



Ford F-150 EcoBoost Hits 1 Million Sales; Technology Can Save Customers More Than 110 Million Gallons of Gas a Year

- Ford has sold 1 million EcoBoost® F-150 trucks in the United States since 2011
- Over the next year, F-150 EcoBoost customers will save more than 110 million gallons of gasoline annually – the equivalent of 13 oil supertankers; they could save as much as \$255 million a year in fuel costs
- 2.7-liter EcoBoost engine and 3.5-liter EcoBoost engine are most popular among F-150 customers, representing more than 60 percent of F-150 sales mix

DEARBORN, Mich., June 29, 2016 – Ford, America’s truck leader, has set a new benchmark in truck capability and efficiency: More than 1 million F-150 pickups with segment-exclusive EcoBoost® engines have now been sold in the United States.

“We are proving that with advanced technologies like EcoBoost and high-strength, military-grade, aluminum-alloy construction, Ford continues to outperform the competition by virtually every metric,” says Doug Scott, Ford truck group marketing manager. “EcoBoost is delivering the value, capability and performance F-150 customers insist upon, while helping improve their No. 1 demand – better fuel economy.”

F-150 is the only truck in its segment pushing into the future and offering turbocharged direct injection engines – a move the competition is expected to copy going forward.

The advanced 2.7-liter EcoBoost with standard Auto Start-Stop offers EPA-estimated fuel economy of 19 mpg city and 26 mpg highway for F-150, while the powerful 3.5 liter EcoBoost offers large V8 power and best-in-class towing.

This fall, an all-new second-generation 3.5-liter EcoBoost with standard Auto Start-Stop and an all-new 10-speed automatic transmission will continue the story with even more power and better efficiency, providing at least 30 lb.-ft. more peak torque compared with the first-generation 3.5-liter EcoBoost engine, more than a best-in-class 450+ lb.-ft. for a V6.

These fuel-efficient, powerful engines have been leading the world of work since January 2011, and over the course of 1 million units sold, have saved customers a staggering amount of fuel. With more than 1 million EcoBoost trucks on the road, F-150 owners will save more than 110 million gallons of gas over the course of the next year, while out-towing and out-hauling the competition.

That’s enough fuel to fill approximately 13 supertankers. With average nationwide gasoline prices hovering around \$2.30 a gallon according to AAA, F-150 owners will collectively save an estimated \$255 million simply by choosing EcoBoost. The average 2.7-liter EcoBoost customer will save enough fuel for 2,891 miles of highway driving – roughly the distance from New York City to San Francisco.

EcoBoost trending

While it took more than 1,000 days to sell the first 400,000 EcoBoost engines, it has taken only 2,000 days to sell 1 million – and that trend is accelerating. The 2.7-liter EcoBoost is selling at a breakneck pace, with more than 13,000

orders placed in the last two months. Combined with the 3.5-liter version, the two EcoBoost engines have sold more than 300,000 units in 2016. Expect 2 million EcoBoost-powered F-150s in short order.

Estimated fuel savings are based on EPA-estimated combined ratings for 2011-16 F-150 EcoBoost models relative to the V8 models they replaced, and an assumed 15,000 miles driven per truck per year.

About Ford Motor Company

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