



Ford Sales in China Rise in February

Edge, Taurus and Performance Vehicles Remain Strong



FEBRUARY 2017 SALES

	Total Vehicle Sales	Imported Vehicles	CAF	JMC
February 2017	64,641	1,152	42,695	20,794
Vs. Feb 2016	+2%	+ 12%	- 12%	+ 48%
Year-to-date 2017	153,073	3,172	108,858	41,043
Vs. 2016	-21%	+15%	-32%	+31%

HIGHLIGHTS

- **Ford** and its joint ventures in China sold **64,641** vehicles in February, up 2 percent compared to February 2016.
- Year-to-date sales totaled **153,073** vehicles, a 21 percent decrease compared to the same time last year.
- Monthly sales for **Changan Ford Automobile (CAF)** totaled **42,695** vehicles, down 12 percent compared to the same time last year.
- Year-to-date sales for **CAF** totaled **108,858** vehicles, down 32 percent.
- **CAF** is rebuilding order banks in the first quarter after the strong close to 2016. Showroom traffic is improving and CAF expects 2017 to continue to strengthen with the launch key new vehicles such as the new EcoSport later this year.
- **Jiangling Motor Corporation** sold **20,794** vehicles, a 48 percent increase compared to February 2016.
- Year-to-date sales for **JMC** totaled **41,043** vehicles, up 31 percent compared to the same time in 2016.
- **Ford Edge** sales increased 20 percent in February, compared to February 2016.
- **Ford Everest** sales increased 34 percent in February, compared to February 2016.
- **Ford Taurus** sales increased 9 percent compared to February 2016.
- **Focus ST** and **RS** sales increased 67 percent compared to February 2016.
- **The Ford Mustang** continues its momentum with sales more than doubling in February.
- In February, **Ford** announced the **Ford F-150 Raptor SuperCrew**'s pre-sale price of 560,000 RMB. This is the first time that the tough and powerful F-150 Raptor will be exported to China.



"We continue to see strong demand from Chinese customers for our 3-row Edge SUV and luxurious Taurus large sedan, along with our performance line-up led by our iconic Mustang. We are also excited by the fantastic early response to the upcoming launch of our F-150 Raptor in China."

*Peter Fleet, Vice President,
Marketing, Sales and Service,
Asia Pacific, Ford Motor Company*

KEY VEHICLES



Ford Edge

Ford's large SUVs continue to gain momentum with Chinese consumers, with sales of the Ford Edge up 20 percent and Everest up 34 percent in February.



Ford Taurus

Ford Taurus has seen strong demand in the first two months of 2017.



Ford Mustang

Ford performance vehicles remain popular for Chinese consumers with Focus RS and ST and the iconic Pony car seeing double and triple-digit growth.

Ford Motor (China) Limited, established in 1995, has introduced a range of distinct models and services to the China market. The current model range consists of the Explorer, Everest, Edge, new Kuga, EcoSport, Taurus, new Mondeo, Focus, Escort, Mustang, Focus RS, Focus ST, Fiesta ST, Tourneo and Transit, as well as Lincoln luxury vehicles, including the all-new Continental, Navigator, MKX, new MKC and new MKZ. 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. and Jiangling Motors Co., Ltd. with about 26,000 employees.

Ford China February Sales 2017

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