



Amid Coronavirus, Ford Overall U.S. Sales Decline 12.5 Percent – Van and Explorer Sales Buck the Trend Posting Gains; Lincoln Retail Sales Up 7 Percent

Q1 2020 SALES

	Total Vehicle	Truck	SUV	Car
U.S. Sales	516,330	263,757	189,720	62,853
Versus Q1 2019	-12.5%	-5.4%	-11.0%	-36.0%

HIGHLIGHTS

- **Amid the nation's outbreak of coronavirus and multiple state stay-at-home orders**, Ford's overall Q1 sales declined 12.5 percent.
- **Ford's overall inventory levels remain in good shape** during a period of production downtime and lower industry sales; overall days' supply at Ford stands at 100 days at the end of March.
- **With sales of 186,562 pickups, F-Series begins the year as America's best-selling vehicle**; while sales are down 13.1 percent, the decline is explained by the timing of our fleet sales and weaker retail sales in March due to coronavirus.
- **Ford overall van sales total 54,499 vans – up 5.7 percent.** As America's best-selling van, Transit sales increase 15.7 percent on sales of 36,836 vans for the quarter – the best sales start since its launch in 2014.
- **Explorer begins the year as America's best-selling mid-size SUV on sales of 56,310 vehicles.** Q1 retail sales of the all-new Ford Explorer increase 10.5 percent, while ST Explorer retail sales gain 32 percent over year ago. Overall Ford brand SUV sales are down 12.7 percent in Q1.
- **Ford's performance lineup of vehicles saw strong gains.** Mustang begins the year with sales of 18,069 vehicles, representing a 6.8 percent gain, while GT350/Shelby GT500 sales doubled.
- **Lincoln Q1 retail sales increase 6.9 percent**, while Lincoln total sales expand 2.3 percent
- **Led by Aviator, Lincoln SUVs expand 12.2 percent at retail on new product introductions.** Overall Lincoln SUV sales totaled 20,516 vehicles, representing an increase of 6.1 percent.
- **Lincoln Corsair sales expand as inventory transitions from MKC.** Corsair completed its transition from MKC at the end of Q1. Combined Corsair and MKC retail sales are up 3.8 percent, compared to MKC volumes 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; mobility solutions, including self-driving services; and connected services. Ford employs approximately 190,000 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.

"At Ford we feel a deep obligation to step up and contribute in these unprecedented times. Our dealers and employees have jumped into action to support healthcare workers, their communities and millions of our customers. Our Ford team is working around the clock on everything from building healthcare equipment, assisting our dealership network and providing our customers peace of mind through deferred vehicle payments. I have never been more proud of our team."

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

WINNING PORTFOLIO



Ford Commercial

As America's best-selling van, Transit is a staple with Commercial and first responders. Transit begins the year posting record Q1 sales on volumes of 36,836 vans. Combined, Ford van sales totaled 54,499 vans, posting an increase of 5.7 percent in Q1.



Ford Trucks

As America's truck leader, Ford total pickup sales are down 7.4 percent for the quarter. Stock levels are well positioned at the end of Q1 despite plant closures due to the coronavirus outbreak.



Ford SUVs

Amid the coronavirus shutdown, Ford brand SUV retail sales are off 12.7 percent. Sales of the all-new 2020 Ford Explorer SUV bucked this trend in Q1 posting a retail sales gain of 10.5 percent. In Q1, Explorer had double-digit retail sales growth in many parts of the country including the Great Lakes, central and coastal regions.



Lincoln SUVs

Lincoln's newest SUVs – the all-new Aviator and Corsair – lift Lincoln retail sales 6.9 percent in Q1. Aviator continues to deliver strong incremental sales to overall Lincoln volumes, adding 5,666 vehicles to the Lincoln portfolio, while attracting younger buyers to Lincoln showrooms. The fastest rate of growth is coming from buyers 35 to 44 years old.



Ford, Lincoln Dealers

Ford and Lincoln dealers are also responding to the crisis with countless acts of community support, hygienic cleaning processes and innovative sales and service processes to safeguard employees and customers, including remote sales and pick-up and delivery services.

FORD MOTOR COMPANY FIRST QUARTER 2020 U.S. SALES

	Q1		%	Year-to-Date		%
	2020	2019	Change	2020	2019	Change
SALES BY BRAND						
Ford	490,769	565,274	-13.2	490,769	565,274	-13.2
Lincoln	<u>25,561</u>	<u>24,975</u>	2.3	<u>25,561</u>	<u>24,975</u>	2.3
Total vehicles	516,330	590,249	-12.5	516,330	590,249	-12.5
SALES BY TYPE						
Cars	62,853	98,265	-36.0	62,853	98,265	-36.0
SUVs	189,720	213,086	-11.0	189,720	213,086	-11.0
Trucks	<u>263,757</u>	<u>278,898</u>	-5.4	<u>263,757</u>	<u>278,898</u>	-5.4
Total vehicles	516,330	590,249	-12.5	516,330	590,249	-12.5
FORD BRAND						
Fiesta	2,723	15,943	-82.9	2,723	15,943	-82.9
Focus	0	10,349	N/A	0	10,349	N/A
C-MAX	0	17	N/A	0	17	N/A
Fusion	36,937	41,683	-11.4	36,937	41,683	-11.4
Taurus	0	7,630	N/A	0	7,630	N/A
GT	79	84	-6.0	79	84	-6.0
Mustang	<u>18,069</u>	<u>16,917</u>	6.8	<u>18,069</u>	<u>16,917</u>	6.8
Ford Cars	57,808	92,623	-37.6	57,808	92,623	-37.6
EcoSport	12,923	12,879	0.3	12,923	12,879	0.3
Escape	48,117	60,702	-20.7	48,117	60,702	-20.7
Edge	29,599	30,920	-4.3	29,599	30,920	-4.3
Flex	2,465	5,557	-55.6	2,465	5,557	-55.6
Explorer	56,310	61,922	-9.1	56,310	61,922	-9.1
Expedition	<u>19,790</u>	<u>21,773</u>	-9.1	<u>19,790</u>	<u>21,773</u>	-9.1
Ford SUVs	169,204	193,753	-12.7	169,204	193,753	-12.7
F-Series	186,562	214,611	-13.1	186,562	214,611	-13.1
Ranger	20,980	9,421	122.7	20,980	9,421	122.7
E-Series	10,098	10,791	-6.4	10,098	10,791	-6.4
Transit	36,836	31,842	15.7	36,836	31,842	15.7
Transit Connect	7,565	8,940	-15.4	7,565	8,940	-15.4
Heavy trucks	<u>1,716</u>	<u>3,293</u>	-47.9	<u>1,716</u>	<u>3,293</u>	-47.9
Ford Trucks	<u>263,757</u>	<u>278,898</u>	-5.4	<u>263,757</u>	<u>278,898</u>	-5.4
Ford Brand	490,769	565,274	-13.2	490,769	565,274	-13.2
LINCOLN BRAND						
MKZ	3,482	4,287	-18.8	3,482	4,287	-18.8
Continental	<u>1,563</u>	<u>1,355</u>	15.4	<u>1,563</u>	<u>1,355</u>	15.4
Lincoln Cars	5,045	5,642	-10.6	5,045	5,642	-10.6
Corsair/MKC	5,670	5,787	-2.0	5,670	5,787	-2.0
Nautilus/MKX	5,245	7,835	-33.1	5,245	7,835	-33.1
MKT	109	1,242	-91.2	109	1,242	-91.2
Aviator	5,666	0	N/A	5,666	0	N/A
Navigator	<u>3,826</u>	<u>4,469</u>	-14.4	<u>3,826</u>	<u>4,469</u>	-14.4
Lincoln SUVs	<u>20,516</u>	<u>19,333</u>	6.1	<u>20,516</u>	<u>19,333</u>	6.1
Lincoln Brand	25,561	24,975	2.3	25,561	24,975	2.3

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