



# Ford Sales up 8.7 Percent in September; F-Series Trucks up 21.4 Percent; Transit Vans Gain 25.4 Percent; Lincoln SUVs Post Strong Gain of 10.6 Percent



## SEPTEMBER 2017 SALES

	Total Vehicle	Retail	Fleet	Truck	SUV	Car
<b>U.S. Sales</b>	<b>222,248</b>	<b>169,544</b>	<b>52,704</b>	<b>103,625</b>	<b>68,705</b>	<b>49,918</b>
Versus September 2016	<b>8.7%</b>	<b>4.4%</b>	<b>25.1%</b>	<b>19.9%</b>	<b>1.8%</b>	<b>-1.3%</b>

### HIGHLIGHTS

- **Ford Motor Company’s U.S. sales increased 8.7 percent** in September
- **Retail sales totaled 169,544 vehicles**, up 4.4 percent compared to a year ago
- **Fleet sales totaled 52,704 vehicles**, representing, as expected, a 25.1 percent increase versus 2016 due to order timing this year
- **F-Series sales rose 21.4 percent**, with a total of 82,302 trucks sold. Demand remains robust for Super Duty, with High Series Lariat, King Ranch and Platinum trucks making up 52 percent of retail sales
- **Transit sales totaled 13,546 vehicles last month**, a 25.4 percent increase over a year ago for the van’s best September since its introduction in 2014
- **Ford brand SUVs gained 8.8 percent** at retail last month – their best retail performance since 2003. Escape, Edge, Explorer and Expedition all posted retail gains
- **Explorer sales totaled 18,898 vehicles last month**, a 13.4 percent increase overall. Explorer performed even better at retail, posting a 14.9 percent gain, its best September retail sales performance in 13 years
- **Focus retail sales increased 8.3 percent in September**, supported by Focus ST and RS. This is the third straight month of sales gains for Focus
- **Lincoln SUV performance increased 10.6 percent**; Lincoln MKX, MKC and Navigator sales all posted sales gains for the month

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#### About Ford Motor Company

[Ford Motor Company](http://www.corporate.ford.com) 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 203,000 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).



“Our September sales were strong across the board – including retail, commercial and government. We’re pleased to say recovery in Houston and Florida is moving quickly, with all of our dealers in the area now back up. We couldn’t be happier with the tireless effort from our dealers, employees and the countless first responders who are moving so quickly.”

– Mark LaNeve, Ford vice president, U.S. Marketing, Sales and Service

### KEY VEHICLES



2018 Ford F-150

F-Series sold above the 80,000 truck mark last month. This has occurred only two other times in F-Series September sales history. Overall September F-Series average transaction prices increased \$2,300 versus last year, with strong high series truck demand.



2018 Ford Super Duty Limited

For the first time ever, Super Duty is introducing a Limited edition truck this winter – the highest trim level in the lineup. High series Super Duty trucks, including Lariat, King Ranch and Platinum, have consistently represented more than 50 percent of our retail sales this year.



2018 Ford Explorer

Retail sales for Explorer rose 14.9 percent last month, with broad-based growth across the country. The east region gained 9.1 percent, the Great Lakes was up 11.6 percent, the southeast was up 25 percent, the central region increased 28.7 percent and our west region experienced a 7.5 percent increase.



Lincoln MKC

Last month marks Lincoln MKC’s best September since its launch, with a 17.7 percent overall increase compared to a year ago. MKC posted stronger growth in the east, which was up 19 percent. MKX and Navigator were also up 5.8 percent and 5.2 percent, respectively.

**FORD MOTOR COMPANY**  
**SEPTEMBER 2017**

Fleet Segment	September 2017		September CYTD	
	Percent of Total Sales	YOY Change	Percent of Total Sales	YOY Change
Rental	5.5%	(0.4) points	11.5%	(0.8) points
Commercial	12.4%	3.3 points	12.1%	(0.2) points
Government	5.9%	0.2 points	6.3%	(0.1) points
Total Fleet	23.7%	3.1 points	29.8%	(1.1) points

Gross Stock (incl. in-transit)	September 2017		August 2017		September 2016	
	Units at Month-End	Days' Supply	Units at Month-End	Days' Supply	Units at Month-End	Days' Supply
Cars	135,471	71	150,338	85	152,541	75
SUVs	188,076	71	183,080	75	184,409	68
Trucks	<u>295,644</u>	74	<u>297,412</u>	83	<u>313,978</u>	91
Total	619,191	72	630,830	81	650,928	80

Dealer Stock (on ground)	September 2017		August 2017		September 2016	
	Units at Month-End	Days' Supply	Units at Month-End	Days' Supply	Units at Month-End	Days' Supply
Cars	113,329	59	125,340	71	122,090	60
SUVs	154,168	58	148,671	61	153,949	57
Trucks	<u>246,341</u>	62	<u>244,166</u>	68	<u>265,888</u>	77
Total	513,838	60	518,177	67	541,927	66

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# SEPTEMBER 2017 SALES

## FORD MOTOR COMPANY SEPTEMBER 2017 U.S. SALES

	<u>September</u>		<u>%</u>	<u>Year-to-Date</u>		<u>%</u>
	<u>2017</u>	<u>2016</u>	<u>Change</u>	<u>2017</u>	<u>2016</u>	<u>Change</u>
<b>SALES BY BRAND</b>						
Ford	213,446	195,650	9.1	1,850,737	1,908,021	-3.0
Lincoln	<u>8,802</u>	<u>8,797</u>	0.1	<u>82,722</u>	<u>80,435</u>	2.8
Total vehicles	222,248	204,447	8.7	1,933,459	1,988,456	-2.8
<b>SALES BY TYPE</b>						
Cars	49,918	50,553	-1.3	458,177	553,828	-17.3
SUVs	68,705	67,496	1.8	647,503	641,254	1.0
Trucks	<u>103,625</u>	<u>86,398</u>	19.9	<u>827,779</u>	<u>793,374</u>	4.3
Total vehicles	222,248	204,447	8.7	1,933,459	1,988,456	-2.8
<b>FORD BRAND</b>						
Fiesta	3,730	4,230	-11.8	36,139	38,807	-6.9
Focus	11,751	11,160	5.3	123,827	140,049	-11.6
C-MAX	1,503	1,428	5.3	13,851	15,149	-8.6
Fusion	21,253	20,570	3.3	159,742	210,462	-24.1
Taurus	2,356	2,522	-6.6	26,280	26,978	-2.6
Police Interceptor Sedan	571	753	-24.2	6,119	7,166	-14.6
GT	7	0	N/A	49	0	N/A
Mustang	<u>5,847</u>	<u>6,429</u>	-9.1	<u>62,196</u>	<u>87,258</u>	-28.7
<b>Ford Cars</b>	47,018	47,092	-0.2	428,203	525,869	-18.6
Escape	25,575	25,065	2.0	233,878	234,764	-0.4
Edge	11,476	10,322	11.2	104,727	103,076	1.6
Flex	1,697	1,594	6.5	16,715	17,034	-1.9
Explorer	18,898	16,667	13.4	174,247	163,913	6.3
Police Interceptor Utility	2,309	2,479	-6.9	24,787	24,512	1.1
Expedition	<u>2,848</u>	<u>6,033</u>	-52.8	<u>40,401</u>	<u>45,479</u>	-11.2
<b>Ford SUVs</b>	62,803	62,160	1.0	594,755	588,778	1.0
F-Series	82,302	67,809	21.4	658,636	595,656	10.6
E-Series	4,810	4,073	18.1	40,634	40,195	1.1
Transit	13,546	10,799	25.4	93,838	112,607	-16.7
Transit Connect	2,362	2,714	-13.0	25,599	33,753	-24.2
Heavy trucks	<u>605</u>	<u>1,003</u>	-39.7	<u>9,072</u>	<u>11,163</u>	-18.7
<b>Ford Trucks</b>	<u>103,625</u>	<u>86,398</u>	19.9	<u>827,779</u>	<u>793,374</u>	4.3
<b>Ford Brand</b>	213,446	195,650	9.1	1,850,737	1,908,021	-3.0
<b>LINCOLN BRAND</b>						
MKZ	2,043	2,447	-16.5	20,944	22,862	-8.4
MKS	0	239	-100.0	153	4,322	-96.5
Continental	<u>857</u>	<u>775</u>	N/A	<u>8,877</u>	<u>775</u>	N/A
<b>Lincoln Cars</b>	2,900	3,461	-16.2	29,974	27,959	7.2
MKC	2,456	2,086	17.7	20,393	18,786	8.6
MKX	2,457	2,322	5.8	22,752	22,710	0.2
MKT	280	254	10.2	2,410	2,944	-18.1
Navigator	<u>709</u>	<u>674</u>	5.2	<u>7,193</u>	<u>8,036</u>	-10.5
<b>Lincoln SUVs</b>	<u>5,902</u>	<u>5,336</u>	10.6	<u>52,748</u>	<u>52,476</u>	0.5
<b>Lincoln Brand</b>	8,802	8,797	0.1	82,722	80,435	2.8