



Ford Continues to Reposition Business in China

May Sales Decline



May 2018 SALES

	Total Ford Motor Company Sales	CAF	JMC	Lincoln	Imported Ford Brand Vehicles
May 2018	61,744	34,026	22,712	3,701	1,305
vs. May 2017	-29%	-43%	0	-3%	-20%
Year-to-date 2018	338,386	199,188	113,155	19,964	6,079
vs. Year-to-date 2017	-22%	-31%	-5%	2%	-24%

INSIGHTS



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

Overall **Ford Motor Company China** sales totaled **61,744** vehicles in May, a **29** percent decline year over year.

The sales of **Lincoln China** totaled **3,701** vehicles in May, a **three** percent decline year over year. However, the market demand for large premium sedans and SUVs still remained strong. Year over year, monthly sales of **Lincoln Continental** showed a **12** percent increase and Lincoln Navigator showed an **87** percent increase.

“As we continue to transform our business, we remain focused on our In China For China strategy,” said **Peter Fleet, president, Ford Asia Pacific and chairman & CEO, Ford China**. “We announced new leadership for both the Ford National Distribution Services Division and Lincoln, established a new partnership to explore a smart mobility solution, and offered our customers more competitive pricing following recent tariff reductions. We believe we are taking the right steps to drive the business forward.”

Recently, the company appointed Mao Jingbo as the president of **Lincoln Asia Pacific and China** to further drive Lincoln’s growth in China by evolving ‘The Lincoln Way’ experience, offering more innovative, elegant products, and expanding our dealership footprint.

Ford also named Henry Li as president of its new **National Distribution Services Division**, which will be operational on July 1 to simplify the dealership experience for its customers and offer them more choices in one place.

Ford Smart Mobility and **Zotye Auto** signed a memorandum of understanding to establish a joint venture to provide smart, customized all-electric vehicle solutions to fleet operators and drivers in China’s fast-growing ride-hailing market.

Following the government’s tariff announcement, the company implemented a price reduction for Ford imported vehicles and Lincoln’s full lineup offering customers its most competitive pricing.

“We are progressing our **China 2025** strategy by introducing a series of new products led by the all-new Ford Focus, sharpening our operational execution, and improving our business fitness as we prepare for a new chapter of growth,” said **Fleet**.

NEWS

- Monthly sales for **Ford Motor Company** in China totaled nearly **62,000** units, down **29** percent compared to May last year.
- The year-to-date sales for **Ford Motor Company** in China totaled more than **338,000** units, a **22** percent decrease year over year.
- Monthly sales for **Changan Ford Automobile (CAF)** totaled more than **34,000** vehicles, down **43** percent compared to May last year.
- The year-to-date sales for **CAF** totaled more than **199,000** vehicles, down **31** percent compared to the same period in 2017.
- Jiangling Motor Corporation (JMC)** sold nearly **23,000** vehicles in May, which is flat year over year.
- The year-to-date sales for **JMC** totaled more than **113,000** vehicles, down **five** percent compared to the same period in 2017.
- Monthly sales of **Lincoln** reached more than **3,700** vehicles in May, a **three** percent decrease compared to May 2017.
- The year-to-date sales for **Lincoln** totaled nearly **20,000** vehicles, a **two** percent increase year over year.

KEY VEHICLE



Lincoln Continental

Monthly sales of **Lincoln Continental**, the flagship sedan of the brand, were up **12** percent compared to May 2017. And the year-to-date sales for Lincoln Continental showed a **42** percent increase year over year.



JMC Yuhu Pickup

The total sales of **JMC Pickups** were up **22** percent in May compared to May 2017.

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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MAY 2018 SALES

	May 2018		Year-To-Date 2018		May 2017	Year-To-Date 2017
	Units	YOY	Units	YOY	Units	Units
Changan Ford (CAF)						
Escort	12,070	-37%	67,443	-23%	19,288	87,733
Focus	6,313	-50%	33,880	-45%	12,716	61,664
Mondeo	3,794	-50%	25,553	-30%	7,607	36,427
Taurus	817	-60%	6,087	-52%	2,055	12,636
EcoSport	1,351	-35%	8,868	-16%	2,074	10,562
Kuga	3,782	-52%	22,030	-37%	7,955	34,878
Edge	5,899	-22%	35,327	-23%	7,581	45,826
TOTAL CAF	34,026	-43%	199,188	-31%	59,276	289,728
JMC						
Ford Transit	3,391	-15%	15,964	-13%	3,969	18,329
Ford Tourneo	296	-30%	1,483	-18%	421	1,818
Ford Everest	420	-49%	3,044	-16%	823	3,628
Yusheng S330	156	-84%	2,124	-77%	956	9,212
Yusheng S350	468	-63%	3,490	-60%	1,278	8,651
JMC Pickup	5,570	22%	29,397	1%	4,556	29,112
JMC Teshun	3,334	26%	15,541	379%	2,648	3,247
JMC Light Truck	8,976	11%	41,745	-7%	8,055	44,890
JMC Heavy Truck	101	N/A	367	N/A	-	-
TOTAL JMC	22,712	0	113,155	-5%	22,706	118,887
Lincoln						
MKZ	840	-6%	4,405	-8%	893	4,802
Continental	784	12%	4,553	42%	698	3,196
MKC	1,195	-9%	5,977	-18%	1,314	7,245
MKX	738	-12%	4,206	11%	838	3,781
Navigator	144	87%	823	69%	77	487
TOTAL LINCOLN	3,701	-3%	19,964	2%	3,820	19,511
Imported Vehicles						
Focus ST/RS	17	-47%	109	-24%	32	143
Mustang	254	-26%	1,246	-23%	345	1,616
Explorer	841	-18%	4,197	-26%	1,022	5,698
F-150 Raptor	193	-1%	527	44%	194	367
Other	-	-100%	-	-100%	46	146
TOTAL Imported	1,305	-20%	6,079	-24%	1,639	7,970
TOTAL FORD	61,744	-29%	338,386	-22%	87,441	436,096

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