

KNIGHT RIDER

February 2009

Jennifer Flake
Executive director, communications, the Americas
Design
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Ford Motor Company, Product Development Center
Dearborn, MI-Michigan 48124-4079

Dear Jennifer Flake,

We, the fans of Knight Rider, write this letter to show our support of the new Knight Rider series you are currently sponsoring and partnering. We are aware that NBC is the network that commissions its production but we still feel we need to show our support of the show to you, the main sponsor. In these tough times where one crisis is followed by another, the people need entertainment to get their mind off of the troubles of everyday life. Knight Rider is the show that does that for a lot of people. It helps people to unwind and reload their batteries so they can take on another week of hard work. To some Knight Rider even is "soul food", it inspires people and shows that even the toughest heroes and their talking vehicular sidekicks have feelings and emotions. That is what touches the people, emotion!

Knight Rider has a large "emotional" fanbase. This is proven by the fact that there are dozens of fans that buy new Mustangs, because KITT (portrayed by a Mustang GT500KR) has captured their imagination and they want to make their dream of owning their very own KITT come true. With Ford building these cars and giving continuous support to the show this dream can finally come true for more and more fans. With this letter we want to show you that many Knight Rider fans because of this show are now more than ever considering and actually buying new Ford products and will continue to do so as the show goes on. They have embraced the Mustang as the new KITT and are in love with its cool look. It is these people that care for the series and would like to see it get the chance it deserves to succeed, which if given it will! It would be a shame if the series would be abandoned just as it is headed in the right direction! We kindly ask you to keep supporting the series for which in return you will get many (new) customers buying your cars and products. We believe Ford and NBC should give this unique series a chance! This series can make a difference. Ford can make a difference!

We can make a difference!

Sincerely yours,