



Ford China, Baidu Sign Strategic Collaboration LOI, Agree to Explore Opportunities in Multiple Areas to Enrich Customer Experience

- Ford Motor (China) Ltd. and Baidu, Inc. (NASDAQ: BIDU) signed a Letter of Intent (LOI) today to jointly explore areas of cooperation in connectivity, artificial intelligence (AI) and digital marketing
- The agreement aims to explore new ways to enrich the Chinese customer experience by providing smart and personalized in-vehicle infotainment and digital solutions
- The two companies also are looking to establish a joint connectivity lab to investigate innovation opportunities across their automotive and mobility businesses in China
- Working with Baidu supports Ford's vision to become the world's most trusted mobility company by embracing new digital technologies and opportunities to build a sustainable mobility ecosystem

BEIJING, China, June 27, 2018 – Ford Motor (China) Ltd. and Baidu, Inc. (NASDAQ: BIDU) today agreed to explore strategic collaborations to enrich the consumer experience and build a sustainable mobility ecosystem in China.

Ford China and Baidu will jointly explore cooperation across a variety of domains including connectivity and digital services, artificial intelligence and digital marketing.

Peter Fleet, Ford group vice president and president of Ford Asia Pacific and Ya-Qin Zhang, president of Baidu, met today at Baidu's headquarters in Beijing and witnessed the signing of the LOI between the two companies. Robert Hou, director of mobility platforms and products, Ford Asia Pacific and Tan Su, general manager of Baidu's internet of vehicles division, signed the strategic cooperation agreement on behalf of the two companies.

"Collaborating with leading technology companies such as Baidu supports our vision to become the world's most trusted mobility company by leveraging new opportunities to build a sustainable mobility ecosystem. As part of our 'In China, For China' strategy, we look forward to working closely to offer smart products and solutions that can make people's lives easier and more enjoyable," said Peter Fleet.

The two companies will work together to collaborate on new in-vehicle infotainment systems and digital services based on Baidu's DuerOS conversational AI platform, with features such as voice recognition, natural language understanding and image recognition in order to deliver a simple and personalized user experience for Ford vehicle owners in China.

Leveraging AI technology and a vast ecosystem of information and services, the DuerOS system enables vehicle owners to command and communicate with their vehicles using natural language and easily access information and services that they need in daily life.

Ford and Baidu are looking to establish a joint connectivity lab to investigate innovation opportunities across their automotive and mobility businesses in China. Both companies are dedicated to developing new cloud-based AI solutions to enrich the user experience in-vehicle and through other customer touchpoints.

The two companies will also explore opportunities in cloud computing, such as integration with Transportation Mobility Cloud (TMC), the open cloud-based platform being developed by Autonomic, a subsidiary of Ford Smart Mobility, that provides transportation services such as vehicle connectivity for multiple players in the transportation ecosystem.

In addition, Ford and Baidu will leverage both parties' areas of expertise to investigate technologies and big data to explore business opportunities related to targeted digital marketing. This would enable Ford to more precisely understand Chinese consumer behaviors and preferences and develop offerings to meet their needs.

"Baidu and Ford share the vision of using technology to build the future of driving," said Ya-Qin Zhang, president of Baidu. "Together, with Baidu's leading-edge AI technology and Ford's advanced engineering expertise, we will transform the mobility ecosystem and create the next-generation in-vehicle experience for consumers."

This new LOI further builds on the existing partnership between the two companies. In July last year, Ford joined Baidu's Apollo autonomous driving open platform as a founding member. The expanded relationship includes more areas of collaboration and lays the foundation for future growth and innovation for both companies.

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About Ford Motor Company

Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 203,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please visit www.corporate.ford.com.

About Baidu

Baidu, Inc. is the leading Chinese language Internet search provider. Baidu aims to make a complex world simpler for users and enterprises through technology. Baidu's ADSs trade on the NASDAQ Global Select Market under the symbol "BIDU." Currently, ten ADSs represent one Class A ordinary share.

Contacts:

Matt Moran
Ford Asia Pacific
+86-183-0179-4160
mmoran47@ford.com

International Communications
Baidu Inc
intlcomm@baidu.com

Equity Investment Community:

Sabrina McKee
313.845.4601
fordir@ford.com

Fixed Income Investment Community:

Karen Rocoff
313.621.0965
fixedinc@ford.com