

Ford Motor Company Celebrates 100 Years of Trust with Better Business Bureau

Ford Motor Company recently celebrated its 100th year of national association with the BBB and its 85th year of local accreditation with the Better Business Bureau (BBB) Serving Detroit & Eastern Michigan. In addition, recently at the BBB National Assembly, the Council of Better Business Bureaus presented Ford with a 2012 BBB International Torch Award.

Southfield, MI ([PRWEB](#)) January 03, 2013 -- Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., has recently celebrated its 100th year of national association with the Better Business Bureau and its 85th year of local accreditation with the Better Business Bureau (BBB) Serving Detroit & Eastern Michigan. In addition, recently at the BBB National Assembly, the Council of Better Business Bureaus presented Ford with a 2012 BBB International Torch Award.

Ford was given the BBB President's Award, for "sustained superior performance that fundamentally changed the marketplace, and shaped the definition and expectation of trust for all marketplace participants." Ford consistently develops and produces some of the industry's most innovative and fuel-efficient vehicles, while at the same time balancing production with environmental, safety and social responsibility concerns. Ford's dedication to trust, innovation and technology has given consumers more choices for high-quality vehicles with leading fuel economy – including eight vehicles with 40 mpg or more by the end of this year.

"As the Better Business Bureau representing the Motor City, it is important that we have the backing of an outstanding, community minded automotive company like Ford," said Melanie Duquesnel, president and CEO of the Better Business Bureau Serving Eastern Michigan. "Their 100 years of unwavering support of the BBB not only lets customers know of their commitment to trust, but also allows our organization to offer critical community programs such as the BBB Military Line® and the LifeSmarts Teen Educational Challenge."

"Ford Motor Company has been committed to operating our business in a way that positively impacts the world around us for more than a century. When Henry Ford founded our company, he wasn't just pursuing profits, he was pursuing a greater purpose," said Mary Culler, director of Government Affairs for Ford Motor Company. "Because of our strong commitment to doing what is right for customers and communities, we have a proud history of supporting the Better Business Bureau which elevates high standards for trust, integrity and ethical business practices."

Companies interested in accreditation or sponsorship with the Better Business Bureau, can contact Lisa Dilg, Director of Community Relations, at ldilg@easternmichiganbbb.org or 248.799.0326.

About the Better Business Bureau Serving Detroit & Eastern Michigan

The Better Business Bureau Serving Detroit & Eastern Michigan is a non-profit organization with the purpose of promoting trust in the marketplace by assisting in the protection of consumers and businesses from fraud and unethical business practices. In addition to its recognized dispute resolution services, the BBB maintains business reviews on the customer service history of more than 90,000 local businesses and provides consumer education materials on numerous topics. The BBB provides its services free to the public and its service territory stretches across Eastern Michigan from Ann Arbor through Metropolitan Detroit, Lansing, Flint,



upward to Alpena, and covers the entire Upper Peninsula of the state.

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 172,000 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 <http://corporate.ford.com>



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