

**Retail Sales, Industry Volume, and Market Share**

Retail sales, industry volume, and market share in each region and in certain key markets within each region during the past three years were as follows:

	Retail Sales (a) (in millions of units)			Industry Volume (b) (in millions of units)			Market Share (c) (as a percentage)		
	2020	2021	2022	2020	2021	2022	2020	2021	2022
United States	2.0	1.9	1.9	14.9	15.4	14.2	13.7 %	12.4 %	13.1 %
Canada	0.2	0.2	0.2	1.6	1.7	1.6	15.1	14.3	15.2
Mexico	—	—	—	1.0	1.0	1.1	4.0	4.0	3.8
North America	2.3	2.2	2.2	17.6	18.4	17.3	13.2	12.0	12.5
Brazil	0.1	—	—	2.1	2.1	2.1	6.8	1.7	1.7
Argentina	—	—	—	0.3	0.4	0.4	9.7	7.9	7.0
South America	0.2	0.1	0.1	3.1	3.6	3.7	6.2	2.6	2.1
United Kingdom	0.2	0.2	0.2	1.9	2.0	1.9	12.9	11.8	12.1
Germany	0.2	0.2	0.2	3.3	3.0	3.0	7.4	5.7	5.7
EU20 (d)	1.0	0.9	0.8	13.7	13.7	13.0	7.1	6.4	6.4
Türkiye	0.1	0.1	0.1	0.8	0.8	0.8	12.4	9.7	10.5
Europe	1.1	1.0	0.9	15.1	15.1	14.4	7.2	6.4	6.5
China (e)	0.6	0.6	0.5	25.2	26.3	23.9	2.4	2.4	2.1
Australia	0.1	0.1	0.1	0.9	1.1	1.1	6.5	6.8	6.2
India	0.1	—	—	2.8	3.5	4.1	1.7	1.0	—
ASEAN (f)	0.1	0.1	0.1	1.3	1.4	1.7	5.3	5.3	5.7
Russia	—	—	—	1.5	1.7	1.7	0.9	1.2	—
International Markets Group	0.3	0.3	0.3	17.5	18.7	20.3	1.7	1.8	1.4
Global / Total Company	4.5	4.2	4.0	78.5	82.1	79.6	5.8 %	5.1 %	5.0 %

(a) Retail sales represents primarily sales by dealers and is based, in part, on estimated vehicle registrations; includes medium and heavy trucks.

(b) Industry volume is an internal estimate based on publicly available data collected from various government, private, and public sources around the globe; includes medium and heavy trucks.

(c) Market share represents reported retail sales of our brands as a percent of total industry volume in the relevant market or region.

(d) EU20 markets are United Kingdom, Germany, France, Italy, Spain, Austria, Belgium, Czech Republic, Denmark, Finland, Greece, Hungary, Ireland, the Netherlands, Norway, Poland, Portugal, Romania, Sweden, and Switzerland.

(e) China includes Taiwan; China market share includes Ford brand and JMC brand vehicles produced and sold by our unconsolidated affiliates.

(f) ASEAN includes Philippines, Thailand, and Vietnam.

**U.S. Sales by Type**

The following table shows U.S. retail sales volume and U.S. wholesales segregated by truck, sport utility vehicle ("SUV"), and car sales. U.S. retail sales volume reflects transactions with (i) retail and fleet customers (as reported by dealers), (ii) government, and (iii) Ford management. U.S. wholesales reflect sales to dealers.

	U.S. Retail Sales		U.S. Wholesales	
	2021	2022	2021	2022
Trucks	1,011,198	955,543	942,472	1,051,900
SUVs	827,278	861,256	724,539	911,203
Cars	67,479	47,665	49,470	49,242
Total Vehicles	1,905,955	1,864,464	1,716,481	2,012,345

**MOBILITY SEGMENT**

The Mobility segment primarily includes development costs for Ford's autonomous vehicles and related businesses, Ford's equity ownership in Argo AI (a developer of autonomous driving systems), and other mobility businesses and investments. For additional information about our investment in Argo AI, see Note 14 of our Notes to the Financial Statements.

Effective January 1, 2023, our Ford Next segment (formerly Mobility) primarily includes expenses and investments for emerging business initiatives aimed at creating value for Ford in complementary market segments.