



Ford Reports August Sales in China



AUGUST 2018 SALES

	Total Ford Motor Company Sales	CAF	JMC	Lincoln	Imported Ford Brand Vehicles
August 2018	62,683	34,541	21,008	5,312	1,822
vs. August 2017	-36%	-50%	-5%	13%	15%
Year-to-date 2018	520,788	299,898	175,680	34,141	11,069
vs. Year-to-date 2017	-27%	-38%	-5%	5%	-15%

INSIGHTS



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

The sales of **Lincoln China** totaled more than **5,300** vehicles in August, a **13** percent increase year over year. Monthly sales of **Lincoln Continental** and **Lincoln MKZ** were up **56** percent and **43** percent, respectively.

Monthly sales of **Ford-branded imported vehicles** were up **15** percent year over year. **Ford F-150 Raptor** continued its strong sales momentum in August, while monthly sales of **Ford Mustang** were up **45** percent year over year.

Ford Motor Company China sales totaled **62,683** vehicles in August, a **36** percent decline year over year.

As part of its **China 2025 Plan**, Ford will aggressively introduce more than 50 new products in China by 2025, including the highly anticipated **all-new Ford Focus**, which will go on sale in October. The company announced the pre-sale price starting from CNY 115,800 for this popular vehicle at the Chengdu Auto Show last week.

“The all-new Ford Focus is the most innovative and dynamic Focus ever,” said Peter Fleet, president of Ford Asia Pacific and chairman & CEO of Ford China. “Designed with Chinese customers in mind, it features advanced all-new powertrains, FordPass Connect, SYNC3 systems, and our segment-leading suite of driver-assist technologies, including Co-Pilot 360.”

The company continues to prepare for the introduction of its new products as part of its Sales Turnaround Plan.

“We expect the new launches will better meet the needs of our customers in China by delivering more choices tailored to local preferences,” said Fleet.

In August, Autonomic, a wholly owned subsidiary of Ford Smart Mobility LLC, signed an MOU with Alibaba Cloud, to bring to China the Transportation Mobility Cloud (TMC), an open, cloud-based platform developed by Autonomic for connected cars. This partnership marks another significant milestone in Ford's cooperation with Alibaba in China, and supports its aspiration of becoming the world's most trusted mobility company, designing smart vehicles for a smart world.

NEWS

- The year-to-date sales for **Ford Motor Company** in China totaled nearly **521,000** units, a **27** percent decrease year over year.
- Monthly sales for **Changan Ford Automobile (CAF)** totaled nearly **35,000** vehicles, down **50** percent compared to August last year.
- The year-to-date sales for **CAF** totaled nearly **300,000** vehicles, down **38** percent compared to the same period in 2017.
- **Jiangling Motor Corporation (JMC)** sold more than **21,000** vehicles in August, down **five** percent compared to August 2017.
- The year-to-date sales for **JMC** totaled nearly **176,000** vehicles, down **five** percent compared to the same period in 2017.
- Monthly sales of **Lincoln** reached more than **5,300** vehicles in August, a **13** percent increase compared to August 2017.
- The year-to-date sales for **Lincoln** totaled more than **34,000** vehicles, a **five** percent increase year over year.

KEY VEHICLES



Lincoln MKZ

Monthly sales of **Lincoln MKZ** were up **43** percent year over year.



Ford Mustang

Monthly sales of **Ford Mustang** were up **45** percent compared to August 2017.



All-New Ford Focus

Changan Ford showcased the **all-new Ford Focus** on its stand and announced the pre-sale price at the Chengdu Auto Show in late August.

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 201,000 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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	August 2018		Year-To-Date 2018		August 2017	Year-To-Date 2017
	Units	YOY	Units	YOY	Units	Units
Changan Ford (CAF)						
Escort	13,972	-42%	108,105	-31%	24,125	156,475
Focus	5,918	-56%	51,439	-49%	13,393	100,897
Mondeo	3,554	-62%	36,352	-42%	9,267	62,270
Taurus	768	-63%	8,293	-56%	2,050	18,777
EcoSport	1,206	-73%	12,293	-41%	4,414	20,900
Kuga	3,816	-52%	32,342	-44%	79,11	58,046
Edge	5,307	-32%	51,074	-27%	7,842	69,672
TOTAL CAF	34,541	-50%	299,898	-38%	69,002	487,039
JMC						
Ford Transit	3,323	7%	25,222	-11%	3,102	28,257
Ford Tourneo	359	-20%	2,418	-24%	451	3,191
Ford Everest	525	-27%	4,995	-17%	724	5,984
Yusheng S330	148	-74%	2,672	-79%	571	12,527
Yusheng S350	489	-58%	4,813	-60%	1,178	12,036
JMC Pickup	5,818	5%	45,116	3%	5,552	43,645
JMC Teshun	3,154	2%	24,840	109%	3,103	11,884
JMC Light Truck	7,098	-3%	64,925	-4%	7,354	67,764
JMC Heavy Truck	94	N/A	679	N/A	-	-
TOTAL JMC	21,008	-5%	175,680	-5%	22,035	185,288
Lincoln						
MKZ	1,268	43%	7,754	4%	884	7,483
Continental	1,404	56%	7,750	30%	900	5,941
MKC	1,529	-7%	10,419	-10%	1,637	11,534
MKX	816	-30%	6,718	0	1,159	6,750
Navigator	295	120%	1,500	82%	134	826
TOTAL LINCOLN	5,312	13%	34,141	5%	4,714	32,534
Imported Vehicles						
Focus ST/RS	23	-12%	195	-8%	26	211
Mustang	486	45%	2,436	-12%	336	2,776
Explorer	766	-30%	6,757	-23%	1,098	8,815
F-150 Raptor	505	474%	1,608	118%	88	739
Ranger	42	N/A	73	N/A	-	-
Other	-	-100%	-	-100%	38	497
TOTAL Imported	1,822	15%	11,069	-15%	1,586	13,038
TOTAL FORD	62,683	-36%	520,788	-27%	97,337	717,899