



## WE INVENTED THE AUTOMOTIVE INDUSTRY.

We created our competition. They imitated us.  
They learned from us. And they built on what we knew. They did it so well that, at some point, we forgot we were the ones leading the way.

It's time to remember who we are.  
It's time to stop letting others steal our thunder.

It's not about taking off the gloves. It's about taking off the blinders.

No one else is going to tell our best stories for us. It's our responsibility, and ours alone. So, we will boldly tell our stories to the world, as often as need be, until the world has heard us.

And we will patiently endure the shots that inevitably come our way. Because that's what happens when you're out in front. In fact, that's how you know you're out in front.

For a while, it will feel a little different. Sometimes even uncomfortable. And it won't always be easy.

Over time, we'll all start to walk a little taller. And the world will begin to take note.

We're not just building vehicles. We're building a Ford family. And we will continue to protect and grow that family, every day.

The only thing we're changing is our attitude.

And that changes *everything*.



**Built for life in Canada**