**FORD SWOT ANALYSIS**

| STRENGTHS | WEAKNESSES |
|---|---|
| ● Brand recognition<br>● Strong customer loyalty and repeat ownership.<br>● Variety in its product catalog.<br>● Technology innovations (BlueCruise, Ford Pro subscriptions). | ● Highly dependent on its suppliers.<br>● Profit relies heavily on specific model sales.<br>● Some younger consumers perceive it as a legacy brand.<br>● Quality of their products (recalls) |
| **OPPORTUNITIES** | **THREATS** |
| ● Increased demand for affordable electric vehicles.<br>● Growing demand for hybrid vehicles<br>● Software-designed vehicles are a rising trend.<br>● Tariffs and policies restricting Chinese competitors. | ● Supply chain disruptions.<br>● Existing and rising competitors in the vehicle and software industry.<br>● Price competition, especially EVs.<br>● Government and politics (consumer protection regulations, trade policies, safety, EV incentives). |

**STRENGTHS**

Ford has built a competitive brand over the past 123 years, reflected in the strengths that help the company stand out in the market. To begin with, Ford is recognized as the “most American brand,” not only in the automotive industry but overall compared to other U.S. born brands. Their strong reputation is also reflected in their customer loyalty and repeat ownership, as research shows that customer loyalty for Ford, specifically for their Truck models, keeps growing, coming up to 66.2% in 2026. Another strength supporting brand recognition and customer loyalty is the variety of models Ford offers to meet different needs and preferences. The multiple sub-brands (Mustang, Lincoln) within the company also add to the variety of products they offer compared to competitors. A final strength to highlight is Ford’s commitment to improving its product software and technology, including advanced innovations like BlueCruise and Ford Pro, which aim to improve the customer experience with Ford models.

**WEAKNESSES**

Ford weaknesses include their high dependence on suppliers and specific model sales. On the supply and distribution side, Ford’s business and day-to-day operations work side-by-side with suppliers and their products, which makes them extremely dependent on them for production. Their profit is also highly dependent on sales of more profitable vehicles like the Ford Blue (F-150, Explorer, Bronco, etc.) and Ford Pro (Vans, trucks, and services for business + software) models. When sales for these larger groups decline, the company is greatly affected, as they fund all the other segments. Moreover, Ford is currently in its second-worst year for recalls, as their software and quality improvements have taken a toll on their production

processes. This becomes a weakness, creating uncertainty about the product quality Ford offers given the number of recalls in 2026 and prior years. Additionally, one of the biggest weaknesses Ford has is their brand reputation as a legacy brand for younger generations. The brand is perceived as made for older individuals, not appealing to those who are currently looking to make their first car purchase.

**OPPORTUNITIES**

The automobile industry continues to see purchasing trends grow, and policies stay in place that Ford can find opportunities in. First, there has been an increase in demand for affordable electric vehicles as new generations are prioritizing their commitment to sustainability. 67.1% of car buyers purchasing a new EV at dealerships traded in a gas car, and the percentage of interest in this vehicle keeps rising as gas prices keep going up. Similarly, new customers are also leaning more towards hybrid options. In the first half of 2026, hybrid car sales have risen nearly 20% year over year. They are more affordable and practical than fully electric vehicles, while they have a reduced impact on the environment and the owner's gas expenses. Both are great industry opportunities for Ford as they are focused on increasing their EV and hybrid portfolio, tailoring to the current landscape.

Another opportunity is the rising trend of software-designed vehicles (SDVs), something that Ford has been prioritizing over the past few years. As technology progresses, customers are looking for newer updates, as they have made cars more convenient in terms of maintenance and practicality. Finally, one of the most crucial opportunities Ford has is to take advantage of the 100% tariff and trade restriction that the U.S. government has in place in order to make Chinese vehicles difficult to import. This allows Ford to continue to work towards gaining the U.S. market with less disruption from big foreign competitors.

**THREATS**

As a company that relies on production and distribution, there are multiple external factors that can affect Ford’s business. First, any supply chain disruption, like the most recent aluminum sheets disruption from supplier Novelis, where Ford lost thousands in profit and was behind on production for months, is a great example of how any problems with the supply chain can directly impact Ford. Additionally, competition continues to grow as big brands like General Motors and Toyota continue to dominate the market, in addition to new competitors like Tesla and Chinese EV brands like BYD, who are adding pressure for Ford to keep up with the rising trends and new technology. Similarly, these brand-new competitors also bring competitive prices, especially in the EV industry. This can be a threat to the models that Ford is offering to the market, as customers might choose a competitor due to affordability. Another threat to highlight is the impact of government policies and limitations, as constant changes in consumer protection, safety, and trade regulations, EV incentives, among others, can have a significant impact on Ford.

**STRATEGIC INSIGHTS**

- **Position Ford as a First-Car Choice**
  Ford should position this new product as an accessible and sustainable first-car option for younger buyers. As new generations begin their journey to buy their first car, it is crucial that they have a good perception of Ford. Right now, many of them see Ford as a brand for higher-income and older buyers. Ford can use this new product to change that perception and earn a place on the list of brands they would consider when buying a car.

  - **KPIs:**
    - Brand recall: Pre- and post-campaign survey measuring how many individuals recall Ford as a choice for their first car purchase.
    - Lead-conversion tracking: Use Ford's CRM to measure requests for information and conversions from campaign content.
    - Ford Electron's sales data: Track how many consumers within the target audience purchase a Ford Electron.

- **Build Awareness of Ford's New EV Model Among Younger Buyers**

  With the new generations taking into consideration sustainability and rising gas prices impacting gas-fueled owners, EV and hybrid cars will continue to grow in popularity, opening the opportunity for Ford to take advantage of this momentum and raise awareness of the new model by focusing on the affordability, sustainability, and reliability this new EV offers.

  - **KPIs:**
    - Awareness of the Ford Electron: Conduct pre- and post-campaign surveys to measure the percentage of the target audience that is aware of the new model.
    - Sentiment analysis: Measure how the target audience perceives Ford's sustainability efforts.
    - Social media and website analytics: Measure reach, impressions from social media content, and unique monthly visitors (UMV) to the Ford Electron's page.

- **Reposition Ford's Legacy as a Source of Trust**
  Ford's strong reputation for legacy and reliability can be used to gain trust from younger generations who are buying their first car. This is a big purchase, especially as an EV, so it is important that Ford communicates to the audience that they are not sacrificing sustainability for reliability, as the Ford Electron offers both, allowing them to feel secure in a highly trusted brand from U.S. citizens.

- **KPIs**
    - Sentiment Analysis: Measure how much the target audience considers Ford to offer trustworthy models.
    - Focus group: Discuss current brand perceptions and changes after being exposed to the campaign.
    - Earned media evaluation: Assess how media outlets are positioning Ford after the campaign release.