



Ford Motor Company to Participate in J.P. Morgan’s Auto Conference 2018; Company to Share Details on Operational Efficiencies, Commitment to a High-Margin Growth Portfolio

DEARBORN, Mich., Aug. 2, 2018 – On Wednesday, Aug. 8, Hau Thai-Tang, Ford Motor Company’s executive vice president of Product Development and Purchasing, will present at J.P. Morgan’s 2018 Auto Conference in New York.

Thai-Tang will discuss elements of Ford’s previously announced target of \$25.5 billion in cumulative cost and efficiency opportunities through 2022, which represents an average annual improvement of about 3 percent in the company’s planned cost base, as well as Ford’s plan to allocate capital to its high-margin growth portfolio.

Thai-Tang will provide an overview of how Ford is revamping its product development system to improve efficiency, quality and speed to market, including a move to five modular, flexible architectures from nine global platforms.

In addition to operational improvements, Thai-Tang will discuss the company’s capital allocation strategy to refocus capital on high-margin, high-growth businesses. For example, in 2015, Ford’s five-year plan was to allocate 63 percent of product capital to trucks, commercial vehicles and utilities. Ford’s updated five-year plan starting in 2019 calls for allocating about 90 percent of product capital expenditures on trucks, commercial vehicles and utilities, delivering vehicles Ford’s customers want.

Thai-Tang also will provide a glimpse into the future of Ford’s winning portfolio, including the new silhouettes the company is developing to satisfy a broad range of customers.

Ford’s presentation will take place from 12:30 p.m. to 1:05 p.m. EDT at J.P. Morgan’s office in New York City, 383 Madison Ave., and can be accessed on Aug. 8 at shareholder.ford.com or by clicking on this [link](#).

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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 201,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

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