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**WEISERMAZARS LLP TEAMING UP AGAIN WITH FORD MOTOR COMPANY
FOR FIRST-EVER SYNC APPLINK DEVELOPER CHALLENGE
IN EUROPE NOVEMBER 2, 2015**

WeiserMazars Will Serve on Judges Panel and Offer Business Counsel to Participants

New York, NY (October 29, 2015) – [WeiserMazars LLP](#), a leading accounting, tax and advisory services firm, is pleased to announce its partnership with Ford Motor Company at [Web Summit](#), one of the world’s leading technology conferences. The two companies will be hosting the first-ever Ford SYNC® AppLink™ Developer Challenge in Europe on the eve of the conference, November 2, 2015 in Dublin, Ireland. The 24-hour Challenge will allow developers and programmers to work with Ford and WeiserMazars executives to develop ideas and design new apps for potential use with Ford’s award-winning in-car connectivity system, SYNC.

[Jules S. Reich](#), Partner and [Financial Advisory Services](#) Leader at WeiserMazars, will serve as one of the Challenge judges, alongside executives from Ford Motor Company. He and [Mark Kennedy](#), Managing Partner of [Mazars Ireland](#), will also provide counsel to participants and conference attendees on potential business opportunities for their creations. Executive Chairman of Ford, Bill Ford, who is a keynote speaker at the conference, will meet with Challenge participants to discuss his vision for the future of mobility and how technology will enhance peoples’ lives.

In addition to €75,000 in prize money from Ford Motor Company, WeiserMazars will provide in-kind consulting services and other prizes for the top winners. These will range from financial advisory services to tax, accounting and business consulting for sectors including technology and automotive.

“We greatly value our relationship with Ford Motor Company and thank them for the opportunity to support them in their ongoing SYNC AppLink Developer Challenges around the world,” said Jules S. Reich. “Web Summit is attracting more than 30,000 technology professionals from over 100 countries, and is an ideal forum for this Challenge in Europe. We look forward to meeting with participants and conference attendees to help them turn their ideas into real businesses.”

The SYNC AppLink Challenge Dublin is the first to be held in Europe and follows the successful Challenge held in Tel Aviv in October, which was also co-sponsored by Ford and WeiserMazars.

SYNC is Ford's integrated in-vehicle connectivity system that allows drivers to make hands-free telephone calls, control music and perform other functions with the use of voice commands. AppLink for SYNC gives drivers voice control of smartphone apps, allowing them to keep their hands on the wheel and focus on the road.

Click [here](#) for more information about the event and to register.

About WeiserMazars LLP

WeiserMazars LLP provides insight and specialized experience in accounting, tax and advisory services. Since 1921, our skilled professionals have leveraged technical expertise and industry familiarity to create customized solutions to overcome client challenges. As the independent U.S. member firm of Mazars Group, we have a global reach of 15,000 professionals in more than 70 countries. Locally and internationally, we build lasting relationships with our clients by addressing their particular needs, creating value and optimizing their organizational performance. For more information visit us at www.weisermazars.com

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