



Ford U.S. Sales Rise 7.1% to Nearly 2 Million Vehicles in 2023

- ✓ America's No. 1 Truck Seller; F-Series Leads Across Gas, Hybrid and Electric
- ✓ America's No. 1 Commercial Vehicle Seller; Ford Commercial Vans Top Sales for 45th Straight Year
- ✓ America's No. 2 Electric Vehicle Brand; EV Sales Rose 18 percent
- ✓ Record Sales of Bronco Family and Maverick Bring New Customers to Brand
- ✓ Poised for Growth in 2024 with New F-150, Ranger, Explorer, Expedition and Lincoln Aviator, Navigator, Nautilus

DEARBORN, Mich., January 4, 2024 – Ford continued to broaden consumers' options in 2023, solidifying its leadership in gas vehicle lines with its best-selling trucks and vans, while also accelerating sales of its electric and hybrid vehicles to new records.

Ford's electric vehicles posted record Q4 sales to cap off a record EV year. Ford sold 25,937 EVs in Q4 (up 24 percent over Q3 sales) and 72,608 vehicles for the year (up 18 percent). Growth came from America's best-selling electric truck, F-150 Lightning (up 74 percent for Q4) and Mustang Mach-E sales of 40,771 for the year – up 3 percent for the year and its best year of sales since first launched in 2021.

Ford's E-Transit was America's best-selling electric van nameplate in 2023 on sales of 7,672 – up 18 percent over 2022.

"In a year of challenges, from a labor strike to supply issues, our amazing lineup of gas, electric and hybrid vehicles and our fantastic dealers delivered solid growth and momentum. We have the products that customers want," said Jim Farley, Ford president and CEO. "I am especially proud Ford remained the No. 2 EV brand in America and our next-gen, digitally advanced new EVs are on the way.

"Now we are spring-loaded for 2024 with new versions coming of our most popular trucks and SUVs, a full year of new Super Duty and Mustang, and a big year for Lincoln."

Total Ford hybrid sales accelerated at year's end with record Q4 sales of 37,229 vehicles – up 55 percent. For the year, Ford hybrid vehicle sales were up 25 percent on record annual sales. Ford has both the first and second best-selling hybrid trucks in America, with Maverick Hybrid sales totaling 52,361 trucks, a 67 percent gain and more than half of Maverick's total sales in 2023. Total Maverick sales were up 26.5 percent. The F-150 Hybrid posted sales gains of 41 percent over a year ago on 2023 sales of 50,103.

Ford 2023 sales totaled 1,995,912 vehicles – up 7.1 percent over 2022 and the best since 2020.

Ford America's Truck Leader

For the 47th year in a row, Ford F-Series was America's best-selling truck and America's best-selling vehicle for the 42nd year in a row. It's a streak that spans four generations and has lasted longer than the entire lifespan of many other popular consumer products. In addition, the Ford F-150 Lightning was the No. 1 selling electric truck and the F-150 Hybrid the No. 1 selling full-size hybrid truck for 2023. In total, 750,789 customers chose a new Ford F-Series truck in 2023.

Ford again was the No. 1 selling truck manufacturer for Q4 and for full year 2023, providing customers what they want with electric, hybrid or gas-powered trucks. Ford sold 1,081,777 trucks and vans in 2023 – up 13 percent and outselling the second place’s total pickup and van sales by more than 65,000 for the year.

“Ford has the vehicle a customer wants – that has been key to our success in 2023, with our continued dominance in trucks and SUVs. We saw strong gains coming from gas-powered vehicles and record setting sales for our hybrid and electric vehicles,” said Andrew Frick, president, Ford Blue. “Customers know they get choice when they come to Ford. None of our competitors offer the powertrain choices that Ford has become known for in trucks. And it will continue with the launch of the new F-150 later this month.”

Ford F-Series expanded its lead in 2023, on sales of 750,789 – up 15 percent over the previous year and outselling second place Silverado by about 200,000 trucks. Gas- and diesel-powered F-Series sales were up 12 percent, while top selling F-150 Lightning and F-150 Hybrid achieved record sales for the year – up 55 and 41 percent, respectively.

Ford and Lincoln SUVs posted strong sales in 2023 – Bronco Family (up 8 percent), Edge (up 24 percent) and Expedition (up 18 percent). For the year, Lincoln Navigator sales expanded 33 percent on sales of 17,549. Lincoln SUVs closed the quarter up 9 percent on the strength of Aviator (up 11 percent) and Nautilus (up 42 percent).

Ford Pro Commercial Sales Success

The Ford Transit van was America’s No. 1 selling commercial van. Ford’s commercial vans have been a source of strength through the entire year marking 45 straight years of commercial van leadership, with sales up 21 percent in 2023 on sales of 190,016 vans. Transit van sales climbed 30 percent on sales of 129,009 for the year. Ford E-Series vans increased 34 percent this year on sales of 42,957 cutaway vans.

Ford Blue



Fast Start for all-new Mustang

Ford’s all-new 2024 Mustang initiated sales in August. Strong momentum continued into Q4 with total sales of 13,290 – up 21 percent.

Model e



Record EV Sales

For the year, Ford’s EV sales were up across the board, with F-150 Lightning, Mustang Mach-E and E-Transit all up 55, 3 and 18 percent, respectively. Ford was America’s No. 2 EV brand in 2023.

Ford Pro



Commercial Vehicle Leadership

Ford was No. 1 in commercial vehicles based on the most recent registration data through October. Commercial truck and van share grew to 40 percent, up 0.9 percentage points from the same period a year ago in class 1-7.

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 is pursuing mobility solutions through Ford Next, and 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.

**U.S. sales volume reflects transactions with (i) retail and fleet customers (as reported by dealers), (ii) government and (iii) Ford management. Average transaction pricing based on J.D. Power and Associates PIN data.*

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FORD MOTOR COMPANY Q4 2023 U.S. SALES

	<u>Fourth Quarter</u>		<u>%</u>	<u>Year-to-Date</u>		<u>%</u>
	<u>2023</u>	<u>2022</u>	<u>Change</u>	<u>2023</u>	<u>2022</u>	<u>Change</u>
SALES BY BRAND						
Electric Vehicles	25,937	20,339	27.5	72,608	61,575	17.9
Hybrid Vehicles	37,229	23,946	55.5	133,743	106,705	25.3
Internal Combustion	<u>424,674</u>	<u>439,685</u>	-3.4	<u>1,789,561</u>	<u>1,696,184</u>	5.5
Total vehicles	487,840	483,970	0.8	1,995,912	1,864,464	7.1
SALES BY TYPE						
SUVs	217,952	202,914	7.4	865,499	861,256	0.5
Trucks	256,598	270,064	-5.0	1,081,777	955,543	13.2
Cars	<u>13,290</u>	<u>10,992</u>	20.9	<u>48,636</u>	<u>47,665</u>	2.0
Total vehicles	487,840	483,970	0.8	1,995,912	1,864,464	7.1
FORD BRAND						
EcoSport	0	3,007	-100.0	2,508	29,193	-91.4
Bronco Sport	31,101	19,571	58.9	127,476	99,547	28.1
Escape	37,355	28,059	33.1	140,968	137,370	2.6
Bronco	14,197	30,670	-53.7	105,665	117,057	-9.7
Mustang Mach-E	11,889	11,369	4.6	40,771	39,458	3.3
Edge	35,397	17,842	98.4	106,098	85,465	24.1
Explorer	48,667	51,430	-5.4	186,799	207,673	-10.1
Expedition	<u>16,969</u>	<u>20,400</u>	-16.8	<u>73,396</u>	<u>62,007</u>	18.4
Ford SUVs	195,575	182,348	7.3	783,681	777,770	0.8
F-Series	177,419	186,650	-4.9	750,789	653,957	14.8
<i>Memo: F-150 Lightning (electric)</i>	<i>11,905</i>	<i>6,857</i>	<i>73.6</i>	<i>24,165</i>	<i>15,617</i>	<i>54.7</i>
Ranger	831	10,712	-92.2	32,334	57,005	-43.3
Maverick	27,628	22,568	22.4	94,058	74,370	26.5
E-Series	12,455	9,927	25.5	42,957	32,150	33.6
Transit	30,957	31,049	-0.3	129,009	99,382	29.8
<i>Memo: E-Transit</i>	<i>2,143</i>	<i>2,113</i>	<i>1.4</i>	<i>7,672</i>	<i>6,500</i>	<i>18.0</i>
Transit Connect	3,926	4,957	-20.8	18,050	25,140	-28.2
Heavy Trucks	<u>3,382</u>	<u>4,201</u>	-19.5	<u>14,580</u>	<u>13,539</u>	7.7
Ford Trucks	256,598	270,064	-5.0	1,081,777	955,543	13.2
GT	0	24	-100.0	31	99	-68.7
Mustang	<u>13,290</u>	<u>10,968</u>	21.2	<u>48,605</u>	<u>47,566</u>	2.2
Ford Cars	<u>13,290</u>	<u>10,992</u>	20.9	<u>48,636</u>	<u>47,665</u>	2.0
Ford Brand	465,463	463,404	0.4	1,914,094	1,780,978	7.5
LINCOLN BRAND						
Corsair	6,901	7,391	-6.6	24,384	27,668	-11.9
Nautilus	5,437	3,838	41.7	24,334	20,635	17.9
Aviator	5,875	5,281	11.2	15,551	21,977	-29.2
Navigator	<u>4,164</u>	<u>4,056</u>	2.7	<u>17,549</u>	<u>13,206</u>	32.9
Lincoln SUVs	22,377	20,566	8.8	81,818	83,486	-2.0
Lincoln Brand	22,377	20,566	8.8	81,818	83,486	-2.0

News Release

Hyundai Motor America Reports Record-Breaking December, Q4 and 2023 Sales

- Total sales increased 11% in 2023; best total and retail sales year ever for Hyundai
- Third year in a row setting a new annual retail sales record
- Record-setting Q4 total sales for Hyundai; up 5%
- Hyundai sets best-ever December total sales; up 4%
- 17 consecutive months with increases in total sales

FOUNTAIN VALLEY, Calif., Jan. 3, 2024 – Hyundai Motor America reported total December sales of 75,164 units, a 4% increase compared with December 2022 and the highest December sales total in company history. This is the 17th month in a row Hyundai has achieved increases in total sales. Hyundai set total sales records in December for IONIQ 5 (+90%), Santa Fe PHEV (+3205%), Santa Fe HEV (+74%), Tucson (+8%), Tucson PHEV (+8455%) and Palisade (+95%). All-time total sales monthly records were set for Tucson PHEV, Santa Fe PHEV and Palisade.

“We finished 2023 with record-breaking total and retail sales and continued a trend initiated almost two years ago by consistently increasing monthly total sales in response to the surge in consumer demand for our products,” said Randy Parker, CEO, Hyundai Motor America. “2023 was also our third consecutive year of record-breaking retail sales. This unprecedented year also saw a stream of accolades for our products, a testament to our commitment to delivering exceptional vehicles. We remain dedicated to our customers and, in collaboration with our retail partners, look forward to 2024.”

Q4 and 2023 Year-End Sales

In Q4, Hyundai sold 206,048 vehicles, a Q4 total sales record, and an increase of 5% compared with



Q4 2022. Eco-friendly vehicle retail sales for Q4 grew 37% compared with Q4 2022.

For the year, Hyundai sold 801,195 vehicles, an 11% increase compared with 2022 and the highest total sales ever for the Hyundai brand. Amongst several model records, Tucson established a new yearly sales record, selling over 200,000 vehicles for the first time ever. 2023 was also a record year for retail sales, increasing 1% compared with 2022 and the third consecutive year setting a new retail sales record. During the year, Hyundai fleet sales were 10.9% of total volume.

December Total Sales Summary

	Dec-23	Dec-22	% Chg	Q4 2023	Q4 2022	% Chg	2023 YTD	2022 YTD	% Chg
Hyundai	75,164	72,058	+4%	206,048	195,967	+5%	801,195	724,265	+11%

December Product and Corporate Activities

- **2024 Elantra and Tucson Awarded TOP SAFETY PICK+ by the Insurance Institute for Highway Safety:** Hyundai's [2024 Elantra](#) and [Tucson](#) have each received [TOP SAFETY PICK+ \(TSP+\) awards](#) from the Insurance Institute for Highway Safety (IIHS), the organization's top honor.
- **IONIQ 5 Wins Spot on Car and Driver's 10Best Trucks and SUVs List for the Second Year in a Row:** The Hyundai [IONIQ 5](#) was [awarded a coveted](#) spot on [Car and Driver's 10Best](#) list for the second year in a row. The publication's 10Best list recognizes 2024's best trucks, sport-utility vehicles (SUVs) and crossover vehicles annually.
- **IONIQ 6 Named The Drive's Best EV of 2023:** The Hyundai [IONIQ 6](#) has been named [The Best EV of 2023 by The Drive](#) for its compelling mix of performance, practicality, and accessibility. [The Drive's editors praised the IONIQ 6's](#) sporty driving feel, spacious interior, and overall refinement. This is the second year for [The Drive Awards](#) in which the brand presents their signature golden slash to the best new vehicles tested over the last year.
- **IONIQ 5 and Kona Win 2024 Kelley Blue Book Best Buy Awards:** The Hyundai [IONIQ 5](#) and [Kona](#) have [been honored with](#) a pair of prestigious [2024 Kelley Blue Book Best Buy Awards](#). The IONIQ 5 won the Electric Vehicle category for a second year in a row and the Kona claimed the Subcompact SUV Award category.



- IONIQ 6 Tops Edmunds Quickest EV Charging Test:** Hyundai's [IONIQ 6](#) Limited Rear Wheel Drive (RWD) model is the [fastest-charging electric vehicle on the market according](#) to a new test from Edmunds. IONIQ 6 topped a field of 43 popular electric vehicles in the [Edmunds EV Charging Test](#), a rigorous new trial designed to compare EV charging speeds.
- Hyundai Vehicles Named to Consumer Guide's® 2024 Best Buy Awards:** Hyundai is proud to announce that the award-winning [Venue](#), [IONIQ 5](#) and [Palisade](#) have won [Consumer Guide® 2024 Best Buy Awards](#) – the second year in a row for Venue and IONIQ 5.
- Fatherly Names IONIQ 6 One of Its Top 10 Family Cars of the Year for 2023:** The Hyundai [IONIQ 6](#) has been [named](#) one of Fatherly's '[Top 10 Family Cars of the Year](#)' for 2023. The all-electric vehicle received praise from the publication for its Insurance Institute for Highway Safety TOP SAFETY PICK+ rating, impressive EPA-estimated range of up to 361 miles, remarkable driving performance, spacious rear seat room, incredible value, and family-friendly nature.

Model Total Sales

Vehicles	Dec-23	Dec-22	% Chg	Q4 2023	Q4 2022	% Chg	2023 YTD	2022 YTD	% Chg
Accent	0	154	0%	0	2,524	0%	31	17,823	-100%
Elantra	8,577	11,743	-27%	26,846	31,313	-14%	134,149	117,177	+14%
Ioniq	0	0	0%	0	3	0%	0	3,672	0%
Ioniq 5	3,261	1,720	+90%	8,612	4,490	+92%	33,918	22,982	+48%
Ioniq 6	2,056	0	0%	4,681	0	0%	12,999	0	0%
Kona	7,680	6,972	+10%	22,598	18,314	+23%	79,116	63,994	+24%
Nexo	25	25	0%	68	63	+8%	241	408	-41%
Palisade	14,396	7,394	+95%	30,652	18,932	+62%	89,509	82,688	+8%
Santa Cruz	2,641	3,487	-24%	7,592	9,677	-22%	36,675	36,480	+1%
Santa Fe	12,215	11,699	+4%	35,412	33,460	+6%	131,574	119,589	+10%
Sonata	3,222	6,881	-53%	8,003	19,893	-60%	45,344	55,131	-18%
Tucson	19,424	18,557	+5%	56,444	49,682	+14%	209,624	175,307	+20%
Veloster	0	19	0%	0	127	0%	6	1,920	-100%
Venue	1,667	3,407	-51%	5,140	7,489	-31%	28,009	27,094	+3%



Hyundai Motor America

Hyundai Motor America offers U.S. consumers a technology-rich lineup of cars, SUVs, and electrified vehicles, while supporting Hyundai Motor Company's Progress for Humanity vision. Hyundai has significant operations in the U.S., including its North American headquarters in California, the Hyundai Motor Manufacturing Alabama assembly plant, the all-new Hyundai Motor Group Metaplant America (in development in Georgia), and several cutting-edge R&D facilities. These operations, combined with those of Hyundai's 835 independent dealers, contribute \$20.1 billion annually and 190,000 jobs to the U.S. economy, according to a recent [economic impact report](#). For more information, visit www.hyundainews.com.

Hyundai Motor America on [Twitter](#) | [YouTube](#) | [Facebook](#) | [Instagram](#) | [LinkedIn](#) | [TikTok](#)

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American Honda Vehicle Sales for December 2023

	Month-to-Date				Year-to-Date			
	December 2023	December 2022	DSR** % Change	MoM % Change	December 2023	December 2022	DSR** % Change	YoY % Change
American Honda Total	123,388	93,843	36.5%	31.5%	1,308,186	983,507	33.4%	33.0%
Total Car Sales	39,653	36,449	13.0%	8.8%	447,157	327,512	37.0%	36.5%
Total Truck Sales	83,735	57,394	51.5%	45.9%	861,029	655,995	31.7%	31.3%
Honda Total Car Sales	35,899	33,515	11.2%	7.1%	398,329	296,380	34.8%	34.4%
Honda Total Truck Sales	74,633	49,892	55.3%	49.6%	764,202	584,821	31.1%	30.7%
Acura Total Car Sales	3,754	2,934	32.9%	27.9%	48,828	31,132	57.4%	56.8%
Acura Total Truck Sales	9,102	7,502	26.0%	21.3%	96,827	71,174	36.5%	36.0%
* Total Domestic Car Sales	39,260	36,099	12.9%	8.8%	443,841	324,856	37.1%	36.6%
Honda Division	35,506	33,165	11.2%	7.1%	395,013	293,727	34.9%	34.5%
Acura Division	3,754	2,934	32.9%	27.9%	48,828	31,129	57.4%	56.9%
* Total Domestic Truck Sales	83,735	57,394	51.5%	45.9%	861,029	655,995	31.7%	31.3%
Honda Division	74,633	49,892	55.3%	49.6%	764,202	584,821	31.1%	30.7%
Acura Division	9,102	7,502	26.0%	21.3%	96,827	71,174	36.5%	36.0%
Total Import Car Sales	393	350	16.6%	12.3%	3,316	2,656	25.3%	24.8%
Honda Division	393	350	16.6%	12.3%	3,316	2,653	25.4%	25.0%
Acura Division	0	0	0.0%	0.0%	0	3	-100.0%	-100.0%
Total Import Truck Sales	0	0	0.0%	0.0%	0	0	0.0%	0.0%
Honda Division	0	0	0.0%	0.0%	0	0	0.0%	0.0%
Acura Division	0	0	0.0%	0.0%	0	0	0.0%	0.0%
MODEL BREAKOUT BY DIVISION								
Honda Division Total	110,532	83,407	37.6%	32.5%	1,162,531	881,201	32.4%	31.9%
ACCORD	16,464	18,606	-8.1%	-11.5%	197,947	154,612	28.4%	28.0%
CIVIC	19,435	14,909	35.4%	30.4%	200,381	133,932	50.1%	49.6%
CR-V	36,297	19,285	95.5%	88.2%	361,457	238,155	52.3%	51.8%
HR-V	12,834	6,314	111.1%	103.3%	122,206	115,416	6.2%	5.9%
ODYSSEY	6,960	8,004	-9.7%	-13.0%	74,738	47,615	57.5%	57.0%
PASSPORT	3,571	3,602	3.0%	-0.9%	43,502	41,306	5.7%	5.3%
PILOT	10,565	8,991	22.0%	17.5%	110,298	99,567	11.1%	10.8%
RIDGELINE	4,406	3,696	23.8%	19.2%	52,001	42,762	22.0%	21.6%
Acura Division Total	12,856	10,436	27.9%	23.2%	145,655	102,306	42.8%	42.4%
ILX	0	0	0.0%	0.0%	2	6,296	-100.0%	-100.0%
INTEGRA	2,661	2,103	31.4%	26.5%	32,090	13,027	147.1%	146.3%
NSX	0	17	-100.0%	-100.0%	5	298	-98.3%	-98.3%
RLX / RL	0	0	0.0%	0.0%	0	3	-100.0%	-100.0%
TLX	1,093	814	39.4%	34.3%	16,731	11,508	45.9%	45.4%
MDX	4,968	5,133	0.5%	-3.2%	57,599	46,425	24.5%	24.1%
RDX	4,134	2,369	81.2%	74.5%	39,228	24,749	59.0%	58.5%
Selling Days	26	27			306	307		
**** Electrified Vehicles	26,479	7,245	279.5%	265.5%	293,647	96,608	205.0%	204.0%

* Honda and Acura vehicles are made of domestic & global sourced parts

** Daily Selling Rate

**** Electrified Vehicles equal: Total sales of Hybrid (FHEV & PHEV), EVs (BEV) and Fuel Cell Vehicles (FCV) from the Honda and Acura brands.