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Ford expected to report solid Q3 financial results



David Kudla

DEARBORN, MI- Ford Motor Co. is expected to report a solid profit for the third quarter.

Financial industry analysts expect the Dearborn-based automaker -- scheduled to release Q3 results Thursday -- is to report a 12.5 percent increase in revenue to \$34 billion compared to July-September, according to financial industry analysts.

"Under (Ford CEO Alan) Mulally's leadership, Ford has implemented leaner cost structures, reduced manufacturing capacity where needed, and successfully launched key product introductions and redesigns over the past year," said David Kudla, CEO and chief investment strategist of Mainstay Capital Management, LLC, in a statement. "The company is poised to continue this sustained growth, alongside improving economic developments."

Kudla has Ford's earnings per share coming in at 37-cents. As of the closing bell Wednesday, Ford stock was at \$17.52 per share, down 8 cents from the opening bell.

Ford's net profit rose 18.6 percent to \$1.2 billion in the second quarter, as pre-tax earnings in the North America and Asia-Pacific markets were at all-time highs for the company. Total revenues grew to \$38.1 billion, compared to \$33.3 billion in the second quarter of 2012.

In the first quarter, Ford's net profit grew to \$1.6 billion, an increase of \$215 million over same time period in 2012.

Industry analysts say Ford's success, which led it to buck slow sales in September, is thanks to its array of product offerings.

"With compelling new product in key categories, including the Focus, Fusion and Escape, Ford is maintaining its sales momentum even as other automakers struggle to beat last year's numbers," said Karl Brauer, senior analyst at Kelley Blue Book. "Combined with the loyalty, and profitability, of its F-150 customers Ford's bottom line should remain strong as they introduce an all-new Mustang and rebuild the Lincoln brand over the next 12 months."