



John Lawler to Highlight Progress of Ford+ Plan During ‘Chat’ at Deutsche Bank 2024 Global Auto Industry Conference

DEARBORN, Mich., May 24, 2024 – Ford CFO John Lawler will discuss the continued execution of the company’s customer-centered Ford+ plan to grow, raise margins and increase capital efficiency while improving business durability during an upcoming fireside chat with auto analyst Emmanuel Rosner at the Deutsche Bank 2024 Global Auto Industry Conference. The [conference](#) is June 11; Lawler will be speaking at 10:30 a.m. ET.

Lawler will highlight how Ford's distinct business segments – Ford Blue, Ford Pro and Ford Model e – are providing great insights about and benefits to customers, and great flexibility to allocate capital to meet their different needs. He'll illustrate ways that knowledge is being deployed across Ford's lineup of iconic, software-defined gas, hybrid and electric vehicles – together with physical and digital services – to set the company apart.

A link to listen to the session will be available via [webcast](#). Additional information is available at [shareholder.ford.com](#).

The presentation and supporting material will be available at www.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 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 176,000 people worldwide. More information about the company and its products and services is available at corporate.ford.com.

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