



Ford Becomes America's Best-Selling Brand in the First Quarter on Rising Sales for Trucks, Vans, Broncos, Large SUVs, EVs, Mustang

- Ford is America's best-selling brand in Q1 with total vehicle sales of 456,972, up 10.7 percent on the strength of icons like F-Series, Bronco and Mustang, commercial vehicles and EVs
- Ford becomes America's No. 1 selling truck manufacturer – sales up 19.6 percent and outselling GM's combined truck and van sales
- F-Series is America's best-selling truck with sales up 21.1 percent totaling 170,377 pickups – outpacing Silverado by 46,000 trucks
- Explorer is the best-selling, three-row midsize SUV and Expedition sales double
- Ford EV sales up 41.0 percent
- Ford is increasing production capacity across Ford Blue, Model e, and Ford Pro and will continue through the year to meet customer demand

DEARBORN, Mich., April 4, 2023 – Ford's iconic vehicles, commercial and EVs drove a first-quarter sales increase of 10.7 percent making the Blue Oval America's best-selling brand.

Sales surged across Ford's areas of strength, including trucks (up 19.6 percent); three-row SUVs (up 47.6 percent); Bronco brand (up 18.3 percent); Ford Pro Transit van (up 86.0 percent); Mustang (up 5.2 percent) and electric vehicles (up 41.0 percent).

Ford's overall vehicle sales – Ford Blue, Ford Pro, Model e and Lincoln – totaled 475,906, up 10.1 percent with estimated share up over a year ago.

Ford's EV sales grew 41.0 percent in the first quarter on sales of 10,866 electric vehicles. F-150 Lightning sales totaled 4,291 pickups with production capacity actions on track to hit an annual production run rate of 150,000 this year. Sales by Ford Pro of the E-Transit, America's best-selling electric van last year, climbed 62.7 percent. Reflecting downtime at the plant for changes to increase production, Mustang Mach-E sales were down.

Ford is America's No. 1 selling truck manufacturer, with 254,023 trucks and vans sold in the first quarter, outselling GM's trucks and vans by approximately 27,000 vehicles. Sales of Ford's overall trucks, including pickups and vans, were up 19.6 percent on the strength of F-Series pickups (up 21.1 percent) and Ford Pro's Transit van (up 86.0 percent).

To support this momentum, Ford's Kansas City Assembly Plant will add a third crew in April to increase production for Ford Pro of the best-selling Transit and E-Transit vans. Ford also is increasing production at manufacturing plants across North America to meet strong customer demand for vehicles including Mustang Mach-E, F-150 Lightning, Bronco Sport and Maverick.

"Ford is off to a fast start to the year. Ford's sales growth and investments are a direct result of strong customer demand across our truck, SUV, and electric vehicle segments. And this year's highly anticipated new product launches with Super Duty, Escape, Mustang and Ranger, will only add to this momentum," said Andrew Frick, vice president, sales distribution, and trucks.

Ford Explorer was the best-selling, three-row midsize SUV in America, and the red-hot Bronco brand saw sales growth of 18.3 percent, including a 37.6 percent rise for Bronco. Additionally, Expedition sales surged.

BlueCruise, Ford's driver assist technology, is now available on 186,000 vehicles; customers have accumulated more than 55 million hands-free miles driven with the technology. Consumer Reports rated Ford BlueCruise as the top-rated active driving assistance system.

Ford Blue



Model e



Ford Pro



Bronco Boosts Sales

Bronco retail order banks re-opened March 27 with continued strong demand. Bronco growth was driven by conquest rate of about 60%, with top buyers coming from Wrangler and Grand Cherokee. Bronco family continues to attract a higher mix of female buyers; Bronco female buyers accounted for 31% of retail sales, an increase of 8 percentage points since its introduction in 2021, based on the most recent customer demographic data through January. Bronco Sport continues to hold strong at 51%.

Ford Blue momentum continues into Q2 with the new Escape, Mustang and Lincoln Corsair hitting dealers.

Scaling EV Production

Production of F-150 Lightning and Mustang Mach-E continues to scale to targeted annual run rates of 150,000 units and 210,000 units, respectively, by year's end.

Lightning order banks re-opened for reservation holders as the Rouge Electric Vehicle Center returned to full production.

Ford's electric vehicles continue to attract new customers with a conquest rate over 60 percent.

New Super Duty Records First Sales

Sales of the all-new Super Duty began at the end of the first quarter and will continue to expand into Q2.

The USPS selected Ford to electrify the nation's largest federal fleet, purchasing 9,250 E-Transit vans.

Ford Pro dealers opened its first elite commercial vehicle facility for parts and service.

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 always-on 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 is pursuing mobility solutions through Ford Next, and provides financial services through Ford Motor Credit Company. Ford employs about 173,000 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 FIRST QUARTER 2023 U.S. SALES

	<u>First Quarter</u>		<u>%</u>	<u>Year-to-Date</u>		<u>%</u>
	<u>2023</u>	<u>2022</u>	<u>Change</u>	<u>2023</u>	<u>2022</u>	<u>Change</u>
POWERTRAIN						
Electric Vehicles	10,866	7,706	41.0	10,866	7,706	41.0
Hybrid Vehicles	27,064	28,219	-4.1	27,064	28,219	-4.1
Internal Combustion	<u>437,976</u>	<u>396,207</u>	10.5	<u>437,976</u>	<u>396,207</u>	10.5
Total vehicles	475,906	432,132	10.1	475,906	432,132	10.1
SALES BY TYPE						
SUVs	207,142	205,798	0.7	207,142	205,798	0.7
Trucks	254,023	212,312	19.6	254,023	212,312	19.6
Cars	<u>14,741</u>	<u>14,022</u>	5.1	<u>14,741</u>	<u>14,022</u>	5.1
Total vehicles	475,906	432,132	10.1	475,906	432,132	10.1
FORD BRAND						
EcoSport	1,649	8,426	-80.4	1,649	8,426	-80.4
Bronco Sport	29,871	29,089	2.7	29,871	29,089	2.7
Escape	21,149	39,962	-47.1	21,149	39,962	-47.1
Bronco	32,430	23,573	37.6	32,430	23,573	37.6
Mustang Mach-E	5,407	6,734	-19.7	5,407	6,734	-19.7
Edge	20,282	26,412	-23.2	20,282	26,412	-23.2
Explorer	58,061	42,736	35.9	58,061	42,736	35.9
Expedition	<u>19,359</u>	<u>9,718</u>	99.2	<u>19,359</u>	<u>9,718</u>	99.2
Ford SUVs	188,208	186,650	0.8	188,208	186,650	0.8
F-Series	170,377	140,701	21.1	170,377	140,701	21.1
<i>Memo: F-150 Lightning (electric)</i>	<i>4,291</i>	<i>254</i>	<i>1589.4</i>	<i>4,291</i>	<i>254</i>	<i>1,589.4</i>
Ranger	11,500	17,639	-34.8	11,500	17,639	-34.8
Maverick	21,478	19,245	11.6	21,478	19,245	11.6
E-Series	10,785	7,201	49.8	10,785	7,201	49.8
Transit	32,015	17,211	86.0	32,015	17,211	86.0
<i>Memo: E-Transit</i>	<i>1,168</i>	<i>718</i>	<i>62.7</i>	<i>1,168</i>	<i>718</i>	<i>62.7</i>
Transit Connect	3,823	7,357	-48.0	3,823	7,357	-48.0
Heavy Trucks	<u>4,045</u>	<u>2,958</u>	36.7	<u>4,045</u>	<u>2,958</u>	36.7
Ford Trucks	254,023	212,312	19.6	254,023	212,312	19.6
GT	30	36	-16.7	30	36	-16.7
Mustang	<u>14,711</u>	<u>13,986</u>	5.2	<u>14,711</u>	<u>13,986</u>	5.2
Ford Cars	<u>14,741</u>	<u>14,022</u>	5.1	<u>14,741</u>	<u>14,022</u>	5.1
Ford Brand	456,972	412,984	10.7	456,972	412,984	10.7
LINCOLN BRAND						
Corsair	4,023	6,944	-42.1	4,023	6,944	-42.1
Nautilus	5,505	5,089	8.2	5,505	5,089	8.2
Aviator	5,236	4,967	5.4	5,236	4,967	5.4
Navigator	<u>4,170</u>	<u>2,148</u>	94.1	<u>4,170</u>	<u>2,148</u>	94.1
Lincoln SUVs	18,934	19,148	-1.1	18,934	19,148	-1.1
Lincoln Brand	18,934	19,148	-1.1	18,934	19,148	-1.1

American Honda Vehicle Sales for March 2023

	Month-to-Date				Year-to-Date			
	March 2023	March 2022	DSR** %		March 2023	March 2022	DSR** %	
			Change	MoM %			Change	YoY %
American Honda Total	116,746	108,075	8.0%	8.0%	284,507	266,418	6.8%	6.8%
Total Car Sales	38,605	32,249	19.7%	19.7%	99,787	89,373	11.7%	11.7%
Total Truck Sales	78,141	75,826	3.1%	3.1%	184,720	177,045	4.3%	4.3%
Honda Total Car Sales	33,983	28,948	17.4%	17.4%	88,354	82,573	7.0%	7.0%
Honda Total Truck Sales	69,194	65,907	5.0%	5.0%	162,688	155,609	4.5%	4.5%
Acura Total Car Sales	4,622	3,301	40.0%	40.0%	11,433	6,800	68.1%	68.1%
Acura Total Truck Sales	8,947	9,919	-9.8%	-9.8%	22,032	21,436	2.8%	2.8%
* Total Domestic Car Sales	38,352	31,552	21.6%	21.6%	99,228	87,298	13.7%	13.7%
Honda Division	33,730	28,252	19.4%	19.4%	87,795	80,500	9.1%	9.1%
Acura Division	4,622	3,300	40.1%	40.1%	11,433	6,798	68.2%	68.2%
* Total Domestic Truck Sales	78,141	75,826	3.1%	3.1%	184,720	177,045	4.3%	4.3%
Honda Division	69,194	65,907	5.0%	5.0%	162,688	155,609	4.5%	4.5%
Acura Division	8,947	9,919	-9.8%	-9.8%	22,032	21,436	2.8%	2.8%
Total Import Car Sales	253	697	-63.7%	-63.7%	559	2,075	-73.1%	-73.1%
Honda Division	253	696	-63.6%	-63.6%	559	2,073	-73.0%	-73.0%
Acura Division	0	1	-100.0%	-100.0%	0	2	-100.0%	-100.0%
Total Import Truck Sales	0	0	0.0%	0.0%	0	0	0.0%	0.0%
Honda Division	0	0	0.0%	0.0%	0	0	0.0%	0.0%
Acura Division	0	0	0.0%	0.0%	0	0	0.0%	0.0%
MODEL BREAKOUT BY DIVISION								
Honda Division Total	103,177	94,855	8.8%	8.8%	251,042	238,182	5.4%	5.4%
ACCORD	16,560	17,658	-6.2%	-6.2%	42,806	42,039	1.8%	1.8%
CIVIC	17,423	10,444	66.8%	66.8%	45,548	38,515	18.3%	18.3%
CLARITY	0	83	-100.0%	-100.0%	0	154	-100.0%	-100.0%
INSIGHT	0	763	-100.0%	-100.0%	0	1,865	-100.0%	-100.0%
CR-V	31,084	29,943	3.8%	3.8%	67,241	58,579	14.8%	14.8%
HR-V	10,120	15,341	-34.0%	-34.0%	26,504	42,168	-37.1%	-37.1%
ODYSSEY	8,031	4,973	61.5%	61.5%	19,902	11,210	77.5%	77.5%
PASSPORT	4,368	3,470	25.9%	25.9%	11,419	10,474	9.0%	9.0%
PILOT	10,483	8,828	18.7%	18.7%	24,704	23,989	3.0%	3.0%
RIDGELINE	5,108	3,352	52.4%	52.4%	12,918	9,189	40.6%	40.6%
Acura Division Total	13,569	13,220	2.6%	2.6%	33,465	28,236	18.5%	18.5%
ILX	0	1,493	-100.0%	-100.0%	2	3,761	-99.9%	-99.9%
INTEGRA	3,012	0	0.0%	0.0%	7,706	0	0.0%	0.0%
NSX	1	25	-96.0%	-96.0%	5	46	-89.1%	-89.1%
RLX / RL	0	1	-100.0%	-100.0%	0	2	-100.0%	-100.0%
TLX	1,609	1,782	-9.7%	-9.7%	3,720	2,991	24.4%	24.4%
MDX	6,076	6,405	-5.1%	-5.1%	15,223	13,558	12.3%	12.3%
RDX	2,871	3,514	-18.3%	-18.3%	6,809	7,878	-13.6%	-13.6%
Selling Days	27	27			75	75		
**** Electrified Vehicles	26,108	12,661	106.2%	106.2%	49,342	25,361	94.6%	94.6%

* Honda and Acura vehicles are made of domestic & global sourced parts

** Daily Selling Rate

**** Electrified Vehicles equal: Total sales of Hybrid (FHEV & PHEV), EVs (BEV) and Fuel Cell Vehicles (FCV) from the Honda and Acura brands.

News Release

Hyundai Motor America Reports Record-Breaking March and Q1 2023 Sales

- **Hyundai Sets New Q1 Total and Retail Sales Record; Q1 Total Sales Increased 16%**
- **March Total Sales Increased 27%; Fifth Consecutive Month With A Total Sales Record**
- **March Retail Sales Up 15%**
- **All-Time Best-Ever Records for Santa Cruz and Santa Fe HEV**

FOUNTAIN VALLEY, Calif., April 1, 2023 – Hyundai Motor America reported total March sales of 75,404 units, a 27% increase compared with March 2022 and the best March in Hyundai history. This was the fifth consecutive month with a total monthly sales record, led by Venue (+74%), Elantra HEV (+37%), Tucson HEV (+52%), and Kona N (+5%). March was an all-time best-ever retail and total sales record for Santa Cruz (+30%) and Santa Fe HEV (+123%). Hyundai fleet sales were 9.4% of total volume for the month.

"March 2023 will be a month to remember and a great way to finish the quarter with our fifth straight month of record total sales," said Randy Parker, CEO, Hyundai Motor America. "We're set for an exciting announcement with the launch of the all-new Kona at the New York International Auto Show and we're celebrating our 25th anniversary of Hyundai Hope On Wheels."

March Retail Highlights

Hyundai sold 68,312 retail units in March, a 15% year-over-year increase from March 2022. March retail sales were led by Venue, Elantra HEV, Santa Fe HEV, Tucson HEV, Santa Cruz and Kona N. Hyundai eco-friendly vehicle sales of 11,407 represented 17% of retail and a 20% year-over-year increase.

Q1 Highlights

In the first quarter, Hyundai total sales were 184,449 units, a Q1 total sales record and an increase of 16% year-over-year. Q1 retail sales were 169,491 a 6% increase compared with Q1 2022. Hyundai also set new Q1 total and retail sales records for Venue, Elantra N, Santa Fe HEV, Tucson, Tucson HEV, Santa Cruz and Kona EV.

March Total Sales Summary

	Mar-23	Mar-22	% Chg	YTD (Q1) 2023	YTD (Q1) 2022	% Chg
Hyundai	75,404	59,380	+27%	184,449	159,676	+16%

March Product and Corporate Activities

- **The New SONATA Spices Up Midsize Sedan Segment:** Hyundai Motor Company revealed the design of the new [SONATA](#), with a new badge for the eighth-generation midsize sedan that heralds its sportiest design ever.
- **U.S. News & World Report Names Santa Fe and Tucson 2023 Best Cars for Families:** Hyundai [received](#) two [2023 Best Cars for Families awards by U.S. News & World Report](#). The [Hyundai Santa Fe](#) was named Best 2-row SUV for Families, and for a second time the [Hyundai Tucson](#) deemed Best Compact SUV for families.
- **All-new KONA Accelerates Hyundai's Electrification Vision:** Hyundai Motor Company held a digital world premiere to unveil the all-new [Kona](#), an upscaled multiplayer in the B-SUV segment, led by an all-electric variant (EV) that offers advanced safety and convenience features and class-leading range.
- **Thirteen New "Journeys" in Portrait Series with Annie Leibovitz:** Hyundai launched the second chapter in the creative marketing campaign, "[Journeys](#)", which uses a series of portraits and videos to share the compelling stories of individuals that inspire the brand.



- **Top Scorers on ACEEE's Greenest Vehicles List:** The 2023 Hyundai [Elantra](#) Hybrid Blue, [Sonata](#) Hybrid Blue and [Kona Electric](#) were named on the American Council for an Energy-Efficient Economy's (ACEEE) list of "[Greenest Vehicles of 2023](#)."
- **Hyundai Launches Annual Women in STEM Scholarship:** To celebrate International Women's Day, Hyundai Motor America has announced that [applications](#) for its annual [Hyundai Women in STEM Scholarship](#) are now open.

Model Total Sales

Vehicles	Mar-23	Mar-22	% Chg	YTD (Q1) 2023	YTD (Q1) 2022	% Chg
Accent	2	1,446	-100%	30	2,697	-99%
Elantra	13,447	10,205	+32%	32,473	22,072	+47%
Ioniq	0	860	0%	0	3,544	0%
Ioniq 5	2,114	2,700	-22%	5,736	6,244	-8%
Ioniq 6	222	0	0%	222	0	0%
Kona	7,314	6,053	+21%	19,220	15,536	+24%
Nexo	21	113	-81%	65	166	-61%
Palisade	6,176	7,283	-15%	19,602	21,025	-7%
Santa Cruz	3,825	2,950	+30%	9,307	8,400	+11%
Santa Fe	13,236	10,124	+31%	28,526	25,582	+12%
Sonata	5,310	1,716	+209%	14,490	7,744	+87%
Tucson	20,111	13,642	+47%	46,170	39,655	+16%
Veloster	1	205	-100%	5	462	-99%
Venue	3,625	2,083	+74%	8,603	6,549	+31%

Hyundai Motor America

Hyundai Motor America focuses on 'Progress for Humanity' and smart mobility solutions. Hyundai offers U.S. consumers a technology-rich lineup of cars, SUVs, and electrified vehicles. Our 830 dealers sold more than 724,000 vehicles in the U.S. in 2022, and nearly half were built at Hyundai Motor Manufacturing Alabama. For more information, visit www.hyundainews.com.



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