



## Ford Shipping New F-150, Ranger in Unprecedented Truck Offensive

- Ford, the top-selling pickup truck manufacturer globally, is now shipping new F-150 and Ranger trucks to customers across North America; the company assembled 144,000 of the new trucks in the first quarter
- The company's unprecedented new truck rollout offers more choice than ever for customers. The new F-150 comes with EcoBoost, V-8, and PowerBoost Hybrid powertrains in addition to the electric Lightning, as well as popular Raptor and Tremor off-road trucks; the new Ranger now features the high-performance Ranger Raptor
- Demand for Ford trucks continues to grow. In the first quarter, F-Series was America's best-selling truck and Super Duty sales rose 23%; Ford assembles three out of four hybrid pickups sold in America, with Maverick Hybrid leading the way
- All F-Series and Ranger pickups for U.S. customers are assembled in the U.S. Powertrain, transmission, stamping, and final assembly take place at 16 plants across four states that employ approximately 35,000 workers. Production at these U.S. plants support nearly 400,000 American jobs, representing 11 jobs for every direct Ford employee

**DEARBORN and WAYNE, Mich., and CLAYCOMO, Mo., April 11, 2024** – Ford broadened American truck appeal with the original F-Series, developed high-strength, military-grade, aluminum-alloy bodies to help boost capability, and created the first full-size, light-duty electric truck.

But never in its history has Ford mounted a truck offensive like the one about to hit U.S. dealerships and highways.

Ford has now introduced new versions of Super Duty, F-150 and Ranger since last spring, and combined those nameplates make up 90% of Ford pickup volume. The company is now shipping the all-new Ranger and Ranger Raptor, new F-150, F-150 PowerBoost Hybrid, F-150 Raptor, and F-150 Lightning, and assembled 144,000 of the new trucks in the first quarter.

“The Ford truck lineup has never offered customers so much choice, and never had so many new models coming all at once,” said Andrew Frick, president, Ford Blue. “No other automaker has a gas, hybrid, and electric full-size pickup like F-150, and with trucks from the compact Maverick through Super Duty and off-road versions of every model including the new Ranger Raptor, Ford has a pickup for nearly every customer use case.”

The rise of DIY, plus a new breed of compact, hybrid, and electric pickups are some signs of growing American truck demand. U.S. industry truck sales climbed 4.5% last year – and will soon get another boost from these new Ford trucks, which join hot-selling models like Maverick and Super Duty.

The compact Maverick pickup, America's top-selling hybrid truck, brings Built Ford Tough into city centers. Super Duty continues to dominate key heavy-duty segments like construction and utility services as the American economy grows.

Ford assembles more vehicles in the U.S. than any other automaker and employs the most UAW-represented hourly autoworkers. More than half of those team members contribute to F-150 or Ranger production; Ford assembles a new truck in the U.S. every 33 seconds.

### **Earning Truck Leadership**

Over the years, Ford pushed the edges of pickup innovation, pioneering the use of high-strength, military-grade aluminum alloy that dropped weight to unlock more capability in 2015; invented EcoBoost-powered full-size pickups that improve efficiency; and developed gas, hybrid and electric F-150 trucks to cover about every customer use case.

Hybrids are especially hot right now, including trucks. Ford owns 72% of the U.S. hybrid pickup market, with Maverick Hybrid leading the way – at least until the new F-150 arrives. The F-150 PowerBoost Hybrid with available Pro Power Onboard is basically a mobile generator standing by to make customers the hero of the next power outage, and for 2024, Ford is doubling the production rate F-150 PowerBoost hybrid to 20% of all F-150 pickups.

Across the globe, there's a similar story on Ranger, the best-selling pickup truck in Europe and the top-selling vehicle in Australia for 2023, among many other distinctions. By the end of this year, Ford plans to start diversifying Ranger powertrains in Europe by adding a plug-in hybrid targeted at businesses that aren't quite ready for full electric vehicles – but need to meet the requirements of low- or no-emission city centers.

### **Quality and Craftsmanship**

When developing these new truck models, Ford enhanced quality processes and applied learnings from the Super Duty launch last year.

Using connected vehicle data on pre-production F-150 units, engineers uncovered an issue where modules did not shut off at night or were consuming more power than they should. Engineers updated the problematic software before any trucks left the plant.

Christine McGowan and the Ranger Raptor launch team spotted a cosmetic issue on the hood of the truck that made it appear as though there was a dent. The team moved quickly to add handling aids to provide support for the hood throughout the manufacturing process and made design changes to stiffen the character lines.

Under the hood, Kelly Johnson, hybrid calibration engineer, and his team helped improve powertrain smoothness on the F-150 PowerBoost Hybrid trucks by blending the power coming from the electric motor and gas engine through software updates.

That allowed engineers to completely remove the belt starter, reducing weight and complexity and helping us offer the PowerBoost Hybrid at the same manufacturer's suggested starting price as the EcoBoost model.

Even the new Blue Oval badge on the F-150 goes through extreme Built Ford Tough testing, starting with a freeze chamber, where after being soaked for 20 minutes, the badge faces temperatures as low as -40 degrees Celsius for four hours.

This simulates the worst winter conditions, ensuring no water infiltration or damage compromises its integrity or appearance. It then goes through a high-pressure car wash test, so that even the most enthusiastic cleaning efforts won't diminish its luster or cause damage.

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### **About Ford Motor Company**

*Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for customers and deepen their loyalty. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, along with connected services. The company does that through three customer-centered business segments: Ford Blue, engineering iconic gas-powered and hybrid vehicles; Ford Model e, inventing breakthrough EVs along with embedded software that defines exceptional digital experiences for all customers; and Ford Pro, helping commercial customers transform and expand their businesses with vehicles and services tailored to their needs. Additionally, Ford provides financial services through Ford Motor Credit Company. Ford employs about 177,000 people worldwide. More information about the company and its products and services is available at [corporate.ford.com](http://corporate.ford.com).*

<b>Contacts:</b>	<u>Media Inquiries</u> Lars Weborg 445.279.0313 <a href="mailto:lweborg@ford.com">lweborg@ford.com</a>	<u>Media Inquiries</u> Dawn McKenzie 313.268.7485 <a href="mailto:dmcken55@ford.com">dmcken55@ford.com</a>	<u>Equity Investment Community</u> Lynn Antipas Tyson 914.485.1150 <a href="mailto:ltyson4@ford.com">ltyson4@ford.com</a>
	Fixed-Income Investment <u>Community</u> Jessica Vila- Goulding 313.248.3896 <a href="mailto:jvila5@ford.com">jvila5@ford.com</a>	Shareholder <u>Inquiries</u> 800.555.5259 or 313.845.8540 <a href="mailto:stockinf@ford.com">stockinf@ford.com</a>	