



Growing Electric, Hybrid, Truck Sales Back Q3 Gains; Ford No. 1 Brand

- Ford Motor Company U.S. retail sales climb 4% in Q3, with overall sales up 1%, compared to a 2% decline for the total industry
- Ford is the No. 2 electric vehicle brand in the U.S. with sales up 12% in Q3; Ford commanded highest transaction prices of all non-luxury electric vehicle brands
- Ford is No. 1 in hybrid trucks with a 77% segment share; total hybrid sales up 38%
- Ford, America's best-selling brand in Q3, is also No. 1 in the following segments: trucks (F-Series), hybrid trucks (F-150 Hybrid), vans (Transit), three-row SUVs (Explorer) and sports cars (Mustang)
- Ford Pro Intelligence software platform active subscriptions up an estimated 30% year-over-year

DEARBORN, Mich., Oct. 2, 2024 – Ford and Lincoln's strategy of offering customers a choice of powertrains for their vehicles continues to pay off, with company retail sales up 4% in the third quarter. This contrasts with overall U.S. retail industry sales, estimated to be flat for the quarter. Total Ford sales outpaced the industry, rising 1% compared with a 2% decline for the overall market.

Customers continued to favor hybrid vehicles during the summer months. Sales increased 38% to 48,101 in the third quarter, while electric vehicle sales grew 12%. These results come before customers can take advantage of the new [Ford Power Promise](#) which includes a complimentary home charger with standard installation at no extra charge, and access to a 24/7 Ford advisor for electric vehicle support. "Different lifestyles and use cases require unique types of power," said Andrew Frick, president, Ford Blue and Ford Customer Service Division. "We've listened to customers to offer them vehicles with powertrains to meet their specific needs, and their response validates our product strategy."

Truck Leadership Continues

The Ford F-Series exemplifies the Ford Freedom of Choice strategy, boasting an unmatched powertrain lineup. With gas and diesel-powered Super Duty trucks and the light-duty F-150 – available in gas, hybrid and electric – F-Series sales totaled 550,835 through September. The F-Series now outsells the Chevrolet Silverado by 138,000 and the Ram by 282,000 trucks, expanding its lead as it aims to be America's best-selling truck lineup for the 48th consecutive year in 2024.

Best-Selling Hybrids

F-150 hybrid sales rose 64% in the third quarter to 20,129, making it the best-selling hybrid truck. It topped another Ford model, the Maverick, which saw sales rise 22% to 16,561. The two trucks combined account for 77% of the hybrid pickup segment.

Lincoln Nautilus Q3 Sales Best in 17 Years

Lincoln sales accelerated in the third quarter, up 26%, driven by the continued strength of the all-new Nautilus and the launch of the new Aviator.

Nautilus sales totaled 8,799, its best third-quarter performance since 2007. For the quarter, Nautilus hybrids represented 46% of all Nautilus sales (4,046), up 12% compared with the second quarter.

Aviator sales totaled 5,543, with the new SUVs spending an average of 16 days on dealer lots.

New Explorer Sales Up 25%

Sales of the new Ford Explorer launched in the third quarter. Explorer totaled 41,996, up 25%. Year-to-date, Explorer sales are up 6%, and it remains America's best-selling three-row SUV.

Year-to-date, sales of the larger Ford Expedition rose 3%, while sales of the smaller Escape climbed 7%. Ford will debut an all-new Expedition on Oct. 3.

Ford Electric Vehicles Continue to Rise

Ford brand electric vehicle sales are up 45% this year, second only to Tesla in the U.S. market. With 67,689 electric vehicles sold through September, Ford's electric vehicles are having a record sales run.

Sales of the electric F-150 Lightning more than doubled, helping overall Ford electric vehicle sales post a 12% quarterly gain. America's best-selling electric van, the Ford E-Transit, posted a 13% gain on sales of 2,955 vans.

In the third quarter, Ford brand electric vehicles had the highest transaction prices of all non-luxury electric vehicle brands. Ford maintains a lease mix that is currently 35 percentage points below that of the overall electric vehicle segment, helping to better support residual values.

Ford Pro Vehicles, Intelligence Software Sales Up

F-Series Super Duty sales increased 12% compared with a year ago and are up 9% through September.

Ford vans account for 52% of the full-size van segment so far in 2024 as the company looks to make it 46 consecutive years as a leader in that segment.

As America's No. 1-selling van, Transit sales totaled 114,281 through September — up 17% over the same nine-month period last year.

Ford was No. 1 in commercial vehicle sales based on the most recent registration data through July. Ford U.S. Class 1-7 commercial truck and van share grew to 42.5%, up 2 percentage points compared with the same period last year.

The Ford Pro Intelligence software platform now has approximately 620,000 active subscriptions, based on end-of-quarter estimates, up about 30% year-over-year.

Remote Services Continue Rapid Growth

Ford and Lincoln dealers provided customers with more than 1 million remote service experiences in the third quarter. These include Mobile Service — in which technicians drive to service a customer's vehicle — and Pickup & Delivery — in which a dealer employee picks up, services and returns a customer's vehicle.

Dealers have provided more than 2.8 million remote service experiences during the first nine months of 2024, up 118% compared with the same period a year ago.

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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 175,000 people worldwide. More information about the company and its products and services is available at corporate.ford.com.

*U.S. sales volume reflects transactions with (i) retail and fleet customers (as reported by dealers), (ii) government and (iii) Ford management. Average transaction pricing based on J.D. Power and Associates PIN data.

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FORD MOTOR COMPANY Q3 2024 U.S. SALES

	<u>Third Quarter</u>		<u>%</u>	<u>Year-to-Date</u>		<u>%</u>
	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
SALES BY PROPULSION						
Electric Vehicles	23,509	20,962	12.2	67,689	46,671	45.0
Hybrid Vehicles	48,101	34,861	38.0	140,344	96,514	45.4
Internal Combustion	<u>432,429</u>	<u>444,681</u>	-2.8	<u>1,340,139</u>	<u>1,364,887</u>	-1.8
Total vehicles	504,039	500,504	0.7	1,548,172	1,508,072	2.7
SALES BY TYPE						
SUVs	202,988	215,106	-5.6	658,272	647,547	1.7
Trucks	292,010	275,554	6.0	853,415	825,179	3.4
Cars	<u>9,041</u>	<u>9,844</u>	-8.2	<u>36,485</u>	<u>35,346</u>	3.2
Total vehicles	504,039	500,504	0.7	1,548,172	1,508,072	2.7
FORD BRAND						
EcoSport	0	0	N/A	0	2,508	-100.0
Bronco Sport	34,603	33,232	4.1	94,357	96,375	-2.1
Escape	35,938	38,774	-7.3	110,476	103,613	6.6
Bronco	26,796	32,888	-18.5	76,948	91,468	-15.9
Mustang Mach-E	13,392	14,842	-9.8	35,626	28,882	23.4
Edge	9,733	24,217	-59.8	61,412	70,701	-13.1
Explorer	41,996	33,709	24.6	146,799	138,132	6.3
Expedition	<u>14,817</u>	<u>17,061</u>	-13.2	<u>58,124</u>	<u>56,427</u>	3.0
Ford SUVs	177,275	194,723	-9.0	583,742	588,106	-0.7
F-Series	198,429	190,477	4.2	550,835	573,370	-3.9
<i>Memo: F-150 Lightning (electric)</i>	7,162	3,503	104.5	22,807	12,260	86.0
Ranger	15,504	7,385	109.9	30,679	31,503	-2.6
Maverick	31,883	23,931	33.2	108,996	66,430	64.1
E-Series	9,179	10,982	-16.4	29,447	30,502	-3.5
Transit	32,117	34,006	-5.6	114,281	98,052	16.6
<i>Memo: E-Transit</i>	2,955	2,617	12.9	9,256	5,529	67.4
Transit Connect	1,354	5,377	-74.8	8,781	14,124	-37.8
Heavy Trucks	<u>3,544</u>	<u>3,396</u>	4.4	<u>10,396</u>	<u>11,198</u>	-7.2
Ford Trucks	292,010	275,554	6.0	853,415	825,179	3.4
GT	0	0	N/A	0	31	-100.0
Mustang	<u>9,041</u>	<u>9,844</u>	-8.2	<u>36,485</u>	<u>35,315</u>	3.3
Ford Cars	<u>9,041</u>	<u>9,844</u>	-8.2	<u>36,485</u>	<u>35,346</u>	3.2
Ford Brand	478,326	480,121	-0.4	1,473,642	1,448,631	1.7
LINCOLN BRAND						
Corsair	6,887	7,852	-12.3	19,736	17,483	12.9
Nautilus	8,799	6,541	34.5	26,303	18,897	39.2
Aviator	5,543	1,463	278.9	17,457	9,676	80.4
Navigator	<u>4,484</u>	<u>4,527</u>	-0.9	<u>11,034</u>	<u>13,385</u>	-17.6
Lincoln SUVs	25,713	20,383	26.1	74,530	59,441	25.4
Lincoln Brand	25,713	20,383	26.1	74,530	59,441	25.4

Ford Motor Company
SEPT 2024 U.S. GROSS STOCKS

	Gross Stock Units (000)
Mustang	8.7
GT	-
Ford Cars	8.7
Escape	39.0
Bronco Sport	35.6
Mustang Mach-E	15.4
EcoSport	-
Edge	8.1
Bronco	39.5
Explorer	41.9
Expedition	23.5
Ford SUVs	203.0
Corsair	11.4
Nautilus	13.2
Aviator	7.0
Navigator	7.2
Lincoln SUVs	38.9
Total SUVs	241.9
E-Series Van	12.0
Transit Connect (Tourneo)	-
Transit Van	41.5
Maverick	26.6
Ranger	14.8
F-Series	236.3
Medium/Heavy	6.0
Ford Trucks	337.1
Total Car, Utility, Truck	587.7

2024 Calendar Year Production By Plant													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
Flat Rock													
Ford Mustang	5,926	6,775	6,337	5,422	5,440	3,031	-	5,659	5,663	-	-	-	44,253
Chicago Main													
Ford Explorer	21,835	24,482	24,692	20,097	8,442	12,790	12,254	13,301	20,615	-	-	-	158,508
Lincoln Aviator	2,854	3,202	3,175	1,601	384	2,171	1,967	2,180	3,161	-	-	-	20,695
Chicago SHO													
Ford Explorer	-	-	-	-	-	-	-	-	-	-	-	-	-
Lincoln Aviator	-	-	-	-	-	-	-	-	-	-	-	-	-
Cuautitlan													
Mustang Mach-E	3,454	2,315	-	5,192	6,714	5,347	4,351	6,035	4,101	-	-	-	37,509
Dearborn Truck Plant													
Ford F-Series (F-150)	16,106	27,628	27,535	24,065	28,534	24,794	15,745	28,653	25,110	-	-	-	218,170
Detroit Chassis Plant													
Stripped Chassis	422	433	503	526	543	448	485	266	371	-	-	-	3,997
Hemosillo													
Bronco Sport	14,639	14,221	11,389	15,572	16,999	16,523	7,377	14,364	15,968	-	-	-	127,052
Maverick	16,269	14,316	13,156	17,669	17,468	16,509	7,723	15,619	16,495	-	-	-	135,224
Kansas City (SUV)													
Ford Transit	15,646	17,417	14,018	15,968	17,034	15,816	7,051	17,269	17,627	-	-	-	137,846
Kansas City (Truck)													
Ford F-Series (F-150)	10,262	25,147	25,738	27,524	25,575	26,409	13,119	31,302	29,842	-	-	-	214,918
Kentucky Truck													
Ford F-Series (Super Duty)	30,980	30,570	33,286	33,280	31,385	28,892	27,508	34,416	32,115	-	-	-	282,432
Ford Expedition	9,324	9,493	9,806	8,999	8,722	6,876	4,747	8,719	8,459	-	-	-	75,145
Lincoln Navigator	1,587	1,635	1,614	1,839	2,294	1,860	1,268	1,454	1,188	-	-	-	14,739
Louisville Assembly													
Ford Escape	15,723	15,472	18,368	15,788	19,784	16,571	11,440	22,981	18,816	-	-	-	154,943
Lincoln Corsair	3,035	3,151	3,520	2,060	1,989	3,161	2,066	3,160	3,393	-	-	-	25,535
Michigan Assembly													
Ranger	2,644	2,871	6,707	7,590	7,026	6,697	3,982	7,453	7,832	-	-	-	52,802
Bronco	12,143	12,659	9,833	11,395	11,817	11,518	7,810	16,682	16,923	-	-	-	110,780
Multimatic													
	-	-	-	-	-	-	-	-	-	-	-	-	-
Oakville													
Ford Edge	9,451	15,167	15,073	11,748	2,739	-	-	-	-	-	-	-	54,178
Lincoln Nautilus	-	-	-	-	-	-	-	-	-	-	-	-	-
Ohio Assembly													
Ford Econoline	2,983	4,645	4,313	3,953	4,228	3,030	1,136	4,207	4,706	-	-	-	33,201
Medium Truck	1,318	1,831	1,658	1,514	1,693	1,504	714	1,009	868	-	-	-	12,109
Super Duty	2,510	2,867	3,542	2,777	3,370	2,339	2,721	3,311	3,434	-	-	-	26,871
Total Production	199,111	236,297	234,263	234,579	222,180	206,286	133,464	238,040	236,687	-	-	-	1,940,907
2024 Calendar Year Production By Vehicle Line													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
Bronco Sport	14,639	14,221	11,389	15,572	16,999	16,523	7,377	14,364	15,968	-	-	-	127,052
Maverick	16,269	14,316	13,156	17,669	17,468	16,509	7,723	15,619	16,495	-	-	-	135,224
Ford Mustang	5,926	6,775	6,337	5,422	5,440	3,031	-	5,659	5,663	-	-	-	44,253
Ranger	2,644	2,871	6,707	7,590	7,026	6,697	3,982	7,453	7,832	-	-	-	52,802
Bronco	12,143	12,659	9,833	11,395	11,817	11,518	7,810	16,682	16,923	-	-	-	110,780
Mustang Mach-E	3,454	2,315	-	5,192	6,714	5,347	4,351	6,035	4,101	-	-	-	37,509
Ford F-Series (F-150)	26,368	52,775	53,273	51,589	54,109	51,203	28,864	59,955	54,952	-	-	-	433,088
Ford F-Series (Super Duty)	33,490	33,437	36,828	36,057	34,755	31,231	30,229	37,727	35,549	-	-	-	309,303
Ford Expedition	9,324	9,493	9,806	8,999	8,722	6,876	4,747	8,719	8,459	-	-	-	75,145
Lincoln Navigator	1,587	1,635	1,614	1,839	2,294	1,860	1,268	1,454	1,188	-	-	-	14,739
Ford Explorer	21,835	24,482	24,692	20,097	8,442	12,790	12,254	13,301	20,615	-	-	-	158,508
Lincoln Aviator	2,854	3,202	3,175	1,601	384	2,171	1,967	2,180	3,161	-	-	-	20,695
Ford Transit	15,646	17,417	14,018	15,968	17,034	15,816	7,051	17,269	17,627	-	-	-	137,846
Ford Escape	15,723	15,472	18,368	15,788	19,784	16,571	11,440	22,981	18,816	-	-	-	154,943
Lincoln Corsair	3,035	3,151	3,520	2,060	1,989	3,161	2,066	3,160	3,393	-	-	-	25,535
Ford Edge	9,451	15,167	15,073	11,748	2,739	-	-	-	-	-	-	-	54,178
Lincoln Nautilus	-	-	-	-	-	-	-	-	-	-	-	-	-
Ford Econoline	2,983	4,645	4,313	3,953	4,228	3,030	1,136	4,207	4,706	-	-	-	33,201
Medium Truck	1,318	1,831	1,658	1,514	1,693	1,504	714	1,009	868	-	-	-	12,109
Stripped Chassis	422	433	503	526	543	448	485	266	371	-	-	-	3,997
Total Production	199,111	236,297	234,263	234,579	222,180	206,286	133,464	238,040	236,687	-	-	-	1,940,907