



Nov 1, 2016 | DEARBORN, Mich.

Ford Celebrates Second Consecutive Trio of SEMA Hottest Vehicle Awards

- Ford Mustang, Ford Focus and Ford F-Series are officially Hottest Coupe, Hottest Hatch and Hottest Truck of this year's Specialty Equipment Market Association show
- A perennial favorite, the Ford Mustang takes honors again in the new Hottest Coupe category, succeeding four previous Hottest Car SEMA awards
- America's favorite truck, the Ford F-Series continues to dominate the competition, collecting the Hottest Truck award six out of the seven years it has been awarded
- Ford Focus collects its second award, in the new Hottest Hatch category, on the heels of taking Hottest Sport-Compact last year

DEARBORN, Mich., Nov. 1, 2016 – Ford Mustang, Ford Focus and Ford F-Series are officially Hottest Coupe, Hottest Hatch and Hottest Truck of this year's Specialty Equipment Market Association show. As if that isn't impressive enough, all three are back-to-back award winners this year, the 50th anniversary of the SEMA show.

The awards recognize the most popular vehicles the organization's members feature in their displays at the weeklong event. 2015 marked the first time any OEM won three of the coveted awards; this year marks the first time an OEM has repeated the feat.

"We are honored to take home three SEMA hottest vehicle awards for the second straight year," says Dave Pericak, global director, Ford Performance. "Embracing the aftermarket industry is something we relish, and – with Mustang, Focus and F-Series being back-to-back winners – it appears the aftermarket appreciates our products as well."

The Ford Mustang has been a SEMA favorite for years; winning its fifth consecutive SEMA award is powerful proof of the car's enduring popularity with the vehicle customization market.

From street rods to super off-roaders, Ford F-Series has long been one of the best canvases for customization. Having won Hottest Truck six times out of the seven the award has been given demonstrates the versatility of America's best-selling vehicle.

Ford Focus has gained recognition amongst the aftermarket crowd in recent years, particularly with the addition of the ST performance model. Last year, Focus captured its first SEMA hottest award in the Sport-Compact category. Now, with the hot RS model coming to North America, Focus is being honored as Hottest Hatch of the show.

“Ford is a great partner with the specialty equipment market, and the Mustang, Focus and F-Series trucks are terrific platforms for customization,” said Chris Kersting, SEMA President and CEO. “Through collaboration with Ford, the aftermarket industry has been able to provide consumers with countless products and options on ways to personalize their vehicles.”

Ford continues to have the largest OEM presence at SEMA this year, with more than 50 vehicles on display including a large collection of custom builds on the Ford stand and show floor. The Ford Out Front performance demonstration track enters its sixth year, and is one of the lead attractions of the 2016 show.

About Ford Motor Company

[Ford Motor Company](#) is a global automotive and mobility company based in Dearborn, Michigan. With about 203,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please visit www.corporate.ford.com.