Ford Mustang Mach-E Sales Grew 15.8 Percent in July, Second Largest In Electric SUV Segment; New Vehicle Launches of F-150 Hybrid, Bronco, Mustang Mach-E Expand Ford's Competitive Conquest Rate; Ford Accessory Business Climbs 23 percent, On Track To Post New Record

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July 2021 SALES

	Total Vehicle	Truck	SUV	Car
Total U.S. Sales	**120,053**	**72,574**	**43,114**	**4,365**
Total Sales vs. July 2020	-31.8%	-27.0%	-27.3%	-74.5%
Retail Sales vs. July 2020	-37.7%	-34.5%	-30.5%	-78.7%

HIGHLIGHTS

- **Retail orders further expand, spring-loading Ford for growth.** Ford's retail order bank increased over 70,000 units, excluding Bronco and Maverick retail orders, which is 10 times the normal retail order rate compared to year ago.
- **Mustang Mach-E July sales grew 15.8 percent in July compared to June;** through July of this year, it's now in second place in the rapidly growing battery electric sport utility segment.
- **F-150 Lightning reservations exceeded 120,000.** Almost 80 percent of the fully electric Lightning truck customers are coming from other brands, with the majority of orders coming from California and bringing new people to the full-size truck segment.
- **Ford's electrified vehicle portfolio achieves new July sales record, while expanding Ford's electrified presence in California.** Ford's electrified vehicle sales were up 57.5 percent on sales of 9,103 vehicles, with Mustang Mach-E and F-150 PowerBoost Hybrid leading the way with sales of 2,854 and 4,498, respectively. F-150 PowerBoost Hybrid had its best sales performance since launch, with sales up 23.4 percent compared to June.
- **With new truck and SUV vehicle introductions and sales of high-series trim SUVs up 6.7 percent over July last year,** transaction prices are up approximately $8,400 at almost $50,000 per vehicle. July's incentive spend as a percentage of transaction pricing was 3.5 percent per vehicle, down more than 7 ppts over a year ago and 1.4 ppts lower than the overall industry.
- **Ford rapidly grows its accessory business, with further expansion expected.** Through the first half of the year, Ford's accessory business was up 23 percent and on track for a record year.
- **Ford advances disruptive automotive technology** with approximately 2.4 million monthly active users in the U.S. on FordPass and Lincoln Way – up from 1.3M a year ago. Activation rates as high as 97 percent on Mustang Mach-E; high engagement across the entire Ford / Lincoln lineup at 82.4 percent – up almost 5 ppts since 2019.

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is 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 and deepen the loyalty of those customers. Ford designs, manufactures, markets and services a full line of connected, increasingly electrified passenger and commercial vehicles: Ford trucks, utility vehicles, vans and cars, and Lincoln luxury vehicles. The company is pursuing leadership positions in electrification, connected vehicle services and mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 182,000 people worldwide. More information about the company, its products and Ford Motor Credit Company 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.

"In addition to the sales we delivered in July, our retail order bank increased over 70,000 units, excluding our Bronco and Maverick retail orders, which is 10 times higher than we were a year ago. Our newest products, including F-150 PowerBoost, Mustang Mach-E, Bronco and Bronco Sport, are conquesting at a rate that is almost 14 points higher than Ford overall. With our strong portfolio of new products, robust transaction pricing and a big order bank, we are perfectly positioned for significant growth as the semiconductor chip situation improves."

– Andrew Frick, vice president, Ford Sales U.S. and Canada

MUST-HAVE PRODUCTS



Ford Commercial

Ford's recent acquisition of Electriphi is expected to accelerate Ford's electric fleet adoption by offering commercial customers depot charging management for vehicles like E-Transit and F-150 Lightning Pro. Ford's E-Transit has over 20,000 reservations and growing.



Ford Trucks

The upcoming Ford Maverick now has approximately 80,000 reservations, with the largest number coming from California. Year-to-date, F-Series has sold 414,346 trucks on record turn rates. **Ford expanded its lead this month and stands at 59,508 trucks over its second-place competitor.**



Ford SUVs

Over 70 percent of Ford Bronco orders are coming from outside of Ford. July sales of Bronco totaled 3,277 SUVs, and Ford's overall AWD/4WD mix of SUVs in July was over 68 percent. This is a new record for Ford and plays a significant role in Ford's transaction price expansion. Ford SUV transaction pricing in July hit a record of $42,000 per SUV, up $6,200 over last year.



Ford Performance

With just 12 days to turn, Mustang Mach-Es are gone as soon as they hit dealer showrooms. 95 percent of Mustang Mach-E customers are opting in for the proprietary Blue Oval Intelligence software stack service. Over-the-air updates have been delivered to more than 150,000 customer vehicles of all types this year.



Lincoln SUVs

Lincoln is realizing record retail orders this year, with new orders for Lincoln more than doubling relative to last year. New products expanded transaction pricing for the brand in July by $11,500 over July last year. At $62,400 per vehicle, Lincoln transaction pricing grew at almost twice the rate of the overall luxury segment in July with transaction pricing now approximately $5,000 higher than the segment.

FORD MOTOR COMPANY JULY 2021 U.S. SALES

	July		%	Year-to-Date		%
	2021	2020	Change	2021	2020	Change
SALES BY BRAND						
Ford	115,816	167,278	-30.8	1,063,553	1,070,635	-0.7
Lincoln	4,237	8,630	-50.9	53,161	55,472	-4.2
Total vehicles	120,053	175,908	-31.8	1,116,714	1,126,107	-0.8
SALES BY TYPE						
Cars	4,365	17,138	-74.5	50,737	124,641	-59.3
SUVs	43,114	59,310	-27.3	480,322	400,358	20.0
Trucks	72,574	99,460	-27.0	585,655	601,108	-2.6
Total vehicles	120,053	175,908	-31.8	1,116,714	1,126,107	-0.8
FORD BRAND						
Fiesta	0	75	N/A	0	3,232	N/A
Fusion	124	10,424	-98.8	11,577	71,845	-83.9
GT	19	16	18.8	82	113	-27.4
Mustang	4,124	4,914	-16.1	36,074	38,700	-6.8
Ford Cars	4,267	15,429	-72.3	47,733	113,890	-58.1
EcoSport	4,240	5,880	-27.9	30,544	36,035	-15.2
Bronco Sport	2,306	0	N/A	62,820	0	N/A
Escape	4,141	14,272	-71.0	89,633	99,069	-9.5
Bronco	3,277	0	N/A	4,078	0	N/A
Mustang Mach-E	2,854	0	N/A	15,829	0	N/A
Edge	3,349	7,956	-57.9	42,704	58,607	-27.1
Flex	0	297	-100.0	0	4,448	-100.0
Explorer	13,351	18,128	-26.4	131,592	119,277	10.3
Expedition	5,457	5,856	-6.8	52,965	38,201	38.6
Ford SUVs	38,975	52,389	-25.6	430,165	355,637	21.0
F-Series	52,314	70,908	-26.2	414,346	438,295	-5.5
Ranger	5,960	8,993	-33.7	64,331	54,981	17.0
E-Series	2,468	2,683	-8.0	19,803	18,583	6.6
Transit	8,984	11,983	-25.0	60,697	66,763	-9.1
Transit Connect	1,712	3,963	-56.8	18,652	18,288	2.0
Heavy trucks	1,136	930	22.2	7,826	4,198	86.4
Ford Trucks	72,574	99,460	-27.0	585,655	601,108	-2.6
Ford Brand	115,816	167,278	-30.8	1,063,553	1,070,635	-0.7
LINCOLN BRAND						
MKZ	14	1,244	-98.9	1,647	7,711	-78.6
Continental	84	465	-81.9	1,357	3,040	-55.4
Lincoln Cars	98	1,709	-94.3	3,004	10,751	-72.1
Corsair/MKC	599	1,918	-68.8	14,106	13,051	8.1
Nautilus/MKX	1,416	1,876	-24.5	12,843	12,157	5.6
MKT	0	6	-100.0	0	135	-100.0
Aviator	1,126	2,016	-44.1	12,982	11,698	11.0
Navigator	998	1,105	-9.7	10,226	7,680	33.2
Lincoln SUVs	4,139	6,921	-40.2	50,157	44,721	12.2
Lincoln Brand	4,237	8,630	-50.9	53,161	55,472	-4.2

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Ford Motor Company

JUL 2021 U.S. GROSS STOCKS

	Gross Stock Units (000)
Fusion	0.2
Mustang	3.0
GT	0.0
Ford Cars	**3.3**
MKZ	0.0
Continental	0.1
Lincoln Cars	**0.1**
Total Cars	**3.4**
Escape	6.9
Bronco Sport	9.6
Mustang Mach-E	3.0
EcoSport	3.7
Edge	4.1
Bronco	2.2
Explorer	7.9
Expedition	6.3
Ford SUVs	**43.7**
Corsair	0.7
Nautilus	3.2
Aviator	0.9
Navigator	0.9
Lincoln SUVs	**5.8**
Total SUVs	**49.5**
Econoline Van	5.8
Transit Connect (Tourneo)	2.1
Transit Van	8.5
Ranger	4.8
F-Series	82.5
Medium/Heavy	3.1
Ford Trucks	**106.8**
Total Car, Utility, Truck	**159.6**

JULY 2021 PRODUCTION

2021 Calendar Year Production By Plant

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
Flat Rock													
Ford Mustang	6,714	7,501	9,586	2,288	-	5,091	3,683						34,863
Chicago Main													
Ford Explorer	21,531	19,054	29,176	7,045	-	15,127	2,583						94,516
Lincoln Aviator	1,564	1,734	3,016	704	-	1,645	198						8,861
Chicago SHO													
Ford Explorer	2,396	2,278	3,024	442	-	1,545	172						9,857
Lincoln Aviator	361	210	313	89	-	142	-						1,115
Cuautitlan													
Mustang Mach-E	4,250	3,846	6,720	6,155	6,845	6,963	5,694						40,473
Dearborn Truck Plant													
Ford F-Series (F-150)	28,309	24,133	31,135	16,319	26,823	14,237	23,993						164,949
Detroit Chassis Plant													
Stripped Chassis	1,112	2,384	2,860	1,131	-	1,164	2,210						10,861
Hermosillo													
Bronco Sport	4,046	13,429	18,414	17,084	6,730	13,325	8,387						81,415
Maverick	-	-	-	-	-	216	150						366
Kansas City (SUV)													
Ford Transit	6,840	11,371	15,109	2,864	-	10,749	9,258						56,191
Kansas City (Truck)													
Ford F-Series (F-150)	22,107	15,552	30,810	9,177	-	11,229	14,092						102,967
Kentucky Truck													
Ford F-Series (Super Duty)	29,075	28,167	30,611	24,626	23,020	16,680	18,516						170,695
Ford Expedition	7,296	7,885	8,737	7,085	6,475	5,242	5,507						48,227
Lincoln Navigator	2,008	1,963	2,035	1,355	1,415	1,039	1,207						11,022
Louisville Assembly													
Ford Escape	7,681	7,788	20,987	9,684	16,798	-	8,554						71,492
Lincoln Corsair	1,113	1,124	4,085	1,010	904	-	473						8,709
Michigan Assembly													
Ranger	9,799	11,380	13,393	10,680	3,642	7,708	3,779						60,381
Bronco	99	87	127	437	1,069	5,489	6,072						13,380
Multimatic													
Ford GT	19	19	24	21	20	23	20						146
Oakville													
Ford Edge	64	5,406	12,271	3,153	9,642	1,839	1,980						34,355
Lincoln Nautilus	123	1,415	2,721	963	1,123	547	3,064						9,956
Ohio Assembly													
Ford Econoline	4,374	4,021	4,049	1,112	-	1,542	3,654						18,752
Medium Truck	151	356	1,076	1,177	1,080	1,822	935						6,597
Super Duty	376	2,270	1,749	1,874	1,301	2,862	1,555						11,987
Total Production	161,408	173,373	252,028	126,475	106,887	126,226	125,736	-	-	-	-	-	1,072,133

2021 Calendar Year Production By Vehicle Line

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
Bronco Sport	4,046	13,429	18,414	17,084	6,730	13,325	8,387	-	-	-	-	-	81,415
Maverick	-	-	-	-	-	216	150	-	-	-	-	-	366
Ford Mustang	6,714	7,501	9,586	2,288	-	5,091	3,683	-	-	-	-	-	34,863
Ford GT	19	19	24	21	20	23	20	-	-	-	-	-	146
Ranger	9,799	11,380	13,393	10,680	3,642	7,708	3,779	-	-	-	-	-	60,381
Bronco	99	87	127	437	1,069	5,489	6,072	-	-	-	-	-	13,380
Mustang Mach-E	4,250	3,846	6,720	6,155	6,845	6,963	5,694	-	-	-	-	-	40,473
Ford F-Series (F-150)	50,416	39,685	61,945	25,496	26,823	25,466	38,085	-	-	-	-	-	267,916
Ford F-Series (Super Duty)	29,451	30,437	32,360	26,500	24,321	19,542	20,071	-	-	-	-	-	182,682
Ford Expedition	7,296	7,885	8,737	7,085	6,475	5,242	5,507	-	-	-	-	-	48,227
Lincoln Navigator	2,008	1,963	2,035	1,355	1,415	1,039	1,207	-	-	-	-	-	11,022
Ford Explorer	23,927	21,332	32,200	7,487	-	16,672	2,755	-	-	-	-	-	104,373
Lincoln Aviator	1,925	1,944	3,329	793	-	1,787	198	-	-	-	-	-	9,976
Ford Transit	6,840	11,371	15,109	2,864	-	10,749	9,258	-	-	-	-	-	56,191
Ford Escape	7,681	7,788	20,987	9,684	16,798	-	8,554	-	-	-	-	-	71,492
Lincoln MKC	1,113	1,124	4,085	1,010	904	-	473	-	-	-	-	-	8,709
Ford Edge	64	5,406	12,271	3,153	9,642	1,839	1,980	-	-	-	-	-	34,355
Lincoln MKX	123	1,415	2,721	963	1,123	547	3,064	-	-	-	-	-	9,956
Ford Econoline	4,374	4,021	4,049	1,112	-	1,542	3,654	-	-	-	-	-	18,752
Medium Truck	151	356	1,076	1,177	1,080	1,822	935	-	-	-	-	-	6,597
Stripped Chassis	1,112	2,384	2,860	1,131	-	1,164	2,210	-	-	-	-	-	10,861
Total Production	161,408	173,373	252,028	126,475	106,887	126,226	125,736	-	-	-	-	-	1,072,133