



Ford Reports First Quarter Sales in China

SHANGHAI, China, April 12, 2019 -- Ford Motor Company today announced first quarter sales in China of 136,279* vehicles, a 35.8 percent decrease compared to the same period last year.

Following the governments' recent announcement to hold tariffs at their current rate, the company reduced its MSRP on selected models and offered Chinese consumers special incentives, financing programs and after-sales services.

The company recently announced its new "Ford China 2.0" transformation blueprint to improve sales, accelerate the redesign of its business and sharpen its focus on the Chinese market.

Ford accelerated its commitment to bring more fresh products to the China market following the recent successful launch of the all-new Territory SUV. Over the next three years, Ford is committed to introducing more than 30 new models to China, including more than 10 electrified vehicles from both Ford and Lincoln.

Ford Brand Highlights

- The sale of Ford-branded -- import and domestic -- vehicles totaled 74,651 in the first quarter, down 48.4 percent year-over-year.
- The all-new Ford Territory SUV, launched in late January, has already gained popularity with young Chinese families who value its roomy interior, advanced technologies and attractive price. In its first full month in the market, Territory sales reached nearly 4,000 units in March. Supply of the new model will continue to increase to meet the growing consumer demand. Ford will introduce the BEV version of the Territory – its first BEV in China – later this year.
- Sales of the all-new Ford Focus saw a 94 percent increase in the first quarter, compared to fourth quarter 2018. The all-new Focus ST-Line has been well-received, creating a new sub-segment of high-end C cars for customers who want fashionable, stylish design and enjoyable "fun-to-drive" performance. The all-new Ford Focus also received a very positive response from local customers in Taiwan following its launch in February.
- Ford's import vehicles continue to be popular with Chinese customers. Sales of the high-performance Ford F-150 Raptor pick-up truck continued to increase in the first quarter, with sales nearly five times higher than the same period a year ago. Ford Mustang continues its performance as China's number one selling sports car.
- In the commercial vehicle sector, sales of the Ford Transit Kombi totaled more than 6,400 units, a 7.6 percent increase in the first quarter, and a 20.8 percent increase in March, compared with 2018.

Lincoln Brand Highlights

- Lincoln sold 9,670 units in the first quarter in China, down 23.9 percent year-over-year.
- First quarter sales of Lincoln Navigator, the brand's flagship, rose 66.2 percent year-over-year.
- High-trim models of the all-new Lincoln Nautilus and the new Lincoln MKC proved especially popular with Chinese customers, and Lincoln is working quickly to deliver on first quarter orders.

- At the upcoming Auto Shanghai 2019, the all-new Lincoln Aviator will make its debut in China. The all-new Lincoln Aviator will be officially launched in China in the second half of this year.

JMC Brand

- Sales of JMC indigenous branded vehicles were 51,958 units in the first quarter, down 5.0 percent versus the same period last year.
- JMC light truck sales grew 5.4 percent in the quarter with 24,608 units sold.

** Starting from 2019, Ford China sales report includes the sales of Ford Lio Ho in Taiwan.*

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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 199,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

Contacts: Lori Arpin
Ford China
+86 183 2176 5429
larpin1@ford.com

Matt Moran
Ford China
+86 183 0179 4160
mmoran47@ford.com