



FOR IMMEDIATE RELEASE

### **FORDPARTS.COM RETURNS AS SPONSOR FOR WOOD BROTHERS' NASCAR FUSION AND TASCA RACING NHRA MUSTANG DURING LABOR DAY WEEKEND RACES**

- FordParts.com returns as the sponsor of two, high-profile Ford racing cars in NASCAR and NHRA on Labor Day weekend.
- Bob Tasca III to pilot the FordParts.com Shelby Mustang Nitro Funny Car at the NHRA U.S. Nationals race at O'Reilly Raceway Park at Indianapolis, IN
- Bill Elliott will race the No. 21 FordParts.com Ford Fusion during the NASCAR race at Atlanta Motor Speedway in Hampton, GA
- FordParts.com introduces the "Shop Shape-Up Sweepstakes" where entrants could win up to \$25,000 in Ford authorized shop tools and equipment.

DEARBORN, Mich., August 31, 2010 – For the second time this season, Wood Brothers Racing and Tasca Racing will switch from their familiar red-and-white Motorcraft schemes to the blue-and-white colors of FordParts.com. Tasca and the Wood Brothers are bringing the FordParts.com liveries to compete in their respective NHRA and NASCAR races over the Labor Day Weekend, September 3-6.

Launched in June, FordParts.com allows repair shops, body shops, fleets, and do-it-yourselfers to order Genuine Ford and Motorcraft® parts online. Once a part is ordered, consumers have the flexibility of choosing in-store pick-up or having the parts delivered to their home or shop. FordParts.com takes the guesswork out of ordering with VIN-search look up for over 280,000 parts and more than 22,000 detailed technical diagrams of parts and assemblies.

FordParts.com recently launched a national sweepstakes to coincide with the special paint schemes during the 2010 season. In the "Double Up Sweepstakes," entrants could win up to \$25,000 in Ford authorized shop tools and equipment through the "Shop Shape-Up" Sweepstakes, or win a 2011 Mustang GT through the "Mustang 5.0 Fever" Sweepstakes. To enter, visit [www.FordParts.com](http://www.FordParts.com).

Earlier this summer, Bill Elliott raced his No. 21 FordParts.com Ford Fusion during the Michigan International Speedway race in mid-June. Elliott qualified 29<sup>th</sup> and finished the NASCAR event in the 28<sup>th</sup> position.

Bob Tasca III ran his FordParts.com Shelby Mustang Nitro Funny Car at Old Bridge Township Raceway in Englishtown, New Jersey that same weekend. Tasca qualified seventh and won the race, marking his third career win and the first win for the online retailer.

The matching schemes will once again be seen in person by nearly 150,000 fans at Atlanta Motor Speedway and O'Reilly Raceway Park, as well as millions more on ESPN and ESPN2, providing FordParts.com with a huge national audience to generate awareness of the new website.

Since the launch of FordParts.com site in June, changes have been made to enhance the convenience of shopping for parts online. Elements that were added include:

- Interactive "Ask Your Dealer a Question" assistance
- "Customers who bought this part also bought" information
- Express Checkout

"We're proud of the success the FordParts.com has shown over the last three months," said Brett Wheatley, Director of Marketing, Ford Customer Service Division. "Since June, when we first launched the site and raced the paint scheme in NHRA and NASCAR, more than 50,000 parts have been ordered. We've met and exceeded the goals we set for FordParts.com and are continuously improving the site for our customers."

Every part available on FordParts.com is recommended by Ford Motor Company and features the trusted Genuine Parts or Motorcraft brand name. From air-conditioning compressors to wire sets – it's the right fit for any Ford, Lincoln or Mercury vehicle.

### **Shop Shape-Up Sweepstakes**

Register for a chance to win Ford-authorized tools and equipment from Rotunda. Two grand prizes will be awarded in the "Shop Shape-Up" Sweepstakes, with prizes valued at \$25,000 and \$5,000. Enter daily at [www.FordParts.com](http://www.FordParts.com) to increase the chances to win.

### **Mustang 5.0 Fever Sweepstakes**

Enter to win an all-new 2011 Ford Mustang GT equipped with Ford Racing Performance Parts and Ford Custom Accessories as part of Ford Customer Service Division's "Mustang 5.0 Fever" Sweepstakes. Bold and powerful, the all-new 5.0-liter V-8 Mustang uses advanced technology to deliver 412 horsepower, 390 ft-lb. of torque and class-leading highway mileage of 26 mpg. Enter online until November 23, 2010, at [www.racefanoffers.com](http://www.racefanoffers.com), [www.quicklane.com](http://www.quicklane.com) and [www.fordparts.com](http://www.fordparts.com). The "Mustang 5.0 Fever" Sweepstakes is open to all licensed U.S. citizens over the age of 18.

### **Register for both Shop Shape-Up and Mustang 5.0 Fever Sweepstakes at FordParts.com**

Enter to win both the "Shop Shape-Up" and the "Mustang 5.0 Fever" Sweepstakes with a single registration at FordParts.com. To be eligible to win both sweepstakes, entrants must register on [www.FordParts.com](http://www.FordParts.com) between August 7, and November 23, 2010.

### **About Motorcraft**

Motorcraft® offers a complete line of replacement parts that are recommended and approved by Ford Motor Company. From routine maintenance to underhood repairs, Motorcraft parts offer exceptional value with the highest quality and right fit at competitive prices. Motorcraft parts are available nationwide at Ford and Lincoln Mercury dealers, independent distributors, and automotive parts retailers and are backed by Ford Motor Company's Service Parts Limited

Warranty. For more information, visit [www.motorcraft.com](http://www.motorcraft.com).

### **About Quick Lane Tire & Auto Centers**

Quick Lane® provides automotive quick services for all makes and models. Quick Lane's nationwide network will surpass 600 facilities, each providing the convenience of an aftermarket company (no appointment necessary, service while you wait, evening and weekend hours, competitive prices) with the confidence of a major automotive manufacturer (quality parts, factory-trained technicians). Quick Lane® is a registered trademark of Ford Motor Company. For more information, visit [www.quicklane.com](http://www.quicklane.com).

### **About FordParts.com**

FordParts.com allows customers to shop online for over 283,000 Genuine Ford and Motorcraft parts. With FordParts.com, Repair Shops, Body Shops, Fleets and Do-It-Yourselfers can shop for, order and ultimately receive parts 24/7 via the click of a mouse. It lets each customer remain connected to their Ford or Lincoln Mercury dealership for the parts expertise, personal delivery assistance, and post-sale follow-up associated with a traditional purchase. All customers visiting FordParts.com will benefit from its comprehensive, yet user-friendly nature, perhaps best expressed in the way Ford and Motorcraft parts are shopped for and selected. To do so, customers can enter a Vehicle Identification Number (VIN) and shop with unmatched accuracy for parts uniquely associated with the vehicle or start by entering the year, make and model of the vehicle. Adding to the site's functionality is the ability to view 22,865 technical illustrations on many of the parts and assemblies. For more information, visit [www.fordparts.com](http://www.fordparts.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 159,000 employees and about 70 plants worldwide, the company's brands include Ford, Lincoln and Mercury, production of which has been announced by the company to be ending in the fourth quarter of 2010. 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).

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