

## **Corporation of the Year**

### **DaimlerChrysler Corporation**

DaimlerChrysler is unique in the automotive industry: their product portfolio ranges from small cars to sports cars and luxury sedans as well as from versatile vans to heavy duty trucks or comfortable coaches. DaimlerChrysler's passenger car brands include Maybach, Mercedes-Benz, Chrysler, Jeep®, and Dodge. DaimlerChrysler's strategy rests on four pillars: excellent products offering outstanding customer value, leading brands, innovations and technology leadership and global presence and networking. Last year the Daimler-Chrysler Corporation fund invested \$50,000 in the Hispanic Scholarship Fund to support college for students pursuing degrees in the accounting, human resources, engineering, health and science-related fields. They have been a primary supporter for MANA's Child Passenger Safety Program and are a partner with the Hispanic Association on Corporate Responsibility.

### **Ford Motor Company**

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures and distributes automobiles in 200 markets across six continents. The company's core and affiliated automotive brands include Aston Martin, Ford, Jaguar, Land Rover, Lincoln, Mazda, Mercury and Volvo. Its automotive-related services include Ford Motor Credit Company.

Ford Motor Company's multicultural marketing efforts originated in the 1970s. In 2003, Ford rolled out its biggest multicultural advertising launch in its history for the redesigned 2004 F-150. The F-150 advertising campaign marked a new marketing model for Ford of simultaneously launching multicultural marketing campaigns with every new product launch. Ford's current campaign includes a mix of Spanish television, radio, internet and print ads that include many of Ford's signature models, including the F-150, Explorer, Expedition, Mustang, Focus and Ranger. In late 2004, Ford will vamp its Hispanic marketing campaign to focus on launches of the 2005 Focus, Freestyle, Five Hundred, Mustang and GT. Ford Motor Company has received more than 200 awards in recent years from publications and organizations recognizing the value the company places on building a diverse and inclusive culture.

Their commitment extends beyond its customer base and into the communities where they do business. The Ford Motor Company and the Ford Motor Company Fund contributes to numerous minority organizations across the country including MANA, A National Latina Organization, the Hispanic Association of Colleges and Universities, Hispanic Scholarship Fund, League of United Latin American Citizens and the Cuban American National Council. Ford Motor Company Fund's

generous funding has made several of MANA's key programs possible, including the AvanZamos® Ford Fellowship Program.