

FORD OTOMOTİV SANAYİ A.Ş. ETHICAL MARKETING GUIDE

Ford Otomotiv Sanayi A.Ş., Turkey's leading automotive industry company. ("Ford Otosan"), since its establishment in 1959, is committed to providing a set of high-quality, technological, reliable products and services in the sales and after-sales processes, which has always kept the customer in its focus.

One of Ford Otosan's most important priorities is to market the products and services offered in accordance with the needs and expectations of customers, as well as laws, ethical principles, sectoral rules and standards. In this context, compliance with the principles given below, but not limited to those listed below, is one of our main priorities.

- We treat our consumers with respect, fairness and courtesy, we handle their complaints with great sensitivity and produce solutions.
- As the marketing team and its stakeholders, we use their knowledge, skills and experience honestly, in addition to complying with all applicable laws/regulations.
- Our product promotions, advertising and marketing activities comply with the legislation, sectoral regulations and ethical rules.
- We provide product and service information to the consumer in the brand's communication channels in an accurate, clear and transparent manner.
- We make all directions regarding the use of products and services through the website, product brochures and user manuals in a way that contains correct and sufficient information.
- Avoiding misleading and deceptive advertisements in communication activities for the promotion and promotion of products and services, as well as avoiding the use of compelling and misleading sales tactics are among our top priorities.
- We ensure that our advertising activities are designed by taking into account their religious, ethnic, cultural, gender, sexual orientation, age, disability or minority status and making sure that they do not create discrimination in any part of the society.