



FORD MEDIA CENTER

Ford F-150 the Favorite Vehicle of America's Military

DEARBORN, Mich., Jan. 26, 2018 – Ford F-150 has again been named most popular vehicle among America's active and retired military service members, according to an analysis of former and active-duty military personnel using United Services Automobile Association's car buying service.

This honor reflects 41 years of Ford's uncompromising commitment to quality, durability and resilience with F-Series as America's best-selling truck and 36 years as America's best-selling vehicle.

According to Jimmy Spears, auto analyst for USAA, a financial services group, Ford F-150 was the No. 1 purchase choice across all branches of the U.S. military last year.

"We are proud and humbled that those who protect and defend our country choose Ford F-Series," said Todd Eckert, Ford truck group marketing manager. "F-150's high-strength, military-grade, aluminum-alloy body is designed to serve customers who are used to performing in the harshest of environments and who rely on the capability, durability, and functionality delivered consistently by Built Ford Tough."

This is the latest accolade for the new 2018 F-150 lineup, which earned 2018 Truck of Texas and 2018 Motor Trend Truck of the Year recognitions, along with the 2018 Kelley Blue Book Best Buy Award for the fourth year in a row.

USAA is sponsoring military day at the Washington, D.C. auto show.

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.