

# Ford kicks off 2022 with its highest EV sales numbers

Article

**The news:** Ford has transformed from a latecomer to the EV space to a leader, seizing the No. 2 spot in EVs behind Tesla.

**Why it's worth watching:** Diverse EV model offerings and investments in charging and telematics have propelled Ford's transition into a powerhouse in electric, [per](#) Engadget.

- Ford's Q4 results include revenue of **\$37.7 billion** and net income of **\$12.3 billion**, revealing that electrification efforts are already paying off.
- Ford said it was on track to double its **EV manufacturing capacity to 600,000** by 2023.
- “We're also proud that customers see how Ford is taking EVs mainstream and have already ordered or reserved more than 275,000 all-electric **Mustang Mach-E SUVs, F-150 Lightning** pickups, and **E-Transit** commercial vehicles,” said Ford President Jim Farley.

**The opportunity:** Ford has positioned itself to lead the pivot toward electric vehicles ahead of an aggressive government target to make EVs 50% of vehicles sold by 2030.

- Ford is producing EVs that users are clamoring for in the F-150 Lightning pickup (shipping September 2022) and the Mustang Mach-E SUV, as well as electric Transit vans for government and commercial use.
- According to Farley, Ford's EV sales in January “grew almost four times faster than the overall electrified segment” (13,169 units in total).

**What's ahead?** Ford has the first-mover advantage in making electric pickups available. This is a popular segment that can be EVs' next area of growth.

- The global chip crisis, which cost the automotive industry \$210 billion in 2021, could cause more delays for Ford and other EV makers.
- All eyes will be on Ford to deliver the goods, especially after various delays pushing back the release of Tesla's Cybertruck and EV safety recalls.

# Top 10 EVs in the USA (1st Half of 2021)

Tesla Model Y

81,802

Tesla Model 3

56,755

Chevy Bolt EV

20,141

Ford Mustang Mach-E

11,068

Nissan LEAF

8,253

Volkswagen ID.4

5,743

Porsche Taycan

5,285

Audi e-tron

5,258

Hyundai Kona EV

4,875

Kia Niro EV

2,847

Source: Experian

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