



Jan 9, 2017 | DEARBORN, Mich.

# Ford F-150 Wins Edmunds Award for Most Wanted Full-Size Truck

**DEARBORN, Mich., Jan. 9, 2017** – The Ford F-150 has been named the Most Wanted Full-Size Truck by Edmunds – further solidifying Ford’s leadership in the segment.

The Edmunds Most Wanted award recognizes vehicles that are the hottest in their segment as determined by sales, number of days sitting on dealer lots, consideration, awareness and editorial expertise.

“In the highly competitive full-size truck category, the Ford F-150 stood out, besting the competition with leading sales and shopper consideration,” said Jessica Caldwell, Edmunds executive director of industry analysis. “An Edmunds Most Wanted award gives shoppers confidence and assurance that the F-150 is a smart choice.”

Continuous innovation is at the core of Ford F-Series success, making it America’s best-selling truck for 40 consecutive years and America’s best-selling vehicle for 35 straight years.

## About Ford Motor Company

**Ford Motor Company** is a global automotive and mobility company based in Dearborn, Michigan. With about 203,000 employees and 62 plants worldwide, the company’s core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please visit [www.corporate.ford.com](http://www.corporate.ford.com).