



Ford Repositions Business In China February Sales Decline



FEBRUARY 2018 SALES

	Total Ford Motor Company Sales	CAF	JMC	Lincoln	Imported Ford Brand Vehicles
February 2018	47,483	31,354	12,602	2,651	876
vs. February 2017	-30%	-27%	-39%	-9%	-24%
Year-to-date 2018	123,473	78,242	35,396	7,659	2,176
vs. Year-to-date 2017	-23%	-28%	-14%	1%	-31%

INSIGHTS



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

Overall **Ford Motor Company** China sales totaled **47,483** vehicles in February, a **30** percent decline year over year.

“We saw sales declining in February caused in part by fewer working days, due to a late Chinese New Year holiday this year,” said **Peter Fleet, president, Ford Asia Pacific and chairman & CEO, Ford China.** “As we reposition our business in China, our key priorities for 2018 are to strengthen our core business, improve our operational fitness and accelerate our strategic shift to capitalize on emerging market opportunities.”

As part of this strategy, Ford announced its “**China 2025 Plan**” in December 2017. This plan streamlines the company’s business structure, introduces more smart, connected cars and builds closer connections to customers in China.

More than **50** all-new vehicles will be introduced to the Chinese market by the end of 2025, including **8** all-new SUVs and **15** all-new EVs from **Ford** and **Lincoln**. The first of these new vehicles will be launched later this year.

In December 2017, Ford also announced it is working toward the establishment of a national distribution services division responsible for the marketing, sales and services associated with Ford vehicles sold in China. This will enable Ford to offer a simplified, improved and consistent ownership experience for all of its customers in China.

The proposed new JV with **Zotye Auto** is progressing well and is expected to receive regulatory approval later this year. Pending regulatory approval, the new JV will develop and manufacture small all-electric vehicles under a new indigenous Chinese brand.

“This is an important year for us as we continue to focus on healthy and sustainable business growth in China,” said Fleet. “This is not a short trip for us. We’re in it for the long haul.”

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 202,000 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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NEWS

- The year-to-date sales for **Ford Motor Company** in China totaled more than **123,000** units, a **23** percent decrease year over year.
- Monthly sales for **Changan Ford Automobile (CAF)** totaled more than **31,000** vehicles, down **27** percent compared to February last year.
- The year-to-date sales for **CAF** totaled more than **78,000** vehicles, down **28** percent compared to the same period in 2017.
- **Jiangling Motor Corporation (JMC)** sold nearly **13,000** vehicles in February, down **39** percent compared to February 2017.
- The year-to-date sales for **JMC** totaled more than **35,000** vehicles, down **14** percent compared to the same period in 2017.
- Monthly sales of **Lincoln** reached nearly **2,700** vehicles in February, a **9** percent decrease compared to February 2017.
- The year-to-date sales for **Lincoln** totaled nearly **7,700** vehicles, about flat year over year.

KEY VEHICLES



Lincoln Continental

Sales of **Lincoln Continental** continued to grow in February. The year-to-date sales reached more than **1,800** vehicles, up **69** percent year over year.



Ford Tourneo

Sales of **Ford Tourneo** were up **56** percent in February. Year-to-date sales were up **80** percent compared to the same period last year.



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February Sales Decline



FEBRUARY 2018 SALES

	February 2018		Year-To-Date 2018		February 2017	Year-To-Date 2017
	Units	YOY	Units	YOY	Units	Units
Changan Ford (CAF)						
Escort	10,946	-13%	26,243	-16%	12,546	31,127
Focus	5,325	-46%	12,389	-45%	9,777	22,416
Mondeo	4,103	-20%	10,642	-21%	5,156	13,527
Taurus	858	-53%	2,556	-53%	1,823	5,427
EcoSport	1,422	-22%	3,220	-21%	1,822	4,053
Kuga	3,470	-28%	7,854	-34%	4,839	11,926
Edge	5,230	-22%	15,338	-25%	6,731	20,380
TOTAL CAF	31,354	-27%	78,242	-28%	42,695	108,858
JMC						
Ford Transit	1,788	-33%	5,029	-8%	2,663	5,495
Ford Tourneo	184	56%	573	80%	118	318
Ford Everest	390	-32%	1,277	-14%	570	1,491
Yusheng S330	796	-49%	1,514	-69%	1,561	4,842
Yusheng S350	606	-53%	1,739	-59%	1,285	4,226
JMC Pickup	3,753	-33%	10,333	-4%	5,563	10,794
JMC Teshun	1,599	N/A	4,523	N/A	-	-
JMC Light Truck	3,457	-62%	10,279	-26%	9,034	13,877
JMC Heavy Truck	29	N/A	129	N/A	-	-
TOTAL JMC	12,602	-39%	35,396	-14%	20,794	41,043
Lincoln						
MKZ	619	-10%	1,696	-17%	689	2,034
Continental	605	8%	1,805	69%	561	1,070
MKC	761	-25%	2,146	-19%	1,020	2,649
MKX	530	-8%	1,695	3%	576	1,650
Navigator	136	68%	317	49%	81	213
TOTAL LINCOLN	2,651	-9%	7,659	1%	2,927	7,616
Imported Vehicles						
Focus ST/RS	17	-15%	37	-14%	20	43
Mustang	182	-34%	491	-27%	274	669
Explorer	675	-21%	1,643	-33%	858	2,460
F-150 Raptor	2	N/A	5	N/A	-	-
Other	-	N/A	-	N/A	-	-
TOTAL Imported	876	-24%	2,176	-31%	1,152	3,172
TOTAL FORD	47,483	-30%	123,473	-23%	67,568	160,689

Ford China February 2018 Sales

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