



# Ford Reports September Sales in China



## SEPTEMBER 2018 SALES

	Total Ford Motor Company Sales	CAF	JMC	Lincoln	Imported Ford Brand Vehicles
September 2018	64,383	35,540	22,094	5,476	1,273
vs. September 2017	-43%	-55%	-15%	1%	-16%
Year-to-date 2018	585,171	335,438	197,774	39,617	12,342
vs. Year-to-date 2017	-30%	-41%	-6%	4%	-15%

## INSIGHTS



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

**Ford Motor Company** China sales totaled **64,383** vehicles in September, a **43** percent decline year over year.

The sales of **Lincoln China** totaled **5,476** vehicles in September, up **one** percent year over year. Monthly sales of **Lincoln Navigator** and **Lincoln MKZ** were up **21** percent and **28** percent, respectively.

Monthly sales of **JMC Teshun** commercial vans were up **10** percent year over year, the iconic **Ford F-150 Raptor** continued its strong sales momentum in September.

“We are intensely focused on our sales turnaround plan in China, which includes an aggressive cadence of product introductions to meet the needs of our Chinese customers, including the launch of the highly anticipated all-new Ford Focus,” said Peter Fleet, president of Ford Asia Pacific and chairman & CEO of Ford China. “We believe the new products, which have been custom-designed and developed with Chinese customers in mind, will help us to regain momentum in the world’s largest auto market.”

The company will reveal the all-new Ford Territory, the midsize SUV tailor-made for Chinese customers, next week in Qingdao. The new Territory is a good proof point of the close collaboration between Ford and its joint venture partner, JMC, to offer a bold design, advanced technologies and the latest infotainment and connectivity systems, all at an attractive price.

In September, Ford Smart Mobility LLC, a wholly owned subsidiary of Ford Motor Company, and Zotye Auto, signed a definitive joint venture agreement to establish Zotye Ford Smart Mobility Technology Co., Ltd., a 50:50 JV that will focus on providing smart, customized all-electric vehicle mobility solutions to fleet operators and drivers in China’s fast-growing ride-hailing market.

“This new JV will enable us to move even faster in delivering smart solutions to cities and improving the commuter experience as part of our ‘In China, For China’ strategy,” said Fleet.

## NEWS

- The year-to-date sales for **Ford Motor Company** in China totaled more than **585,000** units, a **30** percent decrease year over year.
- Monthly sales for **Changan Ford Automobile (CAF)** totaled nearly **36,000** vehicles, down **55** percent compared to September last year.
- The year-to-date sales for **CAF** totaled more than **335,000** vehicles, down **41** percent compared to the same period in 2017.
- **Jiangling Motor Corporation (JMC)** sold more than **22,000** vehicles in September, down **15** percent compared to September 2017.
- The year-to-date sales for **JMC** totaled nearly **198,000** vehicles, down **six** percent compared to the same period in 2017.
- Monthly sales of **Lincoln** reached nearly **5,500** vehicles in September, up **one** percent compared to September 2017.
- The year-to-date sales for **Lincoln** totaled nearly **40,000** vehicles, a **four** percent increase year over year.

## KEY VEHICLES



**All-New Ford Focus**

**All-New Ford Focus** will arrive in dealer showrooms soon. Designed with Chinese customers in mind, it is available with advanced EcoBoost engines and 8-speed transmissions for a spirited driving experience. It is the most technologically advanced Focus ever with FordPass Connect, and available Co-Pilot 360, our segment-leading suite of driver-assist technologies



**All-New Ford Territory**

**All-New Ford Territory**, the midsize SUV tailor-made for Chinese customers, will make its global debut in mid-October.

**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 201,000 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).

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.,. Subject to regulatory approval, Zotye Ford will produce small all-electric vehicles under a new indigenous brand.



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## September 2018 SALES

	September 2018		Year-To-Date 2018		September 2017	Year-To-Date 2017
	Units	YOY	Units	YOY	Units	Units
<b>Changan Ford (CAF)</b>						
Escort	14,362	-54%	122,467	-35%	31,112	187,587
Focus	6,022	-61%	57,461	-51%	15,266	116,163
Mondeo	4,290	-63%	40,642	-45%	11,594	73,864
Taurus	681	-67%	8,974	-57%	2,039	20,816
EcoSport	1,188	-35%	13,481	-41%	1,836	22,736
Kuga	3,534	-62%	35,876	-47%	9,347	67,393
Edge	5,463	-36%	56,537	-28%	8,506	78,178
<b>TOTAL CAF</b>	<b>35,540</b>	<b>-55%</b>	<b>335,438</b>	<b>-41%</b>	<b>79,700</b>	<b>566,739</b>
<b>JMC</b>						
Ford Transit	4,018	-6%	29,240	-10%	4,262	32,519
Ford Tourneo	390	-29%	2,808	-25%	550	3,741
Ford Everest	659	-39%	5,654	-20%	1,086	7,070
Yusheng S330	65	-93%	2,737	-80%	874	13,401
Yusheng S350	436	-68%	5,249	-61%	1,355	13,391
JMC Pickup	4,974	-25%	50,090	0	6,613	50,258
JMC Teshun	3,560	10%	28,400	88%	3,223	15,107
JMC Light Truck	7,890	-1%	72,815	-4%	7,994	75,758
JMC Heavy Truck	102	500%	781	4,494%	17	17
<b>TOTAL JMC</b>	<b>22,094</b>	<b>-15%</b>	<b>197,774</b>	<b>-6%</b>	<b>25,974</b>	<b>211,262</b>
<b>Lincoln</b>						
MKZ	1,550	28%	9,304	7%	1,209	8,692
Continental	787	-25%	8,537	22%	1,046	6,987
MKC	1,750	1%	12,169	-8%	1,730	13,264
MKX	1,198	-8%	7,916	-2%	1,298	8,048
Navigator	191	21%	1,691	72%	158	984
<b>TOTAL LINCOLN</b>	<b>5,476</b>	<b>1%</b>	<b>39,617</b>	<b>4%</b>	<b>5,441</b>	<b>37,975</b>
<b>Imported Vehicles</b>						
Focus ST/RS	25	-34%	220	-12%	38	249
Mustang	98	-71%	2,534	-19%	338	3,114
Explorer	836	-23%	7,593	-23%	1,087	9,902
F-150 Raptor	224	409%	1,832	134%	44	783
Ranger	90	N/A	163	N/A	-	-
Other	-	N/A	-	-100%	-	497
<b>TOTAL Imported</b>	<b>1,273</b>	<b>-16%</b>	<b>12,342</b>	<b>-15%</b>	<b>1,507</b>	<b>14,545</b>
<b>TOTAL FORD</b>	<b>64,383</b>	<b>-43%</b>	<b>585,171</b>	<b>-30%</b>	<b>112,622</b>	<b>830,521</b>