

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D. C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of
the Securities Exchange Act of 1934

Date of Report: January 3, 2025
(Date of earliest event reported)

FORD MOTOR COMPANY
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of incorporation)

1-3950
(Commission File Number)

38-0549190
(IRS Employer Identification No.)

One American Road
Dearborn, Michigan
(Address of principal executive offices)

48126
(Zip Code)

Registrant's telephone number, including area code 313-322-3000

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
- Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
- Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
- Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))

Securities registered pursuant to Section 12(b) of the Act:

<u>Title of each class</u>	<u>Trading Symbol(s)</u>	<u>Name of each exchange on which registered</u>
Common Stock, par value \$.01 per share	F	New York Stock Exchange
6.200% Notes due June 1, 2059	FPRB	New York Stock Exchange
6.000% Notes due December 1, 2059	FPRC	New York Stock Exchange
6.500% Notes due August 15, 2062	FPRD	New York Stock Exchange

Indicate by check mark whether the registrant is an emerging growth company as defined in Rule 405 of the Securities Act of 1933 (§230.405 of this chapter) or Rule 12b-2 of the Securities Exchange Act of 1934 (§240.12b-2 of this chapter).

Emerging growth company

If an emerging growth company, indicate by check mark if the registrant has elected not to use the extended transition period for complying with any new or revised financial accounting standards provided pursuant to Section 13(a) of the Exchange Act.

Item 8.01. Other Events.

Our news release dated January 3, 2025 concerning U.S. sales in the fourth quarter of 2024 is filed as Exhibit 99 to this Report and incorporated by reference herein.

Item 9.01. Financial Statements and Exhibits.

<u>Designation</u>	<u>Description</u>	<u>EXHIBITS*</u>	<u>Method of Filing</u>
Exhibit 99	News release dated January 3, 2025 concerning fourth quarter 2024 U.S. sales		Filed with this Report
Exhibit 104	Cover Page Interactive Data File (formatted in Inline XBRL)		**

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

FORD MOTOR COMPANY
(Registrant)

Date: January 3, 2025

By: /s/ David J. Witten
David J. Witten
Assistant Secretary

* Any reference in the attached exhibit(s) to our corporate website(s) and/or other social media sites or platforms, and the contents thereof, is provided for convenience only; such websites or platforms and the contents thereof are not incorporated by reference into this Report nor deemed filed with the Securities and Exchange Commission.

** Submitted electronically with this Report in accordance with the provisions of Regulation S-T.



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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