



FORD MEDIA CENTER

Ford Marks Acceleration of Product Onslaught in World's Largest Auto Market at the 2019 Shanghai Auto Show

- **Ford introduces an all-new luxurious pickup truck at this year's auto show – the Ford F-150 Limited – a member of Ford's signature F-150 series**
- **Ford debuts its first performance SUV – seven-seater new Edge ST and two new sporty SUVs inspired by Ford Performance – all-new Escape ST-Line and new Edge ST-Line, creating a series of vehicles offering a fun-to-drive experience only Ford can deliver**
- **Ford continues to innovate and equip more vehicles with forward-thinking technology, delivering Chinese customers a smarter and more convenient ownership experience**
- **To further its “Best of Ford, Best of China” commitment, Ford is renewing its brand promise and working to better understand Chinese consumers, creating products that resonate with the China market while striving to become the most trusted company in China**

SHANGHAI, China, April 16, 2019 – At the 18th Shanghai International Automobile Industry Exhibition (Shanghai Auto Show), Ford Motor Company today debuted – the all-new Ford Escape ST-Line, the new Ford Edge ST and ST-Line, as well as the all-new luxurious American pickup Ford F-150 Limited – as part of the “Ford China 2.0” transformation blueprint.

To meet the increasingly diverse needs of a new young Chinese generation through its renowned fun-to-drive experience, Ford's blueprint includes a series of product refreshments.

“Ford is a pioneer of innovation and the embodiment of the ‘Go Further’ American spirit. We brought freedom of movement to the public, and our moving assembly line revolutionized the mass production of cars, making them more affordable and accessible to everyone,” said Anning Chen, president and CEO of Ford China. “Our brand values are highly compatible with the values of Chinese families. We are working hard to earn the trust of more consumers in the market as we transform our business and sharpen our focus on meeting the needs of the Chinese customer.”

Through Ford's new "330" Product Plan, the Company plans to launch more than 30 new Ford and Lincoln vehicles in the world's biggest auto market over the next three years, including more than 10 electrified vehicles. The new models unveiled at this year's Shanghai Auto Show demonstrate the Company's "Best of Ford, Best of China" commitment.

Building the most trusted brand with "Best of Ford, Best of China"

Among Ford's strong global product lineup, Ford pickup trucks and the Mustang perfectly demonstrate the fearless ambition of the American spirit, delivering personality, freedom and a fun to drive experience that is well loved by consumers around the world.

Ford is now building on its 'Built Ford Tough' promise to introduce the premium truck lifestyle to Chinese customers, with the arrival of the powerful, luxurious, and advanced F-150 Limited. In Ford showrooms later this year, the new nameplate introduction marks the third consecutive year of expansion for Ford pickup truck offerings – following the F-150 Raptor in 2017 and Ranger in 2018.

The Ford F-150 series not only offers the power and possibilities of a tough pickup, but also the ultimate American lifestyle. Featuring the same power plant as the F-150 Raptor – the high performance 3.5-liter V6 EcoBoost® twin-scroll turbocharger engine, combined with an electronic 10-speed transmission – the F-150 Limited delivers a maximum 280 kW of power and 672 Nm of torque.

As the newest and most luxurious pickup in Ford's F-150 series, the Ford F-150 Limited features the best of the best in terms of Ford craftsmanship, material quality and head-turning design. Its refined cabin delivers an elegant, purposeful interior with a suede headliner and leather-topped instrument panel and door panels, two-tone leather and multi-contour front massage seats, high-end B&O audio system and more.

The newly updated Ford F-150 Raptor is also on display at the Ford stand.

Iconic fun-to-drive experience

Ford aims to accelerate the development and delivery of new vehicles and services in China, bringing more power and fuel economy and enabling Chinese consumers to experience a more enjoyable time behind the wheel. Built upon 100 years of excellence in engineering and technology research, together with outstanding handling, agile responsiveness and

superior NVH performance, Chinese customers can enjoy a fun-to-drive experience only Ford can deliver. All of these are deeply ingrained in the Ford DNA, ensuring that every Ford vehicle offers this exclusive combination to the driver.

Ford is also debuting its all-new Escape ST-Line at this year's Shanghai Auto Show. Joining the recently revealed Ford Escape Titanium, the ST-Line trim features a sportier and more dynamic exterior with a black grille mesh and fog lamps, paired with 19-inch wheel hubs, all inspired by Ford Performance models. It is powered by Ford's new 1.5L EcoBoost® engine and 2.0L EcoBoost® engine with upgraded twin-scroll turbocharger, mated with an 8-speed automatic transmission. Together with the all-new Ford Escape Titanium, the currently available Ford Kuga and the popular Ford Territory, the all-new Ford Escape ST-Line will enable Ford to cover China's midsize SUV segment fully, allowing more consumers to enjoy the convenience and fun of a Ford SUV.

The new Ford Edge, positioned as a sporty large seven-seater SUV, sees its ST and ST-Line models debuting Shanghai Auto Show. The Ford Edge ST is the first Ford SUV model to be tuned by the Ford Performance team. Created as a China-exclusive seven-seater design, the new Ford Edge ST features a specially tuned 2.7-litre twin-turbocharged EcoBoost® V6 engine, the most powerful engine in its class, mated with a quick shifting 8-speed automatic transmission, delivers superior performance and handling with a front and rear styling that highlights its power and sportiness. This design is echoed in the Ford Edge ST-Line, which features the 2.0-liter EcoBoost® twin-scroll turbocharged engine combined with the new 8-speed automatic transmission.

“We centered Ford's fun-to-drive DNA at the core of our research and development in a bid to bring even more high-quality products to the market,” said Joseph Liu, vice president, Marketing and Sales, Ford China. “Our products are designed specifically for our consumers to deliver an iconic Ford fun-to-drive experience. Whether it is power, handling or smart technologies, Ford products deliver a superior and enjoyable experience behind the wheel.”

Leading smart technology

Ford is innovating and equipping more vehicles with forward-thinking technology, ensuring its products are more accessible and benefiting a wider range of consumers with a smarter and more convenient car ownership experience.

Beginning this year, the majority of new domestically-produced Ford and Lincoln vehicles will be equipped with SYNC+, Ford's new in-vehicle infotainment system powered by Baidu's artificial intelligence (AI) technology. Designed to meet the needs of Chinese consumers, SYNC+ offers advanced user functions like intelligent voice assist, Baidu cloud navigation and smart home connection, bringing more ease and lifestyle convenience.

From 2019, the majority of new models sold in China will also be equipped with Ford's Co-Pilot360™ advanced driver-assist technologies, including Adaptive Cruise Control, Lane-Keeping Assist, Traffic Sign Recognition and Active Park Assist 2, to deliver a safer and less stressful driving experience.

Ford also plans to equip new vehicles in China with C-V2X technology beginning in 2021. This advanced wireless communications technology improves the vehicle's perception of its surroundings, helping to improve road safety and traffic efficiency, and enhance autonomous driving. China will be the first market for Ford to deploy this technology.

“From the Model T to moving assembly lines to the implementation of the 8-hour work day, Ford is synonymous with many life-changing transformations in the 20th century,” said Chen. “For more than 100 years, the Ford brand has helped to develop and pioneer many of the world’s most notable achievements, and these – along with its American roots and proud heritage – have helped Ford to set itself apart in the fiercely competitive global market. It is this spirit that we are now building upon at Ford in China.”

About Ford Motor Company

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; mobility solutions, including self-driving services; and connected services. Ford employs approximately 187,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.