

Situation

There are thousands of 2021 and 2022 Ford Broncos that have been produced by Ford Motor Company, but have not been completed due to commodity constraints.

Those Broncos have been mostly assembled and are stored near the Michigan Assembly Plant (MAP) at various lots, sometimes referred to collectively as “Dirt Mountain” or, in the winter, “Ice Mountain.”

At the same time, Ford has been producing and shipping Broncos to customers with the same commodities.

Some of the Dirt Mountain Broncos have been on hold for several months and, in some cases, several months beyond Ford’s Estimated Delivery Date (EDD).

Current issues are:

1. **Lack of communication** (virtually none) by Ford to reservation and order holders about the status of their vehicles.
2. **Incorrect or useless information provided**, e.g. poorly-targeted emails sent apparently randomly to reservation and order holders.
3. **Futility in outreach attempts to Ford** by customers via email, social media, and calling the Ford 800 number.
4. **Frustration by owners** over Ford’s apparent prioritization of newly-built vehicles and Ford’s new marketing attempts to push the Bronco Raptor, EVs, and other vehicles instead of completing the Dirt Mountain Broncos

Campaign objectives

1. **Get Ford to communicate status with existing reservation and order holders** including providing information on the reason for the delay, more accurate estimates of shipment dates, and more frequent updates when the status changes.
2. **Encourage Ford to provide some form of compensation** to long-delayed orders who may be forced to take loans at higher interest rates due to the delays, purchase interim vehicles during the delay, etc.
3. **Create embarrassment for Ford** by tying new launches like the Bronco Raptor to the Dirt Mountain Bronco situation and encouraging action by Ford to address the situation.

How the Campaign Works

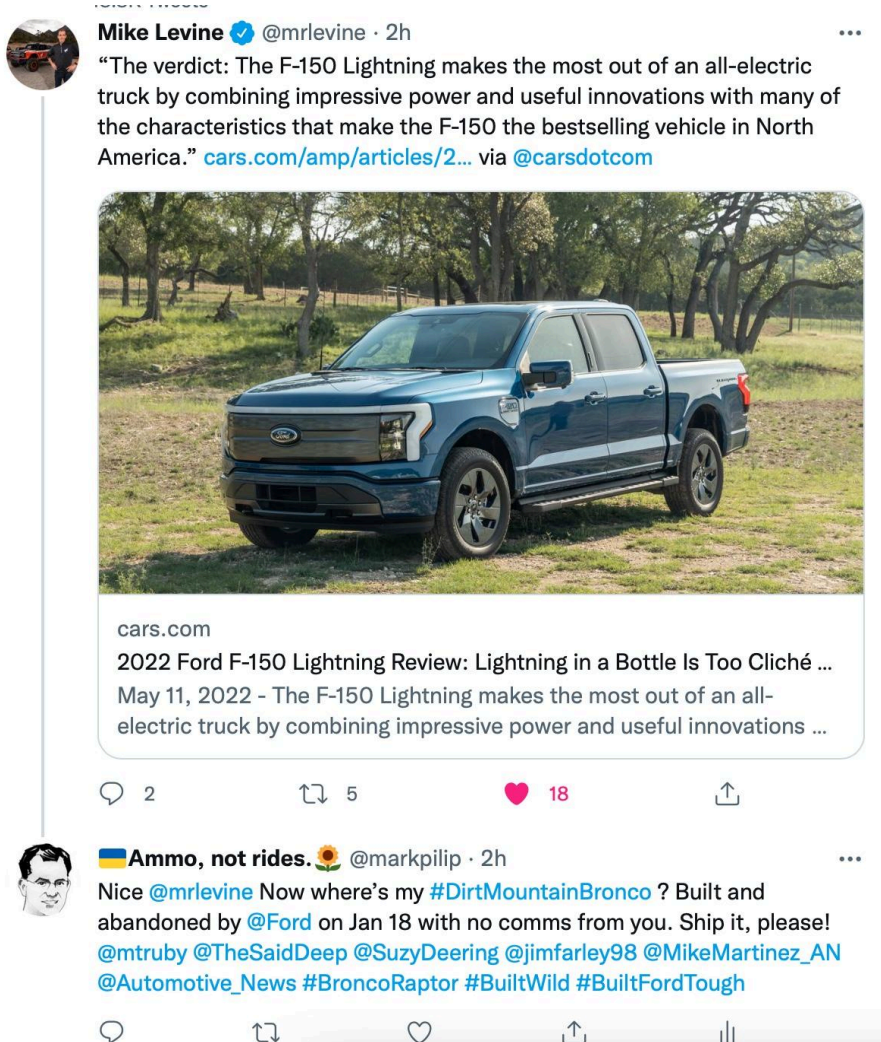
Our objective is to tie the Twitter hashtag **#DirtMountainBronco** to as many of Ford’s posts as possible. Why **#DirtMountainBronco**?

- It’s a real location (there is a mountain of dirt in the lot where thousands of unfinished Broncos are parked)
- It’s embarrassing to Ford (it’s not a rugged, tough mountain—just a regular parking lot with a random pile of dirt there), and
- It *may* pique the interest of the mainstream press.

Steps:

1. Please follow the Dirt Mountain Bronco list. URL here: <https://twitter.com/i/lists/1524167218837209088>
By increasing the number of followers to this Twitter list, we will increase the visibility of our posts within the Twitter ecosystem.
2. Follow, or at least look at the Tweets from the following key Ford personnel:
 - a. @jimfarley98 Jim Farley, Ford CEO
 - b. @suzydeering Suzy Deering, Ford CMO
 - c. @mtruby Mark Truby, Ford VP of Communications
 - d. @thesaiddeep Said Deep, Director of North America Communications
 - e. @mrlevine Mike Levine, Ford intern assigned to Bronco communications
 - f. @mikemartinez_AN Michael Martinez, Automotive News writer on the Ford and UAW beat
 - g. @ford Ford Motor Company main Twitter handle
3. Follow or look for the following Ford hashtags:
 - a. #BroncoRaptor Used to hype the Bronco Raptor launch
 - b. #BuiltWild Bronco tagline
 - c. #BuiltFordTough Ford truck tagline
 - d. #F150Lightning ← **Important update 5/17/22.** The new FOMOCO hype
 - e. #DirtMountainBronco ***This is our campaign hashtag (note: no “s” in Bronco)***
4. When you see a post by one of the individuals above in particular, but it could be by anybody:
 - a. “Like” the post
 - b. Post a short, pointed but respectful reply and add at least one Ford hashtag above
 - i. **Update 5/17:** Recommend adding **#F150Lightning** as this is currently being promoted very heavily by the Ford social media team
 - ii. Current recommendation is **#BroncoRaptor**, as Ford is currently heavily promoting that vehicle launch.
 - c. Always include the #DirtMountainBronco tag, which is critical to tying the Ford key personnel handles and hashtags to our campaign and getting it amplified via the Twitter algorithms.

5. Here is an example of a post and reply:



6. When you see a post by a fellow #DirtMountainBronco campaigner, please also “like” and retweet the post, to continue social amplification.
- If possible, do a “quote retweet” and add a comment like “Yes, @jimfarley98 I’m still waiting for my #DirtMountainBronco too. #BroncoRaptor.” This will further amplify our campaign.

Chances of Success

The chances of success are, to be frank, fairly slim. Ford has demonstrated an unbelievable level of incompetence in the Bronco rollout and in earlier vehicles. They’ve left reservation and order holders hanging for months, assuaged only by periodic drops of Bronco trinkets and trash. (And even those have apparently stopped recently.)

However, there’s a slim chance that– if picked up in the mainstream media–Ford *just might* wander out to Dirt Mountain and install our missing modules. Even if just to shut us up.

But we might be able to get our Broncos and that, I suspect, is good enough for most of us.

Change log

v1.0 May 11, 2022

Initial publication

v1.1 May 16, 2022

Fixed Said Deep title; added #F150Lightning hashtag recommendation