



Ford Repositions Business In China by Offering Customers a More Comprehensive Lineup Lincoln Strong Sales Momentum



MARCH 2018 SALES

	Total Ford Motor Company Sales	CAF	JMC	Lincoln	Imported Ford Brand Vehicles
March 2018	83,666	46,217	31,144	5,051	1,254
vs. March 2017	-11%	-22%	5%	27%	-17%
Year-to-date 2018	207,139	124,459	66,540	12,710	3,430
vs. Year-to-date 2017	-19%	-26%	-6%	10%	-27%

INSIGHTS



Peter Fleet
President, Ford Asia Pacific
Chairman & CEO, Ford China

Overall **Ford Motor Company China** sales totaled **83,666** vehicles in March, a **11** percent decline year over year. Monthly sales for the Ford EcoSport showed a 7 percent increase year over year. Overall **JMC** March sales were up 5 percent year over year. Ford Transit and JMC Teshun were up 70 percent compared to March 2017. Sales of the JMC brand pickup were also up 8 percent compared to March last year.

Lincoln China 2018 sales performance continues to grow steadily with March sales up by **27** percent year over year and quarterly sales up by **10** percent year over year. The all-new Navigator, experienced its best month yet with an outstanding sales increase of 135 percent year over year, while sedans grew by 44 percent year over year.

"SUVs, commercial and luxury vehicles are key priorities of our strategy this year," said **Peter Fleet, president, Ford Asia Pacific and chairman & CEO, Ford China**. "Lincoln's record sales results this quarter as well as other sales increases for Ford nameplates show we keep strengthening our core business. With our recent unveiling of a new range of next-generation midsize cars which goes on sale later this year, we will continue to expand our product portfolio and provide more choices for Chinese customers."

As a testament to its ongoing commitment to China, Ford recently announced the **all-new Focus** and **new Escort**. Focus has become a phenomenal nameplate in the Chinese midsize car segment since its launch in 2005, and its sales in China have reached nearly **2.6 million** units to date. These launches emphasize the importance of the Chinese market and the confidence and trust Ford has in its business here.

"For customers, it means more choices, and it all adds up to a great momentum for our dealers, who have the opportunity to more than **double their showroom products by 2021**," said **Fleet**. "With a significantly expanded product line, incredible technologies, a stronger brand and a strong partnership, we will work together for a bigger, better and brighter future."

Editor's Note: Ford Motor Company releases retail sales figures in China.

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 202,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

Ford's wholly owned subsidiaries, joint ventures and investment in China include Ford Motor (China) Limited, Ford Motor Research & Engineering (Nanjing) Co., Ltd., Ford Automotive Finance (China) Ltd., Changan Ford Automobile Co., Ltd., Changan Ford Mazda Engine Co., Ltd., Jiangling Motors Co., Ltd., and Zotye Ford Automobile Co. Ltd., which will start operations in 2018. Subject to regulatory approval, Zotye Ford will produce small all-electric vehicles under a new indigenous brand.

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NEWS

- The year-to-date sales for **Ford Motor Company** in China totaled more than **207,000** units, a **19** percent decrease year over year.
- Monthly sales for **Changan Ford Automobile (CAF)** totaled more than **46,000** vehicles, down **22** percent compared to March last year.
- The year-to-date sales for **CAF** totaled more than **124,000** vehicles, down **26** percent compared to the same period in 2017.
- **Jiangling Motor Corporation (JMC)** sold more than **31,000** vehicles in March, up **5** percent compared to March 2017.
- The year-to-date sales for **JMC** totaled more than **66,000** vehicles, down **6** percent compared to the same period in 2017.
- Monthly sales of **Lincoln** reached more than **5,000** vehicles in March, a **27** percent increase compared to March 2017.
- The year-to-date sales for **Lincoln** totaled nearly **13,000** vehicles, a **10** percent increase year over year.

KEY VEHICLES



Lincoln Navigator

Sales of **Lincoln Navigator** continued to grow in March. The year-to-date sales reached nearly **600** vehicles, up **76** percent year over year.



Ford EcoSport

Monthly sales of **Ford EcoSport** showed a **7** percent increase year over year.



JMC Teshun

Our commercial vehicles including Ford Transit and JMC Teshun, showed a **70** percent increase year over year



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MARCH 2018 SALES

	March 2018		Year-To-Date 2018		March 2017	Year-To-Date 2017
	Units	YOY	Units	YOY	Units	Units
Changan Ford (CAF)						
Escort	14,700	-16%	40,943	-16%	17,566	48,693
Focus	8,187	-38%	20,576	-42%	13,185	35,601
Mondeo	5,870	-22%	16,512	-22%	7,560	21,087
Taurus	1,629	-42%	4,185	-49%	2,833	8,260
EcoSport	2,455	7%	5,675	-10%	2,287	6,340
Kuga	6,275	-3%	14,129	-23%	6,437	18,363
Edge	7,101	-24%	22,439	-25%	9,344	29,724
TOTAL CAF	46,217	-22%	124,459	-26%	59,212	168,070
JMC						
Ford Transit	3,867	-21%	8,896	-14%	4,870	10,365
Ford Tourneo	263	-40%	836	11%	436	754
Ford Everest	652	2%	1,929	-10%	642	2,133
Yusheng S330	56	-96%	1,570	-76%	1,582	6,424
Yusheng S350	759	-57%	2,498	-58%	1,755	5,981
JMC Pickup	8,017	8%	18,350	1%	7,449	18,243
JMC Teshun	4,419	N/A	8,942	N/A	-	-
JMC Light Truck	13,062	0%	23,341	-13%	13,000	26,877
JMC Heavy Truck	49	N/A	178	N/A	-	-
TOTAL JMC	31,144	5%	66,540	-6%	29,734	70,777
Lincoln						
MKZ	1,187	31%	2,883	-2%	905	2,939
Continental	1,104	60%	2,909	65%	688	1,758
MKC	1,533	-11%	3,679	-16%	1,714	4,363
MKX	994	78%	2,689	22%	558	2,208
Navigator	233	135%	550	76%	99	312
TOTAL LINCOLN	5,051	27%	12,710	10%	3,964	11,580
Imported Vehicles						
Focus ST/RS	34	-23%	71	-18%	44	87
Mustang	254	-14%	745	-23%	294	963
Explorer	868	-26%	2,511	-31%	1,173	3,633
F-150 Raptor	98	N/A	103	N/A	-	-
Other	-	N/A	-	N/A	-	-
TOTAL Imported	1,254	-17%	3,430	-27%	1,511	4,683
TOTAL FORD	83,666	-11%	207,139	-19%	94,421	255,110

Ford China March 2018 Sales

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