



BIOGRAPHY

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IMMEDIATE RELEASE

BIOGRAPHY: DIANNE CRAIG

Dianne Craig is president and CEO of Ford Motor Company Canada, Limited, appointed to the position in November 2011. She leads Ford of Canada's operations across the country, including a national headquarters, three regional offices, two branch offices, three vehicle assembly and engine manufacturing plants and two parts distribution centres.

Ford employs approximately 6,000 people in Canada, while an additional 18,000 people are employed in the more than 400 Ford and Ford-Lincoln dealerships across the country.

"My experience with Ford most recently has been in markets with very unique buyer preferences," said Craig. "I want to take that learned experience, coupled with the Canadian dealer body support, and apply it to the equally unique Canadian market for future success and growth."

Craig was the general manger for the Southeast market area, a position she assumed in March 2009. In this role, Craig was responsible for all marketing, sales and service operations for 520 Ford and Ford-Lincoln dealers in the Southeast United States (N.C., S.C., GA, Ala. and Fla.).

Craig joined the company in 1986 in an entry level field position and has held a variety of sales and marketing positions in Dearborn including advertising, product marketing, contests and incentives and field operations. She has extensive field experience including her assignment as the regional sales manager in the Pittsburgh Regional Sales Office in addition to other field assignments in the Detroit, Memphis and Atlanta regional offices.

Between 2005 and 2009, Craig was responsible for Ford and Lincoln Mercury U.S. dealer relations. In this capacity, she led the National Ford and Lincoln Mercury Dealer Council process and other related dealer activities including National Dealer Meetings.

"I've had so many wonderful experiences at Ford that have allowed me to grow professionally and learn the automotive business and as a result – afforded me the opportunity to contribute and make a difference," said Craig. "Now to be given the opportunity to serve the Ford of Canada team and our dealers as president and CEO is an incredible honour and responsibility."

From a personal point of view, Craig is most proud of her family. She has been married for 18 years and has a 14 year-old daughter.

"My daughter is a constant reminder of how precious life is and she gives me a strong purpose—to be the best I can be everyday," said Craig. "I strive to be a great role model for her."

Craig graduated from the State University of New York and holds an MBA from Ohio State. Outside of work she loves to garden, exercise and spend time with her family. Craig also enjoys skiing and occasionally golfing.

"I truly believe there is something very special about working at Ford – and a big part of what makes Ford special is our great team and our terrific dealer network," said Craig.

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January 2014