



Ford Drives Excitement as 2024 Woodward Dream Cruise Presenting Sponsor

FERNDALE, Mich., July 29, 2024 – The 29th Woodward Dream Cruise is just around the corner, and Ford is back in the driver's seat as the presenting sponsor for the seventh consecutive year.

Each year, more than 1.5 million people celebrate their love of the open road and enjoy more than 40,000 vehicles ranging from muscle cars, street rods, custom builds, collector cars, and special edition models. This summer's event happens Aug. 17.

"This year, we are revving up the excitement by showcasing our iconic Mustang lineup along with our entire portfolio of Built Wild Bronco off-road vehicles, SUVs, electric vehicles, and Built Ford Tough trucks at this year's Woodward Dream Cruise," stated Corey Holter, Ford Group Marketing Director, Utility and Enthusiast Vehicles. "This celebration is about more than just vehicles; it's a tribute to the car communities where we live, work, and cruise."

This year's official 2024 Woodward Dream Cruise logo features the 60th anniversary Ford Mustang. Building upon the iconic design cues that have defined the Mustang, it features a unique dash plaque and exclusive exterior features that create a special look and feel that bring the classic accents of the original car that debuted in 1964 into the modern era.

Ford will feature new vehicles making their first public appearances. They will also be spotlighting the Bronco family – SUVs synonymous with adventure – at the Ford Bronco Corral. Keeping up with spirited performance, Ford will have the Mustang Mach-E Rally. As part of its electric vehicle lineup display, Ford is bringing the Mustang Mach-E Rally – the first rally-inspired electric SUV that takes Mustang freedom and fun onto dirt roads.

"As we prepare for another exciting year of cruising, we extend our deepest gratitude to Ford, our sponsors, and the nine participating communities that make this event possible," states Michael Lary, President, Woodward Dream Cruise. "For seven remarkable years, Ford has been our unwavering presenting sponsor, fueling our passion for not only classic cars, but also some of the hottest new products out there. Together, we continue to create memories that will last a lifetime."



Lineup of Events & Important Information

2024 Woodward Dream Cruise Ribbon Cutting Ceremony – Ferndale

The Official Woodward Dream Cruise Ribbon Cutting Ceremony will take place at 5 p.m. Aug. 16, at East Nine Mile Road and 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. 16:

- 6:30 – 7:30 p.m.: CruiseFest Classic Car Parade, W. 12 Mile Rd., between Coolidge and Greenfield Road

Birmingham

Saturday, Aug. 17:

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

Ferndale

Friday, Aug. 16: Nine Mile and Woodward Avenue

- Noon – 8 p.m.: Quarter Midget Racing Youth Team Cars
- 1 – 7 p.m.: Ferndale Emergency Vehicle Show
- Noon – 7 p.m.: Kids Car Club & Play Zone
- 1 – 9:30 p.m.: Rock'n Live Entertainment Stage
- 5 p.m.: Woodward Dream Cruise Ribbon Cutting Ceremony
- 5:30 p.m.: Lights & Sirens Cruise Parade

Saturday, Aug. 17: Nine Mile and Woodward Avenue

- 10 a.m. – 6 p.m.: Mustang Alley
- 10 a.m. – 7 p.m.: Kids Car Club & Play Zone
- 11 a.m. – 9:30 p.m.: Rock'n Live Entertainment Stage

Royal Oak

Friday, Aug. 16: E. 13 Mile Rd and Woodward Avenue

- Noon – 7 p.m.: Performance Park Classic Car Show

Saturday, Aug. 17: E. 13 Mile Road and Woodward Avenue

- 8 a.m. – 8 p.m.: Performance Park Classic Car Show



Saturday, Aug. 17:

- 8 – 9:30 a.m.: Cruise In Shoes 5k Run, Shrine High School, 3500 W. 13 Mile Road
- 10 a.m.– 6 p.m.: Mustang Unleashed at Belle Tire, 31053 Woodward Avenue
- 10 a.m. – 6 p.m.: Ford Display at Duggan’s Irish Pub, 31501 Woodward Avenue
- 10 a.m. – 6 p.m.: Ford Electric Vehicle Display at Vitamin Shoppe, 31753 Woodward Avenue

Pleasant Ridge

Saturday, Aug. 17:

- 10:00 a.m. – 6:00 p.m.: Ford Bronco Corral at Woodward & Oakland Park Blvd.

Pontiac

Aug. 16-17:

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

SMART Bus

On Saturday, Aug. 17, 2024, the one-day SMART Shuttle is FREE to all riders. Riders can board at any SMART RED or FAST bus stop from 8 Mile Road to Pontiac.

Official Woodward Dream Cruise Merchandise Locations

Official Woodward Dream Cruise merchandise is available to purchase on the [website](#) or at any of the following locations before and after the event:

- July & August: Ferndale City Hall, 300 E. 9 Mile Rd. – Monday to Thursday, 8am–5pm
- Shrine Catholic School Lot, E. 12 Mile Rd & Woodward, Royal Oak (Aug. 12–17)
- Berkley, Corner of West 12 Mile Rd. @ Woodward (August 16 & 17)
- Berkley, Westborn Market – 27659 Woodward (August 17)
- Birmingham, Kinkos, 33100 Woodward (August 17)
- Birmingham, W. Maple Mile Rd. at Woodward (August 16, 17 & 18)
- Birmingham, Old Woodward Ave, Downtown, Multiple Locations (August 17)
- Ferndale, Nine Mile Rd, e. of Woodward (August 16 & 17)
- Royal Oak, Memorial Park, e. of Woodward, n. of 13 Mile Rd (August 16 & 17)
- Royal Oak, Zoe’s Restaurant – 25994 Woodward (August 16 & 17)
- Royal Oak, Sherwin Williams – 27958 Woodward (August 16 & 17)
- Royal Oak, CVS Pharmacy, 30900 Woodward (August 16 & 17)
- Pleasant Ridge, 23925 Woodward, s. of I-696 (August 17)

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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, 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 provides financial services through Ford Motor Credit Company. Ford employs about 176,000 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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