



FORD RELEASES 2020 GLOBAL TREND REPORT

Loneliness, uncertainty and the importance of trust are dominant themes in this year's report, yet Ford's Chief Futurist uncovers pockets of opportunity for businesses and people to connect and thrive.

· The *2020 Looking Further with Ford Trends Report*, our 8th annual report, shows people today feel overwhelmed with the changes they see taking place in the world – and they're having a harder time trusting brands and connecting with peers than they did in the past.

· 45 percent of adults globally say they feel lonely on a regular basis, signaling an opportunity for companies and brands to help people find comfort and connection.

· 58 percent of adults globally say they feel more despair than hope when it comes to fighting climate change, yet less than half are taking action when it comes to choosing green transportation methods, such as driving electric, carpooling, or taking public transportation.

In the age of constant connectivity, consumers today feel more alone than ever – and find it harder to trust their peers and companies.

In its *2020 Looking Further with Ford Trend Report*, released today as the 8th annual report, Ford Motor Company identifies trust as a dominant global theme and explores how companies are earning it back.

“The rate of change globally has been on the rise – and without the trust in the institutions, brands and peers to rely on, a majority of people are feeling extremely overwhelmed,” notes Sheryl Connelly, Ford's Global Consumer Trends and Futuring Manager. “Consumers want to believe that companies are doing the right thing, but companies also need to give them a clear reason to do so. At Ford, we remain deeply focused on improving the lives of consumers and their communities, so we can continue to have a trusted relationship that moves us forward together.”

Surveying 14 countries across the Americas, Asia, Europe and the Middle East, the global report suggests that people's ability to trust peers, communities, elected officials and businesses has a crucial impact on their day-to-day lives. Other consumer trends revealed in the report:

· **All Alone:** Loneliness has become an epidemic of global proportions. Loneliness is particularly prevalent among young people – 62 percent of Gen Zers globally agree with the statement “I feel lonely on a regular basis” and 50% agree “I often feel lonely when I'm around other people.”

· **Below the Surface:** There's growing interest in the unseen elements of building consumer trust. Consumers want to believe that companies are doing the right thing but they need to see behind the curtain to believe it. 67 percent of adults globally agree that “Once a brand loses my trust, there is no getting it back.”

· **Call to Stand:** People are asking brands to move from a product-based mindset to a values-based mindset – although it doesn't always impact their decision to buy: 59 percent of adults globally say they care more about purchase convenience than brand values.

- **Great Expectations:** As internet commerce grows, so do expectations for brands. 67% of adults globally agree with the statement “I have higher expectations for brands than I did in the past.”
- **The Green Paradox:** Worldwide, consumers are increasingly worried about climate change. Yet, that worry isn’t translating into urgency: 64 percent of people who aren’t changing their behavior to help fight climate change say they think they can’t make a difference.
- **Identity Matters:** Conversations and language around identity are evolving — more specifically, understanding that identities are built from both visible attributes and invisible ones, like sexual identity, ancestry, religion and more. Only 67 percent of adults globally say “I *understand* the concept of gender fluidity.”
- **The Second Time Around:** New upcycle companies around the globe have modernized resale shopping. The so-called re-commerce movement is on the rise for sophisticated and market-savvy shoppers, breathing new life into previously owned fashion pieces, appliances, electronics, household items and other goods — and more and more consumers are opting in. 60 percent of adults globally agree “I am more open to buying used goods than I was five years ago.”

For the full Looking Further with Ford 2020 Trends Report, please visit <https://ford.to/38n1fSl>.

About Ford Motor Company

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 191,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.