

## Ford Motor Company(F)

**\$8.25** (As of 02/06/20)

Price Target (6-12 Months): **\$7.00**

Long Term: 6-12 Months

**Zacks Recommendation:** Underperform

(Since: 02/05/20)

Prior Recommendation: Neutral

Short Term: 1-3 Months

**Zacks Rank:** (1-5)

**5-Strong Sell**

Zacks Style Scores:

VGM:B

Value: A

Growth: C

Momentum: B

### Summary

Over the past year, shares of Ford have underperformed the industry it belongs to. The company's margins in international markets including the Middle East and Asia-Pacific are declining. Ford's sales in China fell for the third consecutive year in 2019 amid lackluster economy and the long-standing U.S.-Sino trade tiff. The company expects these challenges to prevail this year as well. While Ford's \$11-billion restructuring program — upon completion — may enhance profitability in the long term, the same is expected to weigh on the firm's financials. Investments to develop technology, and manufacture and launch the next-gen cars will raise costs and create short-term strains on Ford's margins and cash flows. The firm's bleak first-quarter 2020 guidance is also a dampener. Hence, the stock is viewed as a risky bet.

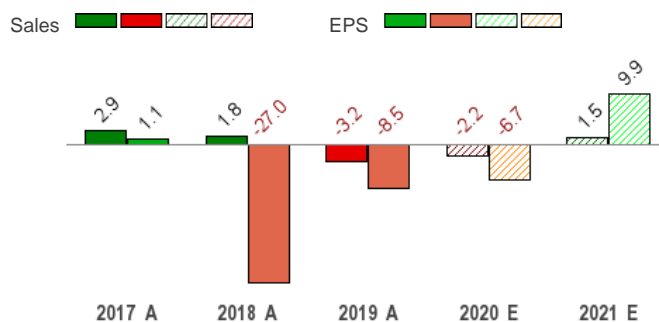
### Price, Consensus & Surprise



### Data Overview

52 Week High-Low	\$10.56 - \$8.16
20 Day Average Volume (sh)	59,322,144
Market Cap	\$32.7 B
YTD Price Change	-11.3%
Beta	1.09
Dividend / Div Yld	\$0.60 / 7.3%
Industry	<a href="#">Automotive - Domestic</a>
Zacks Industry Rank	Bottom 25% (192 out of 255)

### Sales and EPS Growth Rates (Y/Y %)



Last EPS Surprise	-29.4%
Last Sales Surprise	-0.3%
EPS F1 Est- 4 week change	-12.8%
Expected Report Date	04/23/2020
Earnings ESP	0.0%

### Sales Estimates (millions of \$)

	Q1	Q2	Q3	Q4	Annual*
2021					142,463 E
2020	34,927 E	35,035 E	32,628 E	37,971 E	140,391 E
2019	37,239 A	35,758 A	33,931 A	36,671 A	143,599 A

### EPS Estimates

	Q1	Q2	Q3	Q4	Annual*
2021					\$1.22 E
2020	\$0.21 E	\$0.31 E	\$0.23 E	\$0.29 E	\$1.11 E
2019	\$0.44 A	\$0.32 A	\$0.34 A	\$0.12 A	\$1.19 A

\*Quarterly figures may not add up to annual.

The data in the charts and tables, including the Zacks Consensus EPS and Sales estimates, is as of 02/06/2020. The reports text is as of 02/07/2020.

## Overview

Dearborn, MI-based Ford Motor Company (F) designs, manufactures, markets and services cars, trucks, sport utility vehicles, electrified vehicles, and Lincoln luxury vehicles. Apart from vehicles, the company provides financial services through Ford Motor Credit Company LLC ("Ford Credit"). It employs approximately 199,000 employees worldwide.

Ford has three reportable operating segments:

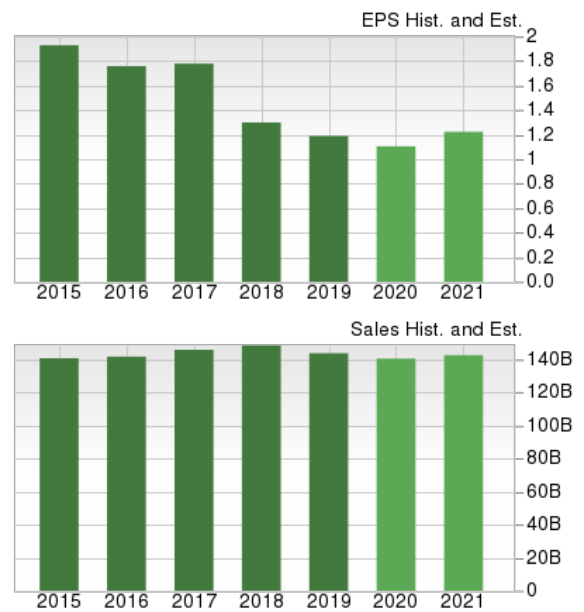
The **Automotive** segment (contributed 92.1% to company's total revenues in 2018) is engaged in the design, development, manufacture, sale and service of Ford and Lincoln vehicles as well as service parts, and accessories. The segment covers five regional business units: North America, South America, Europe, Middle East & Africa, and the Asia Pacific (including China).

The company's wholesales primarily consisted of vehicles sold to dealerships. In 2019, it sold roughly 5,386,000 vehicles at wholesale throughout the world. Beside retail sales, Ford's dealerships sell vehicles to fleet customers, including commercial fleet customers, daily rental car companies and governments. It also sells parts and accessories to authorized parts distributors and offers extended service contracts. At the end of 2019, the company's retail segment held 13.2% market share in North America, 7.2% in South America, 6.8% in Europe, 3.2% in Middle East & Africa and 2.2% in China.

The **Mobility** segment (0.01%) focuses on designing, building, growing and investing in mobility services, and autonomous technology businesses for the company. The segment works as a subsidiary of Ford under the name Ford Smart Mobility LLC ("FSM").

The **Financial Services** segment (7.8%) deals with vehicle-related financing and leasing activities at Ford Credit.

Ford expects extensive product introductions, featuring electric commercial and passenger vehicles, and investments in smart-vehicle capabilities throughout 2020. Apart from Mustang Mach-E, the company plans to launch F-150 — featuring a first-ever hybrid-electric version, a small off-road utility vehicle, the first of 30 market-specific Ford and Lincoln vehicles in China, and Electrified versions of the Lincoln Corsair and Ford Escape/Kuga.



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## Reasons To Sell:

- ▼ In first-quarter 2020, Ford anticipates adjusted EBIT to fall by more than \$1.1 billion compared to first quarter of 2019 due to higher warranty costs, lower vehicle volumes, lower results from Ford Credit, and higher investment in Mobility.
- ▼ The company's margins in international markets are declining. Slowdown in the economy and the discontinuation of Sedan models have lowered vehicle sales and dented margins in South America, Asia-Pacific, the Middle East, and Africa. Increased cost of raw materials and tariff woes may put pressure on the firm's profitability.
- ▼ Ford's 2019 sales in China, wherein it commands a significant presence, fell for the third consecutive year, by 22%, amid lackluster economy and the long-standing U.S.-Sino trade tiff. The company expects these challenges to prevail this year as well. With the recent coronavirus outbreak set to further affect China's economy, prospects of the firm in the country are becoming even more forbidding.
- ▼ While the company's \$11-billion restructuring program — upon completion — may enhance profitability in the long term, the same is expected to weigh on Ford's financials. Investments to develop technology, and manufacture and launch the next-gen cars will raise costs and create short-term strains on Ford's financials. As it is, in September 2019, Ford's debt rating was downgraded to junk status by Moody's on worries of weak financial outlook, while the firm embarked on its \$11-billion restructuring program. S&P ratings followed suit and downgraded Ford's debt to BBB-.
- ▼ Further, frequent vehicle recalls by Ford due to safety issues remain a headwind. In addition to elevating costs for repairing defects, frequent recalls and criminal investigation reduce consumers' confidence in a brand.

Declining margins in international markets along with frequent recalls remain headwinds.

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## Risks

- Ford is sharpening focus on SUVs and trucks, as these vehicles are experiencing higher demand. This is likely to expand its profit margins, going forward. Simplifying the business by retiring some of its old models and doubling down on these spacious vehicles bode well for the firm. Strong vehicle mix supported by F-series trucks and SUV models including Escape, Explorer, Expedition, EcoSport and Edge, among others, all of which offer hybrid and electric options, is expected to scale up the company's revenues.
  - Ford's \$11-billion restructuring program over the next three-five years is expected to increase its market share in not-so-profitable markets like Europe, while lowering costs through collaborations and job cuts. While strong demand in North America is driving the company's bottom-line, restructuring efforts to refresh the product portfolio in not so profitable regions are expected to boost its long-term prospects.
  - The company is actively working to introduce new models of autonomous and electric vehicles, which seem to be the future of the auto industry. These initiatives are likely to boost the prospects of Ford. The firm plans to produce self-driving cars by 2021. Moreover, it intends to launch 30 vehicle models in China by 2025, of which one third will be electric vehicles (EVs).
  - Ford's shareholder-friendly policy further boosts investors' confidence. Its dividend yield of nearly 6.9% is above the broader industry's yield of around 3.3%. Ford fares well in the free cash flow parameter, which is a key indicator of a firm's performance and financial health. On the back of strong cash reserve and the firm's commitment to reward its shareholders by paying regular dividends through business cycles, Ford's dividend payout appears to be safe and reliable.
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## Last Earnings Report

### Ford Delivers Dismal Q4 Results

Ford delivered fourth-quarter 2019 adjusted earnings per share of 12 cents, missing the Zacks Consensus Estimate of 17 cents. In the prior-year quarter, adjusted earnings were 30 cents per share. This underperformance resulted from the lower automotive sales across all major markets served.

In the fourth quarter, the company reported adjusted earnings before interest and taxes (EBIT) of \$485 million and adjusted EBIT margin of 1.2%, down from the \$1,457 million and 3.5% witnessed in the year-earlier quarter, respectively.

During the reported quarter, Ford generated automotive revenues of \$36,671 million. The figure narrowly missed the Zacks Consensus Estimate of \$36,787 million. In the prior-year quarter, the figure had amounted to \$38,717 million.

Ford registered overall revenue figures of \$39.7 billion in fourth-quarter 2019, down from the year-ago quarter's \$41.8 billion.

### Ford Automotive

During the fourth quarter, wholesale volume in the Ford Automotive segment declined 8% to 1.35 million. EBIT declined 81% to \$215 million, mainly due to lower launch-related volumes, higher costs for new products, unfavorable currency exchange and UAW contract related costs in the quarter.

In North America, revenues declined 2% year over year to \$25.3 billion during the December-end quarter. Wholesale volume edged down 8% to 681,000 units. Further, EBIT was \$700 million, marking a decrease of \$1,259 million from the year-ago quarter. This downside was mainly due to low volumes, discontinuation of sedan models and high costs related to product launches.

In South America, revenues declined 22% year over year to \$1 billion. Wholesale volume slipped 17% to 74,000 units. The region reported a negative EBIT of \$176 million, but the loss narrowed from the year-ago period because of a more favourable product mix.

In Europe, revenues fell 4% to \$7.1 billion. Wholesale volume decreased 4% to around 346,000 units. The region registered EBIT of \$21 million, as against a loss of \$199 million reported in the year-ago quarter. The firm's restructuring operations and cost-cut initiatives in the region seems to have yielded results. In the quarter, the business refocused its resources on commercial vehicles, selected passenger vehicles and iconic nameplates, such as Mustang and also announced plans to close or sell six manufacturing plants, and eliminate 12,000 positions across the region, which led to the decrease in losses.

In the Middle East & Africa segment (MEA), revenues declined 7% year on year to \$0.6 billion. Further, wholesale volume declined 16% to 27,000 units. The region reported a negative EBIT of \$83 million.

In the Asia-Pacific region, excluding China, revenues dropped 14% to \$1.7 billion. Wholesale volume dipped 18% to 67,000 units. Further, the region reported a negative EBIT of \$40 million.

In China, revenues plunged 38% year over year to \$1 billion. Further, wholesale volume declined 7% to \$159,000 units. The region reported a negative EBIT of \$207 million, but the loss slumped 61% from the year-ago period due to lower structural costs in the quarter.

### Financial Position

Ford had cash and cash equivalents of \$17.5 billion as of Dec 31, 2019 compared with \$16.7 billion as of Dec 31, 2018. Automotive long-term debt stood at \$13.2 billion, reflecting a year-on-year increase from 11.2 billion.

### Looking Forward

For full-year 2020, Ford anticipates adjusted free cash flow of \$2.4-\$3.4 billion and adjusted EBIT between \$5.6 billion and \$6.6 billion. Full-year adjusted EPS is forecasted to lie between 94 cents and \$1.20. Capital expenditures are expected to lie between \$6.8 billion and \$7.3 billion.

Ford continues to expect extensive product introductions, featuring electric commercial and passenger vehicles, and investments in smart-vehicle capabilities throughout 2020.

Apart from Mustang Mach-E, the company plans to launch other refreshed or new vehicles in North America in 2020, which includes F-150 — featuring a first-ever hybrid-electric version, a small off-road utility vehicle, the first of 30 market-specific Ford and Lincoln vehicles in China, and Electrified versions of the Lincoln Corsair and Ford Escape/Kuga.

In first-quarter 2020, the company anticipates adjusted EBIT to fall by more than \$1.1 billion compared to first quarter of 2019 due to higher warranty costs, lower vehicle volumes, lower results from Ford Credit, and higher investment in Mobility.

Quarter Ending **12/2019**

Report Date	Feb 04, 2020
Sales Surprise	-0.32%
EPS Surprise	-29.41%
Quarterly EPS	0.12
Annual EPS (TTM)	1.22

## Valuation

Ford's shares are down 11.3% and 1.6% in the year to date period and over the past year, respectively. Year to date, stocks in the Zacks Automotive – Domestic industry are up 23.7% and the Zacks Automotive sector is up 5.6%, respectively. Over the past year, the Zacks sub-industry and sector are up 45.9% and 18.6%, respectively.

The S&P 500 index is up 3.7% and 22.6% in the year-to-date period and over the past year, respectively.

The stock is currently trading at 6.68X forward 12-month earnings, which compares to 15.63X for the Zacks sub-industry, 11.43X for the Zacks sector and 19.17X for the S&P 500 index.

Over the past five years, the stock has traded as high as 10.08X and as low as 5.67X, with a 5-year median of 7.22X. Our Underperform recommendation indicates that the stock will perform worse than the market. Our \$7 price target reflects 5.69X F12M earnings.

The table below shows summary valuation data for F:

Valuation Multiples - F					
		Stock	Sub-Industry	Sector	S&P 500
P/E F12M	Current	6.68	15.63	11.43	19.17
	5-Year High	10.08	15.63	11.75	19.34
	5-Year Low	5.67	7.95	8.23	15.18
	5-Year Median	7.22	10.44	9.91	17.46
EV/EBITDA TTM	Current	7.48	10.99	8.7	11.95
	5-Year High	16.91	16.37	11.34	12.85
	5-Year Low	4.78	6.48	7.05	8.49
	5-Year Median	10.86	11.52	9.29	10.66
P/S F12M	Current	0.23	0.96	0.7	3.55
	5-Year High	0.46	0.96	0.76	3.55
	5-Year Low	0.21	0.52	0.5	2.54
	5-Year Median	0.32	0.65	0.62	3

As of 02/06/2020

## Industry Analysis Zacks Industry Rank: Bottom 25% (192 out of 255)



## Top Peers

General Motors Company (GM)	Neutral
Honda Motor Co., Ltd. (HMC)	Neutral
Nissan Motor Co. (NSANY)	Neutral
Toyota Motor Corporation (TM)	Neutral
Tesla, Inc. (TSLA)	Neutral
CNH Industrial N.V. (CNHI)	Underperform
Daimler AG (DDAIF)	Underperform
Harley-Davidson, Inc. (HOG)	Underperform

Industry Comparison Industry: Automotive - Domestic				Industry Peers		
	F Underperform	X Industry	S&P 500	GM Neutral	HMC Neutral	TM Neutral
<b>VGM Score</b>	<b>B</b>	-	-	<b>B</b>	<b>A</b>	<b>A</b>
Market Cap	32.71 B	5.32 B	24.40 B	49.06 B	46.72 B	203.14 B
# of Analysts	7	5.5	13	7	3	3
Dividend Yield	7.27%	0.00%	1.75%	4.43%	3.07%	2.26%
<b>Value Score</b>	<b>A</b>	-	-	<b>A</b>	<b>A</b>	<b>A</b>
Cash/Price	1.07	0.13	0.04	0.56	0.48	0.29
EV/EBITDA	6.97	7.94	14.17	4.26	4.08	6.54
PEG Ratio	1.02	1.43	2.05	0.52	1.14	1.13
Price/Book (P/B)	0.98	2.86	3.31	1.07	0.58	1.07
Price/Cash Flow (P/CF)	2.47	7.74	13.63	2.31	3.89	6.36
P/E (F1)	7.43	12.40	19.08	5.67	8.51	9.48
Price/Sales (P/S)	0.21	0.83	2.67	0.36	0.33	0.72
Earnings Yield	13.45%	8.11%	5.24%	17.62%	11.75%	10.55%
Debt/Equity	3.05	0.69	0.71	1.43	0.47	0.50
Cash Flow (\$/share)	3.34	4.48	6.89	14.84	6.82	22.62
<b>Growth Score</b>	<b>C</b>	-	-	<b>C</b>	<b>C</b>	<b>B</b>
Hist. EPS Growth (3-5 yrs)	-0.36%	6.49%	10.80%	12.25%	8.63%	2.44%
Proj. EPS Growth (F1/F0)	-7.08%	9.90%	7.23%	25.55%	0.00%	29.41%
Curr. Cash Flow Growth	-1.88%	-5.25%	9.51%	-8.62%	-7.09%	-12.84%
Hist. Cash Flow Growth (3-5 yrs)	0.48%	5.42%	8.55%	12.08%	-2.43%	1.76%
Current Ratio	1.16	1.16	1.20	0.88	1.24	1.06
Debt/Capital	75.31%	59.04%	42.90%	58.92%	32.11%	33.53%
Net Margin	0.03%	4.78%	11.76%	4.91%	3.34%	8.09%
Return on Equity	13.84%	14.52%	16.98%	15.19%	6.14%	12.26%
Sales/Assets	0.60	0.94	0.54	0.59	0.78	0.59
Proj. Sales Growth (F1/F0)	-2.23%	3.84%	4.15%	7.41%	-0.93%	1.04%
<b>Momentum Score</b>	<b>B</b>	-	-	<b>F</b>	<b>A</b>	<b>B</b>
Daily Price Chg	-0.72%	-0.72%	-0.11%	-2.00%	0.91%	1.50%
1 Week Price Chg	-2.00%	-2.62%	-2.60%	-2.68%	-4.80%	-2.75%
4 Week Price Chg	-10.91%	-4.85%	1.51%	-2.14%	-5.28%	2.38%
12 Week Price Chg	-6.14%	-6.14%	5.63%	-6.71%	-7.94%	-0.01%
52 Week Price Chg	-0.72%	-1.91%	17.01%	-11.18%	-1.70%	21.79%
20 Day Average Volume	59,322,144	926,107	1,961,054	10,236,358	522,397	152,429
(F1) EPS Est 1 week change	-11.75%	0.00%	0.00%	-0.11%	0.00%	1.54%
(F1) EPS Est 4 week change	-12.77%	0.00%	-0.00%	-1.85%	0.16%	-2.15%
(F1) EPS Est 12 week change	-14.78%	-1.20%	-0.16%	-2.89%	4.35%	1.72%
(Q1) EPS Est Mthly Chg	NA%	-4.37%	0.00%	NA	0.00%	0.00%

## Zacks Style Scores

The Zacks Style Score is as a complementary indicator to the Zacks rating system, giving investors a way to focus on the highest rated stocks that best fit their own stock picking preferences.

Academic research has proven that stocks with the best Value, Growth and Momentum characteristics outperform the market. The Zacks Style Scores rate stocks on each of these individual styles and assigns a rating of A, B, C, D and F. We also produce the VGM Score (V for Value, G for Growth and M for Momentum), which combines the weighted average of the individual Style Scores into one score. This is perfectly suited for those who want their stocks to have the best scores across the board.

Value Score	<b>A</b>
Growth Score	<b>C</b>
Momentum Score	<b>B</b>
VGM Score	<b>B</b>

As an investor, you want to buy stocks with the highest probability of success. That means buying stocks with a Zacks Recommendation of Outperform, which also has a Style Score of an A or a B.

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