



# Ford SUVs Post Record Sales While F-Series Marks 41 Years as America's Best-Selling Pickup; Ford Achieves 8<sup>th</sup> Consecutive Year as the Country's Favorite Brand



## DECEMBER 2017 SALES

	Total Vehicle	Retail	Fleet	Truck	SUV	Car
<b>U.S. Sales</b>	<b>242,049</b>	<b>176,164</b>	<b>65,885</b>	<b>110,788</b>	<b>82,881</b>	<b>48,380</b>
Versus December 2016	<b>0.9%</b>	<b>-4.0%</b>	<b>16.8%</b>	<b>-1.0%</b>	<b>8.0%</b>	<b>-5.5%</b>

### HIGHLIGHTS

- **Full-year Ford sales totaled 2,586,715 vehicles;** at retail, trucks were up 4.3 percent, SUVs gained 4.3 percent and cars were down 15.2 percent
- **Ford brand sales totaled 2,475,556 vehicles for full-year 2017,** marking the eighth consecutive year for Ford as America's best-selling vehicle brand
- **Full-year F-Series sales increased 9.3 percent** with 896,764 trucks sold; this represents its best performance since 2005 and marks 41 consecutive years for F-Series as America's best-selling pickup
- **Ford brand SUV sales totaled 796,302 vehicles for the year,** an all-time record
- **Edge and Escape achieved record sales in 2017,** while Explorer saw its best performance since 2005
- **F-Series sales totaled 89,385 trucks last month,** the best December since 2005
- **Ford brand SUVs hit record December sales with 75,771 vehicles sold,** representing a gain of 10.3 percent; Explorer had its best December since 2003, Edge posts best December in 10 years
- **Mustang sales were up 9.2 percent last month,** with 7,714 cars sold
- **Lincoln outpaced the luxury retail segment last year,** finishing 2017 up 0.2 percent; Lincoln SUVs posted their best year since 2003, with retail sales up 1.1 percent

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#### About Ford Motor Company

[Ford Motor Company](http://www.corporate.ford.com) 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 203,000 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).

\*U.S. sales volume reflects transactions with (i) retail and fleet customers (as reported by dealers), (ii) government and (iii) Ford management. Average transaction pricing based on J.D. Power and Associates PIN data.



"December capped off a record year for Ford brand SUVs, making it eight consecutive years of Ford brand sales leadership. F-Series had an unbelievable year as we sold nearly 900,000 pickups, with strong high-end truck demand as customers continue to opt for our latest technology and equipment packages."

– Mark LaNeve, Ford vice president, U.S. Marketing, Sales and Service

### KEY VEHICLES



2018 Ford F-150

Demand for F-Series was strong all year, with customers requesting the newest technologies in our high-series trucks. High-series Super Duty and new 2018 F-150 trucks pushed overall F-Series ATPs to a new record level of \$47,800 per truck, \$3,400 higher than a year ago.



2018 Ford Edge

2017 Edge sales totaled 142,603 vehicles, representing a record year with expanding retail sales. In December, Edge posted the largest gain in the coastal western region of the country last month, with sales up 8 percent. Explorer sales gained 33.3 percent overall in December.



2018 Ford Expedition

Following its initial sales in November, 2018 Expedition is off to a strong start, with new models to retail customers turning in just 7 days, with our customers demanding a Platinum series mix of almost 50 percent. Overall Expedition sales totaled 5,458 for the month, as 2018 stock levels are built.



2018 Lincoln Navigator

Lincoln Navigator sales were up 30.1 percent last month. The start is very strong with new models to retail customers turning in just 6 days. Customers are seeking out our two highest trim levels, with over 75 percent of our sales mix comprised of Reserve and Black Label.

**FORD MOTOR COMPANY**

**DECEMBER 2017**

Fleet Segment	December 2017		December CYTD	
	Percent of Total Sales	YOY Change	Percent of Total Sales	YOY Change
Rental	11.8%	5.6 points	11.1%	0.3 points
Commercial	10.1%	(1.8) points	11.8%	(0.2) points
Government	5.2%	(0.1) points	6.1%	(0.1) points
Total Fleet	27.2%	3.7 points	29.0%	(0.1) points

Gross Stock (incl. in-transit)	December 2017		November 2017		December 2016	
	Units at Month-End	Days' Supply	Units at Month-End	Days' Supply	Units at Month-End	Days' Supply
Cars	141,943	76	142,860	79	155,798	82
SUVs	192,721	60	198,041	67	186,606	66
Trucks	<u>295,771</u>	69	<u>313,851</u>	86	<u>304,425</u>	73
Total	630,435	68	659,977	78	646,829	73

Dealer Stock (on ground)	December 2017		November 2017		December 2016	
	Units at Month-End	Days' Supply	Units at Month-End	Days' Supply	Units at Month-End	Days' Supply
Cars	111,408	60	103,125	57	127,224	67
SUVs	154,121	48	161,947	55	160,468	56
Trucks	<u>253,500</u>	59	<u>260,278</u>	71	<u>251,657</u>	61
Total	519,029	56	525,350	62	539,349	61

**CONTACT**

Erich Merkle  
 313.806.4562  
[emerke2@ford.com](mailto:emerke2@ford.com)

**FORD MOTOR COMPANY DECEMBER 2017 U.S. SALES**

	<u>December</u>		<u>%</u>	<u>Year-to-Date</u>		<u>%</u>
	<u>2017</u>	<u>2016</u>	<u>Change</u>	<u>2017</u>	<u>2016</u>	<u>Change</u>
<b>SALES BY BRAND</b>						
Ford	231,430	227,063	1.9	2,475,556	2,502,973	-1.1
Lincoln	<u>10,619</u>	<u>12,791</u>	-17.0	<u>111,159</u>	<u>111,724</u>	-0.5
Total vehicles	242,049	239,854	0.9	2,586,715	2,614,697	-1.1
<b>SALES BY TYPE</b>						
Cars	48,380	51,205	-5.5	595,390	694,046	-14.2
SUVs	82,881	76,766	8.0	867,909	843,645	2.9
Trucks	<u>110,788</u>	<u>111,883</u>	-1.0	<u>1,123,416</u>	<u>1,077,006</u>	4.3
Total vehicles	242,049	239,854	0.9	2,586,715	2,614,697	-1.1
<b>FORD BRAND</b>						
Fiesta	3,657	3,772	-3.0	46,249	48,807	-5.2
Focus	11,237	10,242	9.7	158,385	168,789	-6.2
C-MAX	1,416	2,184	-35.2	18,390	19,834	-7.3
Fusion	17,444	19,132	-8.8	209,623	265,840	-21.1
Taurus	2,719	3,435	-20.8	33,242	34,626	-4.0
Police Interceptor Sedan	675	666	1.4	7,994	9,472	-15.6
GT	9	0	N/A	89	0	N/A
Mustang	<u>7,714</u>	<u>7,064</u>	9.2	<u>81,866</u>	<u>105,932</u>	-22.7
<b>Ford Cars</b>	44,871	46,495	-3.5	555,838	653,300	-14.9
Escape	26,253	25,788	1.8	308,296	307,069	0.4
Edge	13,660	12,691	7.6	142,603	134,588	6.0
Flex	1,834	3,090	-40.6	22,389	22,668	-1.2
Explorer	25,375	19,030	33.3	238,056	216,294	10.1
Police Interceptor Utility	3,191	2,827	12.9	33,075	32,213	2.7
Expedition	<u>5,458</u>	<u>5,259</u>	3.8	<u>51,883</u>	<u>59,835</u>	-13.3
<b>Ford SUVs</b>	75,771	68,685	10.3	796,302	772,667	3.1
F-Series	89,385	87,512	2.1	896,764	820,799	9.3
E-Series	3,911	4,753	-17.7	53,304	54,245	-1.7
Transit	12,380	13,056	-5.2	127,360	143,244	-11.1
Transit Connect	3,973	4,493	-11.6	34,473	43,232	-20.3
Heavy trucks	<u>1,139</u>	<u>2,069</u>	-44.9	<u>11,515</u>	<u>15,486</u>	-25.6
<b>Ford Trucks</b>	<u>110,788</u>	<u>111,883</u>	-1.0	<u>1,123,416</u>	<u>1,077,006</u>	4.3
<b>Ford Brand</b>	231,430	227,063	1.9	2,475,556	2,502,973	-1.1
<b>LINCOLN BRAND</b>						
MKZ	2,293	2,650	-13.5	27,387	30,534	-10.3
MKS	0	215	-100.0	153	4,951	-96.9
Continental	<u>1,216</u>	<u>1,845</u>	-34.1	<u>12,012</u>	<u>5,261</u>	128.3
<b>Lincoln Cars</b>	3,509	4,710	-25.5	39,552	40,746	-2.9
MKC	2,504	2,795	-10.4	27,048	25,562	5.8
MKX	2,976	3,527	-15.6	31,031	30,967	0.2
MKT	186	649	-71.3	3,005	4,028	-25.4
Navigators	<u>1,444</u>	<u>1,110</u>	30.1	<u>10,523</u>	<u>10,421</u>	1.0
<b>Lincoln SUVs</b>	<u>7,110</u>	<u>8,081</u>	-12.0	<u>71,607</u>	<u>70,978</u>	0.9
<b>Lincoln Brand</b>	10,619	12,791	-17.0	111,159	111,724	-0.5