



**William Clay Ford, Jr.**  
Executive Chairman

**Ford Motor Company**  
One American Road  
Dearborn, MI 48126-2701 U.S.A.

May 18, 2010

Mr. Jim Walen, Dealer Principal  
Ford of Kirkland  
11800 124th Avenue, NE  
Kirkland, WA 98034

Dear Jim,

Thank you for your fine efforts to ensure Sally Gerber Phinny's recent purchase of a Ford Escape from Ford of Kirkland went so smoothly. I understand that you missed an important family event to personally deliver her vehicle, and I sincerely appreciate your going the extra mile for this customer.

The extraordinary dedication and commitment of associates like you make the Ford dealer network truly the best in the business. It is a pleasure to have you and your team as members of our extended Ford family.

Best wishes from all of us here at Ford Motor Company.

Sincerely,

A handwritten signature in cursive script that reads "Bill".





**Jim Farley**

Group Vice President, Global Marketing and  
Canada, Mexico and South America Operations

**Product Development Center**

21175 Oakwood Boulevard  
Dearborn, MI 48124-4079 U.S.A.

May 17, 2010

Mr. Jim Walen  
Ford of Kirkland  
11800 124<sup>th</sup> Ave NE  
Kirkland, WA 98034

Dear Jim,

I want to formally thank you for ensuring that Sally Phinny's recent purchase of an Escape was such a pleasant and memorable experience.

The personal touch you extended to Sally is genuinely appreciated and once again thank you and everyone at Ford of Kirkland, for a job well done!

On a separate note, I would have loved to have thanked you in person when you were in for the MDAB meeting this week but unfortunately I am going to be out of town. Best wishes for a great meeting and thanks for all you do to help polish the blue oval each and every day!

Sincerely,

*Thanks for your  
help & the  
10 dedication!*

cc: William C. Ford, Jr.

