



## Ford Performance Parts Request

All product requests must meet the Ford Performance Parts Criteria shown below, as applicable.

To expedite a thorough FPP Committee review, please submit details of your project and parts request to include:

### Project Summary Documentation

Include bullet points for:

- Vehicle / theme – also include if this is a Ford Motor Company sponsored build, i.e.; Dollar Car Vehicle
- Vehicle modifications – include all sponsors and sponsored parts
- New product development
- Promotional plan
  - Shows
  - Video
  - Social (All Channels) – pre and post project completion
  - Print
- Vehicle display location at SEMA, PRI, car shows, trade shows and other exhibits
- Use Ford Performance Parts as specified and provided by Ford Motor Company

### Detailed Project Plan

Include detail supporting the one-page project summary capturing:

- Deliverables
  - Include timing plan
  - Include project completion date
  - Forecasted date parts are needed
- Past projects / vehicles - examples

Information regarding Ford Performance Parts is available at: [performanceparts.ford.com](http://performanceparts.ford.com)

## Ford Performance Parts Product Support Criteria

### Requestors Should Be:

- An editor, media company, influencer, industry partner, manufacturer, designer or builder dedicated to supporting Ford products
- Financially capable and willing to spend promotional dollars
- Actively promoting the vehicle with Ford Performance Part(s) through an established marketing plan

### Requestors Receiving Ford Performance Part(s) Must:

- Feature the vehicle in a booth at the Las Vegas SEMA Show, if applicable
- Use Ford Performance Parts as specified and provided by Ford Motor Company
- Maintain General Liability Insurance, Automotive Liability Insurance, Employers Liability and demonstrate Workers Compensation coverage, an Umbrella Policy may be used to achieve coverage limits
- Commit to feature the vehicle with the Ford Performance Parts logo intact and visible
- California or other state certifications may be required (failure to do so may subject you to a state fine)
- Make vehicles available to Ford or its Dealers for display, at the owner's discretion
- Submit written quarterly progress reports until project completion and 4 quarterly reports after completion
  1. Product development
  2. Modifications to the vehicle
  3. Events (including dates, location and type of event)
  4. Media exposure (originals or color copies)
  5. Advertising featuring the Ford Performance Parts
  6. Social Media exposure

### Please email project proposals to:

[FordAcc@ford.com](mailto:FordAcc@ford.com)

Subject: Ford Performance Parts Request