



## Ford China Sells 125,000 Vehicles in First Quarter, Accelerating Localization and Delivery of Ford+ Growth Plan

- First quarter sales of approximately 125,000 units, down 18.8% year-over-year, comes amidst Ford's accelerated business transformation in China as semiconductor supply constraints and pandemic-related restrictions continue
- Fast-tracked refresh of product portfolio to strengthen future growth brings launch of China-only vehicles including all-new Ford Mondeo and Equator Sport, plus all-new Lincoln Zephyr
- Ford China Design Center opens in Shanghai to create vehicles tailored to the preferences of customers in China

**SHANGHAI, April 14, 2022** – Ford Motor Company sold approximately 125,000 units in China in the first quarter of 2022 to start a transformative year that will power future growth. A sales decrease of 18.8% year-over-year due to continued semiconductor shortages and resurgent pandemic-related restrictions masks the company's better-than-industry performance in critical growth segments of luxury and commercial vehicles. In a down market, Lincoln continues its growth trajectory, with year-over-year sales rising 0.8%, while Ford brand commercial vehicles outperformed the overall commercial segment, on sales of approximately 51,000 units.

Groundwork has been laid to accelerate a refresh of the company's product portfolio in China. Three new vehicles offered only in China launched in March, including all-new Ford Mondeo sedan, Ford Equator Sport SUV and all-new Lincoln Zephyr luxury sedan. Better-than-expected orders for these new vehicles have jump-started momentum for growth in the quarters ahead.

Ford further strengthened its strategy of localization in the first quarter with the inauguration of the Ford China Design Center in Shanghai. Leveraging the expertise and insights of local talent, this new world-class facility will play a key role in helping Ford deliver vehicles designed in China and centered on the aesthetic and practical preferences of Chinese customers.

"We are laser-focused on accelerating the delivery of our Ford+ growth plan based on a robust portfolio centered on Chinese customers," said Anning Chen, president and CEO, Ford China. "This batch of new vehicles launched in the first quarter exemplifies our 'Best of Ford, Best of China' commitment for growth, as early orders indicate our new products deliver on the preferences of Chinese customers."

### First quarter, year-over-year summary

- Lincoln achieved record first quarter sales of more than 19,400 units, up 0.8%:
  - Best-ever February results, with more than 4,600 units sold, up 34%
  - Lincoln Corsair sales approached 11,000 units, with vehicle remaining Lincoln's top-selling nameplate in China for the 23rd consecutive month
  - Orders for all-new Lincoln Zephyr, launched in March, exceeded 5,600 units

- Ford passenger vehicle sales exceeded 46,700 units, down 17.3%:
  - Robust customer orders have put Ford on strong footing for growth
  - All-new Ford Mondeo sedan has received approximately 10,000 orders since pre-sale March 18, while Ford Equator Sport SUV has secured more than 5,000 orders since its launch March 28
  
- Ford and JMC commercial vehicle sales approached 51,000 units, down 27.1%, outperforming overall commercial vehicle segment:
  - Ford Transit ambulance variant received more than 5,100 orders in first quarter

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**About Ford Motor Company**

*Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford designs, manufactures, markets and services a full line of connected, increasingly electrified passenger and commercial vehicles: Ford trucks, utility vehicles, vans and cars, and Lincoln luxury vehicles. The company is pursuing leadership positions in electrification, connected vehicle services and mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 183,000 people worldwide. More information about the company, its products and Ford Motor Credit Company is available at [corporate.ford.com](http://corporate.ford.com).*

<b>Contacts:</b>	<u>Equity Investment Community:</u>  Lynn Antipas Tyson 914.485.1150 <a href="mailto:ltyson4@ford.com">ltyson4@ford.com</a>	<u>Fixed Income Investment Community:</u>  Karen Rocoff 313.621.0965 <a href="mailto:krocoff@ford.com">krocoff@ford.com</a>	<u>Shareholder Inquiries:</u>  1.800.555.5259 or 313.845.8540 <a href="mailto:stockinf@ford.com">stockinf@ford.com</a>	<u>Media:</u>  Anderson Chan 313.920.7682 <a href="mailto:achan24@ford.com">achan24@ford.com</a>
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