



# Ford Reports July Sales in China



## JULY 2018 SALES

|                       | Total Ford Motor Company Sales | CAF     | JMC     | Lincoln | Imported Ford Brand Vehicles |
|-----------------------|--------------------------------|---------|---------|---------|------------------------------|
| July 2018             | 57,662                         | 33,037  | 18,711  | 4,515   | 1,399                        |
| vs. July 2017         | -32%                           | -43%    | -5%     | 2%      | -18%                         |
| Year-to-date 2018     | 458,105                        | 265,357 | 154,672 | 28,829  | 9,247                        |
| vs. Year-to-date 2017 | -26%                           | -37%    | -5%     | 4%      | -19%                         |

## INSIGHTS



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

Overall **Ford Motor Company** China sales totaled **57,662** vehicles in July, a **32** percent decline year over year.

The sales of **Lincoln China** totaled more than **4,500** vehicles in July, a **two** percent increase year over year. Monthly sales of **Lincoln MKC** were up **14** percent year over year, while monthly sales of the **all-new Lincoln Navigator** flagship SUV were up **68** percent year over year.

The iconic **Ford F-150 Raptor** became the leading performance pickup truck in China, with monthly sales in July up **45** percent and year-to-date sales up **69** percent.

“We are intensely focused on a comprehensive Sales Turnaround Plan that includes an aggressive cadence of product introductions to meet the needs of our Chinese customers, beginning with the all-new Ford Focus and new Escort,” said Peter Fleet, president of Ford Asia Pacific and chairman & CEO of Ford China. “Looking ahead, we will provide our customers with even more choices tailored to local preferences.”

Ford continues to make progress on its **China 2025 Plan** with new product offerings across all vehicle segments. The company just announced the **Ford Territory**, a midsize SUV jointly developed by Ford and JMC, offering attractive pricing, great looks and a host of intuitive technologies to better meet the needs of Chinese customers.

“We announced the all-new Ford Territory this week -- a new SUV aimed at China’s fastest-growing segment – SUV buyers in smaller but fast-growing cities,” said Fleet. “Territory is available with fuel-efficient gas engine, 48V mild hybrid, or plug-in hybrid, and Co-Pilot360™ suite of driver assistance technologies and FordPass Connect with embedded modem. And it will be affordable for young families and new buyers across China.”

In June, Ford also launched the **new Ford Ranger Wildtrak** midsize pickup.

**Editor’s Note:** Ford Motor Company releases retail sales figures in China.

## NEWS

- The year-to-date sales for **Ford Motor Company** in China totaled more than **458,000** units, a **26** percent decrease year over year.
- Monthly sales for **Changan Ford Automobile (CAF)** totaled more than **33,000** vehicles, down **43** percent compared to July last year.
- The year-to-date sales for **CAF** totaled more than **265,000** vehicles, down **37** percent compared to the same period in 2017.
- **Jiangling Motor Corporation (JMC)** sold nearly **19,000** vehicles in July, down **five** percent compared to July 2017.
- The year-to-date sales for **JMC** totaled nearly **155,000** vehicles, down **five** percent compared to the same period in 2017.
- Monthly sales of **Lincoln** reached more than **4,500** vehicles in July, a **two** percent increase compared to July 2017.
- The year-to-date sales for **Lincoln** totaled nearly **29,000** vehicles, a **four** percent increase year over year.

## KEY VEHICLES



**Lincoln MKC**

Monthly sales of **Lincoln MKC** were up **14** percent year over year.



**Ford F-150 Raptor**

**Ford F-150 Raptor** continues its sales momentum to become the leading performance pickup in China. Sales of the vehicle in July were up **45** percent. The year-to-date sales were up **69** percent.



**Ford Territory**

**Ford Territory** combines JMC’s insights on Chinese consumer tastes with Ford’s global expertise in vehicle design, engineering, testing and manufacturing. The vehicle will go on sale in early 2019.

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](http://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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## JULY 2018 SALES

|                           | July 2018     |             | Year-To-Date 2018 |             | July 2017     | Year-To-Date 2017 |
|---------------------------|---------------|-------------|-------------------|-------------|---------------|-------------------|
|                           | Units         | YOY         | Units             | YOY         | Units         | Units             |
| <b>Changan Ford (CAF)</b> |               |             |                   |             |               |                   |
| Escort                    | 12,908        | -31%        | 94,133            | -29%        | 18,679        | 132,350           |
| Focus                     | 5,908         | -50%        | 45,521            | -48%        | 11,790        | 87,504            |
| Mondeo                    | 3,600         | -55%        | 32,798            | -38%        | 7,981         | 53,003            |
| Taurus                    | 728           | -64%        | 7,525             | -55%        | 2,006         | 16,727            |
| EcoSport                  | 1,129         | -62%        | 11,087            | -33%        | 2,992         | 16,486            |
| Kuga                      | 3,371         | -54%        | 28,526            | -43%        | 7,351         | 50,135            |
| Edge                      | 5,393         | -28%        | 45,767            | -26%        | 7,489         | 61,830            |
| <b>TOTAL CAF</b>          | <b>33,037</b> | <b>-43%</b> | <b>265,357</b>    | <b>-37%</b> | <b>58,288</b> | <b>418,037</b>    |
| <b>JMC</b>                |               |             |                   |             |               |                   |
| Ford Transit              | 2,961         | -1%         | 21,899            | -13%        | 3,003         | 25,155            |
| Ford Tourneo              | 291           | -27%        | 2,059             | -25%        | 397           | 2,740             |
| Ford Everest              | 545           | -28%        | 4,470             | -15%        | 753           | 5,260             |
| Yusheng S330              | 21            | -98%        | 2,524             | -79%        | 965           | 11,956            |
| Yusheng S350              | 439           | -61%        | 4,324             | -60%        | 1,112         | 10,858            |
| JMC Pickup                | 4,655         | 6%          | 39,298            | 3%          | 4,388         | 38,093            |
| JMC Teshun                | 2,904         | 9%          | 21,686            | 147%        | 2,658         | 8,781             |
| JMC Light Truck           | 6,809         | 5%          | 57,827            | -4%         | 6,496         | 60,410            |
| JMC Heavy Truck           | 86            | N/A         | 585               | N/A         | -             | -                 |
| <b>TOTAL JMC</b>          | <b>18,711</b> | <b>-5%</b>  | <b>154,672</b>    | <b>-5%</b>  | <b>19,772</b> | <b>163,253</b>    |
| <b>Lincoln</b>            |               |             |                   |             |               |                   |
| MKZ                       | 1,038         | 8%          | 6,486             | -2%         | 963           | 6,599             |
| Continental               | 890           | -7%         | 6,346             | 26%         | 956           | 5,041             |
| MKC                       | 1,508         | 14%         | 8,890             | -10%        | 1,325         | 9,897             |
| MKX                       | 866           | -18%        | 5,902             | 6%          | 1,051         | 5,591             |
| Navigator                 | 213           | 68%         | 1,205             | 74%         | 127           | 692               |
| <b>TOTAL LINCOLN</b>      | <b>45,15</b>  | <b>2%</b>   | <b>28,829</b>     | <b>4%</b>   | <b>4,422</b>  | <b>27,820</b>     |
| <b>Imported Vehicles</b>  |               |             |                   |             |               |                   |
| Focus ST/RS               | 36            | 57%         | 172               | -7%         | 23            | 185               |
| Mustang                   | 293           | -21%        | 1,950             | -20%        | 370           | 2,440             |
| Explorer                  | 802           | -17%        | 5,991             | -22%        | 970           | 7,717             |
| F-150 Raptor              | 237           | 45%         | 1,103             | 69%         | 163           | 651               |
| Ranger                    | 31            | N/A         | 31                | N/A         | -             | -                 |
| Other                     | -             | -100%       | -                 | -100%       | 175           | 459               |
| <b>TOTAL Imported</b>     | <b>1,399</b>  | <b>-18%</b> | <b>9,247</b>      | <b>-19%</b> | <b>1,701</b>  | <b>11,452</b>     |
| <b>TOTAL FORD</b>         | <b>57,662</b> | <b>-32%</b> | <b>458,105</b>    | <b>-26%</b> | <b>84,183</b> | <b>620,562</b>    |