



Ford CEO Farley, CFO Lawler to Describe Ford+ Growth Plan, Execution Priorities at Feb. 15 Wolfe Global Auto Conference

DEARBORN, Mich., Feb. 6, 2023 – Ford President and Chief Executive Officer Jim Farley and Chief Financial Officer John Lawler will discuss the company's ambitious, customer-focused plan to grow and create value – and the double transformation bringing it to life – at an upcoming fireside chat with auto analyst Rod Lache.

The session at the Wolfe Research Global Auto, Auto Tech, and Auto Consumer Conference 2023 in New York City will take place Wednesday, Feb. 15, at 8:55 a.m. EST.

Farley and Lawler will answer questions about the Ford+ growth plan; how the company is overhauling its operations to improve quality and reduce costs; and its significant opportunities to expand capabilities and generate returns from software-enabled gas-powered and electric vehicles, along with value-added services.

To accelerate this transformation, Ford has created three distinct, customer-focused business segments: Ford Blue for iconic internal-combustion and hybrid vehicles, Ford Model e for breakthrough software and EVs, and Ford Pro for products and services that help commercial customers make over and grow their businesses.

The company will report its financial results accordingly with great transparency to the strategic progress of each segment. Ford will host a teach-in on the new segment reporting on Thursday, March 23, at the New York Stock Exchange. Later, at the company's next Capital Markets Day on Monday, May 22, at its headquarters in Dearborn, Ford will provide key performance indicators and financial targets, including the path to an 8% EBIT margin in Model e.

The Wolfe Research fireside chat next week can be [viewed online](#). Additional information is available at shareholder.ford.com.

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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 always-on 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 is pursuing mobility solutions through Ford Next, and provides financial services through Ford Motor Credit Company. Ford employs about 173,000 people worldwide. More information about the company and its products and services is available at corporate.ford.com.

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