



To Whom It May Concern:

I have worked for Ford Motor Company for thirty-eight years and have served as the Truck Group Marketing Manager for the last fourteen years. During my tenure, I have had the privilege of working with and being supported by a number of outstanding marketing services companies. Newscope Marketing is one of those and they have been a valued partner for the past sixteen years. Led by Brad and Penny Snyder, they are customer driven and attentive to meeting all of our varied needs on a timely basis. Brad and Penny are people of integrity, whose leadership has spawned a team with a “can-do” mentality that is always looking to exceed expectation.

The commitment to excellence, dedication, and perseverance of the Newscope Marketing team is exemplary. They anticipate our needs and develop high value solutions to business challenges. Most importantly, their technical competence, willingness to serve, and quality mindset differentiate Newscope Marketing and make them the ideal “face of Ford” at hundreds of events across the U.S. every year. It is for this reason that we have contracted with Newscope to activate product displays for more than 250 event days/year for the last sixteen years.

I have been blessed to work with and be supported by Brad, Penny, and the rest of the Newscope Marketing Team. They have been instrumental in our efforts to extend Ford F-Series Truck Leadership as the best-selling truck in America for a record thirty-nine consecutive years! I give them the highest recommendation.

Doug Scott  
Truck Group Marketing Manager  
Ford Motor Company

*Ford Motor Company*  
*Est. 1903*