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FordParts.com: The new “go-to” tool for buying parts online

DEARBORN, Mich., March 1, 2018 – Fleet customers, technicians and do-it-yourselfers have a new “go-to” tool for ordering parts in the newly relaunched FordParts.com. The site is fast, smart and offers a customizable experience when ordering Ford Parts, Motorcraft, and Ford and Lincoln Accessories. The redesigned site offers a customizable experience based on specific needs to get the job done.

“Ford relied on customer feedback to help create this new global parts sales site,” said Lisa Pynn, Global E-Commerce Manager, Ford Customer Service Division. “Ford has invested in making this experience a premium destination for parts purchasing, for businesses and for do-it-yourselfers. The site also gives users the freedom of choice: they can buy online and choose either overnight or 2-3-day home/business delivery, pick it up at a dealership, or choose delivery from dealer to shop.”

Starting with its new homepage, FordParts.com may be the hardest-working tool in any technician’s toolbox. Users will discover a site that is specifically designed to make ordering Ford Parts, Motorcraft and Ford and Lincoln Accessories quicker and less complicated. Parts are searchable by VIN, YMM, keyword and part number.

The parts-ordering process is also customized for users’ specific needs. A prompt on the homepage asks users to identify themselves for a more personalized user experience based on their customer type.

Fleet customers will be able to upload and save a list of VINs to search, with true VIN filtering from the OEM using specific nicknames chosen by the user. All customers will be able to take advantage of live chat – with agents available to proactively help them find the right part, track orders and more. Site features include:

- Mobile and tablet enabled – optimized for responsiveness
- More detailed product descriptions, high-quality images and line-art diagrams
- Free shipping on orders of \$75 or more*

FordParts.com: Find it. Buy it. And get back to work.

*Valid on qualifying purchases before tax made on FordParts.com. FedEx Ground to all 50 states. Guest and sponsored customers are ineligible for free shipping.

About FordParts.com

FordParts.com is the fast and efficient way to order Ford Parts, Motorcraft, and Ford and Lincoln Accessories. With VIN search capability and detailed assembly diagrams so customers can find the part they need, when they need it. Log on from any device to get the parts needed, 24/7. For more information, visit FordParts.com.

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 202,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com

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