



## Past Examples of Customer Adoption, Competitive Disorder Will Inform Auto's Present Transformation at Feb. 14 Seminar

**DEARBORN, Mich., Feb. 12, 2024** – In the middle of its most profound transformation in a century, with electric and software-enabled vehicles, the global auto industry can and should look to technology-led changes in other industries for clues to the form and fallout that revolution could take.

That's what people who have lived and led such shakeups will discuss during a nonpromotional, Ford-sponsored webcast seminar, "That'll Never Work! Customer Gain, Competitive Havoc and Other Morals of Transformative Technology," on Wednesday, Feb. 14, at 11 a.m. ET.

Experts will share what they saw, navigated and learned: about the disruptive qualities of new technologies, the paths customers typically follow in adopting tools made possible by those technologies, and the implications for companies that adapt and lead – or don't.

Panelists for the event will include:

- Kirsten Korosec, a reporter and editor at TechCrunch, who will moderate the discussion
- Toni Sacconaghi, the highly regarded Bernstein analyst who's covered information technology and, now, electric vehicles in his 25-plus year career
- Arlene Harris, the first lady of wireless telecommunications, who during her decades as an inventor and entrepreneur was responsible for pivotal cell phone transformations
- Brian Woodring, CIO of Rocket Mortgage, leading the Detroit-based company that disrupted the mortgage industry to further transform consumer lending and financial services, and
- Marin Gjaja, chief operating officer of Ford Model e, the company's standalone EV business, and a former longtime senior partner at Boston Consulting Group.

Attendees are encouraged to [register](#) for the event ahead of time.

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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 177,000 people worldwide. More information about the company and its products and services is available at [corporate.ford.com](http://corporate.ford.com).

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