



Woodward Dream Cruise announces extension of Ford sponsorship and gears up for August 20, 2022 event

FERNDALE, MI. – July 20, 2022 – As eyes turn from fireworks in the sky to classic vehicles cruising the roads, the 27th annual Woodward Dream Cruise is back with Ford Motor Company committing to a fifth-consecutive year sponsorship year.

Each year, the Woodward Dream Cruise attracts more than 1.5 million people and more than 40,000 cars from all over the world. This summer’s celebration of automotive culture and driving enjoyment is set for Saturday, August 20.

“There’s nothing else like the Woodward Dream Cruise and it’s the reason Ford is extending its presenting sponsorship of America’s largest automotive gathering for a fifth-straight year,” said Rob Johnston, Ford Performance marketing manager. “In addition to the exciting Mustang and Bronco brand families of vehicles we’ll have on display, this year we will celebrate 75 years of F-Series trucks, from street trucks to workhorses to the all-new electric F-150 Lightning.”

Honoring three-quarters of a century of Built Ford Tough trucks, the sixth-generation F-100 pickup truck will be depicted in the 2022 Woodward Dream Cruise logo with its front-end redesign egg crate grille and rectangular headlights.

In addition to honoring Ford’s past, the company will highlight its latest vehicles including the all-electric F-150 Lightning, the all-new Bronco Raptor, Mustang Shelby GT500 Heritage Edition and others at this year’s Dream Cruise.

Ford’s Woodward Dream Cruise presenting sponsorship provides the company with a unique platform to honor its heritage and showcase its incredible electric vehicles, digital experiences and the iconic Ford vehicles customers love, including Bronco and Mustang brand family models.

“The Woodward Dream Cruise brings people together in a positive way and celebrates the auto industry’s past, present and future,” said Michael Lary, president, Woodward Dream Cruise. “Thanks to our relationship with Ford we can keep this automotive event rolling as a tradition that is beloved by enthusiasts of all ages and that supports our community in myriad ways. We are extremely excited to build on the partnership in the coming years.”

Historically, Woodward Avenue made history as the first paved road in America and when it had the first-ever stoplight. At his Ford Piquette Avenue Plant, just a few hundred feet from Woodward, Henry Ford developed and produced the first Model T's. 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 develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, as well as connected services. Additionally, Ford is establishing leadership positions in mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 182,000 people worldwide. More information about the company, its products and Ford Credit is available at 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 from around the world. More details for the Woodward Dream Cruise may be found at <http://www.woodwarddreamcruise.com/> or on Facebook.

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