



JOE HINRICHS

PRESIDENT, GLOBAL OPERATIONS



OPERATIONAL FITNESS



FORD READIES INDUSTRY'S FRESHEST LINEUP BY 2020

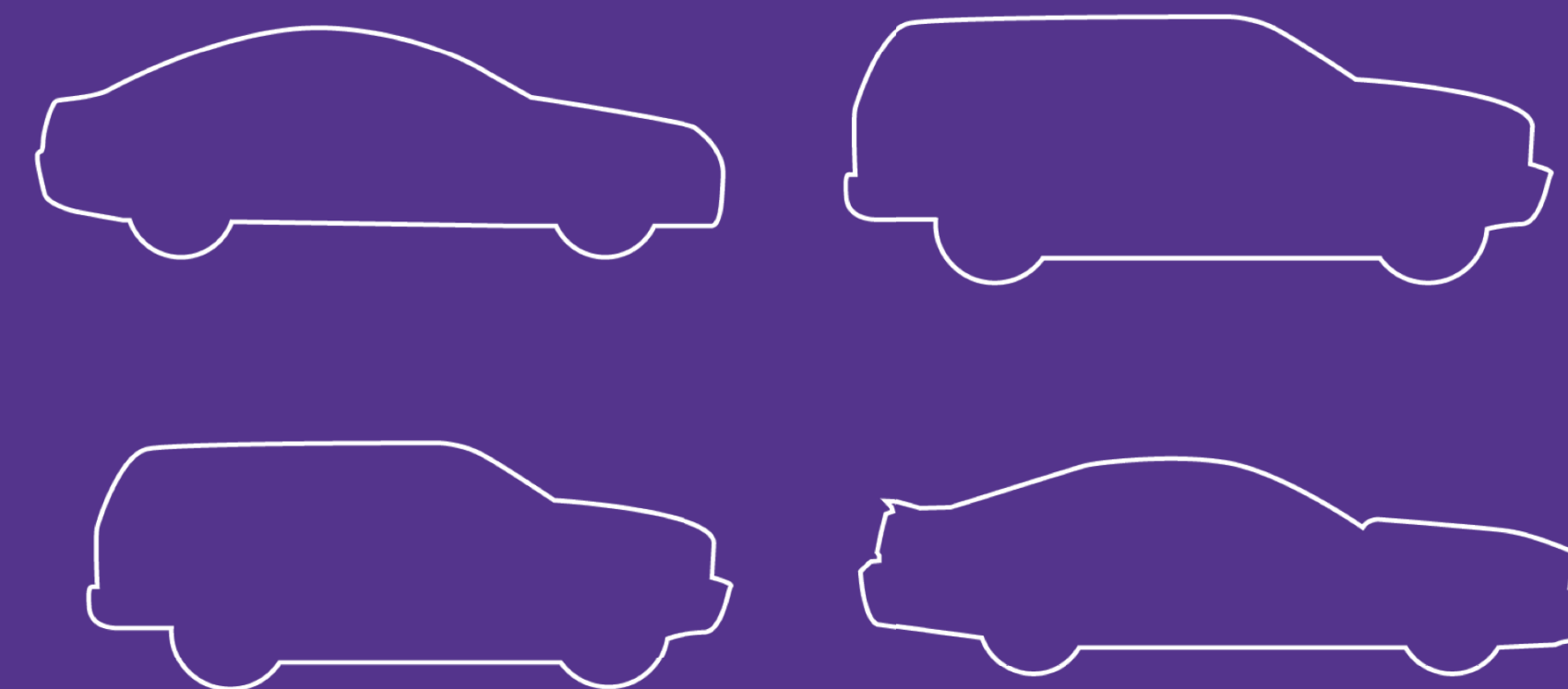
CURRENT LINEUP
REPLACEMENT

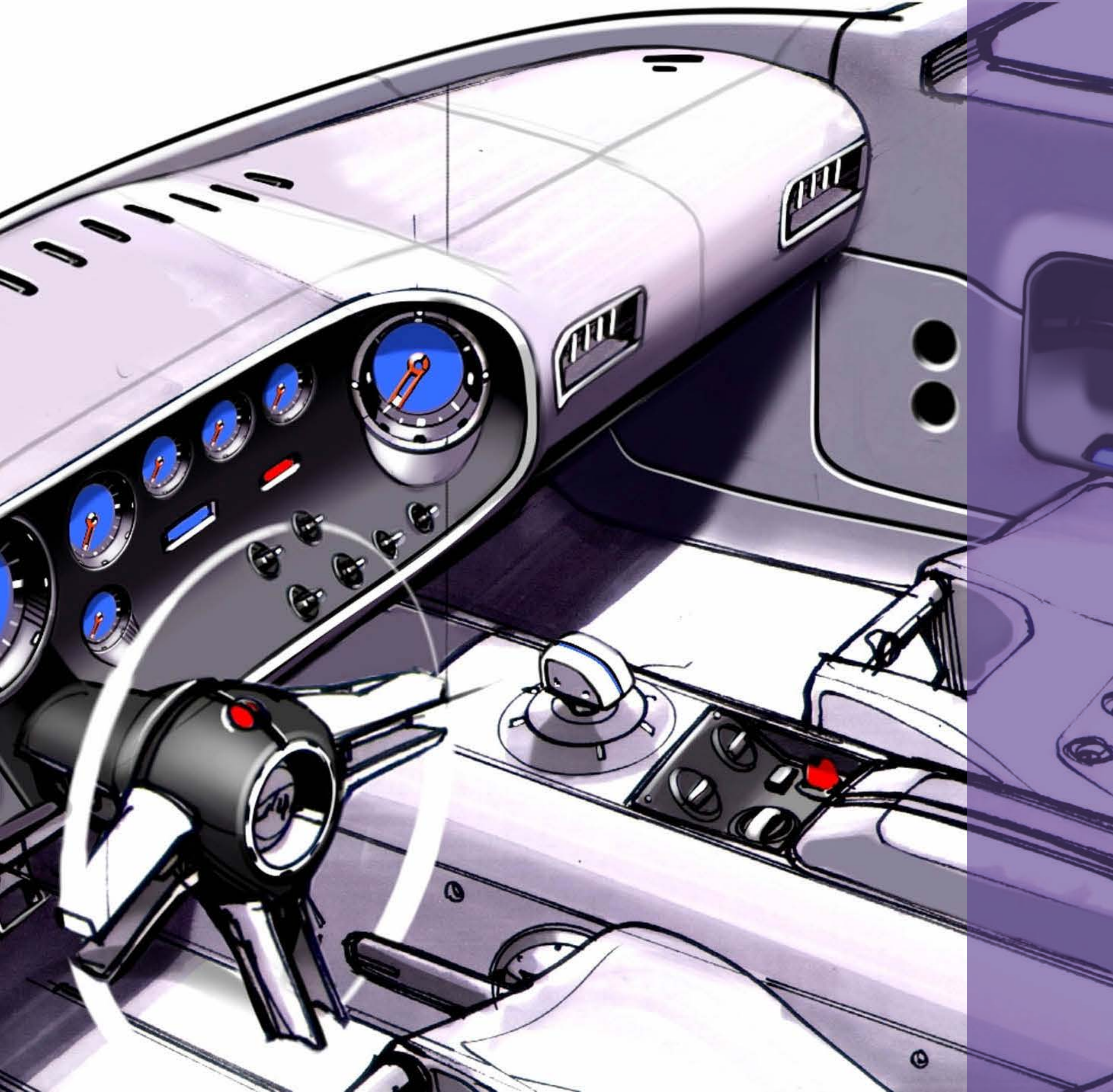


INTRODUCE

4

NEW NAMEPLATES





IMPROVING OPERATIONAL FITNESS

REDUCING TIME
FROM SKETCH TO
SHOWROOM BY

20%





OPERATIONAL FITNESS

**BETTER
CUSTOMER
INSIGHTS**



**MORE
HUMAN-CENTERED
DESIGNS**

Ford global market teams now centrally identifying and prioritizing potential opportunities for the company earlier in the product development process.





OPERATIONAL FITNESS

DRIVING
GREATER
CONNECTIVITY



BETTER HARDWARE
& SOFTWARE
DEVELOPMENT

New data-driven insights -- using data from connected vehicles -- will help determine which features to grow and invest in and which to eliminate, reducing manufacturing complexity, improving pricing, reducing incentives and building revenue over time.





EVOLVING ONE FORD



SHIFTING FROM PLATFORMS TO FLEXIBLE ARCHITECTURES

1. FRONT-WHEEL DRIVE UNIBODY
2. REAR-WHEEL DRIVE UNIBODY
3. COMMERCIAL VAN UNIBODY
4. BODY-ON-FRAME
5. BATTERY ELECTRIC VEHICLES



SHIFTING FROM PLATFORMS TO FLEXIBLE ARCHITECTURES



REDUCED COST



IMPROVED QUALITY



INCREASED EFFICIENCY







CASE STUDY HUMAN- CENTERED DESIGN



CASE STUDY HUMAN- CENTERED DESIGN

PRO-TRAILER BACK-UP ASSIST™
ON F-150





CONNECTED VEHICLES



ALL OF OUR VEHICLES
EQUIPPED WITH
STANDARD HIGH-SPEED
4G LTE CELLULAR MODEMS





MAKING SURE CUSTOMERS RECEIVE NEWEST SERVICES



**OVER THE AIR
UPDATES**



**WIRELESS ACCESS TO
LATEST SOFTWARE**



**NEW
FEATURES**



REDUCE ORDERABLE COMBINATIONS

**REDUCES COSTS, EFFICIENCY; ADVANCED
MANUFACTURING & PROTOTYPING**

SIMPLER VEHICLE ORDERING

**IMPROVED QUALITY, COMPLEXITY &
CUSTOMER VALUE**

EDGE

▼ 97%



REDUCE ORDERABLE COMBINATIONS



ON FORD SUVs
SINCE 2014

EXPEDITION

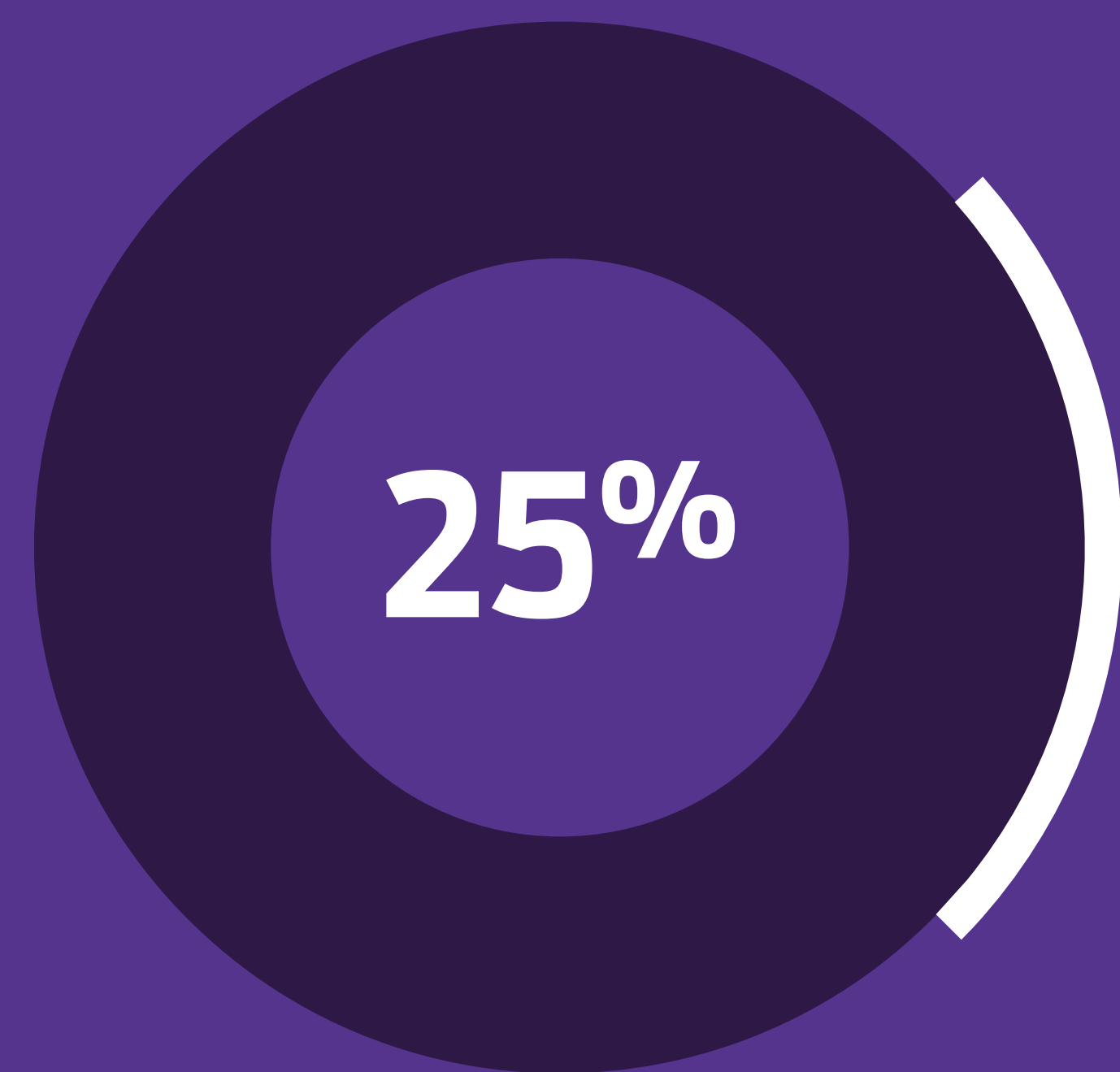
▼ 60%



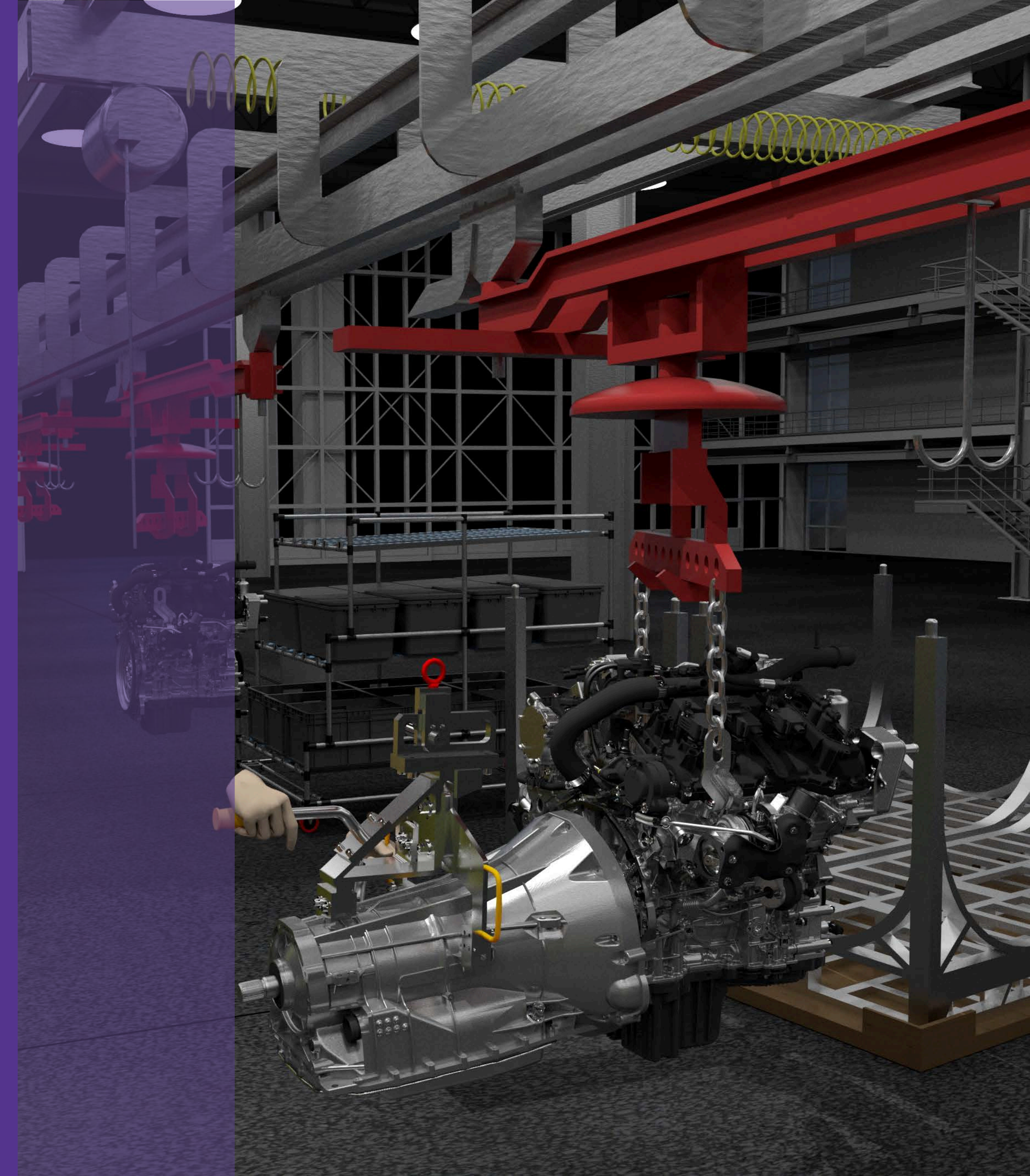


AUGMENTED & VIRTUAL REALITY

REDUCE PLANT
CHANGEOVER TIME



+\$50 MILLION TO
BOTTOM LINE

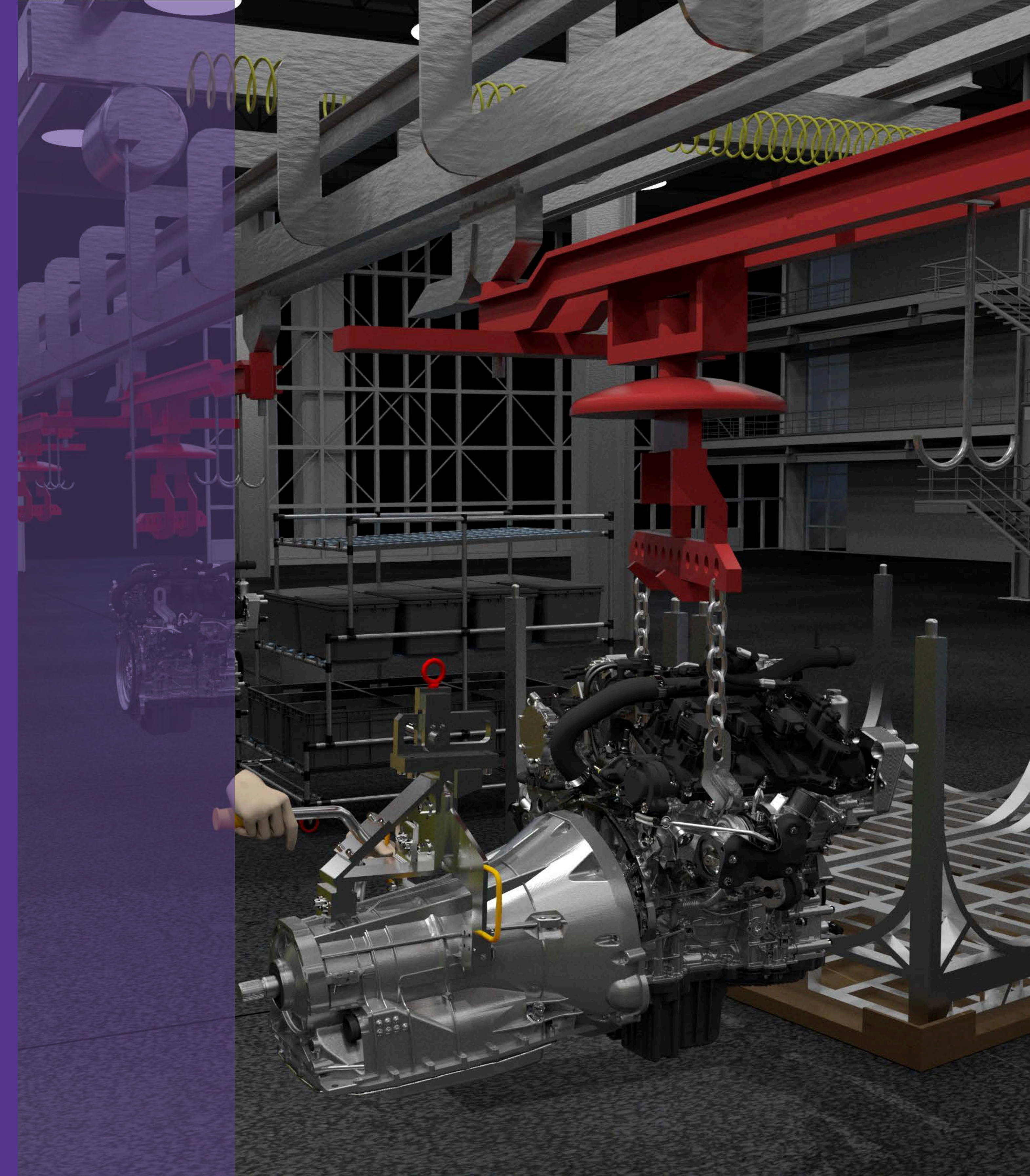




AUGMENTED & VIRTUAL REALITY



SAVING ON TOOLING
COST ON EACH
VEHICLE PROGRAM

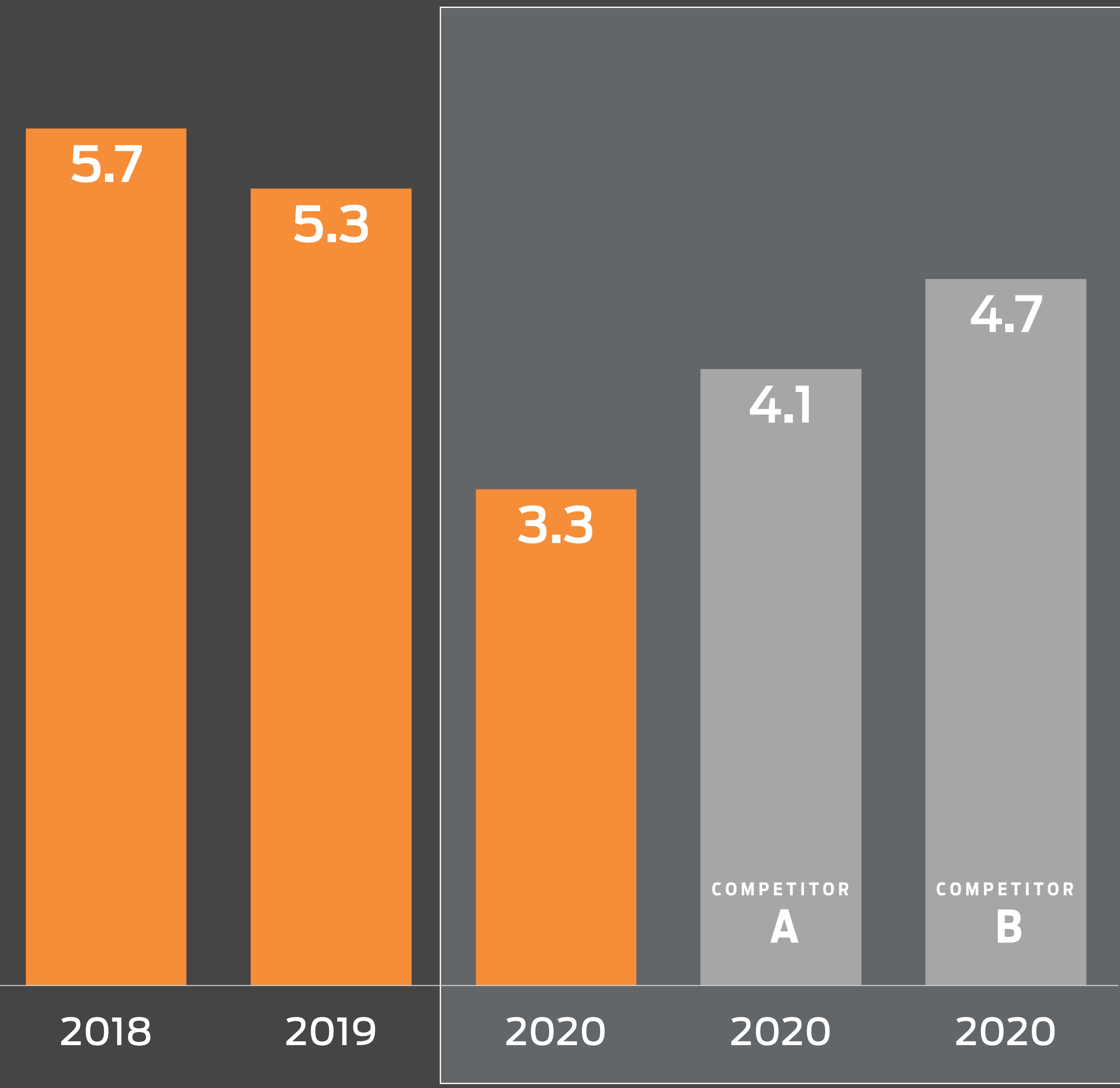




JIM FARLEY

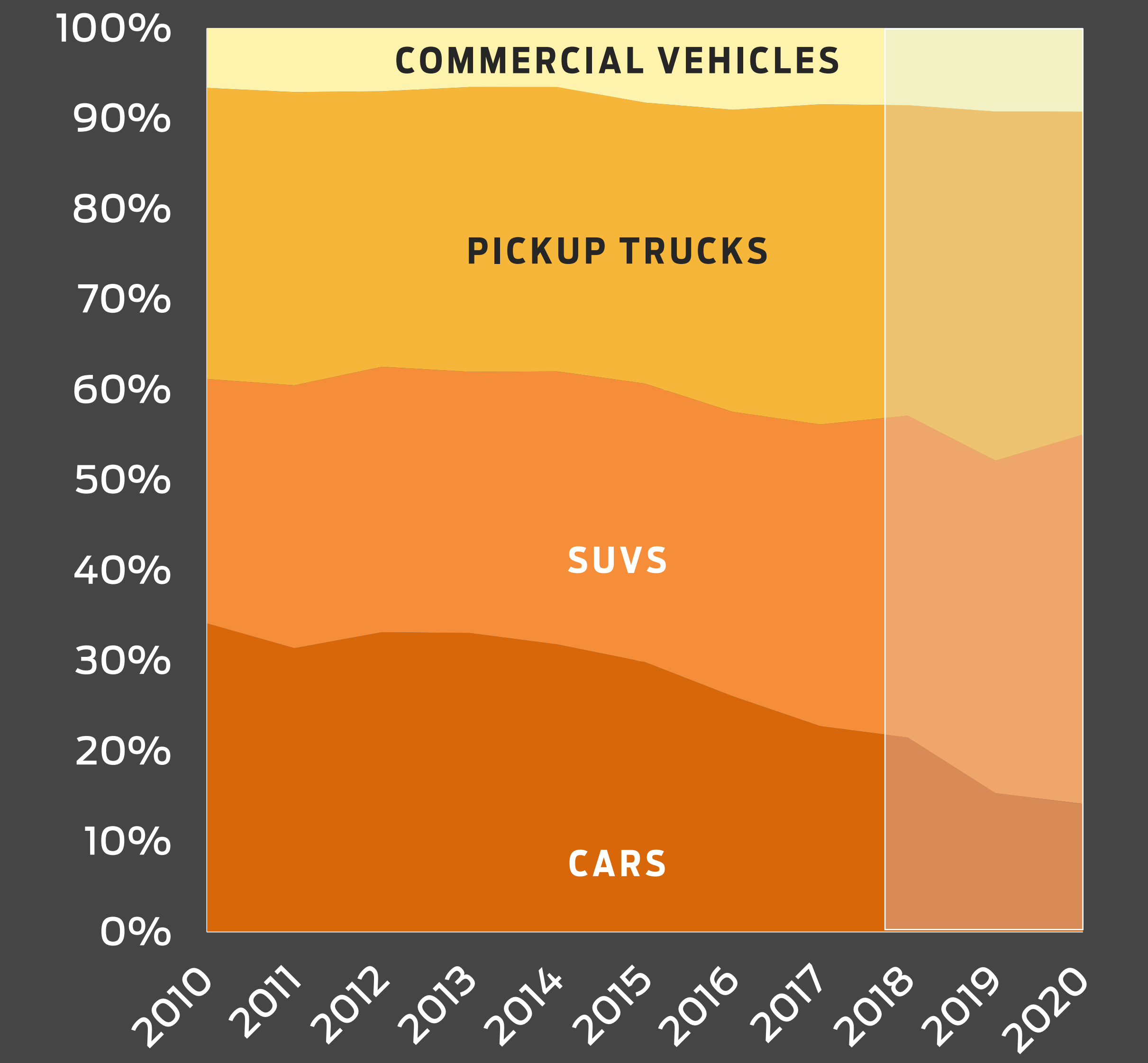
PRESIDENT, GLOBAL MARKETS

AVERAGE AGE OF PORTFOLIO (YEARS)



FORD READYING FRESHEST LINEUP BY 2020

FORD SHIFTING PORTFOLIO





TRUCKS & SUVs

86%

2020
PRODUCT MIX

TRUCKS & SUVs,
INCLUDING ELECTRIFIED VEHICLES





STRENGTHENING OUR NORTH AMERICAN AUTOMOTIVE BUSINESS PLAN

- 1. FUELING GROWTH WITH TRUCKS & UTILITIES**
- 2. ADDING CAPABILITY & EMOTION TO HYBRIDS**
- 3. BUILDING TRUST IN MEANINGFUL WAYS**



AMERICA'S WORKFORCE

F-SERIES





**AMERICA'S
WORKFORCE**

**FORD COMMERCIAL
TRUCKS**

33

YEARS IN A ROW BEST-SELLING





MARKET SHARE
IS UP BY

1.3 PTS

SINCE INTRODUCING ALUMINUM ALLOY BODY IN 2014



AVERAGE TRANSACTION
PRICES HAVE INCREASED

\$6,700



2017 SALES

896,764
F-SERIES SOLD

\$46,000
AVERAGE TRANSACTION PRICE





2017 SALES

FORD F-SERIES

\$41 BILLION

COCA-COLA

\$35 BILLION

NIKE

\$34 BILLION





2017 SALES

RECORD SALES GAP

896,765

53%



F-SERIES

585,864

SILVERADO





F-150 POWER STROKE® DIESEL

BEST-IN-CLASS
HORSEPOWER, TORQUE & TOWING

TARGETED EPA-EST
30 MPG HWY

**AVAILABLE
SPRING 2018**





NEW TRANSIT CONNECT VAN

NEW TRANSIT
ON THE WAY





SUVs





ALL-NEW ECOSPORT & EXPEDITION





ECOSPORT

ON SALE NOW

2,800
SOLD SINCE JANUARY 1ST





EXPEDITION

RETAIL SALES ARE
UP 49%
THROUGH FEBRUARY



ALL-NEW EXPLORER & ALL-NEW ESCAPE COMING SOON

EXPLORER

ESCAPE

EXPEDITION

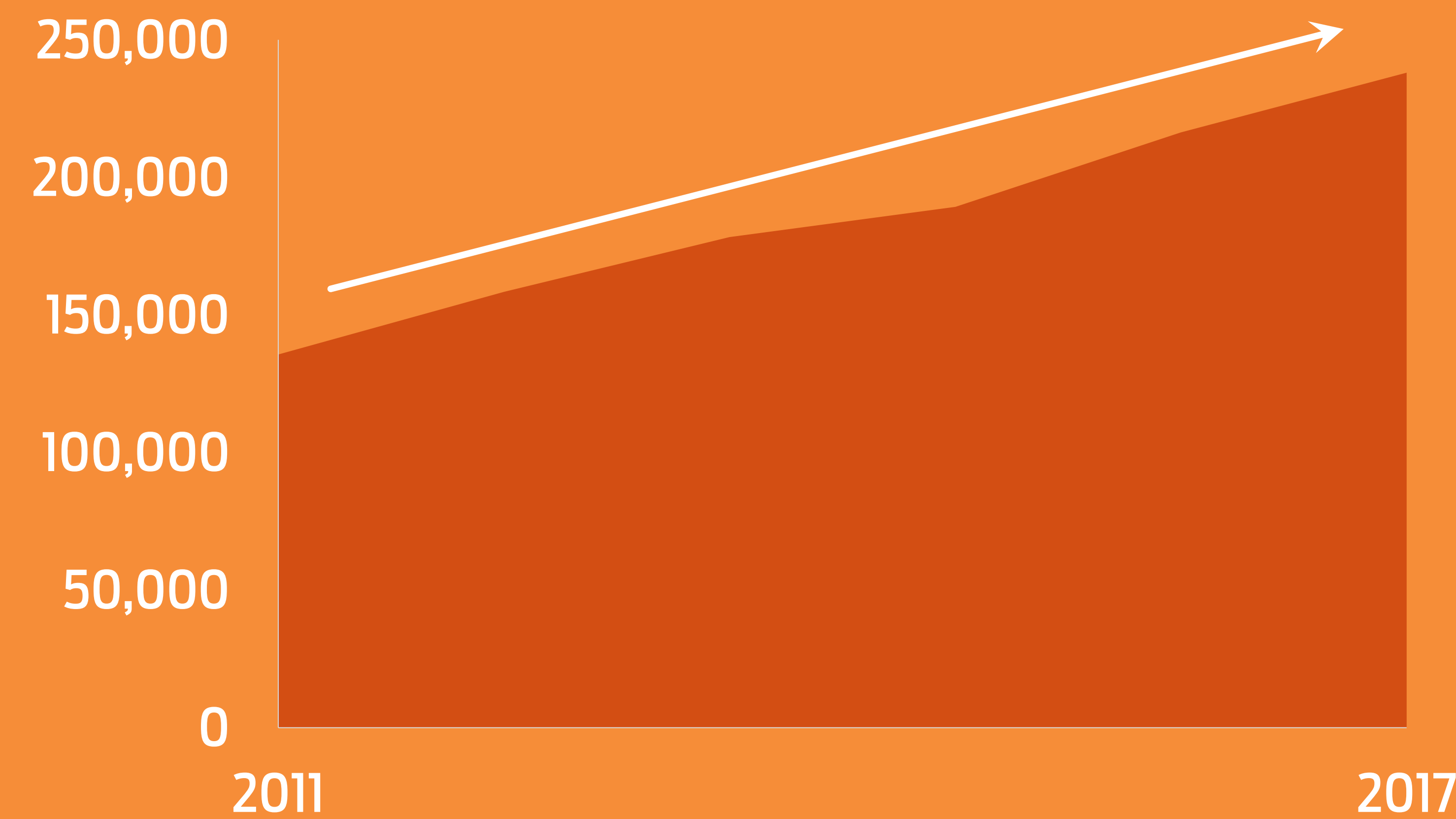
ECOSPORT





EXPLORER

INCREASED SALES
CONTINUOUSLY EVERY YEAR
SINCE IT WAS REDESIGNED

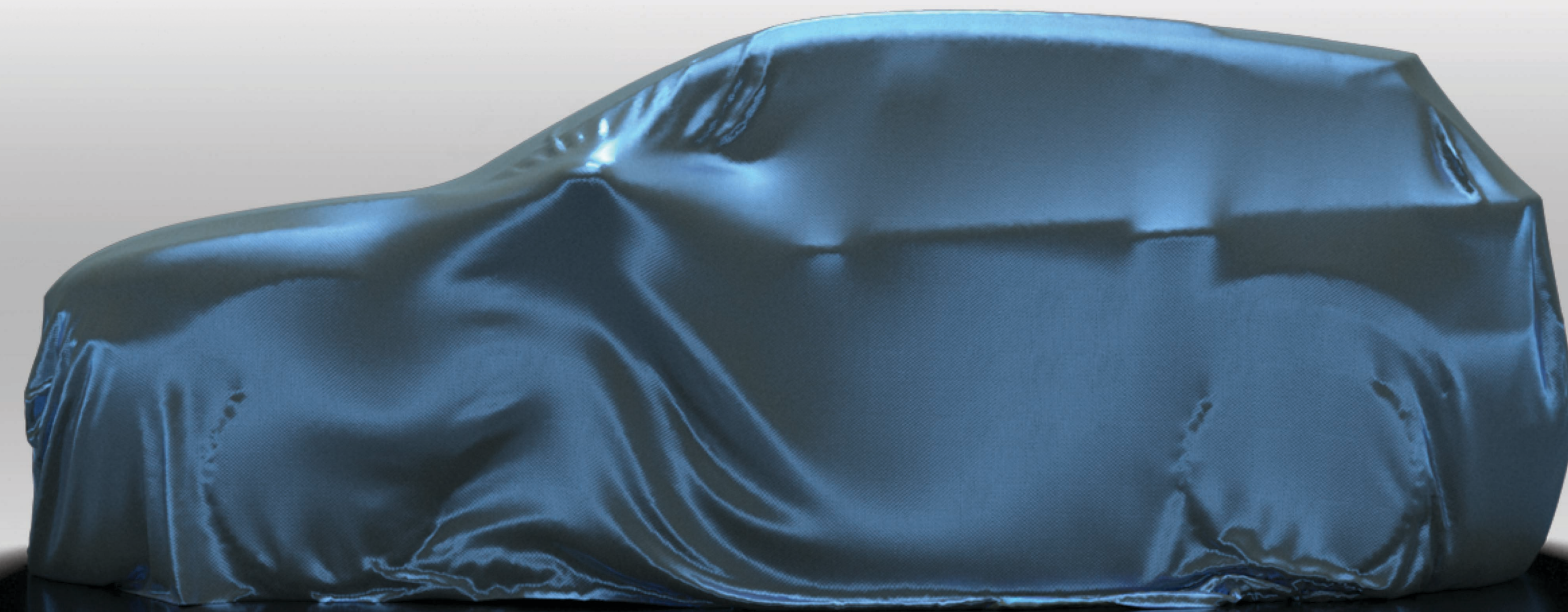




HYBRID VERSIONS OF EXPLORER & ESCAPE COMING SOON



EXPLORER



ESCAPE

**TWO NEW OFF-ROAD SUVS:
ALL-NEW BRONCO AND A YET-TO-BE NAMED
RUGGED SMALL UTILITY COMING SOON**







TRUE OFF-ROAD EXPERIENCES





F-150 RAPTOR

OUTSOLD ENTIRE
PORSCHE
CAR LINEUP





EVs & HYBRIDS





**IN 2021,
FORD MOTOR
COMPANY**

**EXPECTS
HYBRID SALES TO**



**SURPASS
TOYOTA**



TAKING HYBRIDS MAINSTREAM



PERFORMANCE



WORK



CAPABILITY





HYBRIDS & PLUG-IN HYBRIDS

AVAILABLE ACROSS SUV LINEUP





**EDGE HAS MORE
STANDARD
DRIVER-ASSIST
TECHNOLOGY
THAN ANY OTHER
MIDSIZE SUV**

**FORWARD COLLISION WARNING &
DYNAMIC BRAKE SUPPORT**

**PRE-COLLISION ASSIST WITH
PEDESTRIAN DETECTION**

BLIS WITH CROSS-TRAFFIC ALERT

LANE-KEEPING ALERT

LANE-KEEPING ASSIST

FORD CO-PILOT360

5 STANDARD FEATURES

	FORD	TOYOTA	HONDA	CHEVROLET
AUTOMATIC EMERGENCY BRAKING WITH PEDESTRIAN DETECTION	✓	✓	✗	✗
BLIND SPOT INFORMATION SYSTEM WITH CROSS TRAFFIC ALERT	✓	✗	✗	✗
LANE KEEPING SYSTEM	✓	✓	✓	✗
AUTOMATIC HIGH BEAMS	✓	✓	✗	✗
REVERSE CAMERA	✓	✓	✓	✓

OUTPERFORMING



FORD EXPANDING
PERFORMANCE LINEUP
TO SUVs -- INCLUDING
EXPLORER ST



EXPLORER ST



EDGE ST

