|  | Total Vehicle | Retail | Fleet | Truck | SUV | Car |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| U.S. Sales | $\mathbf{2 1 8 , 5 0 4}$ | $\mathbf{1 6 5 , 7 9 4}$ | $\mathbf{5 2 , 7 1 0}$ | $\mathbf{1 0 2 , 1 7 3}$ | $\mathbf{7 8 , 8 0 9}$ | $\mathbf{3 7 , 5 2 2}$ |
| Versus <br> August 2017 | $\mathbf{4 . 1 \%}$ | $\mathbf{1 . 1 \%}$ | $\mathbf{1 5 . 0} \%$ | $5.7 \%$ | $\mathbf{2 0 . 1 \%}$ | $\mathbf{- 2 1 . 3 \%}$ |

## HIGHLIGHTS

- Ford Motor Company's August U.S. sales totaled 218,504 vehicles - an increase of 4.1 percent overall and 1.1 percent at retail
- Fleet sales of $\mathbf{5 2 , 7 1 0}$ vehicles climbed 15.0 percent, with commercial fleet turning in a strong 20 percent gain
- Ford's overall average transaction pricing expanded $\$ 1,400$ in August, growing at twice the rate of the overall industry average
- Ford is America's top seller of trucks, SUVs and vans combined, with these vehicles totaling 174,443 sales last month - a gain of 11.4 percent; this year, Ford brand pickups, vans and SUVs posted sales of 1,300,400 vehicles - up 3.5 percent
- Ford F-Series marked its 16th consecutive month of year-over-year gains, on sales of 81,839 pickups, making it the best August F-Series month since 2005
- Ford brand SUVs post a 21 percent increase last month, on sales of 72,270 vehicles
- Both Ford Expedition and Ford Explorer turned in big months; Expedition was up 94.6 percent, while Explorer gained 19.2 percent
- Sales of Ford Mustang climbed 35.3 percent for August, with total sales of 7,487 cars
- As one of the hottest vehicles in America, all-new Lincoln Navigator continues its dash off dealer lots, with sales up 101.6 percent in August
\# \# \#


## About Ford Motor Company

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 201,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.
*U.S. sales volume reflects transactions with (i) retail and fleet customers (as reported by dealers), (ii) government and (iii) Ford management. Average transaction pricing based on J.D. Power and Associates PIN data.
"F-Series completed 16 straight months of sales gains, while Ford Brand SUVs were up 21 percent in August. With greater production output and stronger stock positions, our two newest products had a terrific August. Sales of our all-new Expedition were up a strong 95 percent. Right now, the hottest vehicle in America is our all-new Lincoln Navigator, which saw sales expand by more than 100 percent in August." - Mark LaNeve, Ford vice president,
U.S. Marketing, Sales and Service

## WINNING PORTFOLIO



Ford pickup trucks


Ford SUVs


Ford Performance


Ford commercial vans


Lincoln

Consistent growth for America's best-selling vehicle continues; on total sales of 81,839 pickups, FSeries hits 16 straight months of gains. High trim series Super Duty made up more than half of Super Duty retail sales, with record Super Duty pricing of $\$ 58,700$ per truck.

Ford SUVs turned in double-digit gains last month. Expedition was up 94.6 percent, with high series SUVs driving a $\$ 13,100$ increase in transaction prices. Explorer had its best August in 14 years, on total sales of 21,599 vehicles. Both vehicles along with the all-new EcoSport are big growth drivers.
Mustang continues to bolster its leadership position as America's best-selling sports car. Mustang saw sales of 7,487 cars in August, a 35.3 percent gain over a year ago. Mustang has built more than 10 million cars over the last 54 years.

As the world's best-selling cargo van and America's No. 1-selling van, Transit turned in a 25.1 percent increase in August, with 12,725 vehicles sold. Business confidence remains strong, providing continued strong support for Transit sales.

[^0]
## FORD MOTOR COMPANY

## AUGUST 2018

|  | August 2018 |  | August CYTD |  |
| :---: | :---: | :---: | :---: | :---: |
| Fleet <br> Segment | Percent of <br> Total Sales | YOY Change | Percent of <br> Total Sales | YOY Change |
| Rental | $2.4 \%$ | 0.3 points | $12.1 \%$ | $(0.1)$ points |
| Commercial | $14.8 \%$ | 2.0 points | $13.0 \%$ | 1.0 points |
| Government | $6.9 \%$ | $(0.0)$ points | $6.0 \%$ | $(0.3)$ points |
| Total Fleet | $24.1 \%$ | 2.3 points | $31.2 \%$ | 0.6 points |


|  | August 2018 |  | July 2018 |  | August 2017 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Gross Stock <br> (incl. in-transit) | Units at <br> Month-End | Days' Supply | Units at <br> Month-End | Days' Supply | Units at <br> Month-End | Days' Supply |
| Cars | 118,819 | 85 | 130,733 | 90 | 150,338 | 85 |
| SUVs | 214,430 | 73 | 209,155 | 72 | 183,080 | 75 |
| Trucks | $\underline{272,602}$ | 72 | $\underline{265,247}$ | 71 | $\underline{297,412}$ | 83 |
| Total | 605,851 | 75 | 605,135 | 75 | 630,830 | 81 |


|  | August 2018 |  | July 2018 |  | August 2017 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Dealer Stock <br> (on ground) | Units at <br> Month-End | Days' Supply | Units at <br> Month-End | Days' Supply | Units at <br> Month-End | Days' Supply |
| Cars | 99,558 | 72 | 112,093 | 77 | 125,340 | 71 |
| SUVs | 174,216 | 60 | 182,091 | 62 | 148,671 | 61 |
| Trucks | $\underline{210,134}$ | 56 | $\underline{211,761}$ | 57 | $\underline{244,166}$ | 68 |
| Total | 483,908 | 60 | 505,945 | 63 | 518,177 | 67 |

## CONTACT

## FORD MOTOR COMPANY AUGUST 2018 U.S. SALES

SALES BY BRAND
Ford
Lincoln
Total vehicles

## SALES BY TYPE

Cars
SUVs
Trucks
Total vehicles

## FORD BRAND

Fiesta
Focus
C-MAX
Fusion
Taurus
Police Interceptor Sedan
GT

## Mustang Ford Cars

EcoSport
Escape
Edge
Flex
Explorer
Police Interceptor Utility
Expedition

## Ford SUVs

F-Series
E-Series
Transit
Transit Connect
Heavy trucks
Ford Trucks
Ford Brand
LINCOLN BRAND

| MKZ | 1,780 | 2,160 | -17.6 | 13,035 | 18,901 | -31.0 |
| :--- | ---: | ---: | ---: | ---: | ---: | ---: |
| MKS | 0 | 36 | -100.0 | 0 | 153 | -100.0 |
| Continental | $\underline{626}$ | $\underline{816}$ | -23.3 | $\underline{5,677}$ | $\underline{8,020}$ | -29.2 |
| $\quad$ Lincoln Cars | 2,406 | 3,012 | -20.1 | 18,712 | 27,074 | -30.9 |
| MKC | 2,423 | 2,343 | 3.4 | 17,012 | 17,937 | -5.2 |
| MKX | 2,394 | 2,371 | 1.0 | 17,907 | 20,295 | -11.8 |
| MKT | 200 | 227 | -11.9 | 1,653 | 2,130 | -22.4 |
| Navigator | $\underline{1,522}$ | $\underline{755}$ | 101.6 | $\underline{11,828}$ | $\underline{6,484}$ | 82.4 |
| $\quad$ Lincoln SUVs | $\underline{6,539}$ | $\underline{5,696}$ | 14.8 | $\underline{48,400}$ | $\underline{46,846}$ | 3.3 |
| Lincoln Brand | 8,945 | 8,708 | 2.7 | 67,112 | 73,920 | -9.2 |


[^0]:    Lincoln Navigator continues its move up the sales charts, posting a 101.6 percent gain in August versus a year ago. California continues to be one of the biggest growth markets, with retail sales up 230 percent in August. Transaction prices were up \$29,900 last month, totaling $\$ 84,000$ per SUV.

