

# Kermit's Current Car Campaign

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**Kermit the Frog** will appear in a new marketing campaign for the **Ford Escape Hybrid** that will debut during the second quarter of Super Bowl XL on **February 5, 2006**. In the 30-second commercial, Kermit will encounter the Escape Hybrid while exploring the great outdoors.

“There’s no better judge of what’s green than Kermit the frog,” said Cisco Codina, Group Vice President, North America Marketing, Sales and Service. “Ford is the hybrid leader among American car companies, and we’re going to use platforms like the Super Bowl to make sure people understand that our commitment to design, safety and technology innovation is real – and on the market today. Kermit makes that message accessible to multiple generations of people all over the world.”

The Super Bowl commercial will be used to kick off an even bigger ad campaign featuring Kermit. The campaign will consist of television, print, digital and outdoor advertising. Ford Escape Hybrid ads featuring Kermit will appear throughout the year on TV, and print ads will appear in influential automotive-enthusiast magazines, business publications, and newsweeklies. Digital advertising will appear on many popular websites.

“Ford and Kermit are a match made in heaven; they’re both American icons, both family-oriented and they’re both green,” said George S. Rogers, President and CEO. “Kermit the Frog is an absolute celebrity and we’re thrilled to have him on board to tell the Escape Hybrid story.”

Also remember that on "Super Bowl Sunday" **Miss Piggy** will appear with Jessica Simpson in an [all-new Pizza Hut commercial](#) as well.