



Soundbites: 2018 November Sales

Ford F-Series Pickups Produced a record nine straight months topping 70,000 trucks sold, but November U.S. sales at Ford Motor Company declined 6.9 percent, here to explain is Ford Sales Analyst, Erich Merkle.

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Cut #1 "So a lot of the drop is, we had almost a 33 percent decline in daily rental cars, and that's really due to order timing. We also saw a drop in retail, and that's to be expected as we begin to transition out of cars." :15 sec.

Cars like the Focus, are down a lot, because production was stopped in May, while the Taurus and Fiesta production will stop next year. However, sales for the all-new Ford Expedition were up almost 8 percent with the High series Platinum and Limited Expedition models continue their upward sales trend. F-Series produced a record nine straight months topping the 70,000 mark.

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Cut #2 "This is a record, we've never been able to sustain a level above the 70,000 for nine straight months and it really speaks volumes to our performance we're having with our pickup trucks. No one else in the industry has been able to put together this type of run over a 9 month period of time." :18 sec.

Lincoln also continues to set new sales standards as explained by Merkle.

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Cut #3 "Lincoln sales were up overall 3.3 percent, against a weaker backdrop in the luxury industry, a lot of that was propelled by continued growth from Navigator which was up 27.3 percent and then our all-new Nautilus launched this month in November, and like other new Lincoln products Nautilus is averaging just nine days on dealer lots, so it's really hot right now." :22 sec.

In addition to the upward trend in sales for Lincoln Navigator and Nautilus, last week at the California Auto show, Lincoln revealed another new vehicle to their line-up, called the Aviator.

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Cut #4 "As we get those new SUV products and also the much heralded Lincoln Aviator, that's going to be very good news for Lincoln. The new Lincoln Aviator launches in the summer of next year." :08 sec.

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, autonomous

vehicles and mobility solutions. Ford employs approximately 200,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.