

Ford F-Series Posts Best January Sales Results Since 2004; New Lincoln Navigator Has Strongest Sales in a Decade; New Ford Expedition Sales Up in All Regions





JANUARY 2018 SALES

	Total Vehicle	Retail	Fleet	Truck	SUV	Car
U.S. Sales	161,143	115,187	45,956	74,200	55,282	31,661
Versus January 2017	-6.6%	-4.3%	-12.0%	2.2%	-5.9%	-23.3%

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 \$37,000 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 10.7 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. sales volume reflects transactions with (i) retail and fleet customers (as reported by dealers), (ii) government and (iii) Ford management. Average transaction pricing based on J.D. Power and Associates PIN data.



"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.

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.

FORD MOTOR COMPANY

JANUARY 2018

	Janua	ry 2018	January CYTD		
Fleet Segment	Percent of Total Sales YOY Change		Percent of 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	

	Janua	ry 2018	Decemb	per 2017	January 2017		
Gross Stock (incl. in-transit)	Units at Month-End	Days' Supply	Units at Month-End	Days' Supply	Units at 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	<u>309,350</u>	104	<u>295,771</u>	69	<u>316,353</u>	105	
Total	695,082	108	630,435	68	684,906	95	

	Janua	January 2018 December 2017			January 2017		
Dealer Stock (on ground)	Units at Month-End	Days' Supply	Units at Month-End	Days' Supply	Units at 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	<u>267,002</u>	90	<u>253,500</u>	59	<u>264,105</u>	87	
Total	556,445	86	519,029	56	563,144	78	

FORD MOTOR COMPANY JANUARY 2018 U.S. SALES

	January		%	6 <u>Year-to-Date</u>		%
	2018	<u>2017</u>	Change	2018	<u>2017</u>	Change
SALES BY BRAND						
Ford	154,733	163,827	-5.6	154,733	163,827	-5.6
Lincoln	<u>6,410</u>	8,785	-27.0	<u>6,410</u>	<u>8,785</u>	-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 BRAND						
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	<u>4,732</u>	<u>5,046</u>	-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	<u>3,439</u>	<u>4,064</u>		<u>3,439</u>	<u>4,064</u>	-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	<u>732</u>	<u>1,426</u>		<u>732</u>	<u>1,426</u>	-48.7
Ford Trucks	<u>74,200</u>	<u>72,579</u>	2.2	<u>74,200</u>	<u>72,579</u>	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	<u>815</u>	<u>1,167</u>	-30.2	<u>815</u>	<u>1,167</u>	-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	<u>1,288</u>	<u>652</u>	97.5	<u>1,288</u>	<u>652</u>	97.5
Lincoln SUVs	<u>4,419</u>	<u>5,508</u>	-19.8	<u>4,419</u>	<u>5,508</u>	-19.8
Lincoln Brand	6,410	8,785	-27.0	6,410	8,785	-27.0