

Ford Motor Company Special Event: Terminology Database to be Released



To better serve our auto repair professionals, our company is pleased to announce the release of a new Terminology Database. To celebrate this release Ford Motor company is inviting all interested parties to a special release event.

the database to be released will collate commonly used search terms for a specific part, and then any subsequent searches using those terms will return the information needed by our auto repair professionals.

By using common terminology and jargon, we hope to save our auto repair professionals time and money by spending less time on computer searches, and more time on performing actual repair procedures. Combining common terminology for specific parts, we also hope to increase efficiency in the parts procurement system.

Please join us in celebrating our release of this technology advancement as Ford moves to the future.

Where: Ford Conference and Event Center

1151 Village Road
Dearborn, Michigan 48124
Telephone 313.621.2900
Email cecinfo1@ford.com

Doors open -- 11:00

Please join us for lunch -- 12:00

Special guest speaker --
Ford Motor Company CEO Allan R. Mulally

Please join us for lunch -- 12:30

Special celebrity speaker -- Dennis Leary

Demonstration of the
Terminology Database begins -- 2:15

Question and answer period -- 3:15 to 4:00

For your convenience:

Free parking assistance for media outlets

Free parking for all others

Appetizers for those arriving early

Photographers will be available for our guests

Celebrity and special speaker photo opportunities will be available to the press

For more information contact:

C. Cory Spencer -- Event Coordinator

Telephone: 509.434.8365

Email: ccoryspencer@gmail.com

We look forward to your joining us for this special event.

