



## Ford China First-Quarter Sales Grow 73.3 Percent, Marking Fourth Consecutive Quarter of Year-Over-Year Growth

- Ford China first-quarter sales reached 153,822 vehicles, representing 73.3 percent growth year-over-year
- Strong product mix and rising demand sustained growth trajectory, with each of Ford's business divisions delivering solid year-over-year sales increases
- Momentum fueled by more than doubling of Ford brand SUV sales, plus strong sales of locally produced Lincoln Corsair luxury crossover SUV, which grew more than elevenfold

**SHANGHAI, April 8, 2021** – Ford Motor Company sold 153,822 vehicles in Greater China in the first quarter. The first quarter's 73.3 percent year-over-year increase represents Ford's fourth consecutive quarter of growth in China and builds on last year's momentum of 3.0 percent, 25.4 percent and 30.3 percent growth in the second, third and fourth quarters, respectively.

Sales of Ford and Lincoln brand vehicles outpaced the industry in the first quarter. Each of Ford's business divisions in China delivered year-over-year growth, including 46.3 percent for passenger vehicles sold by NDS (National Distribution Services Division), 217.0 percent for Lincoln and 77.1 percent for JMC. The strong performance was driven by sales of Ford brand SUVs, up 103.4 percent on more than 34,000 units, locally produced Lincoln Corsair, up more than elevenfold on sales exceeding 11,500 units, and Ford Transit commercial vehicles, up 73.8 percent on approximately 12,000 units.

"Ford continues to deliver on its commitment to offer consumers in China the right mix of locally produced, world-class Ford and Lincoln vehicles," said Anning Chen, president and CEO, Ford China. "We intend to fully build on these four consecutive quarters of sales growth to meet rising Chinese consumer demand with our Best of Ford, Best of China strategy."

### Year-over-year highlights

- Lincoln brand luxury vehicle sales in the first quarter exceeded 19,300 units, up 217.0 percent:
  - Sales of Lincoln brand SUVs surpassed 17,300 units, up 323.5 percent
  - Locally built Lincoln Corsair and Aviator accounted for three-quarters of overall Lincoln sales in the first quarter, with around 11,500 and 3,300 units sold, respectively
  - Locally built Lincoln Nautilus, launched in China in the first quarter, sold approximately 1,700 units and received orders for more than 4,000 units
- Ford brand vehicle sales in the first quarter surpassed 76,600 units, up 44.7 percent:
  - Ford brand SUVs sold more than 34,000 units, up 103.4 percent. SUV sales were led by the new Ford Explorer, Escape and Edge, which sold more than 7,000 units, nearly 8,400 units and more than 6,500 units, respectively

- NDSO sold more than 49,300 units in the first quarter, up 46.3 percent, delivering its third consecutive quarter of year-over-year growth
- Ford Lio-Ho sold almost 7,800 units in the first quarter, up 59.5 percent, driven by robust sales of the new Ford Kuga and Focus, which posted sales of more than 3,600 units and more than 3,400 units, respectively
- Ford and indigenous brand vehicles sold by JMC approached 76,500 units in the first quarter, up 77.1 percent:
  - Ford Transit commercial vehicles sold nearly 12,000 units, up 73.8 percent
  - JMC brand commercial vehicles sold almost 57,900 units, up 94.7 percent. This includes light truck sales of more than 29,100 units, up 92.8 percent, and pickup sales that exceeded 17,400 units, up 92.3 percent

Ford's refreshed portfolio – which includes the new Ford Explorer, Edge and Escape as well as locally produced Lincoln Corsair and Aviator – is helping the company deliver its China 2.0 business transformation plan through the right mix of products that more strongly aligns with Chinese consumers' preferences for SUVs and luxury vehicles. Other new products strengthening Ford's offerings in China include the newly launched Ford Equator SUV sold through the JMC dealership network, as well as the locally produced Mustang Mach-E electric SUV that will be available to customers in China later this year.

###

**About Ford Motor Company**

*Ford Motor Company (NYSE: F) is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford trucks, utility vehicles, and cars – increasingly including electrified versions – 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 vehicle services. Ford employs approximately 186,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, please visit [corporate.ford.com](http://corporate.ford.com).*

<b>Contacts:</b>	Anderson Chan 313.920.7682 <a href="mailto:achan24@ford.com">achan24@ford.com</a>	Jonathan Mao 86.137.0199.8266 <a href="mailto:ymao5@ford.com">ymao5@ford.com</a>
------------------	---	--