



# Ford Motor Sales in China Surpass Quarter Million, Lincoln Sales Double in First Quarter



## MARCH 2017 SALES

|                   | Total Ford Motor Company Sales | Total Vehicle Sales *Excl. Lincoln | Imported Vehicles | CAF     | JMC    | Lincoln |
|-------------------|--------------------------------|------------------------------------|-------------------|---------|--------|---------|
| March 2017        |                                | 90,457                             | 1,511             | 59,212  | 29,734 |         |
| Vs. March 2016    |                                | -21%                               | + 1%              | - 30%   | + 3%   |         |
| Year-to-date 2017 | 255,261                        | 243,530                            | 4,683             | 168,070 | 70,777 | 11,731  |
| Vs. 2016          | -19%                           | -21%                               | +10%              | -31%    | +17%   | +114%   |

## HIGHLIGHTS

- **Ford Motor Company** sold more than **250,000** vehicles in the first three months of 2017, down **19** percent compared to the same time in 2016.
- Year-to-date sales for Ford and its joint ventures totaled **243,530** vehicles, down **21** percent compared to the same time last year.
- Ford and its joint ventures sold more than **90,000** vehicles in March, down **21** percent compared to March 2016.
- First quarter sales reflects the weaker retail industry after the reduction in the purchase tax incentive and customer pull-ahead of purchases in December before the change in the tax incentive.
- First quarter sales of vehicles that don't benefit from the tax incentive, including the Mustang, Edge, Explorer, Everest, and Lincoln brand vehicles, were up **21** percent compared to the first quarter last year.
- Monthly sales for **Changan Ford Automobile (CAF)** totaled more than **59,000** vehicles, down **30** percent compared to the same time last year.
- Year-to-date sales for **CAF** totaled more than **168,000** vehicles, down **31** percent.
- **Jiangling Motor Corporation** sold nearly **30,000** vehicles in March, a **3** percent increase compared to March 2016.
- Year-to-date sales for **JMC** totaled more than **70,000** vehicles, up **17** percent compared to the same time in 2016.
- **Ford Everest** sales increased **53** percent in March compared to March 2016.
- Sales of the **Ford Edge** increased **3** percent in the first three months of the year, with Edge continuing to be a leader in its segment.
- **Ford Taurus** sales increased **14** percent in March compared to March 2016.
- **Focus ST** and **RS** sales increased **57** percent in March compared to March 2016.
- **Lincoln** sales have more than doubled to nearly **12,000** in the first three months of 2017, making the quarter the brand's best ever since its entry into China.

Ford Motor (China) Limited, established in 1995, has introduced a range of distinct models and services to the China market. The current model range consists of the Explorer, Everest, Edge, new Kuga, EcoSport, Taurus, new Mondeo, Focus, Escort, Mustang, Focus RS, Focus ST, Fiesta ST, Tourneo and Transit, as well as Lincoln luxury vehicles, including the all-new Continental, Navigator, MKX, new MKC and new MKZ. 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. and Jiangling Motors Co., Ltd. with about 26,000 employees.



"We continue to see strong demand from Chinese customers for our premium Taurus large sedan, Edge and Everest SUVs and performance vehicles in the first quarter. We are pleased with the momentum that Lincoln continues to make in China, as evidenced by its outstanding performance in the first quarter "

*Peter Fleet, Vice President,  
Marketing, Sales and Service,  
Asia Pacific, Ford Motor Company*

## KEY VEHICLES



Ford Everest

The Ford Everest continues to gain momentum with monthly sales up 53 percent and year-to-date sales up 15 percent. Ford just launched its five-seat Everest, to complement the seven seat, earlier in April.



Ford Taurus

Ford Taurus has seen strong demand in the first three months of 2017, with March sales up 14 percent.



Lincoln Continental

Lincoln has a record quarter in China and January was the best sales month since the brand was introduced in the market more than two years ago.

### Ford China March Sales 2017

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