**For immediate release**

# **Ford, Lincoln Rank Among Top Five Brands in J.D. Power 2019 US Initial Quality Study**

* All-new Ford Ranger tops midsize pickup truck segment while Ford Fusion is top midsize car in 2019 J.D. Power US Initial Quality Study
* Lincoln Navigator, Lincoln Nautilus and Lincoln MKC all rank in the top three in their respective segments
* Ford and Lincoln have a combined 10 models ranking in the top three in their segments thanks to overall quality improvements outpacing the industry

**DUBAI, UAE. June 23, 2019** – Both Ford and Lincoln rank among the top five automotive brands in the United States for the first time in the latest J.D. Power US Initial Quality Study thanks to overall quality improvements that are outpacing the industry. Now in its 33rd year*,* the study measures vehicle quality by analysing problems reported by owners in the first 90 days of ownership.

Ford nameplates ranking tops in their segments are Ford Ranger – marking the first time the midsize pickup has earned an Initial Quality Study award since 2006 – and Ford Fusion for midsize cars.

“When it comes to quality, the all-new Ranger delivers on our Built Ford Tough promise to our customers,” says Linda Cash, Ford vice president, global quality. “To have both Ford and Lincoln rank among the top five brands affirms our commitment to delivering the best cars, SUVs and trucks for our owners.”

Ford F-150 and Super Duty, along with Escape, Expedition and Flex rank in the top three of their respective segments. Combined, Ford and Lincoln have 10 top-three models in the study.

The Lincoln Motor Company’s top-three models include Navigator, Nautilus and MKC. Lincoln’s strong SUV lineup drove first-quarter sales up 47 per cent in the Middle East, where an increase in UAE (33 per cent) and Kuwait (82 per cent) sales have been buoyed by the introduction of new models, brand new stand-alone Lincoln facilities, and the company’s hand-in-hand work with its distributors providing a best-in-class customer experience. Lincoln’s SUV momentum is expected to continue as two new SUVs – Aviator and Corsair – prepare for launch later this year.

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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 196,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit* [*www.corporate.ford.com*](http://www.corporate.ford.com)*.*

*Ford’s history in the Middle East goes back more than 60 years. The company’s local importer-dealers operate more than 155 facilities in the region and directly employ more than 7,000 people, the majority of whom are Arab Nationals. For more information on Ford Middle East, please visit* [*www.me.ford.com*](http://www.me.ford.com).

*Ford Middle East is also a responsible corporate citizen with currently various CSR initiatives running in the region including the Ford Motor Company Conservation & Environmental Grants, Ford Warriors in Pink® breast cancer awareness campaign, Ford Driving Skills for Life for young drivers and the Henry Ford Entrepreneurship Academy education initiative for young entrepreneurs*.

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