



Ford Sold More Than 752,000 Vehicles in China in 2018



“While 2018 was a challenging year for Ford in China, it provided us with an important opportunity for change and transformation. We start 2019 with a new mindset, taking what we’ve learned and combining the best of China with the best of Ford. We are focused on our plan to regain our momentum through an aggressive cadence of product introductions, growth plans for the dealership network, and go-to-market capability improvement actions. As part of our China 2025 Plan, in 2019 we will introduce more than 10 new products from both Ford and Lincoln, providing even more choices to our customers. We are on our way to making ourselves leaner and smarter, supported by the right cost structures and effective sales operations. This will allow us to better serve our customers throughout China with the world’s most innovative mobility products and services.”

Anning Chen
President and CEO, Ford Greater China

HIGHLIGHTS



Lincoln set a new annual sales record in China for the fourth consecutive year, ending 2018 with 55,315 vehicles sold, a 2.2 percent increase over 2017, in spite of trade tensions and tariff fluctuations. Annual sales of the Lincoln Navigator and MKX were up 84 percent and eight percent respectively compared to 2017, while annual sales of both the Lincoln Continental and Lincoln MKZ were steady year over year.

In December, Lincoln achieved its best monthly sales in 2018. The monthly sales of all three SUVs — Lincoln Navigator, Lincoln MKX and Lincoln MKC — grew 100 percent, 43 percent and three percent respectively year over year.

In 2018, Lincoln introduced “Quiet Flight”, the new brand concept and interpreted locally to better meet the needs of customers in China.

In 2019, Lincoln is on track to localize its first SUV in China. As promised, Lincoln will launch one localized vehicle in China each year from 2019 through 2021.



The annual sales of Ford Motor Company in China were 752,243 units. This was primarily due to declining sales at CAF, as most products are near the end of their refresh cycle, excess stocks leading to large discounting and declining dealer profitability.

Monthly sales at CAF saw recovery with a 23.4 percent increase compared to November thanks to new product introductions and actions to improve dealer profitability. The recently launched all-new Ford Focus is already winning over customers more than doubling the sales in November. The all-new Ford Focus is now one of the top five most researched vehicles online in its segment.

Among Ford-branded imported vehicles, Mustang continued to be the best-selling sports car in China with nearly 3,200 units sold in 2018. And Ford F-150 Raptor still won the hearts of the performance pick-up enthusiasts in China with nearly 2,500 units sold in 2018.

As Ford is transforming its business in China, the Company and its partners are committed to ensuring the success of the National Distribution Services Division (NDS), which aims to provide elevated sales and service experiences to our customers. This will enable the Company to continue to build a sustainable future for the business, while accelerating the implementation of Ford’s “In China, For China” strategy.

Continuing its cadence of new product introductions, Ford will introduce the all-new Ford Territory this month to steer into China’s fastest-growing segment – midsize SUV buyers in smaller but booming cities by offering a bold design, advanced technologies and the latest infotainment and connectivity systems, all at an attractive price.

CHINA SALES

	Total Ford Motor Company Sales	CAF	JMC	Lincoln	Ford Brand Imported Vehicles
December 2018	57,216	27,916	22,180	5,730	1,390
vs. November 2018	9.1%	23.4%	-5.4%	9.9%	20.8%
Full Year 2018	752,243	417,215	263,582	55,315	16,131
vs. Full Year 2017	-36.9%	-49.5%	-9.9%	2.2%	-14.3%

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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.