative merchandise; and
- Discounts for on-site food and beverages.

To learn more, visit the Web site at [www.ford.com](http://www.ford.com).