



Ford Revs Up for Another Year As Presenting Sponsor of the Woodward Dream Cruise!

FERNDALE, MI, Aug. 10, 2023 – Ford today announces its continued commitment to helping support the 28th annual Woodward Dream Cruise as presenting sponsor for the sixth-consecutive year.

Each year, around 1.5 million people come out to enjoy more than 40,000 cars ranging from muscle, street rods, custom builds, collector cars, and special edition vehicles. This summer's Woodward Dream Cruise is set to be held on Saturday, August 19, 2023.

"It's incredibly special to celebrate Ford's 120th Anniversary with Henry Ford's first race car along with our entire portfolio to help power the Woodward Dream Cruise," stated Bryan Guldi, Ford U.S. branded activations manager. "Collaborating with the Woodward Dream Cruise is very important to Ford Motor Company because we strive to contribute and give back in meaningful ways to the communities where we live, work... and cruise."

To pay homage to one of the classic pony cars, the all-new Mustang Dark Horse is depicted in this year's official 2023 Woodward Dream Cruise logo. Debuting this summer with its updated looks and sleek design, all while maintaining the manual transmission, Ford has outdone itself once again with a modern twist to a classic.

In addition to the Mustang Dark Horse, Ford will also be spotlighting the Bronco Raptor and its off-road, adrenaline-inducing prowess capable of pure adventure. Keeping up with the eco-conscious times, the all-electric, zero-emission F-150 Lightning will be making another appearance at this year's event.*

"The Woodward Dream Cruise is an event that not only brings together the Michigan car community, but also families and friends from around the country," states Michael Lary, president of the Woodward Dream Cruise. "Our relationship with Ford continues to grow and keeps this tradition of memories, cars, and cruising alive."

Line-Up of Events & Important Information

2023 Woodward Dream Cruise Ribbon Cutting Ceremony - Ferndale

The Official Woodward Dream Cruise Ribbon Cutting Ceremony will take place on Friday, Aug. 18, 2023, beginning at 5:00 p.m. sharp, located on East Nine Mile Road at Woodward Avenue.

The crowd-pleasing 'Lights & Sirens Cruise' parade will take place immediately following the cutting of the ribbon at 5:30 p.m., with the procession going north on Woodward to 11 Mile Road and turning back to Nine Mile Road.

Spotlight Other Community Events

Berkley

Friday, Aug. 18, 2023:

6:30 p.m. – 7:30 p.m.: CruiseFest Classic Car Parade
West 12 Mile Road, between Coolidge & Greenfield Road

Birmingham

Saturday, Aug. 19, 2023:

9:00 a.m. – 5:00 p.m.: Birmingham Cruise
South Old Woodward, in Downtown Birmingham

Ferndale

Friday, Aug. 18, 2023: Nine Mile Road @ Woodward Avenue
12:00 p.m. – 8:00 p.m.: Quarter Midget Racing Youth Team Cars
1:00 p.m. – 7:00 p.m.: Ferndale Emergency Vehicle Show
12:00 p.m. – 7:00 p.m.: Kids Car Club & Play Zone
1:00 p.m. – 9:30 p.m.: Rock'n Live Entertainment Stage
5:00 p.m.: Woodward Dream Cruise Ribbon Cutting Ceremony
5:30 p.m.: Lights & Sirens Cruise parade

Saturday, Aug. 19, 2023: Nine Mile Road @ Woodward Avenue
10:00 a.m. – 6:00 p.m.: Mustang Alley
10:00 a.m. – 7:00 p.m.: Kids Car Club & Play Zone
11:00 a.m. – 9:30 p.m.: Rock'n Live Entertainment Stage

Royal Oak

Friday, Aug. 18, 2023: East 13 Mile Road @ Woodward Avenue
12:00 p.m. – 7:00 p.m.: Performance Park Classic Car Show

Saturday, Aug. 19, 2023: East 13 Mile Road @ Woodward Avenue
8:00 a.m. – 8:00 p.m.: Performance Park Classic Car Show

Saturday, August 19, 2023: Shrine High School, 3500 West 13 Mile Road
8:00 a.m. – 9:30 a.m.: Cruise In Shoes 5k Run

Pleasant Ridge

Saturday, Aug. 19, 2023:

10:00 a.m. – 6:00 p.m.: Ford Corral Woodward & Oakland Park Boulevard.

Pontiac

Aug. 18 & 19, 2023:

M-1 Classic Car Parade Pontiac Classic Car Show
North Saginaw, Downtown Pontiac

SMART Bus

On Saturday, Aug. 19, 2023, the one-day SMART Shuttle is FREE to all riders. Riders can board at any SMART RED or FAST bus stops from Eight Mile Road to Pontiac.

Official Woodward Dream Cruise Merchandise

Official Woodward Dream Cruise merchandise is available to purchase on the website (<https://www.woodwarddreamcruise.com/online-store/>) or at any of the following locations before and after the event:

- Ferndale City Hall, 300 East Nine Mile Rd., Downtown Ferndale (Mon – Thurs, 8:00 a.m. – 5:00 p.m.)
- Nine Mile Road., east of Woodward Ave., Ferndale (Aug. 18 & 19)
- Pleasant Ridge City Hall, 23925 Woodward Ave., west of Woodward, south of I-696 (Aug. 19)
- Corner of West 12 Mile Road @ Woodward Avenue, Berkley (Aug. 18 & 19)
- Westborn Market – 27659 Woodward Ave., Berkley (Aug. 19)
- Zoe’s Restaurant – 25994 Woodward Ave., Royal Oak (Aug. 18 & 19)
- Sherwin Williams – 27958 Woodward Ave., Royal Oak (Aug. 18 & 19)
- CVS Pharmacy, 30900 Woodward Ave., Royal Oak (Aug. 18 & 19)
- Gus’s World Famous Hot & Spicy Fried Chicken, 31105 Woodward Ave., Royal Oak (Aug. 18 & 19)
- Kinkos – 33100 Woodward Ave., Birmingham (Aug. 19)
- West Maple Road, north corner of Woodward, 35075 Woodward Ave., Birmingham (Aug. 18, 19, & 20)
- Birmingham Cruise, Downtown Birmingham, Old Woodward Avenue – multiple locations (Aug. 19)

Woodward Avenue Construction Update

Construction along Woodward Avenue from Eight Mile to Oakridge Street will completely pause during the Dream Cruise this year and all four lanes in both directions of Woodward will be open and accessible.

*Based on EPA tailpipe rating. Visit fuelconomy.gov for more information.

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About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, 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 customers and deepen their loyalty. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, along with connected services. The company does that through three customer-centered business segments: Ford Blue, engineering iconic gas-powered and hybrid vehicles; Ford Model e, inventing breakthrough EVs along with embedded software that defines exceptional digital experiences for all customers; and Ford Pro, helping commercial customers transform and expand their businesses with vehicles and services tailored to their needs. Additionally, Ford is pursuing mobility solutions through Ford Next, and provides financial services through Ford Motor Credit Company. Ford employs about 177,000 people worldwide. More information about the company and its products and services 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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