



# Ford Progresses Steadily Toward Its China 2025 Targets By Introducing the First Group of New Products Into the Chinese Market in April



## APRIL 2018 SALES

	Total Ford Motor Company Sales	CAF	JMC	Lincoln	Imported Ford Brand Vehicles
April 2018	69,503	40,703	23,903	3,553	1,344
vs. April 2017	-26%	-35%	-6%	-14%	-18%
Year-to-date 2018	276,642	165,162	90,443	16,263	4,774
vs. Year-to-date 2017	-21%	-28%	-6%	4%	-25%

## INSIGHTS



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

Overall **Ford Motor Company China** sales totaled **69,503** vehicles in April, a **26** percent decline year over year.

The sales of **Lincoln China** totaled **3,553** vehicles in April, a **14** percent decline year over year. However, the market demand of sedans and large premium SUVs still remained strong. Monthly sales of **Lincoln Continental** showed a **16** percent increase year over year while sales of the **all-new Navigator** and **Lincoln MKX** were up **32** percent and **six** percent respectively compared to April 2017.

“We achieved an important milestone in our ‘In China, For China’ strategy in April.” said **Peter Fleet, president, Ford Asia Pacific and chairman & CEO, Ford China**, “We revealed our new range of next generation midsize cars, as part of our China 2025 Plan. These vehicles were all developed with the specific needs and wants of Chinese consumers in mind and will all be manufactured locally by Changan Ford.”

In late April during Auto China 2018 in Beijing, Ford announced its biggest new vehicle launch ever in China, including all-new Ford Focus, new Ford Escort and new Ford Ranger Wildtrak. Its luxury brand Lincoln announced the upcoming launches of all-new Lincoln Aviator, new Lincoln Nautilus and new Lincoln MKC which will further strengthen Lincoln’s leadership in the SUV segment. As previously announced, this is the first group of new products from the 50 new products to be introduced to China by 2025.

Ford also announced its **National Distribution Services Division (NDSD)** will be launched in the second half of this year. The NDSD will be responsible for the marketing, sales and services operations of all Ford-branded passenger vehicles in China. This will start with the **Ford Explorer**, America’s best-selling SUV, which will be distributed through the entire CAF dealer network beginning in May. Ford also confirmed that the next generation Explorer will be manufactured in China.

“With the increased number of vehicles locally assembled or tailor made for Chinese consumers, the launch of the NDSD, and a more localized talent team, we further demonstrate our commitment to China,” said **Fleet**.

## NEWS

- Monthly sales for **Ford Motor Company** in China totaled nearly **70,000** units, down **26** percent compared to April last year.
- The year-to-date sales for **Ford Motor Company** in China totaled nearly **277,000** units, a **21** percent decrease year over year.
- Monthly sales for **Changan Ford Automobile (CAF)** totaled more than **40,000** vehicles, down **35** percent compared to April last year.
- The year-to-date sales for **CAF** totaled more than **165,000** vehicles, down **28** percent compared to the same period in 2017.
- **Jiangling Motor Corporation (JMC)** sold nearly **24,000** vehicles in April, down **six** percent compared to April 2017.
- The year-to-date sales for **JMC** totaled more than **90,000** vehicles, down **six** percent compared to the same period in 2017.
- Monthly sales of **Lincoln** reached more than **3,500** vehicles in April, a **14** percent decrease compared to April 2017.
- The year-to-date sales for **Lincoln** totaled more than **16,000** vehicles, a **four** percent increase year over year.

## KEY VEHICLE



### Lincoln Continental

Monthly sales of **Lincoln Continental**, the flagship sedan of the brand, were up **16** percent compared to April 2017. And the year-to-date sales for Lincoln Continental showed a **53** percent increase year over year.

*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](http://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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	April 2018		Year-To-Date 2018		April 2017	Year-To-Date 2017
	Units	YOY	Units	YOY	Units	Units
<b>Changan Ford (CAF)</b>						
Escort	14,430	-27%	55,373	-19%	19,752	68,445
Focus	6,991	-48%	27,567	-44%	13,347	48,948
Mondeo	5,247	-32%	21,759	-25%	7,733	28,820
Taurus	1,085	-53%	5,270	-50%	2,321	10,581
EcoSport	1,842	-14%	7,517	-11%	2,148	8,488
Kuga	4,119	-52%	18,248	-32%	8,560	26,923
Edge	6,989	-18%	29,428	-23%	8,521	38,245
<b>TOTAL CAF</b>	<b>40,703</b>	<b>-35%</b>	<b>165,162</b>	<b>-28%</b>	<b>62,382</b>	<b>230,452</b>
<b>JMC</b>						
Ford Transit	3,677	-8%	12,573	-12%	3,995	14,360
Ford Tourneo	351	-45%	1,187	-15%	643	1,397
Ford Everest	695	3%	2,624	-6%	672	2,805
Yusheng S330	398	-78%	1,968	-76%	1,832	8,256
Yusheng S350	524	-62%	3,022	-59%	1,392	7,373
JMC Pickup	5,477	-13%	23,827	-3%	6,313	24,556
JMC Teshun	3,265	445%	12,207	1,938%	599	599
JMC Light Truck	9,428	-5%	32,769	-11%	9,958	36,835
JMC Heavy Truck	88	N/A	266	N/A	-	-
<b>TOTAL JMC</b>	<b>23,903</b>	<b>-6%</b>	<b>90,443</b>	<b>-6%</b>	<b>25,404</b>	<b>96,181</b>
<b>Lincoln</b>						
MKZ	682	-30%	3,565	-9%	970	3,909
Continental	860	16%	3,769	51%	740	2,498
MKC	1,103	-30%	4,782	-19%	1,568	5,931
MKX	779	6%	3,468	18%	735	2,943
Navigator	129	32%	679	66%	98	410
<b>TOTAL LINCOLN</b>	<b>3,553</b>	<b>-14%</b>	<b>16,263</b>	<b>4%</b>	<b>4,111</b>	<b>15,691</b>
<b>Imported Vehicles</b>						
Focus ST/RS	21	-13%	92	-17%	24	111
Mustang	247	-20%	992	-22%	308	1,271
Explorer	845	-19%	3,356	-28%	1,043	4,676
F-150 Raptor	231	34%	334	93%	173	173
Other	-	N/A	-	N/A	-	-
<b>TOTAL Imported</b>	<b>1,344</b>	<b>-18%</b>	<b>4,774</b>	<b>-25%</b>	<b>1,648</b>	<b>6,331</b>
<b>TOTAL FORD</b>	<b>69,503</b>	<b>-26%</b>	<b>276,642</b>	<b>-21%</b>	<b>93,545</b>	<b>348,655</b>

Ford China April 2018 Sales