Ford Motor Company:
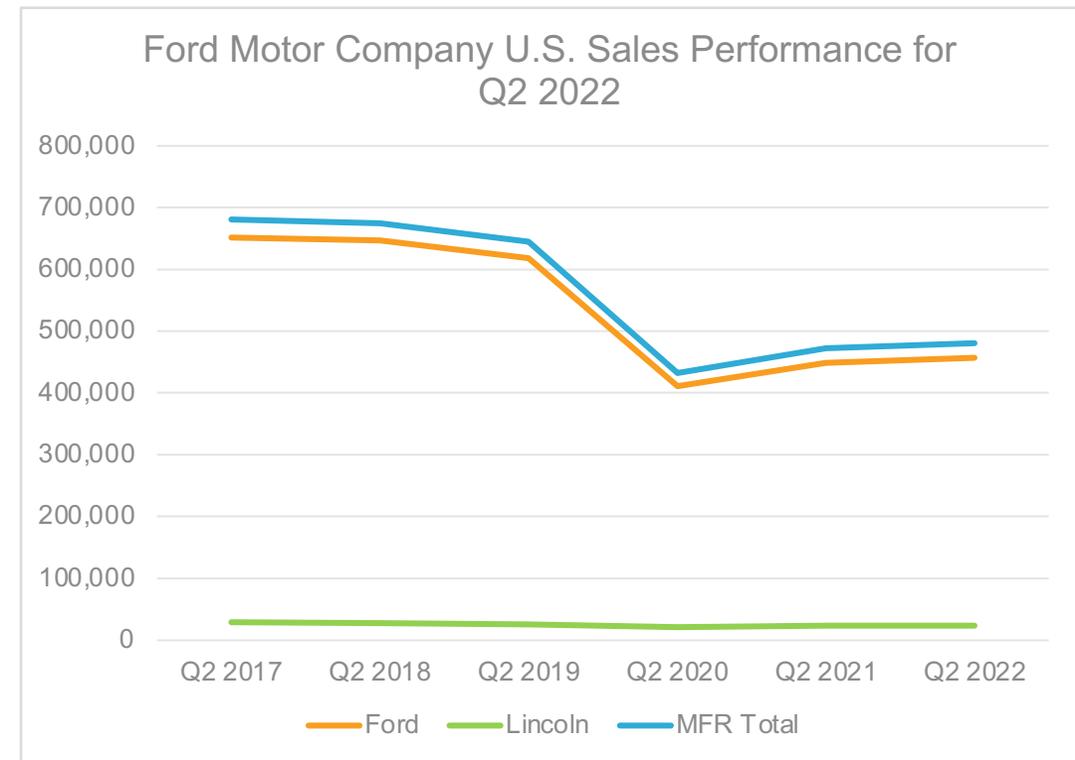# U.S. Market Performance for
Second Quarter 2022

Ford Motor Company U.S. Sales Performance for Second Quarter 2022

|	Ford	Lincoln	MFR Total
Q2 2017	651,598	29,254	680,852
Q2 2018	647,113	27,807	674,920
Q2 2019	618,558	25,940	644,498
Q2 2020	411,036	21,281	432,317
Q2 2021	448,746	23,514	472,260
Q2 2022	456,813	23,745	480,558
YOY Change	1.8%	1.0%	1.8%

Ford Motor Company U.S. Sales Performance for Q2 2022

Ford Motor Company U.S. Share Performance for Second Quarter 2022

	Ford	Lincoln	MFR Total
Q2 2017	14.8%	0.7%	15.4%
Q2 2018	14.4%	0.6%	15.0%
Q2 2019	13.9%	0.6%	14.5%
Q2 2020	13.9%	0.7%	14.7%
Q2 2021	10.1%	0.5%	10.7%
Q2 2022	13.0%	0.7%	13.7%
Point Change	2.84%	0.14%	2.98%

Ford Motor Company U.S. Share Performance for Q2 2022

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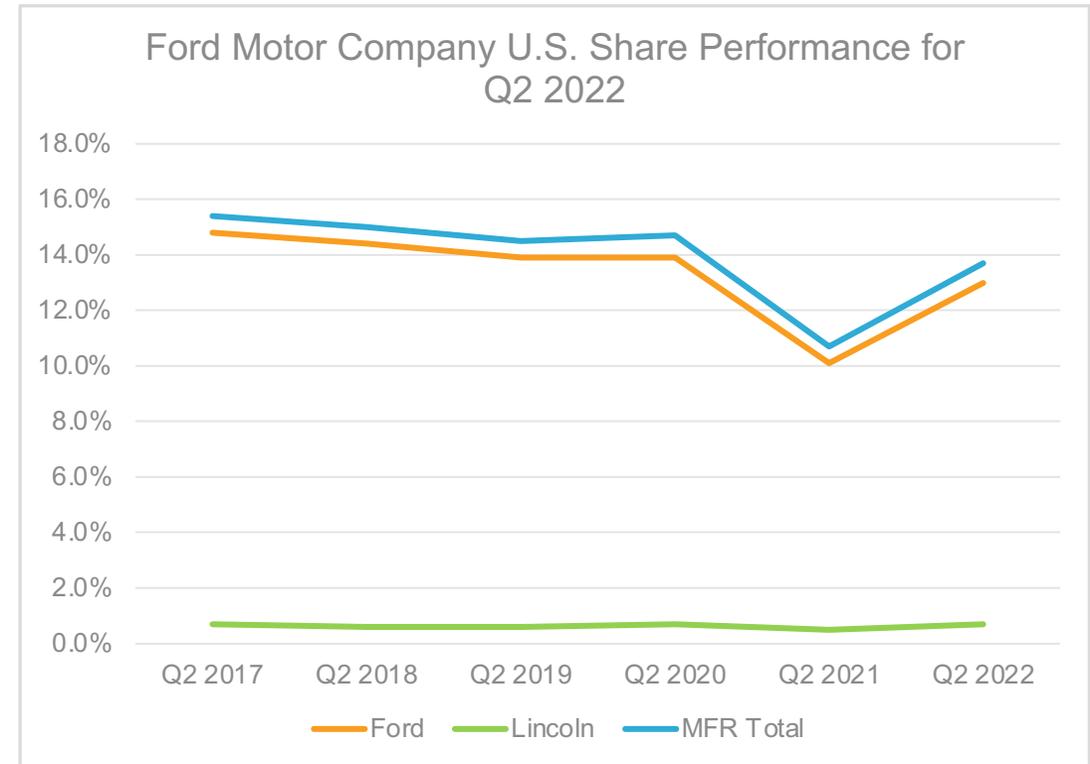
Highlights of Ford & Lincoln's U.S. Sales by Model for Second Quarter 2022

	Q2 Sales	Year-Over-Year Change
Ford F-Series	158,644	0.3%
Ford Explorer	60,181	13.6%
Ford Bronco	31,269	3803.7%
Ford Bronco Sport	29,460	-20.7%
Ford Edge	25,041	45.5%
Ford Transit	24,617	1.5%
Ford Maverick	19,508	–
Ford Mustang Mach-E	10,941	72%

	Q2 Sales	Year-over-Year Change
Lincoln Corsair	7,094	11%
Lincoln Nautilus	6,766	11.7%
Lincoln Aviator	5,983	3.7%

Ford Motor Company U.S. Incentive Spending for Second Quarter 2022

	Ford	Lincoln	MFR Total
Q2 2017	$4,050	$7,158	$4,183
Q2 2018	$4,282	$7,103	$4,398
Q2 2019	$4,242	$6,578	$4,333
Q2 2020	$4,173	$7,111	$4,318
Q2 2021	$2,463	$5,634	$2,621
Q2 2022	$1,109	$2,972	$1,201
YOY Change	-55%	-47%	-54.2%

Ford Motor Company U.S. Incentive Spending for Q2 2022

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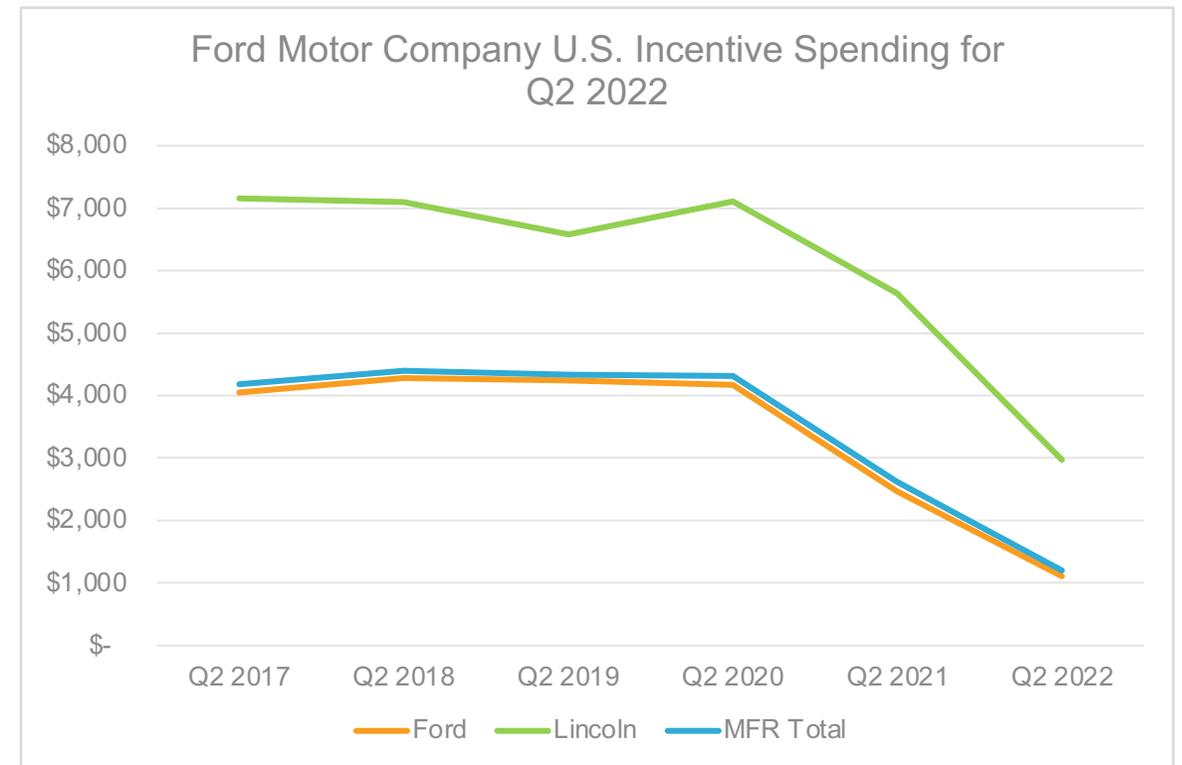
Ford Brand U.S. Average Transaction Prices for Second Quarter 2022

	Q2 Average Transaction Price	Year-over-Year Change
Ford F-Series	$62,990	10.2%
Ford Explorer	$48,998	4.5%
Ford Bronco	$52,154	3.1%
Ford Bronco Sport	$36,456	10.7%
Ford Edge	$43,386	9.8%
Ford Transit	$50,706	13.4%
Ford Maverick	$29,369	–
Ford Mustang Mach-E	$60,149	12.6%

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Lincoln Brand U.S. Average Transaction Prices for Second Quarter 2022

	Q2 Average Transaction Price	Year-over-Year Change
Lincoln Corsair	$46,905	4.5%
Lincoln Nautilus	$55,529	4.4%
Lincoln Aviator	$71,569	3.1%

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