



Ford U.S. Retail Sales Grow at Double the Industry Pace in 2024, Led by Trucks, Hybrids, Electric Vehicles and Lincoln

- Ford Motor Company U.S. retail sales gain 17% in Q4, driving full-year 2024 retail gains of 6% - twice the rate of the estimated overall retail industry
- Total Ford electrified vehicle sales (hybrid, plug-in hybrid and electric) hit a record 285,291 this year – up 38%, outselling GM and Stellantis' electrified vehicles for the full year
- Ford No. 1 in hybrid trucks with an estimated 76% segment share and No. 2 U.S. electric vehicle brand
- F-Series remains America's best-selling truck for 48th straight year
- Lincoln delivers best annual retail sales in 17 years
- Ford Pro Intelligence software platform subscriptions, based on end-of-quarter estimates, up about 27% year-over-year

DEARBORN, Mich., Jan. 3, 2025 – The Ford Motor Company strategy of offering customers a variety of powertrains and vehicle types helped Ford grow retail sales 6% in 2024, double the estimated rate of the broader industry. Fourth quarter retail sales growth was even stronger at 17%, led by a 25% retail gain in F-Series.

The Ford F-Series best illustrates the company's Freedom of Choice strategy with gas, diesel, hybrid and electric models. All of these F-Series versions saw year-over-year sales growth in the final month of 2024. No other truck manufacturer in the industry offers customers this choice of powertrains. Total F-Series Q4 sales were up 21% to end the year as America's best-selling truck for the 48th straight year.

Ford total Q4 sales increased 9% compared to a full-year sales gain of 4%, with a total of 2,078,832 vehicles sold. Ford outpaced the total industry – as well as the retail – with a total estimated industry sales increase of 2% for 2024, expanding its market share.

Entering 2025, Ford bolstered its vehicle inventory to help offset the impact of expected supply reductions during plant changeovers for key product launches, including the new Expedition, Navigator and Bronco. The move reflects Ford's strategy to keep its product lineup among the freshest in the industry for customers and dealers.

Ford's Electrified Vehicles Set New Records

Customers favored Ford's electrified vehicles in 2024, driving growth and setting record sales for the year. With 285,291 electrified vehicles sold (HEV, PHEV and electric), sales were up 38% in 2024 over a year ago, exceeding the sales of GM and Stellantis.

[Ford's Power Promise](#), a program 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, helped boost

Ford electric vehicle sales in Q4 to a new best-ever electric vehicle sales record with 30,176 electric vehicles sold. With the success of the program, Ford is extending the Ford Power Promise complimentary home charger and standard installation into the new year to build on the momentum of record sales growth. In 2024, each of Ford's electric vehicles set new sales records, with Mustang Mach-E sales totaling 51,745 – up 27%; F-150 Lightning sales totaling 33,510 – up 39% and E-Transit sales of 12,610 – up 64%. For the quarter, Mustang Mach-E posted its best-ever quarterly sales result with 16,119 vehicles sold, making it America's best-selling electric SUV behind only Tesla's Model Y in 2024.

Hybrid powertrains increased Ford's total electrified vehicles on record 2024 sales of 187,426 hybrid vehicles – up 40% over 2023. Hybrid strength came from a record surge in hybrid truck sales, with F-150 hybrid finishing the year as America's best-selling hybrid truck on sales of 73,845 trucks – up 47%. Second only to the F-150, Maverick hybrid established a new sales record on sales of 68,752 – up 31%.

Strong Bronco, Expedition Sales; Explorer – America's Best-Selling Three-Row SUV

For the year, Ford Explorer sales totaled 194,094 SUVs making it America's best-selling three-row SUV. Sales of Ford's Expedition were up 6% on sales of 78,035, with the all-new Expedition ready to launch in Q1 of 2025.

For the year, overall Ford SUV sales totaled 771,042; Bronco family totaled 233,873 for the year with a strong year-end performance with Q4 sales up 38% on 62,568 Broncos and Bronco Sports sold.

Ford Pro Vehicles, Intelligence Software Sales Up

Sales of Ford's Super Duty pickups accelerated in Q4 with a 30% gain over a year ago. For the year, sales of Super Duty were up 14% compared to 2023.

Ford's full-size vans accounted for about half of the full-size van segment in 2024 making it 46 consecutive years as a leader in the commercial van segment.

As America's No. 1-selling van, Transit sales totaled 152,738 vans in 2024 – up 18% over 2023. Q4 Transit sales were up 24% on sales of 38,457 vans.

Ford was No. 1 in commercial vehicle sales based on the most recent registration data through October. Ford U.S. Class 1–7 commercial truck and van share grew to 41.2%, up 1.5 percentage points compared with the same period last year.

The Ford Pro Intelligence software platform now has approximately 649,000 active subscriptions, based on end-of-quarter estimates, up about 27% year-over-year.

Customer usage of BlueCruise, Ford's hands-free highway driving technology, continues to grow. By the end of 2024, customer usage reached 300 million cumulative hands-free highway miles driven across Ford and Lincoln. The new BlueCruise 1.4 version of software, with improved hands-free highway driving experience, will ship on the new 2025 F-150, 2025 Expedition and 2025 Lincoln Navigator. Meanwhile, BlueCruise 1.5 with Automatic Lane Change will ship on the 2025 Mustang Mach-E.

Lincoln Achieves Best Retail Sales in 17 Years

Lincoln sales continued to expand into the fourth quarter with sales up 35% on the strength of the all-new Nautilus and '25MY Aviator. For the year, Lincoln sales were up 28% on sales of 104,823. Lincoln achieved its best annual retail sales results since 2007.

Nautilus sales were up 88% in Q4 on total sales of 10,241, making it Lincoln's best-selling vehicle. For the year, Nautilus sales climbed 50% on sales of 36,544 – 39 percent were the hybrid model.

Q4 sales of the new '25MY Aviator increased 32% on sales of 7,778. For the year, Aviator sales totaled 25,235 SUVs – up 62% over 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 174,000 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 Q4 2024 U.S. SALES

	<u>Q4</u>		%	<u>Year-to-Date</u>		%
	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
SALES BY PROPULSION						
Total Electrified Vehicles	77,258	63,166	22.3	285,291	206,351	38.3
<i>Electric Vehicles</i>	30,176	25,937	16.3	97,865	72,608	34.8
<i>Hybrid Vehicles</i>	47,082	37,229	26.5	187,426	133,743	40.1
Internal Combustion	<u>453,402</u>	<u>424,674</u>	6.8	<u>1,793,541</u>	<u>1,789,561</u>	0.2
Total vehicles	530,660	487,840	8.8	2,078,832	1,995,912	4.2
SALES BY TYPE						
SUVs	217,593	217,952	-0.2	875,865	865,499	1.2
Trucks	305,549	256,598	19.1	1,158,964	1,081,777	7.1
Cars	<u>7,518</u>	<u>13,290</u>	-43.4	<u>44,003</u>	<u>48,636</u>	-9.5
Total vehicles	530,660	487,840	8.8	2,078,832	1,995,912	4.2
FORD BRAND						
EcoSport	0	0	N/A	0	2,508	-100.0
Bronco Sport	30,344	31,101	-2.4	124,701	127,476	-2.2
Escape	36,383	37,355	-2.6	146,859	140,968	4.2
Bronco	32,224	14,197	127.0	109,172	105,665	3.3
Mustang Mach-E	16,119	11,889	35.6	51,745	40,771	26.9
Edge	5,024	35,397	-85.8	66,436	106,098	-37.4
Explorer	47,295	48,667	-2.8	194,094	186,799	3.9
Expedition	<u>19,911</u>	<u>16,969</u>	17.3	<u>78,035</u>	<u>73,396</u>	6.3
Ford SUVs	187,300	195,575	-4.2	771,042	783,681	-1.6
F-Series	214,814	177,419	21.1	765,649	750,789	2.0
<i>Memo: F-150 Lightning (electric)</i>	10,703	11,905	-10.1	33,510	24,165	38.7
Ranger	15,526	831	1768.4	46,205	32,334	42.9
Maverick	22,146	27,628	-19.8	131,142	94,058	39.4
E-Series	11,331	12,455	-9.0	40,778	42,957	-5.1
Transit	38,457	30,957	24.2	152,738	129,009	18.4
<i>Memo: E-Transit</i>	3,354	2,143	56.5	12,610	7,672	64.4
Transit Connect	0	3,926	-100.0	8,781	18,050	-51.4
Heavy Trucks	<u>3,275</u>	<u>3,382</u>	-3.2	<u>13,671</u>	<u>14,580</u>	-6.2
Ford Trucks	305,549	256,598	19.1	1,158,964	1,081,777	7.1
GT	0	0	N/A	0	31	-100.0
Mustang	<u>7,518</u>	<u>13,290</u>	-43.4	<u>44,003</u>	<u>48,605</u>	-9.5
Ford Cars	<u>7,518</u>	<u>13,290</u>	-43.4	<u>44,003</u>	<u>48,636</u>	-9.5
Ford Brand	500,367	465,463	7.5	1,974,009	1,914,094	3.1
LINCOLN BRAND						
Corsair	7,777	6,901	12.7	27,513	24,384	12.8
Nautilus	10,241	5,437	88.4	36,544	24,334	50.2
Aviator	7,778	5,875	32.4	25,235	15,551	62.3
Navigator	<u>4,497</u>	<u>4,164</u>	8.0	<u>15,531</u>	<u>17,549</u>	-11.5
Lincoln SUVs	30,293	22,377	35.4	104,823	81,818	28.1
Lincoln Brand	30,293	22,377	35.4	104,823	81,818	28.1

Ford Motor Company
DEC 2024 U.S. GROSS STOCKS

	Gross Stock Units (000)
Mustang	10.2
GT	-
Ford Cars	10.2
Escape	46.2
Bronco Sport	32.9
Mustang Mach-E	11.0
EcoSport	-
Edge	3.0
Bronco	52.4
Explorer	43.1
Expedition	21.0
Ford SUVs	209.6
Corsair	10.3
Nautilus	16.2
Aviator	8.3
Navigator	5.8
Lincoln SUVs	40.5
Total SUVs	250.1
E-Series Van	11.6
Transit Connect (Tourneo)	-
Transit Van	47.0
Maverick	38.1
Ranger	20.3
F-Series	236.7
Medium/Heavy	5.7
Ford Trucks	359.3
Total Car, Utility, Truck	619.6

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	4,861	2,935	4,696	56,745
Chicago Main													
Ford Explorer	21,835	24,482	24,692	20,097	8,442	12,790	12,254	13,301	20,615	18,813	17,004	16,304	210,629
Lincoln Aviator	2,854	3,202	3,175	1,601	384	2,171	1,967	2,180	3,161	2,991	3,469	2,091	29,246
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	6,337	5,435	4,629	53,910
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	27,936	20,575	16,785	283,466
Detroit Chassis Plant													
Stripped Chassis	422	433	503	526	543	448	485	266	371	122	292	233	4,644
Hermosillo													
Bronco Sport	14,639	14,221	11,389	15,572	16,999	16,523	7,377	14,364	15,968	14,738	11,135	7,977	160,902
Maverick	16,269	14,316	13,156	17,669	17,468	16,509	7,723	15,619	16,495	15,283	11,692	9,769	171,968
Kansas City (SUV)													
Ford Transit	15,646	17,417	14,018	15,968	17,034	15,816	7,051	17,269	17,627	17,357	16,176	12,646	184,025
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	28,507	26,780	21,844	292,049
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	26,213	30,737	24,190	363,572
Ford Expedition	9,324	9,493	9,806	8,999	8,722	6,876	4,747	8,719	8,459	9,249	7,526	1,083	93,003
Lincoln Navigator	1,587	1,635	1,614	1,839	2,294	1,860	1,268	1,454	1,188	1,700	1,519	70	18,028
Louisville Assembly													
Ford Escape	15,723	15,472	18,368	15,788	19,784	16,571	11,440	22,981	18,816	19,540	15,611	14,410	204,504
Lincoln Corsair	3,035	3,151	3,520	2,060	1,989	3,161	2,066	3,160	3,393	2,347	2,564	2,395	32,841
Michigan Assembly													
Ranger	2,644	2,871	6,707	7,590	7,026	6,697	3,982	7,453	7,832	8,328	6,703	6,589	74,422
Bronco	12,143	12,659	9,833	11,395	11,817	11,518	7,810	16,682	16,923	18,163	14,911	11,620	155,474
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	4,143	2,659	2,277	42,280
Medium Truck	1,318	1,831	1,658	1,514	1,693	1,504	714	1,009	868	671	1,296	757	14,833
Super Duty	2,510	2,867	3,542	2,777	3,370	2,339	2,721	3,311	3,434	2,765	2,280	2,185	34,101
Total Production	199,111	236,297	234,263	234,579	222,180	206,286	133,464	238,040	236,687	230,064	201,299	162,550	2,534,820

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	14,738	11,135	7,977	160,902
Maverick	16,269	14,316	13,156	17,669	17,468	16,509	7,723	15,619	16,495	15,283	11,692	9,769	171,968
Ford Mustang	5,926	6,775	6,337	5,422	5,440	3,031	-	5,659	5,663	4,861	2,935	4,696	56,745
Ranger	2,644	2,871	6,707	7,590	7,026	6,697	3,982	7,453	7,832	8,328	6,703	6,589	74,422
Bronco	12,143	12,659	9,833	11,395	11,817	11,518	7,810	16,682	16,923	18,163	14,911	11,620	155,474
Mustang Mach-E	3,454	2,315	-	5,192	6,714	5,347	4,351	6,035	4,101	6,337	5,435	4,629	53,910
Ford F-Series (F-150)	26,368	52,775	53,273	51,589	54,109	51,203	28,864	59,955	54,952	56,443	47,355	38,629	575,515
Ford F-Series (Super Duty)	33,490	33,437	36,828	36,057	34,755	31,231	30,229	37,727	35,549	28,978	33,017	26,375	397,673
Ford Expedition	9,324	9,493	9,806	8,999	8,722	6,876	4,747	8,719	8,459	9,249	7,526	1,083	93,003
Lincoln Navigator	1,587	1,635	1,614	1,839	2,294	1,860	1,268	1,454	1,188	1,700	1,519	70	18,028
Ford Explorer	21,835	24,482	24,692	20,097	8,442	12,790	12,254	13,301	20,615	18,813	17,004	16,304	210,629
Lincoln Aviator	2,854	3,202	3,175	1,601	384	2,171	1,967	2,180	3,161	2,991	3,469	2,091	29,246
Ford Transit	15,646	17,417	14,018	15,968	17,034	15,816	7,051	17,269	17,627	17,357	16,176	12,646	184,025
Ford Escape	15,723	15,472	18,368	15,788	19,784	16,571	11,440	22,981	18,816	19,540	15,611	14,410	204,504
Lincoln Corsair	3,035	3,151	3,520	2,060	1,989	3,161	2,066	3,160	3,393	2,347	2,564	2,395	32,841
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	4,143	2,659	2,277	42,280
Medium Truck	1,318	1,831	1,658	1,514	1,693	1,504	714	1,009	868	671	1,296	757	14,833
Stripped Chassis	422	433	503	526	543	448	485	266	371	122	292	233	4,644
Total Production	199,111	236,297	234,263	234,579	222,180	206,286	133,464	238,040	236,687	230,064	201,299	162,550	2,534,820