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## Hot Trick: Ford Mustang, Focus and F-Series Named Hottest Car, Sport-Compact and Truck of 2015 SEMA Show

- SEMA award honors the most popular cars and trucks chosen by specialty equipment manufacturers as the best platforms for accessorizing and showcasing this year's hottest vehicle lineups
- Ford Focus wins Hottest Sport-Compact of SEMA for the first time as the car's popularity with aftermarket grows; Mustang and F-Series return as multiyear Hottest Car and Hottest Truck winners – a testament to the popularity of all three Ford vehicles
- More aftermarket accessories are available for Ford vehicles, including Mustang, Focus and F-Series, than for any other automaker

**DEARBORN, Mich., Nov. 3, 2015** – Ford Mustang, Ford Focus and Ford F-Series are officially Hottest Car, Hottest Sport-Compact and Hottest Truck of this year's Specialty Equipment Market Association show. The SEMA award recognizes the most popular vehicles the organization's members feature in their displays at the weeklong event. 2015 marks the first time any OEM has won three of the coveted awards.

Before this year's show opened, SEMA officials walked the floor of the giant aftermarket expo and counted the number of new cars and trucks exhibited. More Mustang, Focus and F-Series vehicles are on display than any other car or truck.

"Winning SEMA's hottest vehicle awards for Mustang, Focus and F-Series is a great affirmation of the popularity of Ford vehicles with this trendsetting part of the market," said Dave Pericak, director, Ford Performance, who accepted all of the honors at the annual awards breakfast. "We're proud the aftermarket has embraced these three vehicles with as much enthusiasm as our customers invest to personalize their Mustang, Focus and F-Series."

Ford Focus won Hottest Sport-Compact of SEMA for the first time as the car's popularity with the aftermarket grows. Mustang and F-

Series each have multiple wins – a testament to the popularity and appeal of Ford vehicles.

Ford takes center stage once again at SEMA this year as the largest OEM presence with 28 unique SEMA builder cars featured on the Ford stand alone, and nearly 50 vehicles on display between the stand and the wildly popular Ford Out Front demo track. Custom builds include six Ford Focus and Fiesta ST cars, seven Ford SUV models from Edge Sport and Explorer Sport, eight Ford Mustangs and seven Ford F-150 concepts.

#### About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 197,000 employees and 67 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit [www.corporate.ford.com](http://www.corporate.ford.com).