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Strong Growth in First Quarter Sales for Ford and Lincoln Brands in China

- Ford Motor Company first quarter sales total 314,454 vehicles, up 14 percent
- Changan Ford Automobile first quarter sales total 244,411 vehicles, up 23 percent; 84,292 vehicles sold in March, up 12 percent
- Jiangling Motor Corporation first quarter sales total 60,306 vehicles, down 11 percent; 28,997 vehicles sold in March, down eight percent
- Lincoln first quarter sales total 5,484 vehicles, a three-fold increase

Ford Motor Company continues its strong start to 2016 as first quarter sales in China increased 14 percent compared to the same period last year, with 314,454 vehicles sold. Sales of Ford-branded vehicles reached 114,788 in March, up five percent compared to March 2015.

“We are pleased with the continued growth and positive customer response our products continue to receive in China,” said John Lawler, chairman and CEO of Ford Motor China. “We remain committed to offering a great portfolio of vehicles and providing world class service to our valued customers.”

First quarter sales for Changan Ford Automobile (CAF), Ford's passenger car joint venture, reached 244,411 vehicles, an increase of 23 percent compared to last year. CAF sold 84,292 vehicles in March, up 12 percent compared to March 2015.

Ford sport utility vehicles (SUVs) continue to be in high demand with Chinese customers, with combined sales of the Ford Ecosport, Ford Kuga, Ford Edge, Ford Explorer and Ford Everest totaling 79,964 vehicles in the first quarter, up 38 percent compared to the same time last year. Ford sold 26,732 SUVs in March, up 29 percent compared to March 2015.

Ford performance vehicles have been another highlight for the brand in China. Sales of the iconic pony car, the Ford Mustang, were up 75 percent in the first quarter, while sales of the Ford Focus ST increased 23 percent during the same time.

Jiangling Motors Corporation (JMC), Ford's commercial vehicle investment in China, sold 60,306 vehicles in the first quarter of the year, down 11 percent compared to 2015. March sales totaled 28,997 vehicles, down eight percent compared to last year.

Lincoln has also had a strong start to the year with 5,484 vehicles sold in the first quarter, a three-fold increase compared to the same time in 2015. Lincoln's strong performance in the first quarter was supported by the growing number of dealerships, which reached 37 by the end of March, and Chinese customers' positive reception of Lincoln SUVs.

