



2023 Ford F-Series Super Duty® – The Most Powerful and Connected Super Duty Ever – Shipping to Customers

- Ford is now delivering all Super Duty trim levels to retail and commercial customers, who will soon experience the truck's unprecedented levels of work capability, ingenious new technology and a suite of cloud-based services for new levels of productivity
- Ford and more than 9,000 UAW workers at Kentucky Truck Plant and 1,800 UAW workers at Ohio Assembly Plant are assembling the all-new 2023 Ford Series Super Duty – the most powerful and connected Super Duty ever
- Production supported by a \$700 million investment and 500 new jobs for Louisville-assembled products, including Super Duty – more evidence of Ford's Built for America commitment
- Increased real-world vehicle testing, additional quality checks and empowered employees key to delivering quality products and services for Super Duty customers

LOUISVILLE, KY., May 24, 2023 – Ford, America's truck leader, is now shipping all trims of its all-new 2023 Ford F-Series Super Duty pickup line to customers.

“The all-new 2023 Ford F-Series Super Duty is the tough-tested icon that our customers trust,” said Ted Cannis, Ford Pro CEO. “It is the smartest and most capable truck we’ve ever built offering must-have towing tech, embedded 5G capability, over-the-air updates plus an entire suite of available Ford Pro Intelligence solutions to help maximize uptime and accelerate productivity. And of course, its best-in-class payload and towing, more than any of our competitors, means this truck can take on any job.”

The start of production follows a recent \$700 million investment that added 500 jobs for Louisville-assembled products, including Super Duty – the latest evidence of Ford's Built for America commitment.

Built for America

Ford assembles more vehicles in the U.S. and employs more hourly workers in America than any other automaker. And no product line embodies Ford’s commitment to American production than Ford F-Series, the best-selling trucks in the U.S. for 46 straight years.

Approximately 11,000 UAW hourly workers – more than 9,000 at Kentucky Truck Plant and approximately 1,800 at Ohio Assembly Plant – assemble the Ford F-Series Super Duty. Between those two states, plant operations, local sales, suppliers and employees help support nearly 200,000 direct and indirect jobs and a combined GDP of approximately \$19 billion.

In Kentucky – [also known as KenTRUCKy](#) – Ford employs more than 12,000 people and supports nearly 120,000 direct and indirect jobs in the state and a state GDP contribution of \$11.8 billion.

“It’s incredible to see production begin for the 2023 Ford F-Series Super Duty Truck, because it represents Ford’s longstanding commitment to Kentucky, our workers and our future,” said Kentucky Gov. Andy Beshear. “This was one of the largest investments in Jefferson County’s history, and it followed the record-shattering electric vehicle battery plant announcement in Hardin County. Together, we’re building a brighter future – and I am excited to see this iconic American company continue to succeed right here in Kentucky.”

Delivering for Customers

Production and initial customer deliveries marks a pivotal moment for America’s truck leader and its customers – the builders and backbone of communities across the U.S.

In addition to BUILT FORD TOUGH® power and capability, the all-new Super Duty is loaded with technology aimed at helping workers do their jobs. It is the first pickup in the U.S. with embedded 5G capability†, features a host of driver-assist technologies, and introduces the new Ford Pro Upfit Integration System**, designed for customers who rely on upfits and body equipment such as utility cranes and plows to accomplish a job. Super Duty’s 5G modem from Qualcomm Technologies can also provide a Wi-Fi hotspot for up to 10 devices†† to help keep workers and families connected on the go, and support Ford Power-Up software updates while driving to keep making the truck better over time.

“Whether it is mining, emergency response, utility services or towing a boat, Super Duty is the tool for that gets the job done, and we know our customers are thrilled that it is coming,” said Cannis.

Focus on Lasting Quality

For this launch, Ford focused on building a truck truly made for America’s builders.

“We know Super Duty customers; they push their trucks to the limits,” said Andrew Kernahan, Super Duty Chief Engineer. “There’s nothing that compares to putting vehicles out into the real world to see how they perform, so we tested Super Duty beyond its limits.”

Production-ready models underwent exhaustive real-world road testing with an emphasis on high mileage tests to meet the demands of Ford Pro commercial customers. Tripling the number of trucks used in trailer tow testing, and nearly quadrupling the count for Built Ford Tough durability testing provided additional quality data points compared to previous launches.

Robust testing is just the start. At Kentucky Truck and Ohio Assembly plants, Ford adopted a Zero-Defect Launch Process, increasing the number of quality checks during the assembly process. Once trucks roll off the line, every vehicle is driven 25 miles by a Ford employee as an additional quality check to help identify issues before delivery.

“Never before have I seen teams come together like they have for this Super Duty launch,” said Kernahan. “We are looking to exceed our customers’ expectations with Super Duty and that requires making sure every employee feels empowered to speak up when there are issues.”

Jake Klug, Super Duty Body Team Manager, noticed hood fits on initial trucks that were within spec but still could be seen as dissatisfying to customers. Klug quickly pulled a small team

together, working nights and weekends to ensure all trucks in hand fit the visual quality Super Duty customers expect.

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* Assembled in America using domestic and foreign parts.

** Available spring 2023.

† Connected service and features depend on AT&T network availability and compatible plan; 5G not available everywhere. Evolving technology/cellular networks/vehicle capability may limit functionality and prevent operation of connected features. Available Wi-Fi hotspot requires separate AT&T subscription.

†† DON'T DRIVE DISTRACTED OR WHILE USING HANDHELD DEVICES. USE VOICE CONTROLS.

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for customers and deepen their loyalty. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, along with connected services. The company does that through three customer-centered business segments: Ford Blue, engineering iconic gas-powered and hybrid vehicles; Ford Model e, inventing breakthrough EVs along with embedded software that defines exceptional digital experiences for all customers; and Ford Pro, helping commercial customers transform and expand their businesses with vehicles and services tailored to their needs. Additionally, Ford is pursuing mobility solutions through Ford Next, and provides financial services through Ford Motor Credit Company. Ford employs about 174,000 people worldwide. More information about the company and its products and services is available at corporate.ford.com.

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