



Ford Reports November Sales in China



“China is absolutely essential to Ford globally. The management team of Ford China is focusing on our China Turnaround Plan. We are building a robust management team and efficient organizational structure to drive the business forward. To win against the competition in China, we must better understand the Chinese customer, respond to market changes quickly, introduce more products that customers like and want, streamline the organization, improve the capability of our team, speed up decision-making, and strengthen our relationships with dealers.”

*Anning Chen
President and CEO, Ford Greater China*

HIGHLIGHTS



Lincoln just launched the new brand positioning, “Quiet Flight” and introduced two SUVs, the all-new Lincoln Nautilus and the new Lincoln MKC, at Guangzhou Autoshow.

A stronger mix of Lincoln SUVs increased Lincoln's overall sales up 3 percent year over year, hitting a recorded November sales to 5,216 units. The monthly sales of Lincoln Navigator, MKX and MKC were up 129 percent, 55 percent and 14 percent respectively compared to November 2017.

IN CHINA FOR CHINA

As part of Ford’s “In China For China” strategy, Ford has committed to turning around the Chinese market with a renewed sense of urgency and excitement and is creating a sustainable future in China.

The newly launched all-new Ford Focus and new Ford Escort are the two of the first batch of Ford’s 50 new products to be launched by 2025 in China. Both products received the positive feedback from media receiving a number of product awards in the first month after the launches.

Ford China has been granted as Top 100 Excellence Employer of China and Excellence in HR Management Strategy Award for the 7th consecutive years. As promised, Ford will continue attracting local talents working together to develop future product strategies, improve dealer profitability and build a first-class marketing, sales and service team, providing elevated sales and service experiences to our customers.

NOVEMBER SALES

	Total Ford Motor Company Sales	CAF	JMC	Lincoln	Imported Ford Brand Vehicles
November 2018	52,434	22,627	23,440	5,216	1,151
vs. November 2017	-55%	-73%	-10%	3%	-10%
Year-to-date 2018	695,028	389,299	241,402	49,586	14,741
vs. Year-to-date 2017	-34%	-46%	-8%	3%	-15%

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.,. Subject to regulatory approval, Zotye Ford will produce small all-electric vehicles under a new indigenous brand.