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**Microsoft and Ford Unveil Ford GT as Cover Car for “Forza Motorsport 6” Debuting
Exclusively on Xbox One**

*Ford’s new line of performance vehicles will star in Microsoft’s newest and most advanced
racing game*

DETROIT – Jan. 12, 2015 – Microsoft, Turn 10 Studios and Ford unveiled a new collaboration today at the 2015 North American International Auto Show – announcing the all-new Ford GT ultra-high-performance supercar as the featured cover car in the next iteration of the acclaimed racing simulation franchise for Xbox, “Forza Motorsport 6,” launching exclusively for Xbox One.

Ford GT serves as a technology showcase for the company with its ultra-efficient EcoBoost® engine performance, advanced aerodynamics and lightweight carbon fiber construction. It will arrive at dealerships in select markets globally late next year.

In addition, the companies revealed that Ford’s performance vehicle lineup will appear in “Forza Motorsport 6.” This includes Ford GT, Shelby® GT350 Mustang and the F-150 Raptor, which debuted today at the North American International Auto Show. As “First in Forza” vehicles, global fans will have the opportunity to virtually experience the cars when they debut in “Forza Motorsport 6.”

“It is an honor to share this historic moment with Ford and celebrate the legacy of the GT by making it the featured cover car of ‘Forza Motorsport 6,’” said Phil Spencer, head of

Xbox. “We’re thrilled to have the unique opportunity to announce ‘Forza Motorsport 6’ the day the car debuts – on one of the biggest stages in the automotive industry – and we can’t wait to share more details on the game later this year.”

“Forza Motorsport,” developed exclusively for Xbox, is the highest-rated racing series of the past decade, according to Metacritic. Developed by Microsoft’s Turn 10 Studios, the series combines the industry’s leading next-generation graphics and simulation engines, and has become the most-played next-generation racing simulation on Xbox One.

“The Ford GT is the ultimate execution of an enthusiast supercar – delivering ultra-efficient EcoBoost performance, driver-centric technology and lightweight carbon fiber construction,” said Raj Nair, Ford group vice president, Global Product Development. “Working with Microsoft and Turn 10 Studios allows us to share our all-new GT supercar with an unprecedented global audience – giving fans an opportunity to virtually experience the beauty, thrill and innovation of Ford’s performance lineup.”

A pioneer in the global automotive industry, Ford is a leader in innovation. Ford GT showcases material and technology innovations to help better serve drivers, such as active aerodynamics; light-weighting, with a carbon fiber passenger cell and carbon-ceramic brake discs; and a next-generation EcoBoost engine that produces more than 600 horsepower.

“Just as Ford has pushed the boundaries of car technology in GT, ‘Forza Motorsport 6’ will embrace that spirit of innovation as our most technically advanced racing simulation to date – offering a fun and realistic automotive experience for both car lovers and gamers,” said Dan Greenawalt, creative director at Turn 10 Studios. “We’re excited to unveil gameplay at E3 in June.”

More details on “Forza Motorsport 6” and Ford GT news can be found at news.xbox.com and media.ford.com, respectively. Media assets for “Forza Motorsport 6” can be found at news.xbox.com/media.

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About “Forza Motorsport”

“Forza Motorsport” is the best-selling racing series on Xbox and the highest-rated racing series of the past ten years (Source: Metacritic). Welcoming racing gamers of all types, “Forza Motorsport” games combine unprecedented visuals with the industry’s leading simulation engine, giving everyone the opportunity to truly feel what it’s like to own, race and customize the cars of their dreams.

“Forza Motorsport” is developed by Microsoft’s award-winning game developer Turn 10 Studios. “Forza Motorsport 5: Game of the Year Edition” and “Forza Horizon 2” are available now for Xbox One.

More information about the “Forza Motorsport” franchise is available at forzamotorsport.net.

About Microsoft

Founded in 1975, Microsoft (NASDAQ “MSFT”) is the worldwide leader in software, services and solutions that help people and businesses realize their full potential.

About Xbox

Xbox is Microsoft’s premier entertainment brand for the TV, phone, PC and tablet. In living rooms or on the go, Xbox is home to the best and broadest games, as well as one of the world’s largest libraries of movies, TV, music and sports. Your favorite games, TV and entertainment come to life in new ways through the power of Kinect, Xbox SmartGlass and Xbox Live, the world’s premier social entertainment network. More information about Xbox can be found online at <http://www.xbox.com>.

About Ford Motor Company

[Ford Motor Company](http://ford.com), a global automotive industry leader based in Dearborn, Michigan, manufactures or distributes automobiles across six continents. With about 189,000 employees and 65 plants worldwide, the company’s automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit corporate.ford.com.

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