

## Woodward Dream Cruise Returns as Ford Announces Fourth Year Sponsoring America's Largest Automotive Gathering

**DEARBORN, Mich., June 21, 2021** – Auto enthusiasts, get ready to restart those engines. The 26th annual Woodward Dream Cruise presented by Ford is back on for this summer. With the original 1966 Ford Bronco starring as the featured heritage vehicle, this year's celebration of automotive culture and driving fun is set to kick off Aug. 21.

"Woodward is our hometown celebration, commemorating the best of what we do and what we assemble – right here in the Motor City," said Rob Johnston, Ford Performance marketing manager. "It's fitting that this year's Dream Cruise honors the original Bronco at a time when the all-new, Michigan-built Bronco is rolling off the line."

The first-generation Ford Bronco, America's original SUV, was built from 1966 to 1977. The first ever Bronco wore the Ford codename of G.O.A.T. for its "goes over all terrain" capability. It debuted as an agile, sports-oriented off-road 4x4 on Aug. 11, 1965, and was dubbed "a completely new line of sports-utility vehicles" – the first reference to an SUV by an American manufacturer.

Now, nearly 25 years to the day since the last Bronco rolled off the line, Michigan Assembly Plant is once again turning out Bronco two- and four-door models, expanding on the nameplate's 55-year history. The Bronco model depicted on the logo of the 2021 Woodward Dream Cruise celebrates the hardworking women and men who assemble the Motor City's iconic SUV and the innovative spirit it embodies.

### Woodward underscores Ford's heritage, future and momentum

Ford's Woodward Dream Cruise presenting sponsorship provides the company with an authentic platform to honor its heritage and showcase how Ford is capitalizing on its strengths in its mainstream and iconic vehicles – including many of which are proudly assembled in the Motor City.

In addition to Bronco models old and new, Ford will also display some of the automotive industry's most recent and exciting vehicle debuts, including the all-new 2021 Mustang Mach-E GT all-electric SUV, the all-electric 2022 Ford F-150 Lighting and the recently revealed Ford Maverick compact pickup truck – the first standard full-hybrid pickup in America.

As the largest employer of American autoworkers in the Motor City and across the country – Ford Motor Company's presenting sponsorship of America's largest automotive gathering is a perfect match. Every year, the Woodward Dream Cruise attracts more than 1.5 million people and more than 40,000 cars from all over the world. This year marks the fourth straight that Ford will sponsor the event.

"Once again, Ford Motor Company is stepping up to lead Woodward Dream Cruise, and we look forward to returning and elevating our annual tradition that puts Metro Detroit's automotive scene and culture in the international spotlight," said Tony Michaels, executive director, Woodward Dream Cruise. "Ford has consistently helped to make the cruise stronger, more

engaging, more culturally relevant and more valuable to the Detroit region, and we are incredibly grateful for that.”

Ford Motor Company and Detroit’s main artery share a long history that dates back to the formative years of both. At his Ford Piquette Avenue Plant, Henry Ford developed and produced the first Model T’s a few hundred feet from Woodward Avenue, which made history when it became the first paved road in America. Henry Ford knew mobility meant freedom and prosperity, and he made it his mission to open highways for all mankind starting right in the heart of Detroit.

###

**About Ford Motor Company**

*Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is 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 and deepen the loyalty of those customers. Ford designs, manufactures, markets and services a full line of connected, increasingly electrified passenger and commercial vehicles: Ford trucks, utility vehicles, vans and cars, and Lincoln luxury vehicles. The company is pursuing leadership positions in electrification, connected vehicle services and mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 186,000 people worldwide. More information about the company, its products and Ford Motor Credit Company is available at [corporate.ford.com](http://corporate.ford.com).*

**About Woodward Dream Cruise**

*Initially started as a small fundraiser to raise money for a soccer field in Ferndale, Mich., the Woodward Dream Cruise started in August 1995 by a group of volunteers who looked to relive and recreate the nostalgic heydays of the 50s and 60s, when youth, music and Motor City steel roamed Woodward Avenue, America’s first highway. That year, 250,000 people participated – nearly ten times the number expected. Today, the Woodward Dream Cruise is the world’s largest one-day automotive event, drawing 1.5 million people and 40,000 classic cars each year from around the globe – from as far away as New Zealand, Australia, Japan and the former Soviet Union. North American cruisers from California, Georgia, Canada and all points in between caravan to Metro Detroit to participate in what has become, for many, an annual rite of summer.*

**Contact:** Jiyun Cadiz  
313.300.8397  
[jcadiz@ford.com](mailto:jcadiz@ford.com)