



FORD MOTOR COMPANY: U.S. MARKET PERFORMANCE FOR FIRST QUARTER 2023

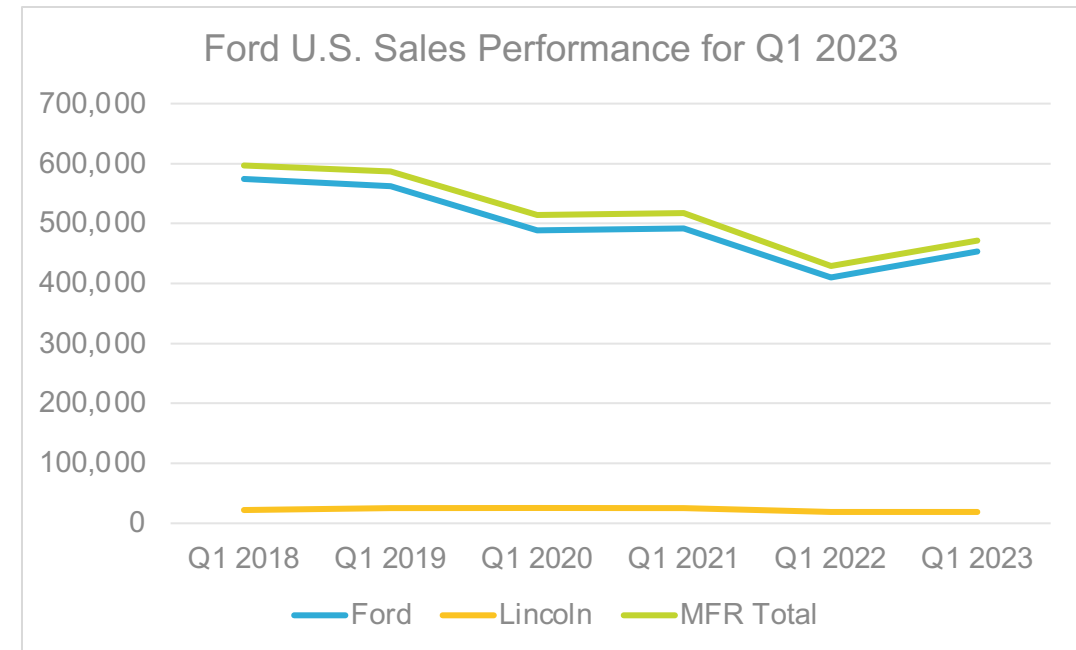


COX AUTOMOTIVE

FORD U.S. SALES PERFORMANCE FOR FIRST QUARTER 2023



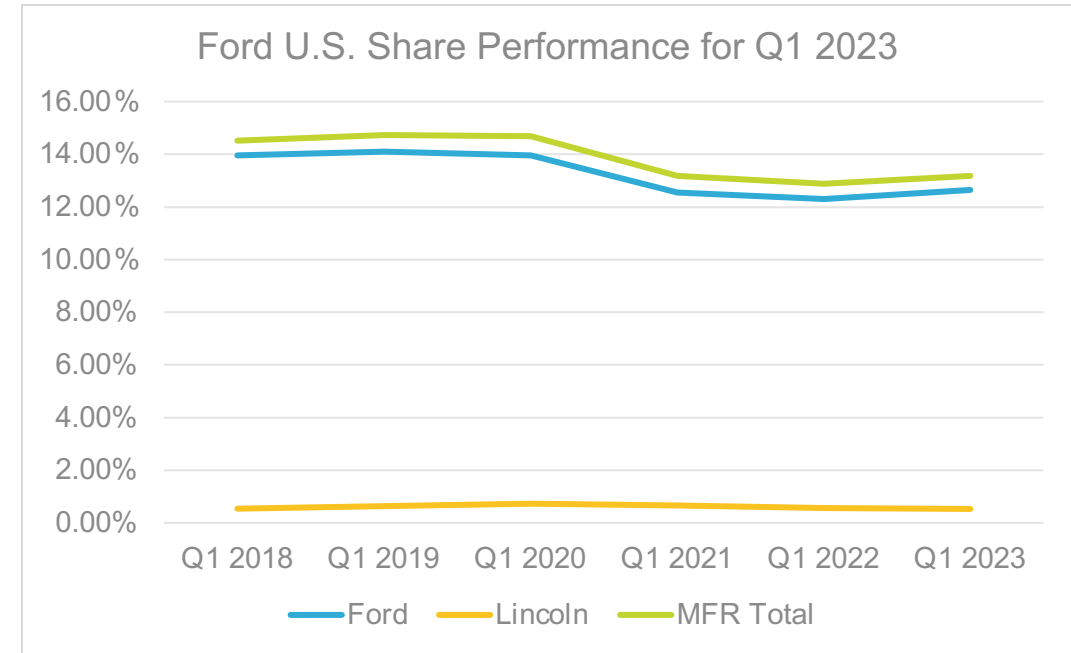
	Ford	Lincoln	MFR Total
Q1 2018	574,332	22,462	596,794
Q1 2019	561,981	24,975	586,956
Q1 2020	489,053	25,561	514,614
Q1 2021	492,301	25,410	517,711
Q1 2022	410,026	19,148	429,174
Q1 2023	452,927	18,934	471,861
YOY Change	10.5%	-1.1%	9.9%



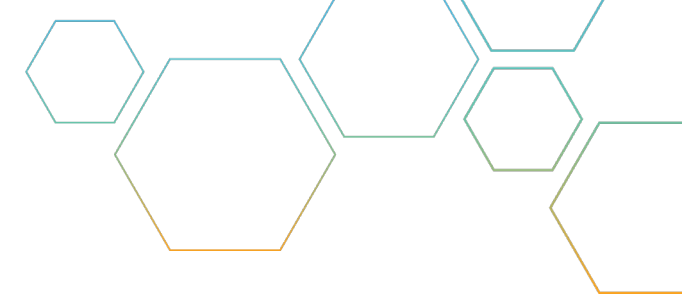
FORD U.S. MARKET SHARE PERFORMANCE FOR FIRST QUARTER 2023



	Ford	Lincoln	MFR Total
Q1 2018	13.96%	0.55%	14.5%
Q1 2019	14.10%	0.63%	14.7%
Q1 2020	13.95%	0.73%	14.7%
Q1 2021	12.54%	0.65%	13.2%
Q1 2022	12.30%	0.57%	12.9%
Q1 2023	12.64%	0.53%	13.2%
Point Change	0.34%	-0.05%	0.29%



HIGHLIGHTS OF FORD'S U.S. SALES AND PRICES BY MODEL FOR FIRST QUARTER 2023



	Q1 Sales	YOY Change
Ford F-Series	170,377	21.1%
Ford Explorer	58,061	35.9%
Ford Bronco	32,430	37.6%
Ford Bronco Sport	29,871	2.7%
Ford Edge	20,282	-23.2%
Ford Transit	32,015	86.0%
Ford Maverick	21,478	11.6%
Ford Mustang Mach-E	5,407	-19.7%

	Q1 ATP	YOY Change
Ford F-Series	\$65,727	7.4%
Ford Explorer	\$50,190	4.5%
Ford Bronco	\$57,012	10.8%
Ford Bronco Sport	\$36,965	5.1%
Ford Edge	\$43,400	1.7%
Ford Transit	\$57,041	18.3%
Ford Maverick	\$30,681	5.3%
Ford Mustang Mach-E	\$61,941	4.6%



HIGHLIGHTS OF LINCOLN'S U.S. SALES AND PRICES BY MODEL FOR FIRST QUARTER 2023

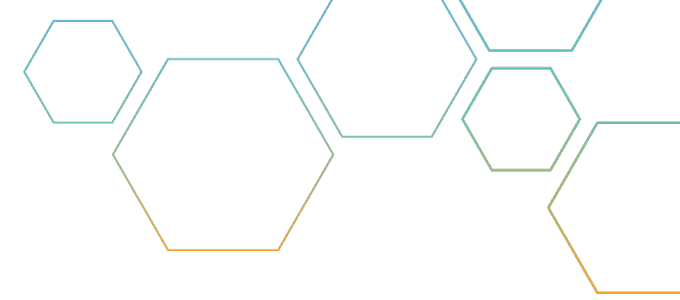


	Q1 Sales	YOY Change
Lincoln Corsair	4,023	-42.1%
Lincoln Nautilus	5,505	8.2%
Lincoln Aviator	5,236	5.4%

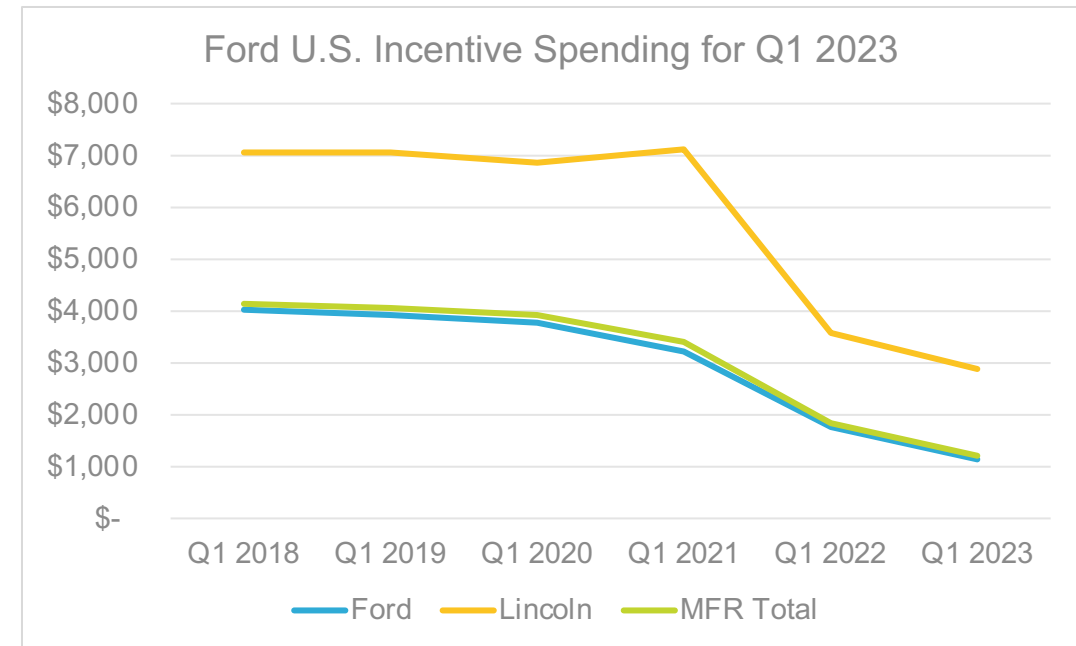
	Q1 ATP	YOY Change
Lincoln Corsair	\$45,565	-2.4%
Lincoln Nautilus	\$56,196	1.5%
Lincoln Aviator	\$72,138	1.8%



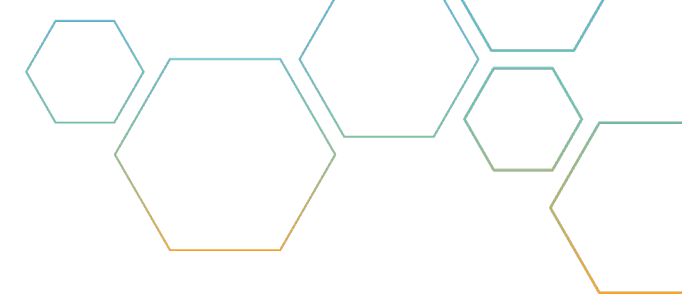
FORD U.S. INCENTIVE SPENDING FOR FIRST QUARTER 2023



	Ford	Lincoln	MFR Total
Q1 2018	\$4,025	\$7,062	\$4,139
Q1 2019	\$3,927	\$7,056	\$4,060
Q1 2020	\$3,775	\$6,856	\$3,928
Q1 2021	\$3,215	\$7,118	\$3,407
Q1 2022	\$1,760	\$3,572	\$1,840
Q1 2023	\$1,139	\$2,882	\$1,209
YOY Change	-35.27%	-19.32%	-34.31%



OVERALL FORD U.S. AVERAGE TRANSACTION PRICES FOR FIRST QUARTER 2023



	Ford	Lincoln	MFG Total
Q1 2018	\$40,597	\$52,649	\$41,051
Q1 2019	\$41,951	\$54,130	\$42,469
Q1 2020	\$43,806	\$57,448	\$44,483
Q1 2021	\$47,392	\$60,848	\$48,053
Q1 2022	\$48,972	\$61,006	\$49,509
Q1 2023	\$55,149	\$69,158	\$55,711
YOY Change	12.7%	13.4%	12.5%

