

BEFORE EVERYTHING ELSE, GETTING READY IS THE SECRET OF SUCCESS.

— Henry Ford

Dear Valued Ford and Lincoln Dealers:

Fair Lane is getting ready for success. We are proud of our accomplishments and eager to celebrate what we have achieved to date – and share what lies ahead.

Every day, our small, but dedicated team comes together with great passion to preserve, restore, and reimagine Fair Lane, Clara and Henry's beloved home. We are indeed delivering on our promise to illuminate the lives and legacy of Clara and Henry Ford through the preservation and reimagination of their estate.

Our heartfelt thanks to the over 140 Ford and Lincoln dealers, listed on the back of this letter, who have been a part of this special project to date. Their generosity, along with the support of many others, has enabled us to make great progress toward ensuring this National Historic Landmark and home of two of the world's most iconic people is preserved and protected in perpetuity.

We are pleased to provide you with this overview of the exciting next steps of the reimagination of Fair Lane – preserving the historic integrity of the garage at Fair Lane and readying it for the future. We hope you share in our excitement as we advance to the next phase of our project and will consider joining us to make our plan a reality.



Elena Ford



Edsel B. Ford II



Preserving our past, for our future.



THE GARAGE AT FAIR LANE

It Houses More Than Vehicles, It Houses History.

FAIR LANE
HOME OF CLARA & HENRY FORD
EST. 1915

HISTORIC INTEGRITY, CONTEMPORARY UPDATES

Our Phase II Campaign is rooted in our commitment to respect the historical significance and integrity of the garage at Fair Lane. We will build upon the foundation Henry Ford established over 100 years ago to carefully preserve, protect and reimagine his garage to ensure its future in perpetuity.

The proposed updates will make this significant historic space welcoming and accessible to visitors and will include:

- A unique and flexible open space to welcome visitors, tours and other gatherings
- A technology-rich venue for a wide range of changeable exhibits, displays and other interactive experiences
- A versatile fully-featured event space, suitable to host business, social and community events
- A platform to showcase historic automobiles, current model vehicles and prototypes
- A state-of-the-art fully-functional electric vehicle charging station – adjacent to where Clara Ford charged her Detroit Electric vehicle
- Major structural enhancements and amenities, including a dramatic glass stair tower, restoration of electrical systems and infrastructure, new elevators and restrooms, and accessible stairs

These are just some of the restoration updates we are planning. When complete, the historic garage at Fair Lane will be a fully functioning section of the estate, providing visitors with an enriching and inspiring experience.



Double Entry Door to Garage



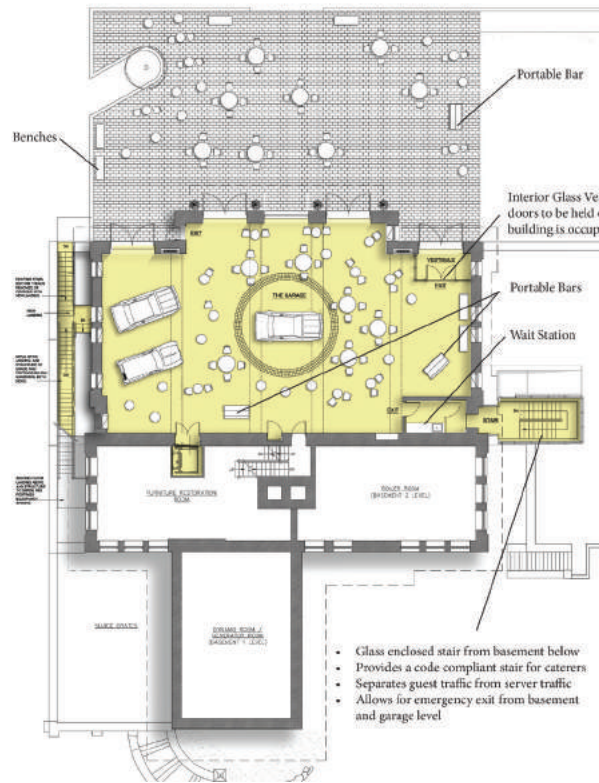
Activated Garage Event (rendering)

HENRY FORD'S POWERHOUSE AND GARAGE

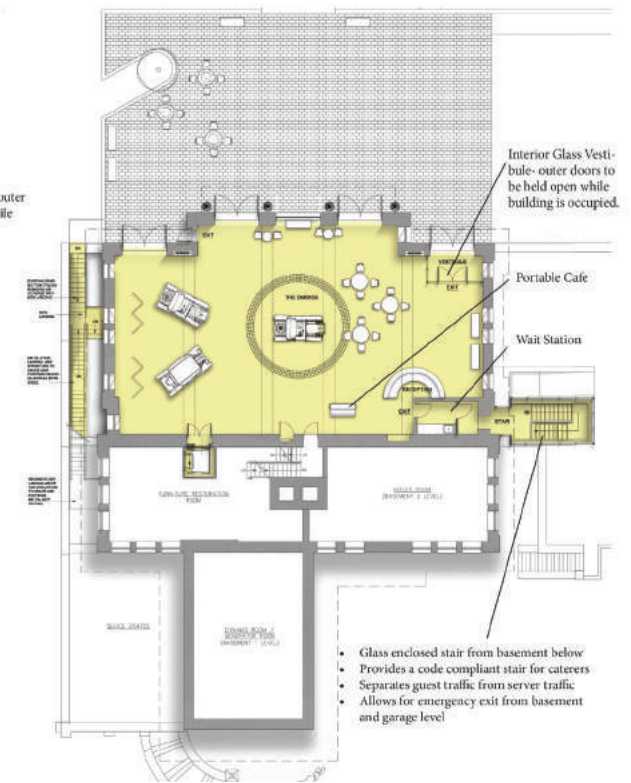
Nature. Power. Innovation.

When Thomas Edison joined Henry Ford at Fair Lane to lay the cornerstone of the powerhouse and garage over 100 years ago, a design and engineering marvel was born. Soon after, Fair Lane's generators began providing the estate and much of the surrounding area with a clean, renewable source of hydroelectric power.

It was also the special place where Henry tinkered and experimented in his on-site laboratory and would repair watches for local Dearborn residents. Together with their beloved home, the powerhouse and garage at Fair Lane complete the story of Clara and Henry's commitment to family, nature and progress.



Garage Floor Plan – Executive Function Configuration



Garage Floor Plan – Welcome Center Configuration



Existing Garage



Existing Garage Interior



Welcome Center (rendering)

TODAY'S OPPORTUNITY

Thanks to the past support and dedication of many Ford and Lincoln dealers and other key contributors, much of the estate – specifically in the main house – has been expertly restored.

But there is much more to do.

The garage at Fair Lane is the initial step to restore the powerhouse and is the focus of this campaign. With your help, we hope to raise \$3MM to fund, restore, and reimagine the garage and reinvent it as Fair Lane's Welcome Center where guests can gather for visits to the estate and where gatherings and special events will take place.

We invite you to join us and lead the effort to restore and reactivate the historic garage at Fair Lane.



Model T Display (rendering) – Existing Powerhouse (bottom)



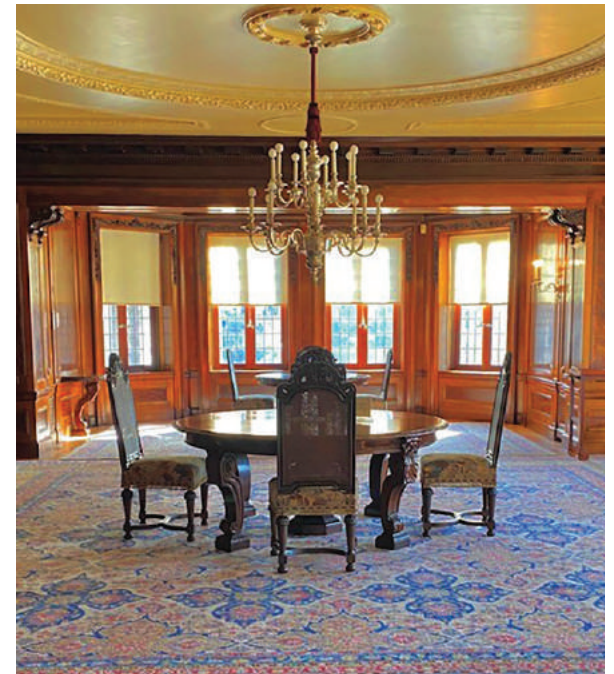
Main Staircase



Sun Porch



Library



Dining Room

FAIR LANE – HISTORICAL AND MAGICAL

Home to One of the World's Most Influential Industrialists.

Clara and Henry Ford built the 31,000-square-foot Fair Lane as their dream home on 1,300 acres, just miles from where they both were born. At a time when Henry was skyrocketing to global fame after the success of Ford Motor Company and the Model T, Fair Lane was their sanctuary.

Fair Lane was their 15th and final home – where they enjoyed entertaining their grandchildren and many friends, including business leaders, American presidents, and notable visitors like Mina and Thomas Edison, with whom the Fords enjoyed a long friendship.

In addition to their home, a unique blend of Midwestern Prairie School and English country manor styles, the estate included a hydroelectric powerhouse powered by the Rouge River, Clara's greenhouse, a working farm built to scale for their grandchildren, an indoor pool, skating house, staff cottages, bowling alley, and a pony barn, as well as a private garage and laboratory for Henry. The vast gardens and landscape were designed by famed architect Jens Jensen.

Today, our team of artisans, conservators, historians, and craftspeople continue to work diligently to bring Fair Lane, now an independent 501(c)3 non-profit entity and one of America's first National Historic Landmarks, back to the look and feel of 1919, the time when Clara and Henry first called Fair Lane home.



*Clara and Henry Ford and their grandchildren
Henry II and Josephine*



*Thomas Edison, Henry Ford and Francis Jehl,
laboratory assistant to Thomas Edison*

SUPPORT PHASE II RESTORATION, HENRY'S GARAGE AT FAIR LANE

Your generosity will be recognized in perpetuity on Fair Lane's distinctive Donor Wall. One-time gifts or multi-year pledges of

\$10,000 or more will be acknowledged in a special section along with other major contributors who have helped restore Henry's garage.

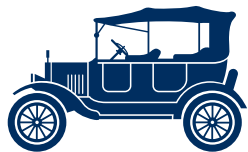


Fair Lane's Donor Wall

Multiple size plaques with up to 6 lines of text

We appreciate your continued commitment to Fair Lane. Thank you.

JOIN OUR PHASE II CAMPAIGN WITH A MAJOR GIFT AT ONE OF THE FOLLOWING LEVELS:

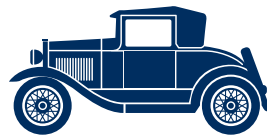


THE MODEL T SOCIETY

\$10,000 and more

Recognition on Donor Wall
(2 lines)

Personalized commemorative
gift from Elena Ford and
Edsel B. Ford II



THE MODEL A SOCIETY

\$25,000 and more

Recognition on Donor Wall
(3 lines)

Personalized commemorative
gift from Elena Ford and
Edsel B. Ford II



THE FORDSON SOCIETY

\$50,000 and more

Recognition on Donor Wall
(4 lines)

Personalized commemorative
gift from Elena Ford and
Edsel B. Ford II

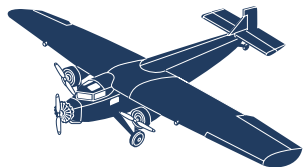


THE QUADRICYCLE SOCIETY

\$100,000 and more

Recognition on Donor Wall
(6 lines)

Personalized commemorative
gift from Elena Ford and
Edsel B. Ford II



THE TRIMOTOR SOCIETY

\$250,000 and more

Recognition on Donor Wall
(Custom designed plaque)
Personalized commemorative
gift from Elena Ford and
Edsel B. Ford II



THE SWEEPSTAKES SOCIETY

\$500,000 and more

Recognition on Donor Wall
(Custom designed plaque)
Personalized commemorative
gift from Elena Ford and
Edsel B. Ford II



THE CLARA AND HENRY SOCIETY

\$1,000,000 and more

Recognition on Donor Wall
(Custom designed plaque)
Personalized commemorative
gift from Elena Ford and
Edsel B. Ford II

**Upper Level
Donors will
also receive:**

\$100,000 and above:

A personalized Fair Lane tour for you and
10 guests with Elena Ford or Edsel B. Ford II
at Fair Lane

\$1,000,000 and above:

Custom Fair Lane Dearborn Experience Weekend
along with a personal thank-you dinner with
Elena Ford and Edsel B. Ford II

To confirm your commitment, please contact Cynthia Sohn at 313-668-3196 or thegarage@henryfordestate.org