



Ford F-Series, SUVs and Lincoln Drive January Retail Sales Gains; Overall U.S. Sales Down 1 Percent

- Ford Motor Company U.S. retail sales of 120,400 vehicles for January represent a 6 percent increase; fleet sales down 13 percent; total sales down 1 percent
- Ford F-Series sales increase 13 percent, with sales of 57,995 trucks; best sales start for F-Series since 2004
- Overall Ford brand SUV sales up 6 percent in January, with retail sales up 11 percent – a record start overall for Ford SUVs
- Lincoln up 22 percent last month on total sales of 8,785 vehicles, with gains coming from MKC, MKX, MKZ and all-new Continental

DEARBORN, Mich., Feb. 1, 2017 – Ford Motor Company's U.S. retail sales of 120,400 vehicles are up 6 percent in January, while total sales declined 1 percent.

Fleet sales of 52,212 vehicles, including daily rental, commercial and government segments, declined 13 percent. The fleet decline reflects a strong year-ago comparison, with fleet customer orders front-loaded at the beginning of 2016.

Ford F-Series sales totaled 57,995 trucks last month, a 13 percent increase, supported by strong retail gains from both F-150 and Super Duty. F-Series was up 19 percent at retail, with gains in every region. January represents the best sales start for F-Series since 2004.

"The new year brought strong consumer demand for F-Series, Lincoln and record SUV sales, especially high-end models," said Mark LaNeve, Ford vice president, U.S. Marketing, Sales and Service. "This drove near-record company average transaction prices for Ford, up \$2,500 versus a year ago and far outpacing the overall January industry increase of \$550."

Retail sales of Ford brand SUVs were up 11 percent last month, driving overall SUV sales up 6 percent, with 53,224 vehicles sold. January marks the best-ever overall start for Ford SUVs.

Lincoln sales totaled 8,785 vehicles in January, the brand's best start in a decade.

Strong performance from the all-new Lincoln Continental, with 1,167 cars sold, contributed to the brand's overall 22 percent increase. Additional contributors included Lincoln MKZ with sales of 2,090 sales – up 7 percent – Lincoln MKC with 1,668 sales – a 16 percent gain – and MKX with 2,928 sales – a 43 percent gain.

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FORD MOTOR COMPANY

JANUARY 2017

	January 2017		January CYTD	
Fleet Segment	Percent of Total Sales	YOY Change	Percent of Total Sales	CYTD Change
Rental	12.2%	(2.9) points	12.2%	(2.9) points
Commercial	11.5%	(1.3) points	11.5%	(1.3) points
Government	6.5%	(0.0) points	6.5%	(0.0) points
Total Fleet	30.2%	(4.2) points	30.2%	(4.2) points

	January 2017		December 2016		January 2016	
Gross Stock (incl. in-transit)	Units at Month End	Days Supply (26 selling days)	Units at Month End	Days Supply (27 selling days)	Units at Month End	Days Supply (25 selling days)
Cars	167,074	105	155,798	82	212,751	106
SUVs	201,479	89	186,606	66	188,477	86
Trucks	<u>316,353</u>	113	<u>304,425</u>	73	<u>318,968</u>	116
Total	684,906	103	646,829	73	720,196	104

	January 2017		December 2016		January 2016	
Dealer Stock (on ground)	Units at Month End	Days Supply (26 selling days)	Units at Month End	Days Supply (27 selling days)	Units at Month End	Days Supply (25 selling days)
Cars	131,194	83	127,224	67	175,668	88
SUVs	167,845	74	160,468	56	157,914	72
Trucks	<u>264,105</u>	95	<u>251,657</u>	61	<u>278,558</u>	101
Total	563,144	85	539,349	61	612,140	88

Note: Ford is adding additional data to our news release, including stock and fleet percentages. In addition, Ford is reporting both dealer stock and gross stock levels, as some automakers report dealer stock only and do not include inventory in transit to dealers.

About Ford Motor Company

[Ford Motor Company](http://www.corporate.ford.com) is a global automotive and mobility company based in Dearborn, Michigan. With about 201,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please visit www.corporate.ford.com.

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FORD MOTOR COMPANY JANUARY 2017 U.S. SALES

	<u>January</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2017</u>	<u>2016</u>	<u>Change</u>	<u>2017</u>	<u>2016</u>	<u>Change</u>
SALES BY BRAND						
Ford	163,827	166,546	-1.6	163,827	166,546	-1.6
Lincoln	<u>8,785</u>	<u>7,177</u>	22.4	<u>8,785</u>	<u>7,177</u>	22.4
Total Vehicles	172,612	173,723	-0.6	172,612	173,723	-0.6
SALES BY TYPE						
Cars	41,301	50,032	-17.5	41,301	50,032	-17.5
SUVs	58,732	54,905	7.0	58,732	54,905	7.0
Trucks	<u>72,579</u>	<u>68,786</u>	5.5	<u>72,579</u>	<u>68,786</u>	5.5
Total Vehicles	172,612	173,723	-0.6	172,612	173,723	-0.6
FORD BRAND						
Fiesta	3,575	2,560	39.6	3,575	2,560	39.6
Focus	9,577	12,977	-26.2	9,577	12,977	-26.2
C-MAX	946	987	-4.2	946	987	-4.2
Fusion	15,515	19,877	-21.9	15,515	19,877	-21.9
Taurus	2,814	3,112	-9.6	2,814	3,112	-9.6
Police Interceptor Sedan	551	455	21.1	551	455	21.1
Mustang	<u>5,046</u>	<u>7,580</u>	-33.4	<u>5,046</u>	<u>7,580</u>	-33.4
Ford Cars	38,024	47,548	-20.0	38,024	47,548	-20.0
Escape	20,588	19,219	7.1	20,588	19,219	7.1
Edge	9,091	9,533	-4.6	9,091	9,533	-4.6
Flex	1,831	1,991	-8.0	1,831	1,991	-8.0
Explorer	15,294	14,266	7.2	15,294	14,266	7.2
Police Interceptor Utility	2,356	2,348	0.3	2,356	2,348	0.3
Expedition	<u>4,064</u>	<u>2,855</u>	42.3	<u>4,064</u>	<u>2,855</u>	42.3
Ford SUVs	53,224	50,212	6.0	53,224	50,212	6.0
F-Series	57,995	51,540	12.5	57,995	51,540	12.5
E-Series	3,290	2,959	11.2	3,290	2,959	11.2
Transit	7,770	9,631	-19.3	7,770	9,631	-19.3
Transit Connect	2,098	3,411	-38.5	2,098	3,411	-38.5
Heavy Trucks	<u>1,426</u>	<u>1,245</u>	14.5	<u>1,426</u>	<u>1,245</u>	14.5
Ford Trucks	<u>72,579</u>	<u>68,786</u>	5.5	<u>72,579</u>	<u>68,786</u>	5.5
Ford Brand	163,827	166,546	-1.6	163,827	166,546	-1.6
LINCOLN BRAND						
MKZ	2,090	1,946	7.4	2,090	1,946	7.4
MKS	20	538	-96.3	20	538	-96.3
Continental	<u>1,167</u>	<u>0</u>	N/A	<u>1,167</u>	<u>0</u>	N/A
Lincoln Cars	3,277	2,484	31.9	3,277	2,484	31.9
MKC	1,668	1,436	16.2	1,668	1,436	16.2
MKX	2,928	2,052	42.7	2,928	2,052	42.7
MKT	260	505	-48.5	260	505	-48.5
Navigator	<u>652</u>	<u>700</u>	-6.9	<u>652</u>	<u>700</u>	-6.9
Lincoln SUVs	<u>5,508</u>	<u>4,693</u>	17.4	<u>5,508</u>	<u>4,693</u>	17.4
Lincoln Brand	8,785	7,177	22.4	8,785	7,177	22.4