

Ford Reports Third Quarter Sales in China

SHANGHAI, China, October 11, 2019 – Ford Motor Company and its joint ventures in China today announced third quarter sales in China of 131,060 vehicles, a 30.3 percent decrease compared to the same period last year.

China automotive industry sales slowed during the third quarter following an elevated second quarter sales period, primarily driven by China V Emission Standard stock clearance actions. Ford China third quarter sales reflect these market conditions, as well as actions taken to continue to build sales momentum moving forward. The National Distribution Services Division (NDSD) held a series of brand events nationally to promote the “extraordinary driving experience” of Ford. In addition, Ford China launched a series of new models in the third quarter that better meet the needs and preferences of Chinese customers, including the Focus Active, new Edge ST and ST-Line, new Taurus and Territory EV. These actions delivered sales growth through the quarter, providing a platform for ongoing recovery moving forwards.

In the area of customer service, the National Distribution Services Division (NDSD) also released two industry-leading programs – the “One Stop No Worry” free maintenance program and a financial services program to provide customers with more convenient vehicle ownership and purchasing services.

Additionally, Ford has accelerated actions to optimize its dealer network as its top priority and continues to follow a retail demand-driven production policy. Ford remains committed to maintaining a balanced dealer inventory, improving regional marketing capabilities and increasing customer traffic flow to enable sales growth and improved dealer profitability.

Ford China remains focused on its business transformation following the launch of the “Ford China 2.0” strategy. Ford Motor Company and Changan Automobile recently announced their commitment to strengthening their strategic cooperation and will strive to innovate the business models and increase cooperation efficiency. Leveraging the Changan Ford and National Distribution Services Division (NDSD) platform, the two partners will take actions in five areas, including development, production, supply chain, marketing and innovation to enhance local product development and validation. The newly opened Changan Ford Research and Development Center will also help to improve the development and Intelligent Manufacturing capabilities of Changan Ford. These actions will accelerate the Ford China “330 Product Plan” implementation and the localization of new Ford and Lincoln models to further bring together the “Best of China” and the “Best of Ford.”

Ford Brand Highlights

- Sales of Ford-branded – import and domestic – vehicles totaled 77,443 in the third quarter, down 37.7 percent year-over-year.
- The total retail sales of Ford reached 28,119 units in September, reflecting steady growth through the quarter, up by 5 percent compared to August and 25% compared to July, contributing to improved dealer confidence and profitability.

- Sales of the new Ford Territory SUV reached 11,572 units in the third quarter, bringing year to date sales to 30,586 units, making it the best-selling Ford SUV in the China market in 2019 so far.
- Ford's imported vehicle lineup continues to be well-received by Chinese customers. In the third quarter, the sales of the pickup family (Ranger and F-150 Raptor) hit 1,396 units, up by 29 percent compared to the second quarter and 24 percent year over year. Year to date sales totaled 3,185 units, up by 60 percent year-over-year, reflecting strong sales growth of the high-performance Ford F-150 Raptor derivative.

Lincoln Brand Highlights

- Third quarter Lincoln sales were 11,618 units, down 24.1 percent year-over-year.
- The total retail sales of Lincoln reached 4,165 units in September, representing growth through the quarter, up by 11 percent compared to August and 13% compared to July.
- Nautilus continues to be well received in the market, recording third quarter sales of 2,978. Year to date sales reached 9,470 units, up 20% year-over-year.
- Sales of the Lincoln Navigator flagship luxury SUV maintained strong growth, with sales of 779 units in the third quarter, up 11 percent year-over-year. Year to date sales reached 2,444 units, up 45% year-over-year.

JMC Brand Highlights

- Sales of JMC indigenous-branded vehicles reached 41,999 units in the third quarter, down by 13.3 percent year-over-year. September sales totaled 16,167 units, showing growth through the quarter, up by 19 percent compared to August and 32% compared to July.

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

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 194,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.