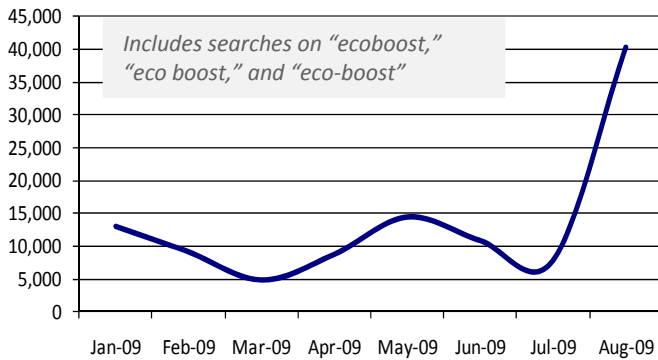


Ford Competes: EcoBoost at Birth

Compete, Inc. assembled this snapshot of the early months of Ford's new branded engine line EcoBoost based on search and search/OEM site overlap



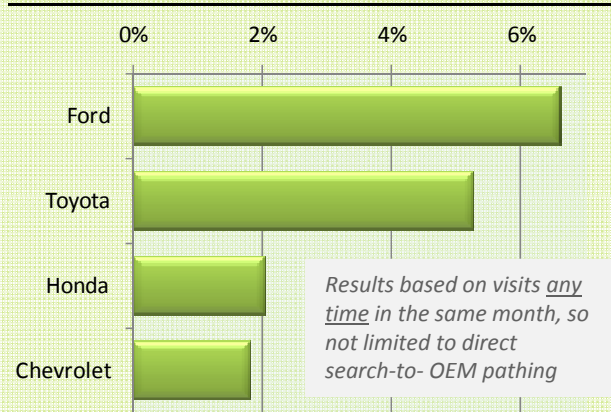
Search Volume (unique visitors, across 5 leading search engines)



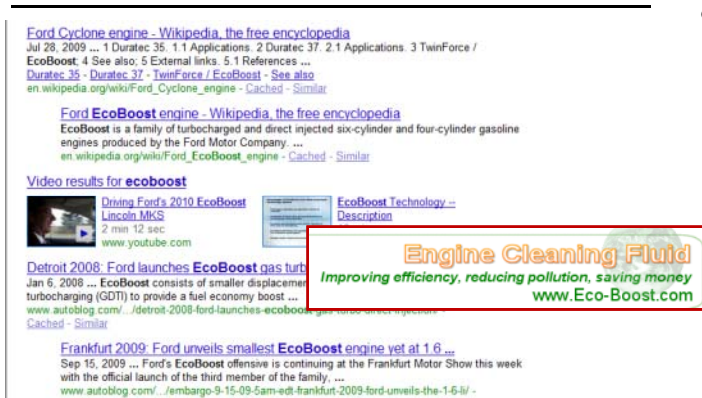
- The number of consumers searching EcoBoost & similar hit a high in August
- The lift coincided with 2010 Taurus launch efforts; Taurus offers the EcoBoost engine as an option
 - The number of in-market Taurus shoppers was up 29% m-o-m in August (not shown)
- There was no lift in July—the first month of cash for clunkers

- Consumers may have not connected the dots—yet—in associating EcoBoost with Ford based on behavior
 - Only 6.6% of August EcoBoost searchers reached the Ford brand site (fordvehicles.com) that month
 - However, Ford was #1 among all OEM sites
 - Early September results show the share is increasing (not shown)

Share of August searches that visited OEM sites shown



Recent search results from the term "ecoboost"



- Search results may be driving the low overlap between EcoBoost searchers and the Ford brand site
 - Recent "EcoBoost" leading search results included a link to Wikipedia and YouTube, and autoblog
 - www.eco-boost.com appeared as well, but a site that offers engine cleaning fluid

EcoBoost's ultimate brand equity will hinge on its influence of the upper & lower funnel

- Upper funnel equity can be measured by absolute and relative search volume
- Lower funnel equity can be measured by the extent to which searchers shop a Ford