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**WEISERMAZARS LLP TEAMS UP WITH FORD MOTOR COMPANY  
FOR FIRST-EVER SYNC APPLINK DEVELOPER CHALLENGE IN TEL AVIV*****WeiserMazars Will Provide Business Counsel to Participants and Help Select Finalists***

New York, NY (September 29, 2015) – [WeiserMazars LLP](#), a leading accounting, tax and advisory services firm, today announced its partnership of the first-ever Ford SYNC® AppLink™ Developer Challenge in Tel Aviv, on October 11-12, 2015. The 24-hour Challenge will allow entrepreneurs, app development teams and individuals to work with Ford engineers and WeiserMazars executives to create new software and ideas 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 [David Chaudat](#), Global Head of Manufacturing and Automotive at [Mazars Group](#), will also provide counsel on the potential business opportunities for participants’ creations.

In addition to the top prize of a new 2015 Ford Fiesta, WeiserMazars will provide in-kind consulting services for the three top winners among other prizes. These services will range from assistance with tax, accounting and other financial services to automotive and business consulting.

“We would like to thank the Ford Motor Company for the opportunity to support the first-ever Israel based SYNC AppLink Developer Challenge,” said Jules S. Reich. “Israel is a great technology-innovation hub. We look forward to meeting with participants to help them turn their ideas into real businesses.”

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.

This type of in-car app innovation is part of Ford’s plans to develop a more connected in-car experience. WeiserMazars is pleased to be part of the Challenge.

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](http://www.weisermazars.com)

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