

# Best-Selling F-Series, Vans Lead in Q2; Hybrids Grow 56%, EVs Up 61%

- Ford remains America’s No.1 truck seller, led by best-selling F-Series and strong gains for Maverick, America’s most affordable pickup
- Ford Transit, America’s No. 1 selling van, posts new first half sales record
- Maverick Hybrid, F-150 Hybrid sales best-ever quarterly results
- Ford is America’s No. 2 electric vehicle brand; EV sales up 61 percent in Q2
- Company poised for continued growth with new Explorer, Lincoln Aviator, Mustang Mach-E Rally, extended-range E-Transit deliveries starting soon

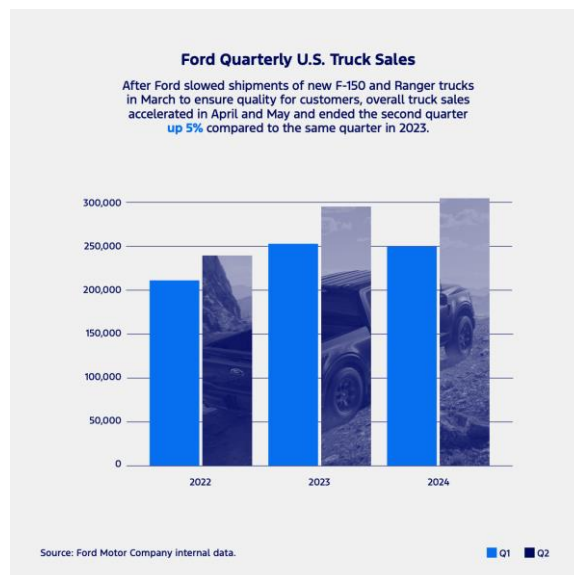
**DEARBORN, Mich., July 3, 2024** – Ford Motor Company’s exciting and differentiated U.S. product lineup is resonating with customers, evidenced by second-quarter sales gains across vans, trucks, Lincoln, and hybrid and electric vehicles.

Ford is the number one selling pickup manufacturer in the world and its F-Series truck lineup remains America’s best-selling, outselling second place Silverado by 71,000 and Ram by 173,000 trucks through June of this year. Maverick and Maverick Hybrid – the No. 1 selling hybrid truck in the U.S. – set new first half records. F-Series sales totaled 199,463 in Q2, up 30 percent from Q1.

Transit, America’s best-selling van posted a new first half sales record. Ford set an all-time record for SUV sales during the first half of 2024, topping the previous record set in 2017. And importantly, customers continue to find value in Ford software and service offerings that make their lives easier.

“From the urban customer who wants the capability of a small pickup like Maverick to the businesses that rely on Transit vans to help drive the American economy, the distinctive Ford lineup is resonating with customers,” said Andrew Frick, president, Ford Blue. “Hybrid and electric vehicles are driving growth, as are post-purchase experiences, like BlueCruise hands-free highway driving, the Ford Pro Intelligence software platform and remote vehicle servicing options.”

Ford total vehicle sales for the second quarter were up 1 percent year-over-year. Total truck sales (including pickups and vans) of 308,920 were up 5 percent compared to 2023, representing Ford’s best Q2 truck sales performance since 2019.

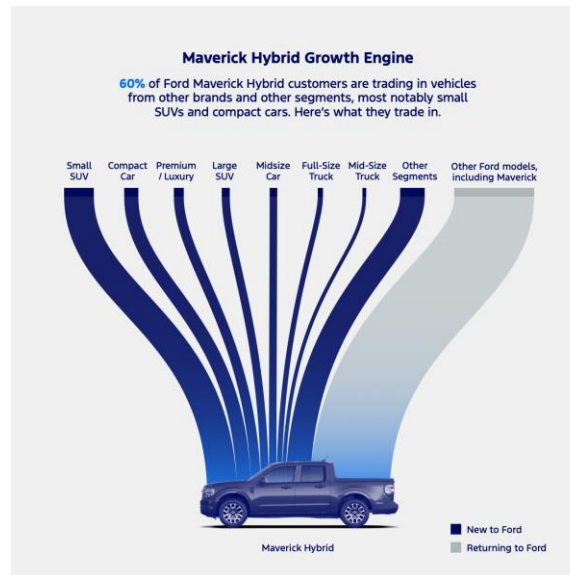


F-150, Ranger and all-new Lincoln Nautilus production continues to scale, and more new vehicles are on the way. The new Ford Explorer will soon begin shipping to dealers, followed by the new Lincoln Aviator, Mustang Mach-E Rally and extended-range E-Transit.

## Maverick, F-150 Boost Ford Hybrid Sales 56 Percent

Ford hybrid sales increased 56 percent to 53,822 – a new quarterly sales record since Ford first offered hybrid models more than two decades ago.

Leading the way: the Maverick, America's best-selling hybrid pickup, with sales totaling 40,420 through the first half of the year. Customers who seek capability, space, versatility and efficiency are turning to Maverick – even if they've never owned a truck or Ford vehicle before. Approximately 60 percent of all Maverick Hybrid customers come from other brands, and many are trading in their small SUVs and compact cars for the affordable midsize Maverick pickup.



Maverick's largest market is California and, based on the most recent registration data, Maverick is the top choice among female consumers in the midsize pickup segment.

Second to Maverick among hybrid pickups is the new F-150 Hybrid, with sales totaling 33,674 through the first half of the year, up 38 percent. Sales of the new 2024 F-150 Hybrid model started in the second quarter and steadily climbed through the three-month period, helping to lift overall Ford truck sales to a 5 percent gain for the quarter. F-150 Hybrid represented 20 percent of non-EV F-150 sales for Q2. No other competitor has the advantage of Ford's truck powertrain lineup of gas, hybrid and electric vehicles.

## Electric Vehicle Sales Surge; Ford No. 2 EV Brand

Electric vehicle sales increased 61 percent in the second quarter with 23,957 sold and are up 72 percent for the year. With 44,180 total EVs sold for the first half of the year, Ford brand electric vehicles trail only Tesla.

Mustang Mach-E and F-150 Lightning are drawing customers from other brands; 62 percent of F-150 Lightning and 54 percent of Mustang Mach-E sales are new to Ford.

Mustang Mach-E sales rose 46 percent over last year and are up 58 percent through the first half of the year. Year-to-date sales represent Mustang Mach-E's best performance since launch.

Sales of America's No. 1 selling electric truck, the F-150 Lightning, totaled 15,645 through June of this year. F-150 Lightning sales for Q2 totaled 7,902, up 77 percent from a year ago.

The Ford E-Transit was America's best-selling electric van with total first half sales of 6,301, more than double the amount sold during the first half of 2023. During Q2, E-Transit sales were up 96 percent. This represents E-Transit's best quarterly sales since its debut in 2022.

Three of every four E-Transit sales this year are from repeat customers as businesses see for themselves the lower maintenance and fuel costs that come with an electric vehicle.

### **Transit Posts Record Sales; Ford Pro Intelligence Subscriptions Rise**

Ford has led the commercial van segment for 45 straight years and is off to a record Transit start this year. In Q2, Ford Transit and E-Series combined accounted for half of the full-size commercial van segment. Now in its 10<sup>th</sup> year, Transit, America's best-selling van, posted sales of 82,164 vans in the first half of the year – up 28 percent.

F-Series Super Duty sales continue to grow with first half sales up 8 percent.

Ford Pro Intelligence software platform now has approximately 600,000 subscribers, based on end of quarter estimates, up about 33 percent since last year and 7 percent compared to Q1.

### **Ford Brand SUVs Post Record First-Half Sales**

Ford-brand SUVs had a record first half on sales of 406,467 – up 3 percent, led by Explorer, America's best-selling three-row SUV, with sales totaling 104,803.

Escape sales were up 15 percent for the half on sales of 74,538 small SUVs, while Expedition was up 10 percent.

### **All-New Nautilus Leads Lincoln Sales Gains**

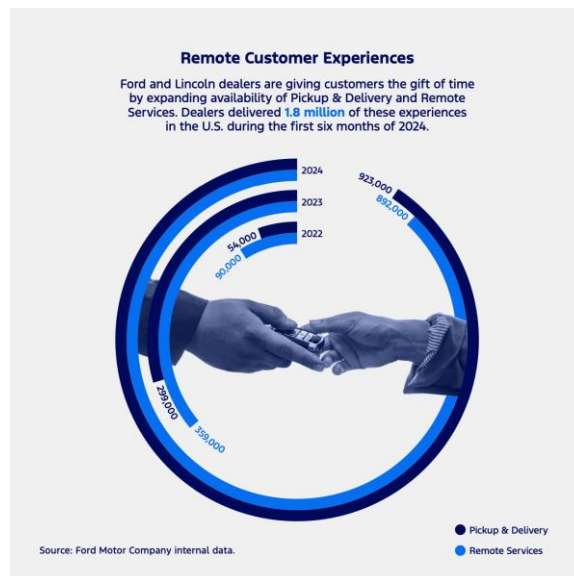
Sales at Lincoln accelerated in Q2 on the strong reception to the all-new Lincoln Nautilus. Overall, Lincoln sales were up 19 percent, with Nautilus leading the way on sales of 8,273 SUVs. In Q2, Nautilus hybrid represented 44 percent of all Nautilus sales. Corsair sales were up 17 percent in Q2, while Aviator sales were up 90 percent.

Customers are drawn to the new Lincoln Digital Experience in the Nautilus, which received a Wards Ten Best Interior and UX recognition for its new panoramic screen. Lincoln and Ford will carry the screen into future vehicle interiors.

### **Remote Services Continued Rapid Growth**

Ford and Lincoln dealers continue to give customers a time-saving life hack. The number of appointments for Remote Services – in which technicians drive out to service a customer's vehicle – and Pickup & Delivery – in which a dealer employee picks up a customer's vehicle, services it and delivers it back to them – reached 1.8 million during the first six months of 2024.

That's a 175 percent increase compared with the same period in 2023.



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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 176,000 people worldwide. More information about the company and its products and services is available at [corporate.ford.com](https://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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## Cautionary Note on Forward-Looking Statements

Statements included or incorporated by reference herein may constitute “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements are based on expectations, forecasts, and assumptions by our management and involve a number of risks, uncertainties, and other factors that could cause actual results to differ materially from those stated, including, without limitation:

- Ford is highly dependent on its suppliers to deliver components in accordance with Ford’s production schedule and specifications, and a shortage of or inability to acquire key components or raw materials, such as lithium, cobalt, nickel, graphite, and manganese, can disrupt Ford’s production of vehicles;
- To facilitate access to the raw materials and other components necessary for the production of electric vehicles, Ford has entered into and may, in the future, enter into multi-year commitments to raw material and other suppliers that subject Ford to risks associated with lower future demand for such items as well as costs that fluctuate and are difficult to accurately forecast;
- Ford’s long-term competitiveness depends on the successful execution of Ford+;
- Ford’s vehicles could be affected by defects that result in recall campaigns, increased warranty costs, or delays in new model launches, and the time it takes to improve the quality of our vehicles and services could continue to have an adverse effect on our business;
- Ford may not realize the anticipated benefits of existing or pending strategic alliances, joint ventures, acquisitions, divestitures, or business strategies;
- Ford may not realize the anticipated benefits of restructuring actions and such actions may cause Ford to incur significant charges, disrupt our operations, or harm our reputation;
- Operational information systems, security systems, vehicles, and services could be affected by cybersecurity incidents, ransomware attacks, and other disruptions and impact Ford and Ford Credit as well as their suppliers and dealers;
- Ford’s production, as well as Ford’s suppliers’ production, and/or the ability to deliver products to consumers could be disrupted by labor issues, public health issues, natural or man-made disasters, adverse effects of climate change, financial distress, production difficulties, capacity limitations, or other factors;
- Failure to develop and deploy secure digital services that appeal to customers could have a negative impact on Ford’s business;
- Ford’s ability to maintain a competitive cost structure could be affected by labor or other constraints;
- Ford’s ability to attract, develop, grow, and reward talent is critical to its success and competitiveness;
- Ford’s new and existing products and digital, software, and physical services are subject to market acceptance and face significant competition from existing and new entrants in the automotive and digital and software services industries, and its reputation may be harmed if it is unable to achieve the initiatives it has announced;
- Ford’s results are dependent on sales of larger, more profitable vehicles, particularly in the United States;
- With a global footprint and supply chain, Ford’s results and operations could be adversely affected by economic or geopolitical developments, including protectionist trade policies such as tariffs, or other events;
- Industry sales volume can be volatile and could decline if there is a financial crisis, recession, public health emergency, or significant geopolitical event;

- Ford may face increased price competition or a reduction in demand for its products resulting from industry excess capacity, currency fluctuations, competitive actions, or other factors, particularly for electric vehicles;
- Inflationary pressure and fluctuations in commodity and energy prices, foreign currency exchange rates, interest rates, and market value of Ford or Ford Credit's investments, including marketable securities, can have a significant effect on results;
- Ford and Ford Credit's access to debt, securitization, or derivative markets around the world at competitive rates or in sufficient amounts could be affected by credit rating downgrades, market volatility, market disruption, regulatory requirements, or other factors;
- The impact of government incentives on Ford's business could be significant, and Ford's receipt of government incentives could be subject to reduction, termination, or clawback;
- Ford Credit could experience higher-than-expected credit losses, lower-than-anticipated residual values, or higher-than-expected return volumes for leased vehicles;
- Economic and demographic experience for pension and OPEB plans (e.g., discount rates or investment returns) could be worse than Ford has assumed;
- Pension and other postretirement liabilities could adversely affect Ford's liquidity and financial condition;
- Ford and Ford Credit could experience unusual or significant litigation, governmental investigations, or adverse publicity arising out of alleged defects in products, services, perceived environmental impacts, or otherwise;
- Ford may need to substantially modify its product plans and facilities to comply with safety, emissions, fuel economy, autonomous driving technology, environmental, and other regulations;
- Ford and Ford Credit could be affected by the continued development of more stringent privacy, data use, data protection, and artificial intelligence laws and regulations as well as consumers' heightened expectations to safeguard their personal information; and
- Ford Credit could be subject to new or increased credit regulations, consumer protection regulations, or other regulations.

We cannot be certain that any expectation, forecast, or assumption made in preparing forward-looking statements will prove accurate, or that any projection will be realized. It is to be expected that there may be differences between projected and actual results. Our forward-looking statements speak only as of the date of their initial issuance, and we do not undertake any obligation to update or revise publicly any forward-looking statement, whether as a result of new information, future events, or otherwise. For additional discussion, see "Item 1A. Risk Factors" in our Annual Report on Form 10-K for the year ended December 31, 2023, as updated by our subsequent Quarterly Reports on Form 10-Q and Current Reports on Form 8-K.

## FORD MOTOR COMPANY Q2 2024 U.S. SALES

	<u>Second Quarter</u>		%	<u>Year-to-Date</u>		%
	<u>2024</u>	<u>2023</u>	<u>Change</u>	<u>2024</u>	<u>2023</u>	<u>Change</u>
<b>SALES BY PROPULSION</b>						
Electric Vehicles	23,957	14,843	61.4	44,180	25,709	71.8
Hybrid Vehicles	53,822	34,589	55.6	92,243	61,653	49.6
Internal Combustion	<u>458,271</u>	<u>482,230</u>	-5.0	<u>907,710</u>	<u>920,206</u>	-1.4
Total vehicles	536,050	531,662	0.8	1,044,133	1,007,568	3.6
<b>SALES BY TYPE</b>						
SUVs	213,393	225,299	-5.3	455,284	432,441	5.3
Trucks	308,920	295,602	4.5	561,405	549,625	2.1
Cars	<u>13,737</u>	<u>10,761</u>	27.7	<u>27,444</u>	<u>25,502</u>	7.6
Total vehicles	536,050	531,662	0.8	1,044,133	1,007,568	3.6
<b>FORD BRAND</b>						
EcoSport	0	859	-100.0	0	2,508	-100.0
Bronco Sport	28,189	33,272	-15.3	59,754	63,143	-5.4
Escape	37,943	43,690	-13.2	74,538	64,839	15.0
Bronco	26,086	26,150	-0.2	50,152	58,580	-14.4
Mustang Mach-E	12,645	8,633	46.5	22,234	14,040	58.4
Edge	16,522	26,202	-36.9	51,679	46,484	11.2
Explorer	46,338	46,362	-0.1	104,803	104,423	0.4
Expedition	<u>21,747</u>	<u>20,007</u>	8.7	<u>43,307</u>	<u>39,366</u>	10.0
<b>Ford SUVs</b>	189,470	205,175	-7.7	406,467	393,383	3.3
F-Series	199,463	212,516	-6.1	352,406	382,893	-8.0
<i>Memo: F-150 Lightning (electric)</i>	7,902	4,466	76.9	15,645	8,757	78.7
Ranger	13,257	12,618	5.1	15,175	24,118	-37.1
Maverick	38,052	21,021	81.0	77,113	42,499	81.4
E-Series	9,828	8,735	12.5	20,268	19,520	3.8
Transit	42,274	32,031	32.0	82,164	64,046	28.3
<i>Memo: E-Transit</i>	3,410	1,744	95.5	6,301	2,912	116.4
Transit Connect	2,462	4,924	-50.0	7,427	8,747	-15.1
Heavy Trucks	<u>3,584</u>	<u>3,757</u>	-4.6	<u>6,852</u>	<u>7,802</u>	-12.2
<b>Ford Trucks</b>	308,920	295,602	4.5	561,405	549,625	2.1
GT	0	1	-100.0	0	31	-100.0
Mustang	<u>13,737</u>	<u>10,760</u>	27.7	<u>27,444</u>	<u>25,471</u>	7.7
<b>Ford Cars</b>	13,737	10,761	27.7	27,444	25,502	7.6
<b>Ford Brand</b>	<u>512,127</u>	<u>511,538</u>	0.1	<u>995,316</u>	<u>968,510</u>	2.8
<b>LINCOLN BRAND</b>						
Corsair	6,563	5,608	17.0	12,849	9,631	33.4
Nautilus	8,273	6,851	20.8	17,504	12,356	41.7
Aviator	5,664	2,977	90.3	11,914	8,213	45.1
Navigator	<u>3,423</u>	<u>4,688</u>	-27.0	<u>6,550</u>	<u>8,858</u>	-26.1
<b>Lincoln SUVs</b>	23,923	20,124	18.9	48,817	39,058	25.0
<b>Lincoln Brand</b>	<u>23,923</u>	<u>20,124</u>	18.9	<u>48,817</u>	<u>39,058</u>	25.0

Ford Motor Company

**JUNE 2024 U.S. GROSS STOCKS**

	<b>Gross Stock</b>
	<b>Units</b>
	<b>(000)</b>
Mustang	11.5
GT	-
<b>Ford Cars</b>	<b>11.5</b>
Escape	32.2
Bronco Sport	41.1
Mustang Mach-E	18.0
EcoSport	-
Edge	17.8
Bronco	30.1
Explorer	27.6
Expedition	18.9
<b>Ford SUVs</b>	<b>185.6</b>
Corsair	10.6
Nautilus	12.4
Aviator	5.9
Navigator	8.3
<b>Lincoln SUVs</b>	<b>37.2</b>
<b>Total SUVs</b>	<b>222.8</b>
E-Series Van	12.6
Transit Connect (Tourneo)	1.4
Transit Van	39.9
Maverick	26.4
Ranger	13.8
F-Series	237.8
Medium/Heavy	7.0
<b>Ford Trucks</b>	<b>338.8</b>
<b>Total Car, Utility, Truck</b>	<b>573.1</b>



2024 Calendar Year Production By Plant													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
<b>Flat Rock</b>													
Ford Mustang	5,926	6,775	6,337	5,422	5,440	3,031	-	-	-	-	-	-	32,931
<b>Chicago Main</b>													
Ford Explorer	21,835	24,482	24,692	20,097	8,442	12,790	-	-	-	-	-	-	112,338
Lincoln Aviator	2,854	3,202	3,175	1,601	384	2,171	-	-	-	-	-	-	13,387
<b>Chicago SHO</b>													
Ford Explorer	-	-	-	-	-	-	-	-	-	-	-	-	-
Lincoln Aviator	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Cuautitlan</b>													
Mustang Mach-E	3,454	2,315	-	5,192	6,714	5,347	-	-	-	-	-	-	23,022
<b>Dearborn Truck Plant</b>													
Ford F-Series (F-150)	16,106	27,628	27,535	24,065	28,534	24,794	-	-	-	-	-	-	148,662
<b>Detroit Chassis Plant</b>													
Stripped Chassis	422	433	503	526	543	448	-	-	-	-	-	-	2,875
<b>Hermosillo</b>													
Bronco Sport	14,639	14,221	11,389	15,572	16,999	16,523	-	-	-	-	-	-	89,343
Maverick	16,269	14,316	13,156	17,669	17,468	16,509	-	-	-	-	-	-	95,387
<b>Kansas City (SUV)</b>													
Ford Transit	15,646	17,417	14,018	15,968	17,034	15,816	-	-	-	-	-	-	95,899
<b>Kansas City (Truck)</b>													
Ford F-Series (F-150)	10,262	25,147	25,738	27,524	25,575	26,409	-	-	-	-	-	-	140,655
<b>Kentucky Truck</b>													
Ford F-Series (Super Duty)	30,980	30,570	33,286	33,280	31,385	28,892	-	-	-	-	-	-	188,393
Ford Expedition	9,324	9,493	9,806	8,999	8,722	6,876	-	-	-	-	-	-	53,220
Lincoln Navigator	1,587	1,635	1,614	1,839	2,294	1,860	-	-	-	-	-	-	10,829
<b>Louisville Assembly</b>													
Ford Escape	15,723	15,472	18,368	15,788	19,784	16,571	-	-	-	-	-	-	101,706
Lincoln Corsair	3,035	3,151	3,520	2,060	1,989	3,161	-	-	-	-	-	-	16,916
<b>Michigan Assembly</b>													
Ranger	2,644	2,871	6,707	7,590	7,026	6,697	-	-	-	-	-	-	33,535
Bronco	12,143	12,659	9,833	11,395	11,817	11,518	-	-	-	-	-	-	69,365
<b>Multimatic</b>													
	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Oakville</b>													
Ford Edge	9,451	15,167	15,073	11,748	2,739	-	-	-	-	-	-	-	54,178
Lincoln Nautilus	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>Ohio Assembly</b>													
Ford Econoline	2,983	4,645	4,313	3,953	4,228	3,030	-	-	-	-	-	-	23,152
Medium Truck	1,318	1,831	1,658	1,514	1,693	1,504	-	-	-	-	-	-	9,518
Super Duty	2,510	2,867	3,542	2,777	3,370	2,339	-	-	-	-	-	-	17,405
<b>Total Production</b>	<b>199,111</b>	<b>236,297</b>	<b>234,263</b>	<b>234,579</b>	<b>222,180</b>	<b>206,286</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1,332,716</b>

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	-	-	-	-	-	-	89,343
Maverick	16,269	14,316	13,156	17,669	17,468	16,509	-	-	-	-	-	-	95,387
Ford Mustang	5,926	6,775	6,337	5,422	5,440	3,031	-	-	-	-	-	-	32,931
Ranger	2,644	2,871	6,707	7,590	7,026	6,697	-	-	-	-	-	-	33,535
Bronco	12,143	12,659	9,833	11,395	11,817	11,518	-	-	-	-	-	-	69,365
Mustang Mach-E	3,454	2,315	-	5,192	6,714	5,347	-	-	-	-	-	-	23,022
Ford F-Series (F-150)	26,368	52,775	53,273	51,589	54,109	51,203	-	-	-	-	-	-	289,317
Ford F-Series (Super Duty)	33,490	33,437	36,828	36,057	34,755	31,231	-	-	-	-	-	-	205,798
Ford Expedition	9,324	9,493	9,806	8,999	8,722	6,876	-	-	-	-	-	-	53,220
Lincoln Navigator	1,587	1,635	1,614	1,839	2,294	1,860	-	-	-	-	-	-	10,829
Ford Explorer	21,835	24,482	24,692	20,097	8,442	12,790	-	-	-	-	-	-	112,338
Lincoln Aviator	2,854	3,202	3,175	1,601	384	2,171	-	-	-	-	-	-	13,387
Ford Transit	15,646	17,417	14,018	15,968	17,034	15,816	-	-	-	-	-	-	95,899
Ford Escape	15,723	15,472	18,368	15,788	19,784	16,571	-	-	-	-	-	-	101,706
Lincoln Corsair	3,035	3,151	3,520	2,060	1,989	3,161	-	-	-	-	-	-	16,916
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	-	-	-	-	-	-	23,152
Medium Truck	1,318	1,831	1,658	1,514	1,693	1,504	-	-	-	-	-	-	9,518
Stripped Chassis	422	433	503	526	543	448	-	-	-	-	-	-	2,875
<b>Total Production</b>	<b>199,111</b>	<b>236,297</b>	<b>234,263</b>	<b>234,579</b>	<b>222,180</b>	<b>206,286</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>1,332,716</b>

# News Release

## Hyundai Motor America Reports June and Q2 2024 Sales

- Total sales up 2.2% in Q2; First half total sales increase 1.2%
- Best June for IONIQ 5, Tucson HEV, Santa Fe HEV, Palisade, Elantra HEV and Elantra N
- Hybrid total sales jump 39% in June
- YTD EV total sales climb 33%

**FOUNTAIN VALLEY, Calif., July 2, 2024** – Hyundai Motor America reported total June sales of 67,631 units, a 2.5% decrease compared with June 2023. Hyundai set total sales records in June for Elantra HEV (+1%), Elantra N (+19%), IONIQ 5 (+17%), Santa Fe HEV (+90%), Tucson HEV (+28%) and Palisade (+57%). Hyundai’s total hybrid sales were up 39% in June while Green sales represented 26% of retail.

### Q2 and First Half Highlights

Hyundai sold 214,719 units in Q2, for a total sales increase of 2.2% compared with Q2 2023. Hyundai set total and retail sales marks in Q2 for IONIQ 5, IONIQ 6, Santa Fe HEV, Tucson HEV and Palisade. HEV sales for the quarter rose 42% compared to Q2 last year while pure EV total sales climbed 15%.

Hyundai sold 399,523 total units in the first half of 2024 a 1.2% increase compared to the first half of 2023. Hyundai Green sales saw an increase of 24% year-over-year. SUVs represented 75% of the retail mix.

“Once again in the face of yet another industry crisis the Hyundai dealers showed their resiliency by closing Q2 with a 2.2% increase in total sales, resulting in a 1.2% increase for the first half of the year,” said Randy Parker, CEO, Hyundai Motor America. “Hyundai’s strong performance this quarter



was driven by demand for IONIQ 5 along with Tucson and Santa Fe HEVs. Our focus remains on delivering a robust product mix and growing market share.”

### June Total Sales Summary

	Jun-24	Jun-23	% Chg	Q2 2024	Q2 2023	% Chg	2024 YTD	2023 YTD	% Chg
Hyundai	67,631	69,351	-2.5%	214,719	210,164	+2.2%	399,523	394,613	+1.2%

### June Product and Corporate Activities

- **Hyundai Metaplant Announces 2025 Hyundai IONIQ 5 As First Production Vehicle:** Hyundai Motor Group Metaplant America (HMGMA) [officially announced](#) that the first production vehicle to be produced there will be the 2025 Hyundai IONIQ 5.
- **J.D. Power 2024 U.S. Initial Quality Study Ranks Hyundai Santa Cruz Top in Segment:** The [J.D. Power 2024 U.S. Initial Quality Study](#) (IQS)<sup>sm</sup> ranked the [Hyundai Santa Cruz](#) as America’s [Best Midsize Pickup](#) in initial quality, while the brand finished third among mass-market automakers.
- **Hyundai Ranks Highest in J.D. Power 2024 U.S. OEM EV Mobile App Report:** Hyundai’s [MyHyundai](#) with Bluelink app has been awarded the [top spot](#) among mass-market automakers’ EV mobile applications in the [J.D. Power 2024 U.S. OEM EV App Report](#).
- **Hyundai Awarded 'OEM of the Year' by WardsAuto:** [Hyundai Motor America](#) was named ‘OEM of the Year’ by [WardsAuto](#) at the AutoTech Detroit Conference in Novi, Mich. This is the second time Hyundai has been awarded the top honor by the organization.
- **Hyundai Wins Two Favorite Vehicle Awards From Midwest Automotive Media Association:** Hyundai led with two favorite [vehicle awards](#) at the Midwest Automotive Media Associations’ (MAMA) recent Spring Rally in Elkhart Lake, WI. The award-winning, all-electric 2025 [IONIQ 5 N](#) was named Favorite Performance Vehicle, and the [Hyundai Santa Fe](#) was named Favorite Family Vehicle by MAMA’s attending 100 media members.
- **IONIQ 5 N Sets Benchmark for Crossover EVs at Pikes Peak International Hill Climb:** IONIQ 5 N models successfully completed the [Broadmoor Pikes Peak International Hill Climb](#) (PPIHC) on June 23, setting a record for the Electric Modified and Production SUV/Crossover

categories.

- Hyundai and Lurie Children's Host Car Seat Safety Check Event:** Hyundai Motor America and [Ann & Robert H. Lurie Children's Hospital of Chicago](#) hosted its [third child safety seat](#) check at this year's Move for Kids walk and rally for patients, families, and neighbors at Busse Woods Forest Preserve in Elk Grove Village, Illinois.
- Hyundai Notches First IMSA Victory of 2024 at Mid-Ohio:** Hyundai has followed a streak of impressive podium finishes by securing the manufacturer's [first win](#) of the 2024 IMSA Michelin Pilot Championship (IMPC) season, with the No. 76 Elantra N TCR taking the checkered flag in Sunday's O'Reilly Auto Parts Four Hours of Mid-Ohio.
- Hyundai Elantra N TCR victorious for fourth straight Nürburgring 24 Hours:** The Hyundai Elantra N TCR of Mason Filippi, Harry Gottsacker, Bryson Morris and Mark Wilkins, representing Team Americas has [won the TCR class](#) of the 2024 Nürburgring 24 Hours, giving Hyundai victory for the fourth consecutive year at the race.

### Model Total Sales

Vehicles	Jun-24	Jun-23	% Chg	Q2 2024	Q2 2023	% Chg	2024 YTD	2023 YTD	% Chg
Elantra	12,016	13,424	-10%	35,429	42,265	-16%	62,289	74,738	-17%
Ioniq 5	3,755	3,136	+20%	11,906	7,905	+51%	18,728	13,641	+37%
Ioniq 6	914	1,162	-21%	3,266	3,023	+8%	6,912	3,245	+113%
Kona	6,904	6,261	+10%	23,485	18,705	+26%	46,539	37,925	+23%
Nexo	7	8	-13%	26	40	-35%	77	105	-27%
Palisade	9,203	5,873	+57%	28,492	19,845	+44%	53,747	39,447	+36%
Santa Cruz	2,969	3,627	-18%	9,528	10,743	-11%	17,945	20,050	-10%
Santa Fe	9,803	11,624	-16%	30,528	32,616	-6%	56,622	61,142	-7%
Sonata	5,935	3,834	+55%	17,983	12,844	+40%	31,147	27,334	+14%
Tucson	13,581	17,707	-23%	46,637	54,421	-14%	92,146	100,591	-8%
Venue	2,544	2,695	-6%	7,439	7,756	-4%	13,371	16,359	-18%



## Hyundai Motor America

Hyundai Motor America offers U.S. consumers a technology-rich lineup of cars, SUVs, and electrified vehicles, while supporting Hyundai Motor Company's Progress for Humanity vision. Hyundai has significant operations in the U.S., including its North American headquarters in California, the Hyundai Motor Manufacturing Alabama assembly plant, the all-new Hyundai Motor Group Metaplant America (in development in Georgia), and several cutting-edge R&D facilities. These operations, combined with those of Hyundai's 835 independent dealers, contribute \$20.1 billion annually and 190,000 jobs to the U.S. economy, according to a recent [economic impact report](#). For more information, visit <http://www.hyundainews.com>.

Hyundai Motor America on [Twitter](#) | [YouTube](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [TikTok](#)

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American Honda Vehicle Sales for June 2024								
	Month-to-Date				Year-to-Date			
	June 2024	June 2023	DSR** % Change	MoM % Change	June 2024	June 2023	DSR** % Change	YoY % Change
<b>American Honda Total</b>	<b>112,742</b>	<b>111,498</b>	<b>1.1%</b>	<b>1.1%</b>	<b>690,281</b>	<b>631,532</b>	<b>7.9%</b>	<b>9.3%</b>
Total Car Sales	37,081	38,335	-3.3%	-3.3%	228,358	219,803	2.5%	3.9%
Total Truck Sales	75,661	73,163	3.4%	3.4%	461,923	411,729	10.7%	12.2%
<b>Honda Total Car Sales</b>	<b>34,426</b>	<b>33,714</b>	<b>2.1%</b>	<b>2.1%</b>	<b>210,509</b>	<b>193,800</b>	<b>7.2%</b>	<b>8.6%</b>
<b>Honda Total Truck Sales</b>	<b>67,959</b>	<b>64,613</b>	<b>5.2%</b>	<b>5.2%</b>	<b>415,757</b>	<b>364,090</b>	<b>12.7%</b>	<b>14.2%</b>
<b>Acura Total Car Sales</b>	<b>2,655</b>	<b>4,621</b>	<b>-42.5%</b>	<b>-42.5%</b>	<b>17,849</b>	<b>26,003</b>	<b>-32.2%</b>	<b>-31.4%</b>
<b>Acura Total Truck Sales</b>	<b>7,702</b>	<b>8,550</b>	<b>-9.9%</b>	<b>-9.9%</b>	<b>46,166</b>	<b>47,639</b>	<b>-4.4%</b>	<b>-3.1%</b>
<b>* Total Domestic Car Sales</b>	<b>36,582</b>	<b>38,113</b>	<b>-4.0%</b>	<b>-4.0%</b>	<b>224,823</b>	<b>218,451</b>	<b>1.6%</b>	<b>2.9%</b>
Honda Division	33,927	33,492	1.3%	1.3%	206,974	192,448	6.2%	7.5%
Acura Division	2,655	4,621	-42.5%	-42.5%	17,849	26,003	-32.2%	-31.4%
<b>* Total Domestic Truck Sales</b>	<b>75,661</b>	<b>73,163</b>	<b>3.4%</b>	<b>3.4%</b>	<b>461,923</b>	<b>411,729</b>	<b>10.7%</b>	<b>12.2%</b>
Honda Division	67,959	64,613	5.2%	5.2%	415,757	364,090	12.7%	14.2%
Acura Division	7,702	8,550	-9.9%	-9.9%	46,166	47,639	-4.4%	-3.1%
<b>Total Import Car Sales</b>	<b>499</b>	<b>222</b>	<b>124.8%</b>	<b>124.8%</b>	<b>3,535</b>	<b>1,352</b>	<b>158.1%</b>	<b>161.5%</b>
Honda Division	499	222	124.8%	124.8%	3,535	1,352	158.1%	161.5%
Acura Division	0	0	0.0%	0.0%	0	0	0.0%	0.0%
<b>Total Import Truck Sales</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>	<b>0</b>	<b>0</b>	<b>0.0%</b>	<b>0.0%</b>
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%
<b>MODEL BREAKOUT BY DIVISION</b>								
<b>Honda Division Total</b>	<b>102,385</b>	<b>98,327</b>	<b>4.1%</b>	<b>4.1%</b>	<b>626,266</b>	<b>557,889</b>	<b>10.8%</b>	<b>12.3%</b>
<b>ACCORD</b>	12,597	17,735	-29.0%	-29.0%	80,721	99,845	-20.2%	-19.2%
<b>CIVIC</b>	21,829	15,979	36.6%	36.6%	129,788	93,954	36.3%	38.1%
<b>CR-V</b>	31,710	31,159	1.8%	1.8%	196,204	163,697	18.3%	19.9%
<b>HR-V</b>	11,110	9,136	21.6%	21.6%	76,263	53,910	39.6%	41.5%
<b>ODYSSEY</b>	6,911	5,239	31.9%	31.9%	39,257	39,466	-1.8%	-0.5%
<b>PASSPORT</b>	2,644	3,710	-28.7%	-28.7%	16,293	23,804	-32.4%	-31.6%
<b>PILOT</b>	11,789	10,691	10.3%	10.3%	66,283	55,783	17.3%	18.8%
<b>PROLOGUE</b>	830	0	0.0%	0.0%	1,535	0	0.0%	0.0%
<b>RIDGELINE</b>	2,965	4,678	-36.6%	-36.6%	19,922	27,430	-28.3%	-27.4%
<b>Acura Division Total</b>	<b>10,357</b>	<b>13,171</b>	<b>-21.4%</b>	<b>-21.4%</b>	<b>64,015</b>	<b>73,642</b>	<b>-14.2%</b>	<b>-13.1%</b>
<b>ILX</b>	0	0	0.0%	0.0%	0	2	-100.0%	-100.0%
<b>INTEGRA</b>	2,177	2,608	-16.5%	-16.5%	13,638	16,514	-18.5%	-17.4%
<b>NSX</b>	0	0	0.0%	0.0%	0	5	-100.0%	-100.0%
<b>TLX</b>	478	2,013	-76.3%	-76.3%	4,211	9,482	-56.2%	-55.6%
<b>MDX</b>	4,130	5,048	-18.2%	-18.2%	25,694	31,964	-20.7%	-19.6%
<b>RDX</b>	3,317	3,502	-5.3%	-5.3%	20,134	15,675	26.8%	28.4%
<b>ZDX</b>	255	0	0.0%	0.0%	338	0	0.0%	0.0%
<b>Selling Days</b>	26	26			154	152		
<b>**** Electrified Vehicles</b>	<b>23,981</b>	<b>26,522</b>	<b>-9.6%</b>	<b>-9.6%</b>	<b>134,320</b>	<b>137,443</b>	<b>-3.5%</b>	<b>-2.3%</b>
* 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.								