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Ford made bold decision to stop making sedans: How it's working out 1 year later

By Phoebe Wall Howard
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No one can be certain of the future, but Ford Motor Co. is pretty confident that it made the right call.

One year ago, as the company reported its earnings for the first quarter of 2018, Ford shocked consumers, investors and dealers with what seemed like an abrupt announcement: The iconic company famous for making affordable cars available to the masses actually planned to stop making sedans.

Now Ford officials are looking at sales trends with joy and relief. ...

... CFO Bob Shanks reiterated that the company would absorb billions of dollars in costs over the next three years as the company restructures globally, but the U.S. market and Ford Credit continue to provide consistent profitability.

"It's a very, very encouraging start for us," Shanks said, during his final earnings report before retirement. He tempered expectations by saying this will be the strongest quarter of the year. ...

... Overall, industry observers are cautiously optimistic but worried. ...

... Taking a less pessimistic view is David Kudla, CEO and chief investment strategist at Mainstay Capital Management, who manages \$2.5 billion in assets.

"It's too soon to say whether Ford's restructuring strategy will pan out long-term," he said.

For now, money is flowing to Ford. ...

Shanks, who joked that he'll soon be watching Ford activity from Florida, said the company is "reimagining" itself.

"This is going to be a different business," he said. "The overall trajectory, putting aside recession, will be an improvement."

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