



Ford Credit earns J.D. Power top ranking in customer satisfaction ... again

- Ford Credit ranks No. 1¹ among mass market brands consumer financing study for 2021
- Ford Credit scores highest in account management and communication, as well as billing and payment process
- 2021 is Ford Credit's fifth year with the top ranking since 2015²

DEARBORN, Michigan, Nov. 16, 2021 – Ford Credit once again ranked highest in the mass market segment of the J.D. Power 2021 U.S. Consumer Financing Satisfaction Study.

“This is Ford Credit's fifth top ranking since 2015,” said Craig Carrington, Ford Credit executive vice president of U.S., Canada and International. “We're proud of this record, and we're even prouder of the way our team continues to treat customers like family and do the right thing every day.”

In the study, Ford Credit led in overall satisfaction, with a score of 867 on J.D. Power's 1,000-point scale; the score was 22 points above the segment average. Ford Credit also scored highest in account management and communication, and in billing and payment process.

“The results show our efforts to improve our digital experiences, including adding flexibility for customers to manage their accounts and make payments, are delivering the ownership experience our customers want,” Carrington said.

Ford Credit also has made concentrated efforts to improve service consistently, even through the pandemic and semiconductor chip shortages that are affecting the auto industry and its customers.

“We are investing heavily in changes across our processes and technologies to deliver leading, differentiating customer experiences,” said Sylvia Veitia, Ford Credit executive vice president of Operations. “These investments also benefit our agents, making it easier for them to do their jobs and be of service to our customers.”

Over the past year, the company has continued to improve its digital services, launched programs to support customers affected by the pandemic and semiconductor chip shortage that reduced vehicle inventories, and established a product organization with a unit focused solely on the customer experience.

“Our teams never quit working to serve and be always on for our customers, including through life's challenges,” Carrington said. “Our goal is to be a reason people choose and stay with Ford Motor Company, and that's the lens for everything we do.”

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¹No. 1/Best/Highest in Customer Satisfaction with Initial Consumer Leases/Loans for Mass Market Nameplates.

²Mass Market segment top rankings in 2015, 2016, 2017, 2019, 2021.

About Ford Motor Credit Company

Ford Motor Credit Company is a leading automotive financial services company. It provides dealer and customer financing to support the sale of Ford Motor Company products around the world, including through Lincoln Automotive Financial Services in the United States, Canada and China. Ford Credit is a subsidiary of Ford established in 1959. For more information, visit www.fordcredit.com or www.lincolnafs.com.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies. J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit JDPower.com/business. The J.D. Power auto shopping tool can be found at JDPower.com.