

Figure 1: The Main Graph shows the stock's trend.

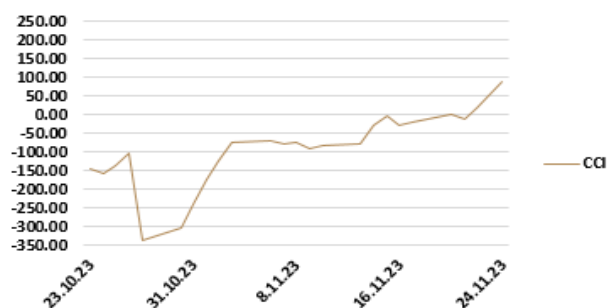


Figure 2: CCI hasn't exceeded the 100 mark yet

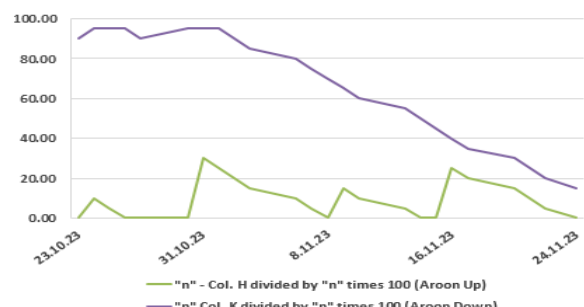


Figure 3: Aroon shows market consolidation

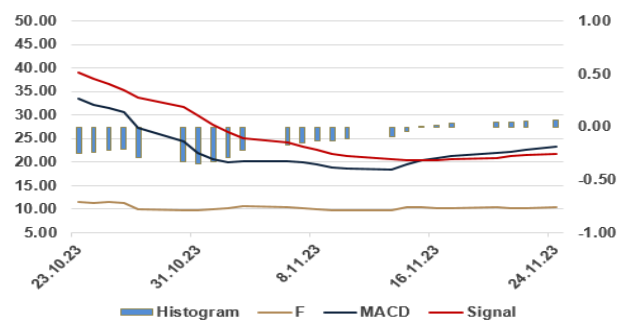


Figure 4: MACD crosses above the Signal line



Figure 5: RSI shows market consolidation

## Firm's Brief Description

Ford Motor Company manufactures, sells, and services globally a diverse range of Ford trucks, commercial vehicles, SUVs, and Lincoln luxury vehicles. It operates through Ford Blue, Ford Model e, and Ford Pro; Ford Next; and Ford Credit segments. The company distributes Ford and Lincoln vehicles, segments and accessories via representatives to various customers including commercial fleets, daily rental car companies, and governments. It provides installment sale contracts for new and used vehicles and direct financing leases for new vehicles to various customers, including retail and commercial clients like leasing companies, government entities, rental companies, and fleet customers. Additionally, Ford supports delegates by providing loans for inventory or real estate purchases and facility improvement. The company is based Dearborn, Michigan and was incorporated in 1903.

## Fundamental Approach

- Ford Motor Company has recently acquired Auto Motive Power (AMP), an energy management start-up, With the agreement, AMP will cease to exist as Ford takes over its technology and facilities
- Ford is anticipating a substantial \$3 billion loss in its electric vehicle (EV) business this year, marking an approximate 50% increase from the \$2.1 billion deficit incurred in the preceding year.
- I Ford said last month that it will look to cut costs in the EV space by roughly \$12 billion, including postponing construction of a planned battery factory in Kentucky.

## Technical Analysis

In Figure 1, there are indications pointing towards a potential Reversal Structure, specifically the Drop-Base-Rally pattern. Presently, the chart appears to be situated at the base phase within this structure. The rally phase will be possible to occur if the price breaks out of the consolidation range. In Figure 2, the CCI has moved in the range of -144.44 to -334.07 and from then it is going up, although it hasn't exceeded the 100 mark yet. In figure 3 we can see that since 16/11/23 the Aroon Up and Aroon Down are relatively low simultaneously, it could be a time when the market is consolidating before making a significant move. Furthermore, the MACD in Figure 4 crosses above its Signal line and both lines are below the zero line this can be interpreted as a buy signal. Lastly, in Figure 5, the RSI appears to be moving along with the stock price without extreme readings, this could suggest that the market is consolidating, lacking a clear trend or direction.

## Prediction

Considering the analysis, it appears that Ford is facing challenges in its EV business. The technical indicators show signs of a potential uptrend, but other indicators signal market consolidation and uncertainty. You should buy Ford cautiously.

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