



FORD MEDIA CENTER

All-New Ford Expedition and New F-150 Claim 2018 Kelley Blue Book Best Buy Awards; Fourth Year in a Row for F-150

Los Angeles, Nov. 28, 2017 – Ford earned top honors from Kelley Blue Book – a leading industry buyer's guide – for its all-new [2018 Ford Expedition](#) and the new [2018 Ford F-150](#) – the fourth consecutive year the F-150 has won a Kelley Blue Book Best Buy Award.

The annual awards come as the result of a year-long comparative vehicle evaluation and test regimen by the experts at Kelley Blue Book's KBB.com. The analysis included vehicle pricing, 5-Year Cost to Own data, consumer reviews and ratings, and vehicle sales information.

Kelley Blue Book awarded Best Buy Awards in 12 major vehicle categories in a head-to-head competition, posting a [VIDEO](#) outlining the testing regimen on KBB.com.

The all-new 2018 Ford Expedition continues to receive rave reviews for its sleek new styling, efficient EcoBoost® engine and advanced drive/passenger/powertrain technology. Plus, owners appreciate Expedition's innovative, best-in-class rear seating and storage solutions.

"A decade is a long time to wait for a major model makeover, but Ford's efforts have earned the Expedition its first Best Buy Award right out of the gate. From powertrain and driving dynamics to technology and practicality, the 2018 Ford Expedition is the new class leader," KBB.com editors.

Updated for 2018, the new Ford F-150's updates include more than fresh exterior styling updates with best-in-class towing, payload and fuel economy*, plus more powertrain and driver assist technology than ever.

"For four years straight, the Ford F-150 has taken the pickup truck honors in our Best Buy competition. And, for four years straight, nobody else has come close to toppling it. This year, Ford updated the styling, added a new base engine, expanded the availability of its excellent 10-speed automatic, and promises to add a turbodiesel to its lineup of engines later this year," KBB.com editors.

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 202,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.