Ford and Dealers Join Forces to Invest, Grow and Focus on Customer Excellence

Published on September 14, 2022



Henry Ford's Model T put the world on wheels, firing up customers' imaginations and offering a glimpse of future possibilities. Today, Ford is still changing, growing and moving forward. We're delivering exciting vehicles, advanced software and new customer experiences. And we want our dealers to join us on an epic journey of sustainable expansion and customer excellence.

What sets Ford apart is that we are poised for growth across gas-powered vehicles (Ford Blue), electric vehicles (Ford Model e) and through our commercial business (Ford Pro). This week in Las Vegas, we met with our 3,000 North American dealers to talk about how we grow together, create value and transform the experience for our customers.

We are giving dealers options. Starting in 2024, some dealers will decide to invest in electric vehicles and become Model e certified dealers. Some will specialize with Ford Blue or Ford Pro. Some dealerships will go "all in" across Ford Blue, Ford Pro and Ford Model e. Dealers know their customers and communities best. Whatever path they choose, I believe our Ford dealers around North American have the chance to be the most valuable franchises in their community.

Today's consumers have so many choices, and industry competition is fierce. Customers now expect and deserve simple, transparent and radically simple retail experiences. We're asking our dealers to think boldly and do things differently for our customers. Together, we'll combine our exciting vehicle portfolio with exceptional dealer-led service that meets customers where they are -- on their schedules, their terms. This will drive customer loyalty and pave our path to success.

As always, it starts with great products. Look at our Ford Blue portfolio. We have incredible pickups, family SUVS, performance vehicles, and rugged off-road vehicles. Demand for these products has made Ford the best-selling U.S. brand for the past two months. And we have a pipeline of new products and derivatives coming that will further strengthen our current hits like F-150, Maverick andExplorer. The Bronco 4x4 lineup is quickly becoming one of America's most desired brands, with incredible aftermarket and accessories potential. And in the months to come, we add the all-new Mustang coupe and Super Duty and Ranger pickups to our lineup!

In our commercial division, we are already the established leader. In short, Ford owns work. Through Ford Pro, we have the opportunity to increase share of service - especially through parts. Software is our most exciting update – truly a game-changer for both Ford and its dealers. Our software is centered on security, telematics, and predictive failure. This will add real value for our commercial customers and the work they do.

And when it comes to electric vehicles, customers are already lining up for the Mustang Mach-E, F-150 Lightning and E-Transit. Most of these customers are new to the Ford brand. But that's just the beginning. Our next wave of electric vehicles – just around the corner – will be revolutionary, drawing in millions of new customers to Ford. That's why we are investing $50 billion in our electric vehicle business.

Together with our dealers, we'll also offer an unmatched shopping, buying and ownership experience. Our in-person and online experience will be simple and hassle free, with dealers even more prepared to educate customers on the new features of their vehicles and meet their needs.

We'll offer non-negotiable pricing for EVs, available through a simplified Ford.com site. Selected dealerships that specialize in EVs will offer public fast-charging sites, rapidly expanding Ford's charger network and easing any range anxiety for customers. And our expanded suite of remote services, including mobile maintenance and nationwide complimentary pickup and delivery, will provide customers new levels of convenience.

Our dealer network is our secret weapon, comprised of entrepreneurs who can deliver for customers all the way through the ownership experience. These are big changes, but we're up for the challenge.

With change comes progress – and success.

Together, we'll grow and succeed. And we'll fire up the world's imagination - again.