

# Ford Media Center

## MOTORCRAFT AUTO PARTS SUPPLIER CELEBRATES 50 YEARS OF QUALITY WITH SERIES OF SPECIAL EVENTS, CELEBRATIONS

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- Motorcraft® celebrates its heritage of quality, dependability, and performance in 2022 with a series of special events that highlight its heritage
- Motorcraft parts are designed specifically for Ford and Lincoln vehicles and have undergone extensive laboratory and on-the-road testing
- The National Hot Rod Association (NHRA) is partnering with Motorcraft to bring the Youth and Education Services (YES) Program to more than a dozen racing events each year. YES gives Ford access to high school and vocational school students with an interest in automotive and/or STEM careers

**DEARBORN, MI, August 19, 2022** – Motorcraft® auto parts supplier is celebrating its 50<sup>th</sup> anniversary with a series of special events that highlight its heritage, including visitor giveaways at the Woodward Dream Cruise, a special Ford podcast presentation, and a showcase of its race car paint schemes in coordination with the National Hot Rod Association and NASCAR events over Labor Day weekend.

Motorcraft will explore its history on a special edition of the Lift Powered by Ford podcast at 9

a.m. EST on Aug. 31.

Innovation is how Motorcraft continues to evolve and endure as a trusted auto parts brand. Through the sponsorship of the Wood Brothers #21 Ford Mustang race car in the NASCAR Cup Series and Bob Tasca III's nitro-powered Mustang Funny Car in the National Hot Rod Association (NHRA) series, performance parts used in those race cars lead to innovations that are used in standard Ford and Lincoln vehicles. An example is the indexed spark plug which has undergone extensive testing to maximize performance.

“For the 2022 models of the 3.5-liter EcoBoost engine when used in the F-150, Expedition and Navigator, the seemingly simple spark plug has some new high-tech features designed and built into the Motorcraft plug to help improve fuel economy and reduce noise, vibration, and harshness or NVH. We call it Indexed Spark Plugs. They are custom designed and are used in racing today,” says Nelson Morrow, Jr. Technical Expert, Ford Ignition Systems.

Ford dealer and driver of the Motorcraft / Quick Lane Ford Mustang Nitro Funny Car, Bob Tasca III, relies solely on Motorcraft parts to keep the vehicles his dealership services running at optimal performance.

“Since I was a kid helping in the service department of my family’s dealership, I saw the Motorcraft box everywhere. To me, Motorcraft parts were THE parts to use on Ford vehicles. My family made that decision 50 years ago and we’re still putting Motorcraft parts in cars today because of the proven track record. There really is not a close second when it comes to choosing replacement parts.”

Motorcraft’s influence goes beyond the parts industry. It strives to make a lasting impact on the lives of its customers and communities through its sponsorship of the NHRA Youth and Education Services (YES) program which has in-venue events throughout the 2022 NHRA Camping World Drag Racing Series season. YES attracts more than 30,000 students and educators and gives Ford access to high school and vocational school students with an interest in automotive and/or STEM careers. To date, more than 200 students have become employed at dealerships because of their experience at a YES event.

### **Introducing the Motorcraft brand**

Ford launched an effort to bring quality parts to its customers in 1961 by acquiring the well-known and respected Electric Autolite Company, which was already producing numerous replacement parts for Ford vehicles.

In 1972, Ford dropped the Autolite name and introduced the manufacturing and distribution of its replacement parts operation under the Motorcraft brand. Ford also improved the quality, performance, and reliability of its parts products by establishing Motorcraft® as the source for Original Equipment Ford replacement parts.

Today, Motorcraft® parts are designed, engineered, and recommended by Ford Motor Company for installation on Ford and Lincoln vehicles.

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## About Ford Motor Company

*Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, as well as connected services. Additionally, Ford is establishing leadership positions in mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 182,000 people worldwide. More information about the company, its products and Ford Credit is available at [corporate.ford.com](http://corporate.ford.com).*