



## Ford Q3 Sales Up 7.7 Percent; F-Series No. 1 Selling Truck in America; Best-Ever Sales of Hybrids and Electric Vehicles, Commercial Vans Up

- Ford Continues as America's No. 1 selling truck manufacturer as total truck sales expand in Q3
- Bronco family up 24.8 percent on sales of 66,120 SUVs
- New 7<sup>th</sup> generation Mustang hits the streets – first full month of sales up 90.4 percent
- Ford hybrid vehicles post best-ever sales on strong F-Series and Maverick hybrids
- Ford posts best-ever electric vehicle sales in Q3, thanks to Mustang Mach-E and E-Transit
- Sales of Transit, America's No. 1 van, climbed 28.3 percent while Ford's overall full-size van segment share grew to 42.1 percent – up 3.4 points over Q3 last year

**DEARBORN, Mich., October 4, 2023** – Ford posted gains across its portfolio of gas, electric and hybrid vehicle lines in the third quarter with F-Series expanding its lead as America's No. 1 selling truck, followed by record electric and hybrid vehicle sales and strong commercial Transit van sales.

Year-to-date, Ford has been America's best-selling brand.

"We saw strong balanced sales growth providing choice to our customers in the third quarter, with growth coming from our gas engine, electric, hybrid and commercial van lineup," said Andrew Frick, vice president, sales, distribution and trucks. "Ford's truck lineup remains the industry's top seller. The Maverick and Bronco Sport remain red hot after Ford boosted manufacturing capacity earlier this year. The all-new seventh generation Mustang is off to a jack-rabbit start in its first full month, up 90 percent in September over last year."

Ford F-Series sales rose 13.4 percent over last year on sales of 190,477 trucks. Year-to-date, F-Series sales totaled 573,370 trucks, outselling the second place Silverado by 169,949 trucks.

Ford overall Q3 truck sales, including pickups and vans, are up 15.3 percent over last year on sales of 275,554 vehicles. Big gains came from the all-new Super Duty pickups (up 17.6 percent), Maverick (up 83.4 percent) and Transit (up 28.3 percent).

Ford was the No. 1 selling truck manufacturer again in Q3 and year-to-date. With 825,179 pickups and vans sold through September of this year, Ford has outsold GM's pickups and vans by approximately 64,000 vehicles.

### Ford Electric and Hybrids Best-Ever Sales

Ford's Q3 EV sales were up 14.8 percent on best ever sales of 20,962 vehicles. Much of this gain came on strong Mustang Mach-E sales, up 42.5 percent for the quarter and best since its debut in 2021. In the month of September, Mach-E sales achieved sales of 5,872, a new record and a year-over-year gain of 153 percent for the month. E-Transit was the No. 1 selling electric van with its best ever quarterly sales results of 2,617, an 89.8 percent increase. F-150 Lightning is expected to produce sales increases in Q4, as capacity actions at the Rouge Electric Vehicle Center are realized. In September, Ford's overall electric vehicle sales were up 65.0 percent.

Ford hybrid sales, led by F-150 and Maverick hybrid trucks, posted Q3 sales of 34,861 vehicles – up 41.4 percent over last year. As America’s best-selling hybrid truck, F-150 Hybrid sales expanded 46.9 percent on sales of 12,311 trucks. Maverick Hybrid now represents 56.5 percent of all Maverick trucks sold. Q3 Maverick sales totaled 23,931 trucks, an increase of 83.4 percent over last year. Escape Hybrid and plug-in hybrid sales are overwhelmingly selling on pre-sold customer orders.

Ford’s commercial vans have been a source of strength through the entire year and Q3 was no exception. Transit van sales climbed 28.3 percent on sales of 34,006 vans. Transit continues as America’s No. 1 selling commercial van in Q3 and year-to-date with a total of 98,052 vans sold – up 43.5 percent from a year ago. Ford E-Series vans increased 13.4 percent in Q3 and are up 37.3 percent this year. Ford was No. 1 in commercial sales based on the most recent registration data through July. Ford’s U.S. Class 1-7 commercial truck and van share grew to 40.5 percent, up 2.1 percentage points from the same period a year ago.

Lincoln closed the quarter up on the strength of Corsair, Nautilus and Navigator. While Aviator sales were impacted due to the 360-degree camera recall, parts are starting to arrive at retail stores for new customer vehicles. Navigator Q3 sales expanded 46.0 percent on sales of 4,527 SUVs, while sales of the new Lincoln Corsair produced an increase of 25.9 percent for the quarter. Nautilus also realized strong gains with a 32.4 percent increase over Q3 last year.

## BlueCruise Growth

Customer usage of BlueCruise, Ford’s hands-free highway driving technology, has now surpassed 125 million cumulative hands-free driven miles, a 33 percent increase since the end of Q2. In Q3, the latest version – BlueCruise 1.3 – started shipping on the Mustang Mach-E to customers and rolling out via a software update to existing Mustang Mach-E owners (2021-2023 model year). Over the next quarter, the software will continue to improve, and Ford will deliver a new version as it becomes available for additional vehicles.

Ford Blue



### Fast Start for all-new Mustang

Ford’s all-new 2024 Mustang initiated sales in August. For Q3, Mustang sales totaled 9,844 cars, with its first full month of sales in September. Sixty-seven percent of Mustang’s Q3 sales came in September on sales of 6,575, providing momentum going into Q4. The all-new Mustang is turning on dealer lots in just 6 days.

Model e



### Record EV Sales

Best ever Q3 EV sales build momentum into Q4 on strong September sales. Both Mustang Mach-E and E-Transit achieved best ever Q3 and September monthly sales results. Ford will continue to adapt its EV offerings to remain competitive in the rapidly evolving market.

Ford Pro



### Strong Demand for E-Transit Vans

California Vanpool Authority (CalVans), a public transit agency in California announced in Q3 a purchase of over 400 new Ford E-Transit vans through electric school bus distributor Model 1, to grow its fleet by 40 percent and increase its ability to reduce its fuel and CO2 footprint across California. This leap in electrification meets the mobility needs of California commuters in 32 counties, particularly in rural areas.

### **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](https://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.*

Contact: Said Deep, [sdeep@ford.com](mailto:sdeep@ford.com), 313-594-0592

## FORD MOTOR COMPANY Q3 2023 U.S. SALES

	<u>Third 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>
<b>SALES BY BRAND</b>						
Electric Vehicles	20,962	18,257	14.8	46,671	41,236	13.2
Hybrid Vehicles	34,861	24,655	41.4	96,514	82,759	16.6
Internal Combustion	<u>444,681</u>	<u>421,762</u>	5.4	<u>1,364,887</u>	<u>1,256,499</u>	8.6
Total vehicles	500,504	464,674	7.7	1,508,072	1,380,494	9.2
<b>SALES BY TYPE</b>						
SUVs	215,106	215,322	-0.1	647,547	658,342	-1.6
Trucks	275,554	238,981	15.3	825,179	685,479	20.4
Cars	<u>9,844</u>	<u>10,371</u>	-5.1	<u>35,346</u>	<u>36,673</u>	-3.6
Total vehicles	500,504	464,674	7.7	1,508,072	1,380,494	9.2
<b>FORD BRAND</b>						
EcoSport	0	8,262	-100.0	2,508	26,186	-90.4
Bronco Sport	33,232	21,427	55.1	96,375	79,976	20.5
Escape	38,774	35,391	9.6	103,613	109,311	-5.2
Bronco	32,888	31,545	4.3	91,468	86,387	5.9
Mustang Mach-E	14,842	10,414	42.5	28,882	28,089	2.8
Edge	24,217	16,170	49.8	70,701	67,623	4.6
Explorer	33,709	53,326	-36.8	138,132	156,243	-11.6
Expedition	<u>17,061</u>	<u>18,760</u>	-9.1	<u>56,427</u>	<u>41,607</u>	35.6
<b>Ford SUVs</b>	194,723	195,295	-0.3	588,106	595,422	-1.2
F-Series	190,477	167,962	13.4	573,370	467,307	22.7
<i>Memo: F-150 Lightning (electric)</i>	3,503	6,464	-45.8	12,260	8,760	40.0
Ranger	7,385	12,453	-40.7	31,503	46,293	-31.9
Maverick	23,931	13,049	83.4	66,430	51,802	28.2
E-Series	10,982	9,686	13.4	30,502	22,223	37.3
Transit	34,006	26,505	28.3	98,052	68,333	43.5
<i>Memo: E-Transit</i>	2,617	1,379	89.8	5,529	4,387	26.0
Transit Connect	5,377	6,076	-11.5	14,124	20,183	-30.0
Heavy Trucks	<u>3,396</u>	<u>3,250</u>	4.5	<u>11,198</u>	<u>9,338</u>	19.9
<b>Ford Trucks</b>	275,554	238,981	15.3	825,179	685,479	20.4
GT	0	17	-100.0	31	75	-58.7
Mustang	<u>9,844</u>	<u>10,354</u>	-4.9	<u>35,315</u>	<u>36,598</u>	-3.5
<b>Ford Cars</b>	<u>9,844</u>	<u>10,371</u>	-5.1	<u>35,346</u>	<u>36,673</u>	-3.6
<b>Ford Brand</b>	480,121	444,647	8.0	1,448,631	1,317,574	9.9
<b>LINCOLN BRAND</b>						
Corsair	7,852	6,239	25.9	17,483	20,277	-13.8
Nautilus	6,541	4,942	32.4	18,897	16,797	12.5
Aviator	1,463	5,746	-74.5	9,676	16,696	-42.0
Navigator	<u>4,527</u>	<u>3,100</u>	46.0	<u>13,385</u>	<u>9,150</u>	46.3
<b>Lincoln SUVs</b>	20,383	20,027	1.8	59,441	62,920	-5.5
<b>Lincoln Brand</b>	20,383	20,027	1.8	59,441	62,920	-5.5

# News Release

## Hyundai Motor America Reports September and Q3 2023 Sales

- **Hyundai Sets Best-Ever September Total and Retail Sales**
- **September Total Sales Increased 16% to 68,961; Retail Sales up 2%**
- **Q3 Total Sales Increased 9%; Year-to-Date Total Sales up 13%**
- **Green Sales Jump 96%**

**FOUNTAIN VALLEY, Calif., Oct. 3, 2023** – Hyundai Motor America reported total September sales of 68,961 units, a 16% increase compared with September 2022. Hyundai set total sales records in September for Elantra HEV (+2%), IONIQ 5 (+203%), Santa Fe (+26%), Santa Fe PHEV (+1125%), Santa Fe HEV (+97%), Tucson (+33%), Tucson PHEV (+950%), Tucson HEV (+95%) and Santa Cruz (+5%).

“September was led by record sales from our Tucson and Santa Fe lineup, which signals customers are choosing these models for outstanding value and different powertrain options,” said Randy Parker, CEO, Hyundai Motor America. “We are in great shape to finish the year strong with our all-new Kona and increased sales from our IONIQ lineup of electric vehicles.”

### September Retail Highlights

Hyundai sold 60,425 retail units in September, a 2% year-over-year increase from September 2022. September retail sales were led by IONIQ 5, Santa Fe PHEV, Santa Fe HEV, Tucson PHEV, Tucson HEV and Santa Cruz. Hyundai eco-friendly vehicle sales of 13,508 represented 22% of retail and a 95% year-over-year increase. SUVs represented 78% of the retail sales mix, a 10% increase year-over-year.

### Q3 Highlights

In the third quarter, Hyundai total sales were 200,534 units, a 9% increase over Q3 2022 sales.

Hyundai also set new Q3 total and retail sales records for IONIQ 5, Santa Fe PHEV, Santa Fe HEV, Tucson PHEV, Tucson HEV and Santa Cruz. For the quarter, Hyundai fleet sales remained at 10%.

### September Total Sales Summary

	Sep-23	Sep-22	% Chg	Q3 2023	Q3 2022	% Chg	2023 YTD	2022 YTD	% Chg
Hyundai	68,961	59,465	+16%	200,534	184,431	+9%	595,147	528,298	+13%

### September Product and Corporate Activities

- Hyundai's Multi-Billion Dollar Contribution to the United States Economy:** Hyundai's [investments](#) of over \$12.6 billion in electric vehicle (EV) manufacturing in the U.S. to generate over 50,000 new jobs positions the company to be a leading provider of EVs in the U.S.
- Hyundai Opens World-Class Safety Test and Investigation Laboratory in Michigan:** Hyundai Motor North America (HMNA) and Hyundai America Technical Center, Inc., (HATCI) celebrated the [opening](#) of their \$51.4 million Safety Test and Investigation Laboratory (STIL) in Superior Township, Mich.
- 2023 IONIQ 6 Awarded TOP SAFETY PICK+ Rating by the IIHS:** Hyundai's award-winning [2023 IONIQ 6](#) electric vehicle has been awarded a [TOP SAFETY PICK+](#) (TSP+) designation from the Insurance Institute for Highway Safety (IIHS).
- IONIQ 6 Powertrain Named One of Wards 10 Best Engines & Propulsion Systems:** The powertrain in Hyundai's all-electric [IONIQ 6](#) sedan was named one of the [2023 Wards 10 Best Engines & Propulsion Systems](#).
- 2024 Santa Cruz Earned Top Pick: Best Urban Pickup by Cars.com:** Hyundai's 2024 Santa Cruz has earned a Top Pick: Best Urban Pickup designation from [Cars.com](#) in its inaugural Pickup Truck Buying Guide.
- Hyundai Offers Complimentary Charger, Installation Assistance for EV Customers:** Hyundai is now offering customers who purchase or lease select [Hyundai EVs a](#)



[complimentary ChargePoint](#) Home Flex Level 2 charger and up to \$600 off installation using the Hyundai Home Marketplace.

- Hyundai Hope On Wheels Commemorates Childhood Cancer Awareness Month:**  
 Hyundai Hope On Wheels, a 501(c)(3) nonprofit organization supported by Hyundai Motor America and its 830 U.S. dealers, celebrated a milestone year with Hyundai global leaders, members of congress, doctors, and researchers at its [25<sup>th</sup> Anniversary Gala](#).

### Model Total Sales

Vehicles	Sep-23	Sep-22	% Chg	Q3 2023	Q3 2022	% Chg	2023 YTD	2022 YTD	% Chg
Accent	0	1,785	0%	1	7,869	-100%	31	15,299	-100%
Elantra	9,405	10,761	-13%	32,565	37,020	-12%	107,303	85,864	+25%
Ioniq	0	0	0%	0	7	0%	0	3,669	0%
Ioniq 5	3,958	1,306	+203%	11,665	4,800	+143%	25,306	18,492	+37%
Ioniq 6	1,665	0	0%	5,073	0	0%	8,318	0	0%
Kona	6,693	5,252	+27%	18,593	12,893	+44%	56,518	45,680	+24%
Nexo	16	27	-41%	68	74	-8%	173	345	-50%
Palisade	7,551	6,778	+11%	19,410	20,119	-4%	58,857	63,756	-8%
Santa Cruz	3,051	2,900	+5%	9,033	8,600	+5%	29,083	26,803	+9%
Santa Fe	12,676	9,192	+38%	35,020	28,234	+24%	96,162	86,129	+12%
Sonata	3,401	6,177	-45%	10,007	15,643	-36%	37,341	35,238	+6%
Tucson	18,813	12,971	+45%	52,589	41,554	+27%	153,180	125,625	+22%
Veloster	0	209	0%	0	664	0%	6	1,793	-100%
Venue	1,732	2,107	-18%	6,510	6,954	-6%	22,869	19,605	+17%

### Hyundai Motor America

Hyundai Motor America focuses on ‘Progress for Humanity’ and smart mobility solutions. Hyundai offers U.S. consumers a technology-rich lineup of cars, SUVs, and electrified vehicles. Our 830 dealers sold more than 724,000 vehicles in the U.S. in 2022, and nearly half were built at Hyundai Motor Manufacturing Alabama. For more information, visit [www.hyundainews.com](http://www.hyundainews.com).

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**Contact**

Ira Gabriel

(657) 568-7471

[igabriel@hmausa.com](mailto:igabriel@hmausa.com)