



Dear Business Leader:

At Ford Motor Company, safety is a top priority and we are involved in all aspects from engineering the safety performance of the vehicle to our support for programs that focus on driver behavior and improve the safety of our roadways. Our employees and yours spend countless hours traveling to and from work, so we would like to take this opportunity to recognize the efforts of the Traffic Improvement Association (TIA) in making Oakland County one of the safest places in the world to drive.

For many years, Ford has proudly supported TIA through financial contributions and serving in leadership positions on its Board of Directors. We encourage your support of this outstanding organization as well to ensure that we have the resources and skills to make safety decisions for Oakland County that are based on data and analysis.

As Oakland County Executive L. Brooks Patterson has stated, TIA is an extremely valuable asset to Oakland County as a non-profit traffic safety agency that has successfully facilitated a reduction of injuries and fatalities. In 1967, Oakland County's fatality rate was higher than the rate for both Michigan and the nation. However, in 2009, Oakland County's fatality rate was less than half of Michigan's rate and a little more than a third of the national rate. Today, Oakland County's roads are among the safest in the world for a community of its size and population. The success in Oakland County was the direct result of business and government leaders coming together in 1967 to form TIA.

Since its formation, TIA has become one of the leading traffic safety agencies in the country for collecting and analyzing traffic crash data. This data collection and analysis has allowed the Road Commission for Oakland County and many cities, townships, and villages in the state of Michigan to identify road-related traffic safety problems and solutions. Furthermore, TIA's traffic safety engineering services, educational seminars, and its coordination of selective enforcement grants for Oakland County communities have also been extremely beneficial.

We would like to take this opportunity to thank the employees of TIA who work tirelessly to make our communities a safe place to live and do business. In addition, thank you to the nearly seventy communities who are a member of TIA, and the many businesses who contribute their resources to make our roadways safer.

If you have any questions, please contact TIA's Executive Director, Jim Santilli at (248) 334-4971 or [jsantilli@tiami.us](mailto:jsantilli@tiami.us).

Respectfully,

Handwritten signature of Alan Mulally in black ink.

Alan Mulally  
President and Chief Executive Officer

Handwritten signature of Susan M. Cischke in black ink.

Susan M. Cischke  
Group Vice President  
Sustainability, Environment & Safety Engineering