



F-Series Up 11 Percent for Best May Results Since 2000; New Expedition Retail Sales Jump 42 Percent, While Mustang Gains 11 Percent; New Navigator Sales Post Triple-Digit Gain



MAY 2018 SALES

	Total Vehicle	Retail	Fleet	Truck	SUV	Car
U.S. Sales	242,824	163,796	79,028	108,605	81,701	52,518
Versus May 2017	0.7%	3.5%	-4.6%	9.4%	0.5%	-13.3%

HIGHLIGHTS

- **Ford Motor Company's U.S. sales for May** totaled 242,824 vehicles – a 0.7 percent increase
- **Fleet sales are down 4.6 percent** based on order timing; sales totaled 79,028 vehicles in May
- **Our retail results are up 3.5 percent** on sales of 163,796 vehicles; our average transaction prices are \$3,400 higher than industry – at \$35,800 per vehicle
- **The generational shift from passenger cars to SUVs continues** with industry retail passenger cars sales estimated to be down 10 percent, while SUV sales are up 13 percent – playing into Ford brand's leadership position in combined Trucks and SUVs, matching consumer preferences for these vehicles
- **Ford F-Series increased 11.3 percent**, marking 13 consecutive months of year-over-year gains; sales of 84,639 pickups makes for the best May performance for F-Series since 2000
- **Retail sales of all-new Ford Expedition are up 41.8 percent**, as inventories continue to improve. Expedition is averaging just 19 days on dealer lots
- **Ford Mustang sales are up 10.7 percent as the spring selling season heated up**; sales totaled 8,739 cars last month
- **New Lincoln Navigator flew off dealer lots in May, with retail sales up triple digits**; overall average transaction prices are exceeding \$80,000, representing a \$25,700 gain over year-ago levels

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About Ford Motor Company

[Ford Motor Company](http://www.corporate.ford.com) 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.

"F-Series didn't miss a beat last month. With sales up 11 percent in May and 6 percent year-to-date, F-Series is off to its best start since 2000 and is on track to deliver its ninth consecutive year gain. Navigator continues to fly off dealer lots, with an increasing number of customers coming from Mercedes and Land Rover."

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

WINNING PORTFOLIO



2018 Ford F-Series Super Duty

As a clear leader in the segment, Ford F-Series has broken through the 80,000 mark four times over the last 9 months, a claim no other full-size truck maker can make. This comes with a \$1,400 gain in average transaction pricing for the month.



2018 Ford Expedition

High margin SUVs, such as the new Ford Expedition again posted strong retail gains in every region. Expedition average transaction prices grew \$12,300 over last year – to \$61,400 per SUV. EcoSport retail sales continued to expand in May, with retail sales up 65 percent over April.



2018 Ford Mustang

Ford Mustang sales were up 10.7 percent last month, a strong start to the sports car-selling season. Mustang remains the best-selling sports car both in the U.S. and globally – a lead it has held since first going global three years ago.



2018 Ford Transit

Ford has been America's van leader for 39 years straight. Last month Transit sales totaled 15,513, representing a 12.4 percent gain over year-ago. May represented Transit's best monthly sales performance since launching in 2014.



2018 Lincoln Navigator

Sales of the new Lincoln Navigator increased 139.8 percent at retail and 122.4 percent overall in May. And customers are trending much younger – with approximately 50 percent of buyers between the ages of 35 and 54. More than half of all Navigator buyers are competitive conquests, coming from other brands.

FORD MOTOR COMPANY

MAY 2018

Fleet Segment	May 2018		May CYTD	
	Percent of Total Sales	YOY Change	Percent of Total Sales	YOY Change
Rental	14.8%	(0.9) points	14.9%	(0.6) points
Commercial	11.5%	(0.9) points	12.6%	0.5 points
Government	6.2%	(0.0) points	5.8%	(0.3) points
Total Fleet	32.5%	(1.8) points	33.3%	(0.3) points

Gross Stock (incl. in-transit)	May 2018		April 2018		May 2017	
	Units at Month-End	Days' Supply	Units at Month-End	Days' Supply	Units at Month-End	Days' Supply
Cars	161,264	80	175,294	99	165,543	68
SUVs	241,471	77	247,517	85	196,011	60
Trucks	<u>275,661</u>	66	<u>313,600</u>	82	<u>329,711</u>	83
Total	678,396	73	736,411	86	691,265	72

Dealer Stock (on ground)	May 2018		April 2018		May 2017	
	Units at Month-End	Days' Supply	Units at Month-End	Days' Supply	Units at Month-End	Days' Supply
Cars	137,604	84	136,201	77	133,273	55
SUVs	199,526	74	195,019	67	161,170	50
Trucks	<u>231,286</u>	65	<u>248,479</u>	65	<u>279,106</u>	70
Total	568,416	72	579,699	68	573,549	59

CONTACT

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FORD MOTOR COMPANY MAY 2018 U.S. SALES

	<u>May</u>		<u>%</u>	<u>Year-to-Date</u>		<u>%</u>
	<u>2018</u>	<u>2017</u>	<u>Change</u>	<u>2018</u>	<u>2017</u>	<u>Change</u>
SALES BY BRAND						
Ford	233,069	230,838	1.0	1,006,321	1,026,061	-1.9
Lincoln	<u>9,755</u>	<u>10,288</u>	-5.2	<u>40,735</u>	<u>47,062</u>	-13.4
Total vehicles	242,824	241,126	0.7	1,047,056	1,073,123	-2.4
SALES BY TYPE						
Cars	52,518	60,565	-13.3	223,685	259,617	-13.8
SUVs	81,701	81,324	0.5	354,568	364,393	-2.7
Trucks	<u>108,605</u>	<u>99,237</u>	9.4	<u>468,803</u>	<u>449,113</u>	4.4
Total vehicles	242,824	241,126	0.7	1,047,056	1,073,123	-2.4
FORD BRAND						
Fiesta	5,110	4,181	22.2	20,559	20,554	0.0
Focus	16,144	17,244	-6.4	64,191	67,146	-4.4
C-MAX	991	1,830	-45.8	4,564	6,893	-33.8
Fusion	15,253	21,603	-29.4	71,300	89,086	-20.0
Taurus	2,987	3,027	-1.3	12,848	16,589	-22.6
Police Interceptor Sedan	828	906	-8.6	3,356	3,448	-2.7
GT	6	5	20.0	56	12	366.7
Mustang	<u>8,739</u>	<u>7,895</u>	10.7	<u>35,028</u>	<u>38,422</u>	-8.8
Ford Cars	50,058	56,691	-11.7	211,902	242,150	-12.5
EcoSport	5,481	0	N/A	16,854	0	N/A
Escape	26,993	27,830	-3.0	115,726	129,805	-10.8
Edge	12,332	13,752	-10.3	56,226	57,846	-2.8
Flex	1,701	1,938	-12.2	7,816	9,565	-18.3
Explorer	19,470	22,715	-14.3	91,495	97,157	-5.8
Police Interceptor Utility	3,206	2,917	9.9	14,850	14,109	5.3
Expedition	<u>5,223</u>	<u>5,758</u>	-9.3	<u>22,649</u>	<u>26,316</u>	-13.9
Ford SUVs	74,406	74,910	-0.7	325,616	334,798	-2.7
F-Series	84,639	76,027	11.3	371,934	351,965	5.7
E-Series	3,907	5,389	-27.5	21,781	22,663	-3.9
Transit	15,513	13,801	12.4	57,879	55,584	4.1
Transit Connect	3,249	3,144	3.3	12,330	13,009	-5.2
Heavy trucks	<u>1,297</u>	<u>876</u>	48.1	<u>4,879</u>	<u>5,892</u>	-17.2
Ford Trucks	<u>108,605</u>	<u>99,237</u>	9.4	<u>468,803</u>	<u>449,113</u>	4.4
Ford Brand	233,069	230,838	1.0	1,006,321	1,026,061	-1.9
LINCOLN BRAND						
MKZ	1,800	2,801	-35.7	7,851	12,102	-35.1
MKS	0	12	-100.0	0	92	-100.0
Continental	<u>660</u>	<u>1,061</u>	-37.8	<u>3,932</u>	<u>5,273</u>	-25.4
Lincoln Cars	2,460	3,874	-36.5	11,783	17,467	-32.5
MKC	2,677	2,524	6.1	9,432	11,161	-15.5
MKX	2,535	2,682	-5.5	11,026	13,027	-15.4
MKT	246	382	-35.6	1,029	1,390	-26.0
Navigator	<u>1,837</u>	<u>826</u>	122.4	<u>7,465</u>	<u>4,017</u>	85.8
Lincoln SUVs	<u>7,295</u>	<u>6,414</u>	13.7	<u>28,952</u>	<u>29,595</u>	-2.2
Lincoln Brand	9,755	10,288	-5.2	40,735	47,062	-13.4