

FORD REWARDS STUDENTS OF ADVANCED EDUCATION PROGRAM WITH NEW VEHICLE DISCOUNTS

- Students enrolled in universities participating in the Ford Advanced Education Program will now be offered convenient, discounted X-Plan vehicle leasing or purchasing options.
- Students at over 120 campuses nationwide will have the opportunity for economical leasing benefits.
- Arizona State University (Tempe), ASU West (Phoenix) and ASU East (Mesa) are eligible.

Students at colleges and universities participating in Ford's Advanced Education Program (FAEP) just received another benefit for their dedication to an advanced education—a discount on a new car or truck. Ford's Partner Recognition X-plan allows participating college students to receive significant discounts when leasing or purchasing new vehicles through any Ford Motor Company dealers. This program runs through December 31, 2004.

The new plan for students replaces the \$400 cash towards a new vehicle that was previously offered as part of the program. Students will now receive a discount of hundreds or even thousands of dollars off retail value, depending on their choice of vehicle. Along with a great discount, on a

par with that given Ford employees themselves, the FAEP has been redesigned to provide students with increased convenience and efficiency when using the vehicle program.

Students from a participating FAEP school who are currently enrolled full-time and in good academic standing by their school's guidelines, have graduated or will graduate between May 1, 2002 through December 1, 2004, or who are currently enrolled in a graduate program are all eligible for this benefit.

A website has been created specifically for the FAEP participants to provide eligibility requirements, vehicle options with pricing and anything else students will need in order to receive the special offer.

The FAEP is a comprehensive partner-

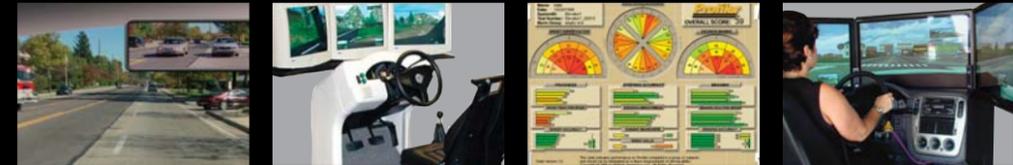
ship between the Ford Motor Company Fund and select schools around the nation. Program grants to the institutions are utilized to expand opportunities, promote diversity in education and help both students and faculty members reach their academic goals. The program incorporates 33 college institutions including their satellite properties, reaching to over 120 different campuses nationwide.

Ford Advanced Education Program participating schools are selected for the caliber of educational programs, research capabilities, quality of the institution's graduates, overall diversity of geography and student mix. Ford has produced this program in the belief that all of this can ultimately have a positive impact on the Ford Motor Company. ■



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The DrivingMBA™ Comprehensive Driving Tutoring Program

These components are available as a discounted package or individually:

- **Rules of the Road® DVD** : Award-winning interactive DVD tutorial for home use.
- **Pre-Permit Driving Simulation Course** : 5 hours total computer simulated driving experience gives teens a solid foundation in fundamentals before they get behind the wheel.
- **Safe Young Drivers** : A book to supplement your own in-vehicle training.
- **Advanced Decision Skill Building** : The same high-end simulator used by police and other professionals to improve behind-the-wheel decision-making skills.
- **Profiler™** : Assesses your skills against a pro database (included with Advanced Decision Skill Building).
- **DUI** : Students in both simulator courses experience the negative impact upon vehicle control of driving while impaired.



A PROGRAM OF ACCELERATED SKILL BUILDERS

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