## JANUARY 2018 SALES

|  | Total Venicle | Retail | Fleet | Truck | Suv | Car |
| :--- | :---: | :---: | :---: | :---: | :---: | :---: |
| U.s. Sales | $\mathbf{1 6 1 , 1 4 3}$ | $\mathbf{1 1 5 , 1 8 7}$ | $\mathbf{4 5 , 9 5 6}$ | $\mathbf{7 4 , 2 0 0}$ | $\mathbf{5 5 , 2 8 2}$ | $\mathbf{3 1 , 6 6 1}$ |
| Versus <br> January 2017 | $-6.6 \%$ | $-4.3 \%$ | $-\mathbf{1 2 . 0} \%$ | $\mathbf{2 . 2} \%$ | $-5.9 \%$ | $-\mathbf{2 3 . 3} \%$ |

## HIGHLIGHTS

- Overall Ford Motor Company U.S. sales for January totaled 161,143 vehicles - a 6.6 percent decline
- Fleet sales of 45,956 vehicles are down 12.0 percent due primarily to a planned change in delivery timing of daily rental sales
- Ford transaction prices hit $\mathbf{\$ 3 7 , 0 0 0}$ per vehicle in January, compared to $\$ 32,100$ for the industry overall. Retail sales declined 4.3 percent on 115,187 vehicles sold
- January saw new record average transaction pricing for Ford, an increase of $\$ 2,000$, with incentive spend down $\$ 200$ compared to last year
- Retail sales of Ford Expedition gained 56.8 percent, with fleet sales off 66.3 percent due to order timing; 2018 Expedition is turning in just 11 days
- F-Series sales of 58,937 vehicles last month represent truck's best start to the year since 2004
- Mustang retail sales increased $\mathbf{1 0 . 7}$ percent, with a total of 4,732 cars sold
- EcoSport began sales for the first time in the U.S. in January; stock continues to build as dealers are very excited about this new SUV
- Lincoln Navigator posted a 131.7 percent retail gain last month, with overall sales of 1,288 SUVs. This marks the best retail sales start for Navigator in a decade. The Lincoln brand's overall transaction pricing increased $\$ 8,700$ compared to a year ago
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## 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 202,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit www.corporate.ford.com.

"U.S. economic factors are very healthy and we're seeing the effect in the auto industry - not just in strong demand for SUVs and pickups, but in demand for high trim versions of vehicles. Our all-new Expedition and Navigator are off to a hot start across the country; Platinum Expedition and high series Reserve and Black Label versions of Navigator are in high demand."

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


## KEY VEHICLES



2018 Ford F-150


2018 Ford Expedition


2018 Ford Mustang


2018 Lincoln Navigator

Ford F-Series posted another sales gain, with continued demand for high series pickups generating another new record. Average transaction pricing for F-Series in January totaled \$47,800 per truck up \$1,400 over a year ago and $\$ 140$ over December's record.

All-new 2018 Ford Expedition is off to a tremendous start, with a high mix of Platinum models -
representing 29 percent of our sales - pushing transaction price increases of $\$ 7,800$. We saw retail sales increase in every region of the country, with our largest market, the Central region, up 46 percent.

Retail sales of the 2018 Ford Mustang gained 10.7 percent, with the biggest increases coming from the nation's larger sports car markets - Dallas is up 39 percent and Houston is up 9 percent.

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## FORD MOTOR COMPANY

JANUARY 2018

|  | January 2018 |  | January CYTD |  |
| :---: | :---: | :---: | :---: | :---: |
| Fleet <br> Segment | Percent of <br> Total Sales | YoY Change | Percent of <br> Total Sales | YOY Change |
| Rental | $9.0 \%$ | (3.2) points | $9.0 \%$ | (3.2) points |
| Commercial | $12.7 \%$ | 1.2 points | $12.7 \%$ | 1.2 points |
| Government | $6.8 \%$ | 0.3 points | $6.8 \%$ | 0.3 points |
| Total Fleet | $28.5 \%$ | (1.7) points | $28.5 \%$ | (1.7) points |


|  | January 2018 |  | December 2017 |  | January 2017 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Gross Stock <br> (incl. in-transit) | Units at <br> Month-End | Days' Supply | Units at <br> Month-End | Days' Supply | Units at <br> Month-End | Days' Supply |
| Cars | 157,862 | 125 | 141,943 | 76 | 167,074 | 97 |
| SUVs | 227,870 | 103 | 192,721 | 60 | 201,479 | 82 |
| Trucks | $\underline{309,350}$ | 104 | $\underline{295,771}$ | 69 | $\underline{316,353}$ | 105 |
| Total | 695,082 | 108 | 630,435 | 68 | 684,906 | 95 |


|  | January 2018 |  | December 2017 |  | January 2017 |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Dealer Stock <br> (on ground) | Units at <br> Month-End | Days' Supply | Units at <br> Month-End | Days' Supply | Units at <br> Month-End | Days' Supply |
| Cars | 120,330 | 95 | 111,408 | 60 | 131,194 | 76 |
| SUVs | 169,113 | 76 | 154,121 | 48 | 167,845 | 69 |
| Trucks | $\underline{267,002}$ | 90 | $\underline{253,500}$ | 59 | $\underline{264,105}$ | 87 |
| Total | 556,445 | 86 | 519,029 | 56 | 563,144 | 78 |

## CONTACT

## FORD MOTOR COMPANY JANUARY 2018 U.S. SALES

|  | January |  | \% | Year-to-Date |  | \% |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\underline{2018}$ | $\underline{2017}$ | Change | $\underline{2018}$ | $\underline{2017}$ | Change |
| SALES BY BRAND |  |  |  |  |  |  |
| Ford | 154,733 | 163,827 | -5.6 | 154,733 | 163,827 | -5.6 |
| Lincoln | 6,410 | 8,785 | -27.0 | 6,410 | 8,785 | -27.0 |
| Total vehicles | 161,143 | 172,612 | -6.6 | 161,143 | 172,612 | -6.6 |
| SALES BY TYPE |  |  |  |  |  |  |
| Cars | 31,661 | 41,301 | -23.3 | 31,661 | 41,301 | -23.3 |
| SUVs | 55,282 | 58,732 | -5.9 | 55,282 | 58,732 | -5.9 |
| Trucks | 74,200 | 72,579 | 2.2 | 74,200 | 72,579 | 2.2 |
| Total vehicles | 161,143 | 172,612 | -6.6 | 161,143 | 172,612 | -6.6 |
| FORD B RAND |  |  |  |  |  |  |
| Fiesta | 3,775 | 3,575 | 5.6 | 3,775 | 3,575 | 5.6 |
| Focus | 6,610 | 9,577 | -31.0 | 6,610 | 9,577 | -31.0 |
| C-MAX | 943 | 946 | -0.3 | 943 | 946 | -0.3 |
| Fusion | 10,352 | 15,515 | -33.3 | 10,352 | 15,515 | -33.3 |
| Taurus | 2,548 | 2,814 | -9.5 | 2,548 | 2,814 | -9.5 |
| Police Interceptor Sedan | 700 | 551 | 27.0 | 700 | 551 | 27.0 |
| GT | 10 | 0 | N/A | 10 | 0 | N/A |
| Mustang | 4,732 | 5,046 | -6.2 | 4,732 | 5,046 | -6.2 |
| Ford Cars | 29,670 | 38,024 | -22.0 | 29,670 | 38,024 | -22.0 |
| EcoSport | 500 | 0 | N/A | 500 | 0 | N/A |
| Escape | 18,947 | 20,588 | -8.0 | 18,947 | 20,588 | -8.0 |
| Edge | 8,519 | 9,091 | -6.3 | 8,519 | 9,091 | -6.3 |
| Flex | 1,469 | 1,831 | -19.8 | 1,469 | 1,831 | -19.8 |
| Explorer | 15,005 | 15,294 | -1.9 | 15,005 | 15,294 | -1.9 |
| Police Interceptor Utility | 2,984 | 2,356 | 26.7 | 2,984 | 2,356 | 26.7 |
| Expedition | 3,439 | 4,064 | -15.4 | 3,439 | 4,064 | -15.4 |
| Ford SUVs | 50,863 | 53,224 | -4.4 | 50,863 | 53,224 | -4.4 |
| F-Series | 58,937 | 57,995 | 1.6 | 58,937 | 57,995 | 1.6 |
| E-Series | 5,105 | 3,290 | 55.2 | 5,105 | 3,290 | 55.2 |
| Transit | 7,512 | 7,770 | -3.3 | 7,512 | 7,770 | -3.3 |
| Transit Connect | 1,914 | 2,098 | -8.8 | 1,914 | 2,098 | -8.8 |
| Heavy trucks | 732 | 1,426 | -48.7 | 732 | 1,426 | -48.7 |
| Ford Trucks | 74,200 | 72,579 | 2.2 | 74,200 | 72,579 | 2.2 |
| Ford Brand | 154,733 | 163,827 | -5.6 | 154,733 | 163,827 | -5.6 |
| LINCOLN BRAND |  |  |  |  |  |  |
| MKZ | 1,176 | 2,090 | -43.7 | 1,176 | 2,090 | -43.7 |
| MKS | 0 | 20 | -100.0 | 0 | 20 | -100.0 |
| Continental | 815 | 1,167 | -30.2 | 815 | 1,167 | -30.2 |
| Lincoln Cars | 1,991 | 3,277 | -39.2 | 1,991 | 3,277 | -39.2 |
| MKC | 1,197 | 1,668 | -28.2 | 1,197 | 1,668 | -28.2 |
| MKX | 1,811 | 2,928 | -38.1 | 1,811 | 2,928 | -38.1 |
| MKT | 123 | 260 | -52.7 | 123 | 260 | -52.7 |
| Navigator | 1,288 | $\underline{652}$ | 97.5 | 1,288 | $\underline{652}$ | 97.5 |
| Lincoln SUVs | $\underline{4,419}$ | 5,508 | -19.8 | 4,419 | 5,508 | -19.8 |
| Lincoln Brand | 6,410 | 8,785 | -27.0 | 6,410 | 8,785 | -27.0 |


[^0]:    Sales of our all-new Lincoln Navigator are up triple digits in every region of the country, with the Western region up 135 percent. At retail, 84 percent of Navigators sold are Reserve and Black Label SUVs - our two highest trim levels. Navigator is turning on dealer lots in just 7 days.

