



Ford Customer Service Division VP to Discuss Progress of Ford+ Plan During ‘Chat’ At Scotiabank Annual Conference

DEARBORN, Mich., Oct. 31, 2024 – Vice President, Ford Customer Service Division Daniel Justo will discuss the customer-centered Ford+ plan to remake the company into a higher growth, higher margin, more capital efficient and more durable business at the Scotiabank 24th Annual Transportation & Industrials Conference in Toronto. The [conference](#) is Nov. 14; Justo will speak at 9:00 a.m. ET.

Justo will discuss the current state of the automotive sector and highlight how Ford’s distinct business segments – Ford Blue, Ford Pro and Ford Model e – provide great customer insights and the flexibility to allocate capital to meet their different needs. He will illustrate how Ford uses those insights through its 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 174,000 people worldwide. More information about the company and its products and services is available at corporate.ford.com.

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