



Ford China First-Half Sales Grow 24%, Driven by Doubling of Lincoln Sales and Double-Digit Growth in SUV and Commercial Vehicle Sales

- Ford China first-half sales exceeded 306,700 vehicles, representing 24% growth year-over-year
- Lincoln achieved best-ever first-half results, with sales up 111.4% on strong demand for luxury vehicles
- Key Ford+ growth segments including SUV and commercial vehicles saw robust performance, with first-half sales up 35.7% and 22.5%, respectively
- Groundwork being laid for growth in electrification as 10 direct-to-customer electric vehicle storefronts were inaugurated in the second quarter to facilitate Ford Mustang Mach-E sales

SHANGHAI, July 9, 2021 – Ford Motor Company continued to deliver growth in segments critical to its Ford+ plan in the first half of 2021. The automaker sold more than 306,700 vehicles in Greater China, up 24% year-over-year. Sales of Lincoln luxury vehicles surpassed 42,200 units, up 111.4%, while Ford brand SUV and Transit commercial vehicle sales exceeded 57,900 units and 26,800 units, respectively, up 35.7% and 22.5% year-over-year.

This growth came despite the challenge of the global semiconductor shortage, which impacted Ford sales in Greater China in the second quarter, with sales of approximately 152,900 units representing a decline of 3.6% year-over-year.

“Ford is focused on offering the right mix of world-class vehicles and services to our customers in China and on continuing the momentum and growth of our business,” said Anning Chen, president and CEO, Ford China. “In the second quarter, we revealed six new vehicles and outlined a strong and innovative electrification strategy. These actions – combined with our commitment to deliver always-on customer experiences – position us for success in the competitive Chinese auto market.”

The six newly revealed vehicles include the all-new Ford EVOS, Escape PHEV, Escort, 2021 Mustang, Lincoln Zephyr Reflection preview car and Lincoln Corsair PHEV. Ford’s electrification push in China continues with the reveal of locally built Mustang Mach-E and the inauguration of the company’s first 10 direct-to-customer electric vehicle storefronts in the second quarter. Additional storefronts are planned to offer Ford electric vehicles – starting with Mustang Mach-E – to customers in top metropolitan areas across the country.

First-half year-over-year highlights

- Lincoln brand luxury vehicles posted their best-ever first-half sales results in China with more than 42,200 units sold, up 111.4% for a new record:
 - Locally built SUVs, including Lincoln Corsair, Nautilus and Aviator, accounted for 86% of sales, with more than 36,300 units sold
 - Lincoln Corsair sold approximately 23,700 units, up 200.3%, and is the best-selling Lincoln model for 15 consecutive months, with cumulative sales exceeding 55,000 units
 - Lincoln Aviator sold more than 6,500 units, up 281.7%
- Ford brand passenger vehicle sales surpassed 116,000 units, up 6.0%:
 - Locally built Ford Explorer, launched in June 2020, sold more than 32,500 units in its first year and won a dominant position in the mid-upper-size SUV segment
 - Ford Escape and Edge sales surpassed 15,300 units and 13,700 units, respectively, growing 10% and 27.3%
 - Ford Mondeo and Taurus premium sedans sold more than 13,000 units and 3,800 units, respectively, up 14.1% and 41.2%
 - In the Taiwan market, Ford Lio-Ho sold 13,800 units, up 36.4%, driven by robust sales of the new Ford Kuga and Focus, which posted respective sales of approximately 6,100 units and 6,500 units
- Ford and JMC indigenous brand commercial vehicles sold approximately 148,000 units, up 26.3%:
 - Ford Transit commercial vehicles sold approximately 27,400 units, up 27.3%
 - JMC brand commercial vehicles sold approximately 120,000 units, up 27.5%. This includes light truck sales of more than 62,800 units, up 21.7%, pickup sales of approximately 33,300 units, up 28.8%, and commercial van sales of approximately 23,200 units, up 47.1%

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About Ford Motor Company

Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan, that is committed to helping build a better world, where every person is free to move and pursue their dreams. The company's Ford+ plan for growth and value creation combines existing strengths, new capabilities and always-on relationships with customers to enrich experiences for and deepen the loyalty of those customers. Ford designs, manufactures, markets and services a full line of connected, increasingly electrified passenger and commercial vehicles: Ford trucks, utility vehicles, vans and cars, and Lincoln luxury vehicles. The company is pursuing leadership positions in electrification, connected vehicle services and mobility solutions, including self-driving technology, and provides financial services through Ford Motor Credit Company. Ford employs about 186,000 people worldwide. More information about the company, its products and Ford Motor Credit Company is available at corporate.ford.com.

Contacts:	<u>Equity Investment Community:</u>	<u>Fixed Income Investment Community:</u>	<u>Shareholder Inquiries:</u>	<u>Media</u>
	Lynn Antipas Tyson 914-485-1150 ltyson4@ford.com	Karen Rocoff 313.621.0965 krocoff@ford.com	1.800.555.5259 or 313.845.8540 stockinf@ford.com	Anderson Chan 313.920.7682 achan24@ford.com Jonathan Mao 86.137.0199.8266 ymao5@ford.com