



Ford Announces Half-Year Results, Reinforces Its Commitment to China



June 2018 SALES

	Total Ford Motor Company Sales	CAF	JMC	Lincoln	Imported Ford Brand Vehicles
June 2018	62,057	33,132	22,806	4,350	1,769
vs. June 2017	-38%	-53%	-7%	12%	-1%
Year-to-date 2018	400,443	232,320	135,961	24,314	7,848
vs. Year-to-date 2017	-25%	-35%	-5%	4%	-20%

INSIGHTS



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

Overall **Ford Motor Company China** sales totaled **62,057** in June, a **38** percent decline year over year. In the first half of 2018, **Ford Motor Company China** sold **400,443** vehicles in China, a **25** percent decline year over year. Monthly sales of **Lincoln** reached nearly **4,400** vehicles in June, a **12** percent increase compared to June 2017. The year-to-date sales for Lincoln totaled more than **24,000** vehicles, a **four** percent increase year over year.

The monthly sales of **Ford F-150 Raptor**, the iconic product of the Ford Performance family, were up **180** percent compared to June 2017. The sales of **JMC-branded pickups** and **commercial vans** in June also increased **14** percent and **13** percent year over year, respectively.

“We always knew it would be a challenging year for us given our position in the product cycle; however, we are intensely focused on our ‘In China, For China’ strategy,” said Peter Fleet, president, Ford Asia Pacific and chairman & CEO, Ford China. “As we reposition our business in the market, we are working closely with our partners to strengthen our core business, improve our operational fitness and capitalize on emerging market opportunities.”

Continuing its progress in the area of mobility, Ford Smart Mobility signed a memorandum of understanding (MOU) with Zotye in May, establishing a joint venture to provide electric vehicle solutions for China’s fast-growing ride-hailing market. And in late June, Ford signed a letter of intent (LOI) with Baidu to explore areas of cooperation in artificial intelligence, connectivity and digital marketing to enrich the consumer experience.

The company also recently hired a number of strong local leaders to help drive its strategy. In April, the company named Henry Li, vice president of Marketing and Sales for Ford Greater China, and Richard Chen, vice president of Strategy and Partnerships for Ford Greater China. In May, Jingbo Mao was named president of Lincoln Asia Pacific and China to further grow its business in China.

As part of its China 2025 Plan, Ford has recently launched the **new Mustang** and **new Ranger Wildtrak**. The brand will continue to introduce a wave of exciting new products later this year including the **all-new Focus** and **new Escort**. In addition, following the introduction of the **all-new Lincoln Navigator**, the brand will further strengthen its SUV lineup with the introduction of the **new MKC** and **all-new Nautilus**.

“Looking forward to the second half of the year, we will continue to bring our strategy to life by further strengthening our relationships with our partners and dealers, providing our customers with more choices and nurturing our local team for a bigger, better and brighter future for Ford in China,” said Fleet.

NEWS

- Monthly sales for **Ford Motor Company** in China totaled more than **62,000** units, down **38** percent compared to June last year.
- The year-to-date sales for **Ford Motor Company** in China totaled more than **400,000** units, a **25** percent decrease year over year.
- Monthly sales for **Changan Ford Automobile (CAF)** totaled more than **33,000** vehicles, down **53** percent compared to June last year.
- The year-to-date sales for **CAF** totaled more than **232,000** vehicles, down **35** percent compared to the same period in 2017.
- **Jiangling Motor Corporation (JMC)** sold nearly **23,000** vehicles in June, down seven percent year over year.
- The year-to-date sales for **JMC** totaled nearly **136,000** vehicles, down **five** percent compared to the same period in 2017.
- Monthly sales of **Lincoln** reached nearly **4,400** vehicles in June, a **12** percent increase compared to June 2017.
- The year-to-date sales for **Lincoln** totaled more than **24,000** vehicles, a **four** percent increase year over year.

KEY VEHICLES



Lincoln MKZ

Monthly sales of **Lincoln MKZ** in June were up **25** percent year over year. And the year-to-date sales for Lincoln sedans showed a **12** percent increase compared to the same period in 2017.



Ford F-150 Raptor

Ford F-150 Raptor continues to win the Chinese performance vehicle enthusiasts. The monthly sales of the iconic model of Ford were up **180** percent in June year over year.



Ford Ranger Wildtrak

In June, Ford launched the midsize pickup, **Ranger Wildtrak**, to further enrich its product offerings and better meet the diversified needs of its customers in China.

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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June 2018 SALES

	June 2018		Year-To-Date 2018		June 2017	Year-To-Date 2017
	Units	YOY	Units	YOY	Units	Units
Changan Ford (CAF)						
Escort	13,782	-47%	81,225	-29%	25,938	113,671
Focus	5,733	-59%	39,613	-48%	14,050	75,714
Mondeo	3,645	-58%	29,198	-35%	8,595	45,022
Taurus	710	-66%	6,797	-54%	2,085	14,721
EcoSport	1,090	-63%	9,958	-26%	2,932	13,494
Kuga	3,125	-60%	25,155	-41%	7,906	42,784
Edge	5,047	-41%	40,374	-26%	8,515	54,341
TOTAL CAF	33,132	-53%	232,320	-35%	70,021	359,749
JMC						
Ford Transit	2,974	-22%	18,938	-15%	3,823	22,152
Ford Tourneo	285	-46%	1,768	-25%	525	2,343
Ford Everest	881	0	3,925	-13%	879	4,507
Yusheng S330	379	-79%	2,503	-77%	1,779	10,991
Yusheng S350	395	-64%	3,885	-60%	1,095	9,746
JMC Pickup	5,246	14%	34,643	3%	4,593	33,705
JMC Teshun	3,241	13%	18,782	207%	2,876	6,123
JMC Light Truck	9,273	3%	51,018	-5%	9,024	53,914
JMC Heavy Truck	132	N/A	499	N/A	-	-
TOTAL JMC	22,806	-7%	135,961	-5%	24,594	143,481
Lincoln						
MKZ	1,043	25%	5,448	-3%	834	5,636
Continental	903	2%	5,456	34%	889	4,085
MKC	1,405	6%	7,382	-14%	1,327	8,572
MKX	830	9%	5,036	11%	759	4,540
Navigator	169	117%	992	76%	78	565
TOTAL LINCOLN	4,350	12%	24,314	4%	3,887	23,398
Imported Vehicles						
Focus ST/RS	27	42%	136	-16%	19	162
Mustang	411	-9%	1,657	-20%	454	2,070
Explorer	992	-5%	5,189	-23%	1,049	6,747
F-150 Raptor	339	180%	866	77%	121	488
Other	-	-100%	-	-100%	138	284
TOTAL Imported	1,769	-1%	7,848	-20%	1,781	9,751
TOTAL FORD	62,057	-38%	400,443	-25%	100,283	536,379

Ford China 2018 June Sales