



Regional Q1 Highlights

CHINA

- **Disruptive Chinese New Year** digital campaign with record breaking merchandise sales and online engagement performance. The sales revenue is 5 times vs. 2021. Online engagement achieved 86.5K.
- Launched first ever **Ford Brand WeChat mini-program** Phase 1 to drive clarity and make it easier for customers to find and connect with our Ford brand. 100K UV (unique visitors) achieved in 1 month.
- Strong leads and small deposit reservations on **F-150 Raptor** (reservations reached to 21K+ in 21 hours)

NA

- **Stellar digital results for BEVs.** F-150 Lightning and Mach-E US Retail Orders: ~90% and ~80% respectively through Ford.com
- Driving aggressively against business financials, **saving ~\$645MM in support of Q1**
- **Personalized Offers delivering strong performance** in Always-On plan, driving +20% in performance vs control, and 50%+ ROI
- **Built For America Campaign** delivering significant results among Focus Audiences. Favorability: +19pts with AA; Innovative: +9.6pts with BEV intenders; Trustworthy: +12pts with Hispanic, Proud: +11 pts. With Women.

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Regional Q1 Highlights

SA

- The first batch of **Maverick** (300 units) was sold out in only 24 hours!
- Ford is presenting at Expoagro (Buenos Aires) and launching **Ranger FX4** to media and general public at the most important agricultural fair in Argentina
- Ford won two from the four categories where we were competing as a **"Car of the 2021 Year" in Peru**. **Mustang Mach 1** was elected the BEST HIGH-PERFORMANCE vehicle and **Escape Hybrid** was named the BEST HEV organized for the first time in the country by the automotive magazine Nitro.

IMG

- **Ranger Raptor Reveal** (February 22) - views of 994k within 7 days, high engagement, & AU offline reservations in first 2 weeks represent
- **Everest Reveal** on March 1 created 3K stories, 115.7M total reach and 2.3M video views globally within 7 days with 100% neutral to positive sentiment amongst media.
- **Online Reservations** for Ranger, Raptor and Everest went live on Monday, March 21 at Bangkok Motor Show VIP Media Day - over 1k visitors to online reservations, 20 vehicle reservations & 41 request-for-quotes.

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Global Highlights

- **Achieved <PA>** (program approval) - 2024 Explorer, 2024 Aviator, 2024 Ford BEV Crossovers (from VW JV platform), 2024 Transit Courier
- **Parts & Accessories eCommerce growth and experience improvement** - revenue up 6x since October; enhanced single sign-on; new product detail page
- **Ford.com authenticated owner experience global expansion and improvement** - By the end of March the team will launch 13 additional markets in EU bringing the total global markets served on this single platform to 27.
- **Ford Performance – Off to a great start!!** - 11 total Wins so far in 2022; NASCAR Cup Series– 5 wins (2 points races) Including the Daytona 500 - Joey Logano is in 1st Place on points and Ford is in 1st place for Manufacturers Championship
- **Chicago Brand Experience – Built to Connect!** - Conducted more than 30K rides, collected 25K+ leads, and sold nearly \$34K worth of merchandise, around 200K people attended the show with 20% of the audience African American
- **BlueOval City** is officially on Google Maps!
- **Tesla Customer Satisfaction Benchmarking Assessment**- identified areas where Ford can exploit Tesla's CX vulnerabilities
- Applied a new, disruptive approach to establishing and validating a new US brand target customer, **The Confident Creator**
- Delivered the complete **CX815 (affordable BEV) Customer Profile** for both the retail and VaaS opportunities – uniquely serving Millennials and Millennial families
- GTS partnered with multiple global skill teams (Manufacturing, PD, IT, MP&L, OGC) and Regions to deliver 3 unique program launches in Q1: 1) **Pacheco Argentina sourced Ranger** to CCA 2) AAT sourced **Ranger and Everest Disassembled Knock Down** (DKD) program with Cambodia Distributor (RM Asia) 3) **Mobile Transit Repair Van Program** for Puerto Rico