



Ford, TeleTech Launch Percepta, a Joint Venture To Serve Customers Around the World

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DEARBORN, Mich., and DENVER, April 11 /PRNewswire/ -- Ford Motor Company (NYSE: [F](#)) and TeleTech Holdings, Inc., (Nasdaq: [TTEC](#)) today officially launched their joint venture under the name Percepta. The companies also said the venture -- announced in November -- is operational in North America and Australia. Percepta has assumed ownership and operation of an existing customer interaction center in Toronto and a smaller operation in Melbourne.

Percepta now serves Ford and Lincoln Mercury customers across the U.S., Canada and Australia. This year, the new company will further expand with operations in Europe, South America and the rest of Asia, serving all Ford Motor Company brands. Customers may contact Ford through Percepta 24 hours a day by telephone, fax, e-mail or other Internet options.

"The name Percepta reflects our shared goal to establish a new standard for customer service based on building long-term customer relationships," said Brian Kelley, vice president of Ford Motor Company and president,

ConsumerConnect. "Through these lasting relationships we expect to understand more about customers' wants and needs, and then be able to deliver even greater value."

"This is a big first step on what we believe will be a long and exciting journey," said Scott Thompson, TeleTech chief executive officer and president. "Our respective teams at Ford and TeleTech have been working hard to make this day a reality. Percepta will ramp quickly to serve the needs of Ford Motor Company customers and marketers the world over."

Percepta is led by a team with substantial experience in customer relationship management. Geoff Smyth, formerly head of TeleTech's Facilities Management operations serves as chief executive officer of the joint venture. He is joined by George Moore, vice president-operations; Sonjia Kurzepa, vice president-Project Management; Shawn Foery, vice president-Finance; Keith Mason, vice president-Human Resources; Mark Routien, vice president-Operations Research; and Jeff Buckman, vice president-Technology, all formerly of TeleTech. Joining Percepta from Ford are Don Sparkman, vice president-Sales and Marketing and Alan Edwards, vice president-Europe. Percepta employs about 450 people in the greater Toronto area, and employment is expected to grow to nearly 600 by June.

Founded in 1982, TeleTech is a leading provider of integrated, e-commerce-enabled customer management solutions for global organizations predominantly in the telecommunications, financial services, technology, government and transportation industries. Its innovative customer interaction platform, CyberCare, integrates the full spectrum of voice and Internet communications, including custom e-mail response, "chat" and extensive Web co-browsing capabilities. Through 29 customer interaction centers in the Americas, Europe and Asia, TeleTech couples a high-velocity electronic infrastructure with premier customer-relationship management to assure its clients and partners unparalleled success in acquiring, retaining and building customer relationships.

Founded in 1903, Ford Motor Company (<http://www.ford.com>) is the second largest automotive manufacturer and the largest truck manufacturer in the world, with more than 15,800 dealers in more than 200 markets and more than 100 plants in 38 countries. In 1999, Ford Motor Company earned an all-time automotive record of \$7.2 billion, the fourth consecutive year of record operating earnings. Ford Motor Company's automotive brands are Aston Martin, Ford, Jaguar, Lincoln, Mazda, Mercury, Th!nk and Volvo. Ford Credit, a wholly-owned subsidiary, is the world's largest auto financing company, and Hertz is the world leader in airport car rentals.

FORWARD LOOKING STATEMENTS

Statements in this press release that are not historical facts constitute "forward-looking statements" within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are inherently subject to risks and uncertainties that could cause actual results to differ materially from expectations. Factors that could cause actual results to differ from expectations include: There can be no assurance that the joint venture's service offering will be accepted by its customer base; and costs associated with the joint venture may be higher than anticipated. In light of these risks, uncertainties and assumptions, the forward-looking events discussed herein might not occur.

SOURCE TeleTech Holdings, Inc.; Ford Motor Company

Web site: <http://www.teletech.com>

Company News On-Call: <http://www.prnewswire.com/comp/107907.html>

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