



J.D. POWER

Press Release

Ford Motor Company and J.D. Power ChromeData Join Forces to Expand Vehicle Build Data Coverage

TROY, Mich./DEARBORN, Mich.: 10 Nov. 2022 – Today, Ford Motor Company and J.D. Power ChromeData, a leading provider of vehicle data and software solutions, announced an agreement to use Ford and Lincoln vehicle build data for ChromeData VIN Descriptions.

Ford and Lincoln vehicle build data provides OEM-sourced vehicle information from the time a vehicle was manufactured, allowing for more accurate insurance quotes, which ultimately benefits customers.

“We are committed to help Ford and Lincoln customers get the most accurate insurance quotes for their vehicle. This is another way we are helping provide value to our customers as part of owning a Ford or Lincoln,” said **Amy Graham, services marketing director at Ford Motor Company**.

Ford’s manufacturing data provides a comprehensive view of a vehicle’s feature content. When cross-referenced with the extensive ChromeData Vehicle Catalog, this information can provide precise VIN descriptions—which are critical for insurance companies, dealers, financiers, marketers and valuation services. With this agreement, ChromeData will have access to build data for approximately 80% of the automotive brands sold in the U.S.

“For nearly three decades, ChromeData has set the standard for the most accurate, timely and complete vehicle data and content in the industry,” said **Craig Jennings, president of the Autodata Solutions division at J.D. Power**. “Not only does Ford’s vehicle build data further expand the benefits of our services, but it also provides dealers and other industry partners with a better understanding of which features come with each Ford and Lincoln vehicle.”

About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is 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 and deepen the loyalty of those customers. Ford develops and delivers innovative, must-have Ford trucks, sport utility vehicles, commercial vans and cars and Lincoln luxury vehicles, as well as connected services. Additionally, Ford is establishing leadership positions in mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 176,000 people worldwide. More information about the company, its products and Ford Credit is available at corporate.ford.com.

About J.D. Power

J.D. Power is a global leader in consumer insights, advisory services and data and analytics. A pioneer in the use of big data, artificial intelligence (AI) and algorithmic modeling capabilities to understand consumer behavior, J.D. Power has been delivering incisive industry intelligence on customer interactions with brands and products for more than 50 years. The world's leading businesses across major industries rely on J.D. Power to guide their customer-facing strategies.

J.D. Power has offices in North America, Europe and Asia Pacific. To learn more about the company's business offerings, visit [JDPower.com/business](https://www.jdpower.com/business). The J.D. Power auto shopping tool can be found at [JDPower.com](https://www.jdpower.com).

Media Contacts

Geno Effler, J.D. Power; West Coast; 714-621-6224; media.relations@jdpa.com

Shane Smith; East Coast; 424-903-3665; ssmith@pacificcommunicationsgroup.com

Marty Gunsberg, Ford Motor Company, mgunsber@ford.com

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