



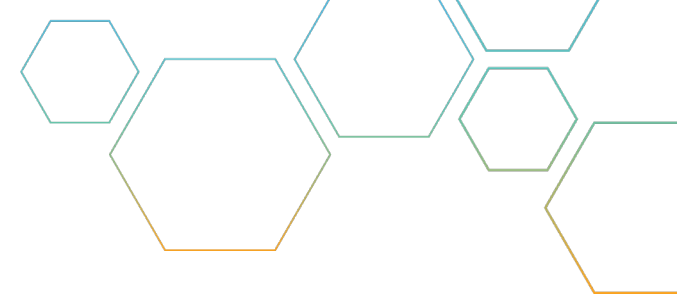
Ford Motor Company: U.S. Market Performance Report

Fourth Quarter 2023

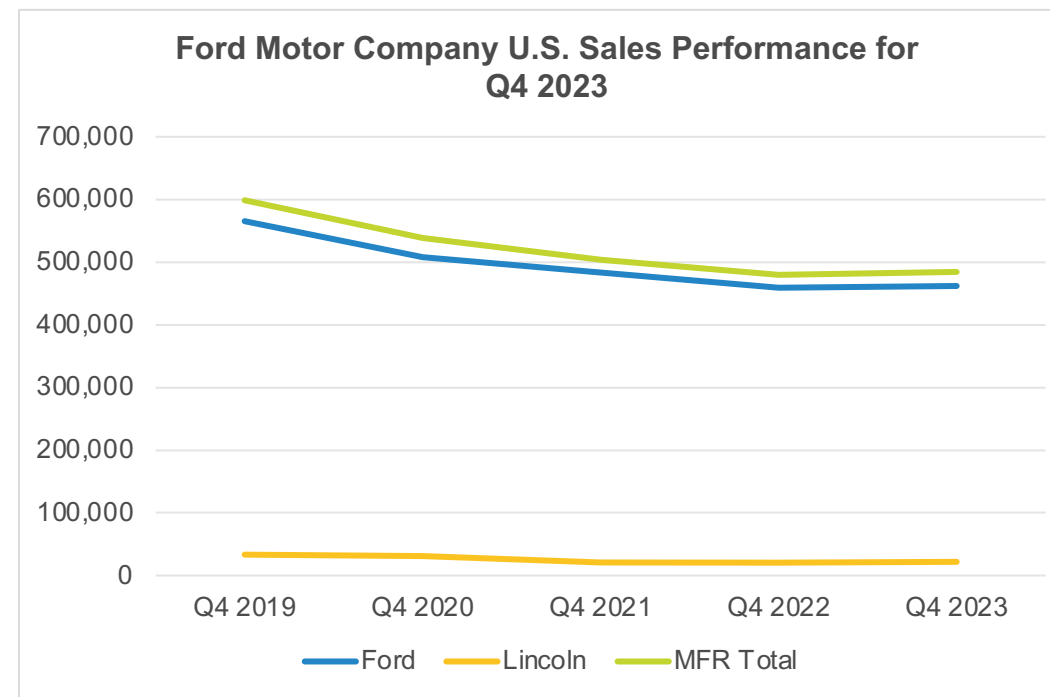


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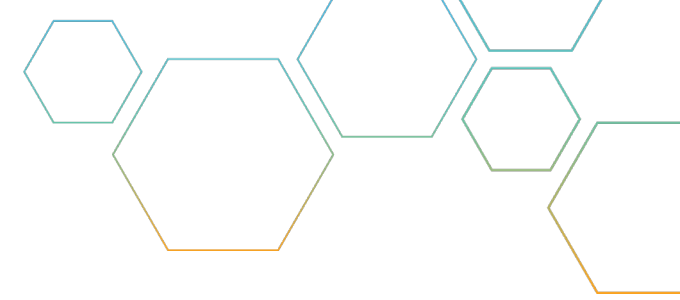
Ford Motor Company U.S. Sales Performance Report for Fourth Quarter 2023



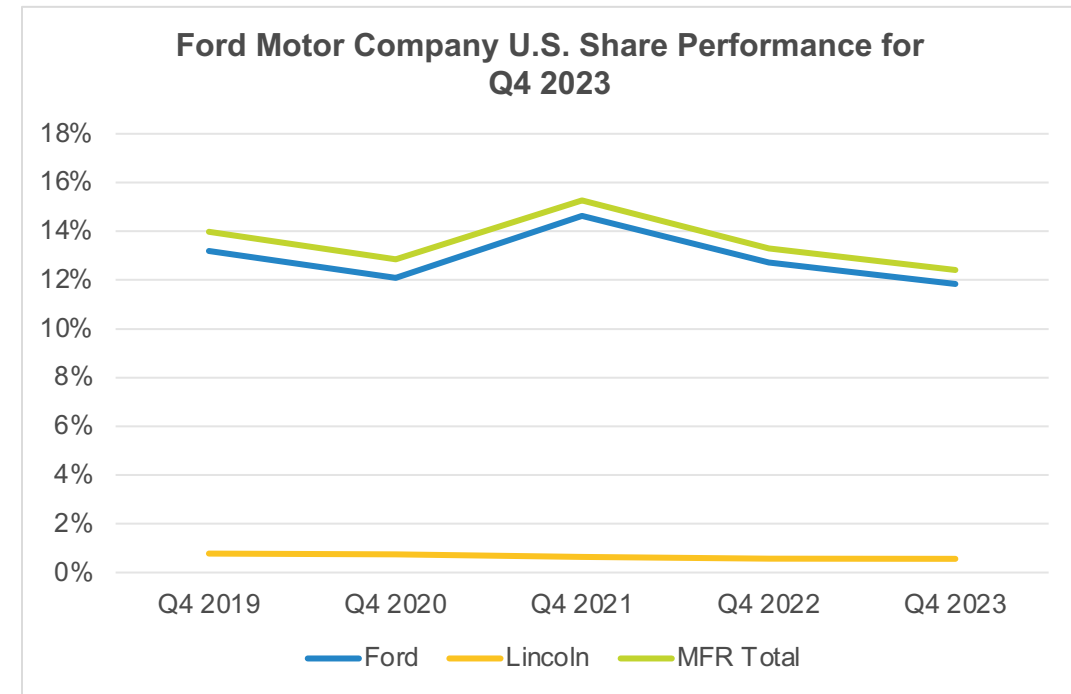
	Ford	Lincoln	MFR Total
Q4 2019	565,373	33,355	598,728
Q4 2020	507,629	31,014	538,643
Q4 2021	483,171	20,967	504,138
Q4 2022	459,203	20,566	479,769
Q4 2023	462,081	22,377	484,458
YOY Change	0.6%	8.8%	1.0%



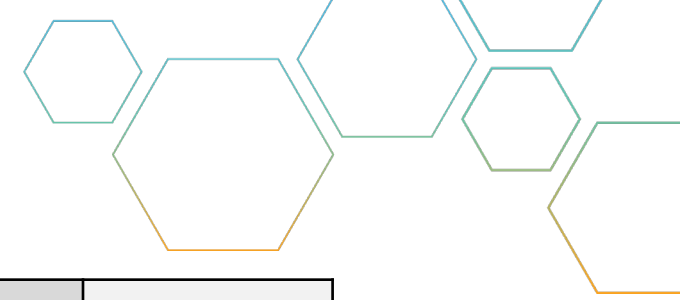
Ford Motor Company U.S. Share Performance Report for Fourth Quarter 2023



	Ford	Lincoln	MFR Total
Q4 2019	13.19%	0.78%	13.97%
Q4 2020	12.10%	0.74%	12.84%
Q4 2021	14.63%	0.63%	15.27%
Q4 2022	12.72%	0.57%	13.28%
Q4 2023	11.84%	0.57%	12.41%
Point Change	-0.88	0.00	-0.87



Highlights of Ford's U.S. Sales and Prices by Model for Fourth Quarter 2023



	Q4 Sales	YOY Change
Ford F-Series	177,419	-4.9%
Ford Explorer	48,667	-5.4%
Ford Escape	37,355	33.1%
Ford Transit	30,957	-0.3%
Ford Edge	35,397	98.4%
Ford Bronco Sport	31,101	58.9%
Ford Maverick	27,628	22.4%
Ford Bronco	14,197	-53.7%
Ford Expedition	16,969	-16.8%
Ford Mustang	13,290	21.2%
Ford Mustang Mach-E	11,889	4.6%
Ford E-Series	12,455	25.5%
Ford Ranger	831	-92.2%
Ford Transit Connect	3,926	-20.8%

	Q4 ATP	YOY Change
Ford F-Series	\$67,010	1.3%
Ford Explorer	\$51,289	2.0%
Ford Escape	\$34,559	-1.3%
Ford Transit	\$56,240	0.9%
Ford Edge	\$44,260	1.0%
Ford Bronco Sport	\$36,436	-0.1%
Ford Maverick	\$31,793	6.7%
Ford Bronco	\$64,120	15.4%
Ford Expedition	\$76,976	3.6%
Ford Mustang	\$50,596	5.3%
Ford Mustang Mach-E	\$56,995	-3.9%
Ford E-Series	\$55,075	-18.2%
Ford Ranger	\$42,773	8.5%
Ford Transit Connect	\$38,509	16.8%
Brand Overall	\$55,043	-1.1%



Highlights of Lincoln's U.S. Sales and Prices by Model for Fourth Quarter 2023



	Q4 Sales	YOY Change
Lincoln Corsair	6,901	-6.6%
Lincoln Aviator	5,875	11.2%
Lincoln Nautilus	5,437	41.7%
Lincoln Navigator	4,164	2.7%

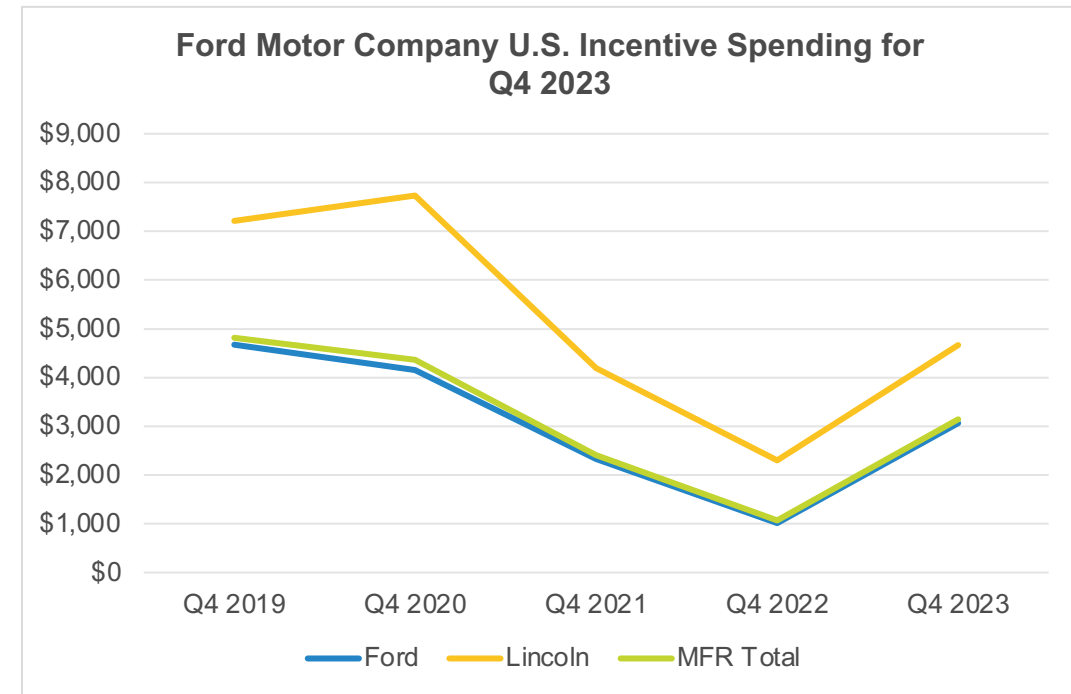
	Q4 ATP	YOY Change
Lincoln Corsair	\$47,919	2.6%
Lincoln Aviator	\$72,709	0.5%
Lincoln Nautilus	\$57,230	0.4%
Lincoln Navigator	\$105,538	2.7%
Brand Overall	\$67,412	1.7%



Ford Motor Company U.S. Incentive Spending for Fourth Quarter 2023



	Ford	Lincoln	MFR Total
Q4 2019	\$4,674	\$7,214	\$4,815
Q4 2020	\$4,152	\$7,734	\$4,359
Q4 2021	\$2,326	\$4,188	\$2,403
Q4 2022	\$1,014	\$2,301	\$1,069
Q4 2023	\$3,071	\$4,670	\$3,145
YOY Change	202.8%	102.9%	194.1%



Ford Motor Company U.S. Average Transaction Price for Fourth Quarter 2023



	Ford	Lincoln	MFR Total
Q4 2019	\$44,453	\$57,582	\$45,185
Q4 2020	\$46,843	\$59,100	\$47,548
Q4 2021	\$50,841	\$63,468	\$51,366
Q4 2022	\$55,671	\$66,271	\$56,125
Q4 2023	\$55,043	\$67,412	\$55,614
YOY Change	-1.1%	1.7%	-0.9%

