



Ford Barely Discloses Tire Issue on its Web Site, Reports LeFile.Com

([PRWEB](#)) October 18, 2000 -- Contact: William Dupuy
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October 14, 2000 --- Ford Motor Company has not been as straightforward about its tire-recall disclosures with its investors, employees and customers as it has with the media, reports LeFile.Com (<http://lefile.com>), the leading online Web-management resource for corporate senior executives.

Monitoring the multiple Ford Web sites since the Firestone tire recall began in August, LeFile notes that Ford regularly omits including pertinent press statements and summaries of congressional testimony on its corporate Web site for investors and employees (www.ford.com) and its consumer sales Web sites (www.fordvehicles.com, www.lincolnvehicles.com).

The only Ford Web site to carry full disclosures is the site it developed for media inquiries (www.media.ford.com), which is not widely publicized to the public.

"While Ford has made numerous statements to the press, which could be hunted up on Yahoo.com and Bloomberg.com if you had the time, it has chosen not to use its own international broadcasting channel to inform hundreds of thousands of employees and other hundreds of thousands of shareholders directly with the full context of its public statements in one central place -- www.ford.com, which is the corporate Web site," says William Dupuy, LeFile's editor.

"On the other hand, Firestone has spared no effort to disclose every statement it has made, plus facts delivered to Congress, through every means at its fingertips, including its corporate Web site," Dupuy said.

Meantime, Ford is reported to be spending \$3.5 million on Internet banner ads saying, "For Official Information on the Tire Recall, click here." The banner clicks lead to the say-little Ford corporate site -- www.ford.com.

"It appears that Ford has chosen to allow Tom Brokaw to tell us his version of that Ford said in response to the latest allegation. In contrast, Firestone has taken the tack we believe is most correct -- that is, to give us the context of their public statements in one location -- www.firestone.com," Dupuy noted.

The full report can be found at <http://lefile.com/articles/speciall-report/crisis-management-ford.com>.

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