MARCH 2017 SALES

	Total Vehicle	Retail	Fleet	Truck	SUV	Car
U.S. Sales	**236,250**	**157,740**	**78,510**	**102,381**	**76,625**	**57,244**
Versus March 2016	-7.2%	-1.5%	-16.9%	2.5%	-3.4%	-24.2%

HIGHLIGHTS

- **Overall Ford Motor Company U.S. March 2017 sales** totaled 236,250 vehicles – a 7 percent decline versus a year ago

- **Retail sales declined 2 percent last month,** with 157,740 vehicles sold

- **Fleet sales of 78,510 vehicles were down 17 percent,** reflecting a strong year-ago comparison, with customer orders front-loaded in early 2016

- **Ford Motor Company average transaction pricing** increased $1,800 last month, compared to an industry increase of $190*

- **Ford F-Series sales** totaled 81,330 pickups – a 10 percent increase versus a year ago, with overall average transaction pricing up more than $2,500*

- **Ford Super Duty high-series trucks** – Lariat, King Ranch and Platinum – represented 56 percent of 2017 Super Duty retail sales last month

- **Ford Escape posts record March retail sales** with a 13 percent gain

- **Ford Expedition grew 43 percent,** with 5,472 SUVs sold

- **Lincoln retail sales up 5 percent;** retail car sales up 11 percent, while SUVs gain 2 percent

About Ford Motor Company

[Ford Motor Company](#) *is a global automotive and mobility company based in Dearborn, Michigan. With about 201,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please visit* www.corporate.ford.com.

*Average transaction pricing is based on J.D. Power and Associates PIN data

"Our high-series Super Duty trucks and all-new F-150 Raptor drove double-digit F-Series sales gains in March, along with the strongest year-over-year increase in transaction prices of any truck manufacturer in the industry."

Mark LaNeve, Ford Vice President, U.S. Marketing, Sales and Service

KEY VEHICLES

Ford Super Duty

Ford F-Series sales were up 10 percent, with 81,330 trucks sold – representing the lineup's best March results in more than a decade. A rich mix drove Super Duty transaction prices to the highest in the segment.

Ford Escape

Ford Escape posts record March retail sales, increasing 13 percent. Gains came from the West, up 7 percent, the Southeast, up 16 percent, and the Great Lakes region, up 26 percent.

2018 Ford Expedition

Ford Expedition sales totaled 5,472 last month, up 43 percent. The all-new 2018 Expedition goes on sale this fall.

Lincoln MKC

Lincoln MKC sales were up 17 percent in March – with its strongest start to the year since the vehicle's introduction in 2014. MKC, MKZ and the all-new Continental contributed to Lincoln's best March retail sales in nine years.

For news releases, related materials and high-resolution photos and video, visit www.media.ford.com.

March 2017 Sales

FORD MOTOR COMPANY
<u>MARCH 2017</u>

Fleet Segment	March 2017		March CYTD	
	Percent of Total Sales	YOY Change	Percent of Total Sales	YOY Change
Rental	15.7%	(1.0) points	15.5%	(1.5) points
Commercial	11.6%	(2.5) points	11.8%	(1.3) points
Government	5.8%	(0.4) points	5.9%	(0.1) points
Total Fleet	33.2%	(3.9) points	33.1%	(2.9) points

Gross Stock (incl. in-transit)	March 2017		February 2017		March 2016	
	Units at Month End	Days' Supply	Units at Month End	Days' Supply	Units at Month End	Days' Supply
Cars	168,133	79	156,602	74	204,915	73
SUVs	204,695	72	200,392	65	194,601	66
Trucks	328,973	87	325,106	94	353,987	96
Total	701,801	80	682,100	79	753,503	80

Dealer Stock (on ground)	March 2017		February 2017		March 2016	
	Units at Month End	Days' Supply	Units at Month End	Days' Supply	Units at Month End	Days' Supply
Cars	128,720	61	130,969	62	173,414	62
SUVs	171,427	60	166,715	54	166,760	57
Trucks	278,811	74	276,473	80	303,452	82
Total	578,958	66	574,157	66	643,626	68

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	March		%	Year-to-Date		%
	2017	2016	Change	2017	2016	Change
SALES BY BRAND						
Ford	226,696	245,022	-7.5	590,219	620,721	-4.9
Lincoln	9,554	9,689	-1.4	27,083	24,905	8.7
Total vehicles	236,250	254,711	-7.2	617,302	645,626	-4.4
SALES BY TYPE						
Cars	57,244	75,550	-24.2	149,195	192,195	-22.4
SUVs	76,625	79,300	-3.4	209,751	204,533	2.6
Trucks	102,381	99,861	2.5	258,356	248,898	3.8
Total vehicles	236,250	254,711	-7.2	617,302	645,626	-4.4
FORD BRAND						
Fiesta	5,488	4,549	20.6	13,044	10,863	20.1
Focus	14,437	18,618	-22.5	36,705	50,215	-26.9
C-MAX	1,333	1,702	-21.7	3,594	4,059	-11.5
Fusion	18,759	29,675	-36.8	50,786	74,994	-32.3
Taurus	4,030	4,262	-5.4	10,852	11,181	-2.9
Police Interceptor Sedan	611	920	-33.6	1,834	2,275	-19.4
GT	2	0	N/A	5	0	N/A
Mustang	9,120	12,563	-27.4	22,464	30,136	-25.5
Ford Cars	53,780	72,289	-25.6	139,284	183,723	-24.2
Escape	28,113	28,521	-1.4	76,338	71,594	6.6
Edge	11,730	14,005	-16.2	31,947	35,993	-11.2
Flex	1,796	2,100	-14.5	6,082	6,425	-5.3
Explorer	20,232	21,605	-6.4	54,671	55,885	-2.2
Police Interceptor Utility	3,192	2,807	13.7	8,099	7,530	7.6
Expedition	5,472	3,834	42.7	15,442	10,673	44.7
Ford SUVs	70,535	72,872	-3.2	192,579	188,100	2.4
F-Series	81,330	73,884	10.1	205,281	186,121	10.3
E-Series	4,769	5,816	-18.0	12,075	12,648	-4.5
Transit	12,167	14,895	-18.3	30,283	36,022	-15.9
Transit Connect	2,760	3,619	-23.7	6,960	10,068	-30.9
Heavy trucks	1,355	1,647	-17.7	3,757	4,039	-7.0
Ford Trucks	102,381	99,861	2.5	258,356	248,898	3.8
Ford Brand	226,696	245,022	-7.5	590,219	620,721	-4.9
LINCOLN BRAND						
MKZ	2,479	2,480	0.0	6,643	6,554	1.4
MKS	22	781	-97.2	59	1,918	-96.9
Continental	963	0	N/A	3,209	0	N/A
Lincoln Cars	3,464	3,261	6.2	9,911	8,472	17.0
MKC	2,284	1,956	16.8	5,911	5,138	15.0
MKX	2,688	2,771	-3.0	8,006	7,198	11.2
MKT	221	390	-43.3	768	1,129	-32.0
Navigator	897	1,311	-31.6	2,487	2,968	-16.2
Lincoln SUVs	6,090	6,428	-5.3	17,172	16,433	4.5
Lincoln Brand	9,554	9,689	-1.4	27,083	24,905	8.7