

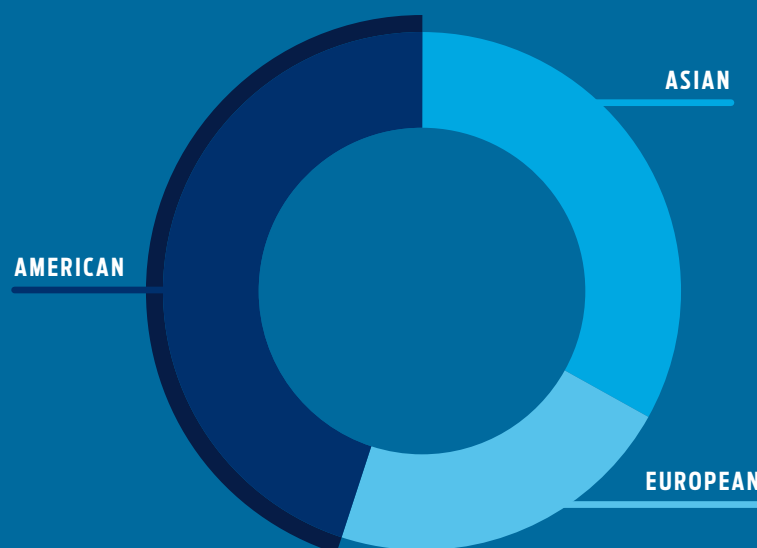
GEN Y & GEN Z BELIEVE IN BUYING U•S•A

The next generation of car buyers believe that buying American-made products is important, and close to half say Ford ranks among the top three car brands for quality.

Members of Generation Y, ages 23-34, and Generation Z, ages 16-22, are more concerned with getting quality vehicles than attractive ones – according to a new survey from Ford.



MOST MILLENNIALS say it's important to buy products made in the United States. They trust American-made quality to be equal to or better than products made elsewhere



YOUNGER GENERATIONS rank the quality of vehicles made in the United States above those made in Europe or Asia. Of the respondents, 45% say American cars are better, 33% go with European cars, while 22% go with Asian cars

OF THESE YOUNGER BUYERS,

43% rank Ford among the top three car brands for making high-quality vehicles



MILLENNIALS

are more likely to turn to the Internet for opinions on vehicle quality, rather than go directly to third-party ratings

Among these buyers, 40% are more likely to factor in their parents' opinions when it comes to choosing a vehicle, while 38% value online reviews



PRACTICALITY outranks a vehicle's appearance and their parents' opinion for younger consumers

High quality over looks is important for

79%
of those polled

