Ford January Retail Sales Outpaced Overall Industry Retail by Four Percentage Points on Strong Truck and SUV Sales; F-Series Starts The Year As America's Best-Selling Truck; Ford Brand SUVs Post Record January Start; Lincoln SUVs Post Best Retail Sales In 20 Years

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JANUARY 2021 SALES

	Total Vehicle	Truck	SUV	Car
Total U.S. Sales	**143,578**	**74,928**	**60,954**	**7,696**
Total Sales vs. Jan 2020	-8.3%	-8.6%	7.6%	-57.0%
Retail Sales vs. Jan 2020	5.5%	9.9%	13.4%	-43.8%

HIGHLIGHTS

- **Ford started the year strong with January retail sales outpacing the estimated overall retail industry by four percentage points on strong truck and SUV Sales.** F-Series begins the year as America's best-selling truck outselling all competitors again in January. Ford brand SUVs posted best-ever January start and Lincoln SUVs had their best start in 20 years.
- **Ford January sales represented a very healthy mix with a strong focus on retail results,** with gains in trucks and SUVs more than offsetting our year-over-year car losses.
- **Ford brand SUVs posted a new record retail sales start in January,** due to the launch of the **all-new Bronco Sport** and continued strong performance of America's best-selling mid-size SUV. Bronco Sport sales totaled 8,050 as it continues to ramp up while turning on dealer lots in just 11 days. Explorer posted its best retail sales start in 17 years.
- **Ford January total truck sales including pickups and vans posted their best January retail sales start since 2008.** Based on total sales, **Ford begins the year as America's No. 1 seller of trucks.**
- **Building on 44 straight years of sales leadership – New F-150** – just two months into launch – is turning at a record pace of just 13 days while posting a retail sales increase of 6.4 percent. Super Duty retail sales were up 17 percent for the month.
- **Ranger retail sales increased 4.8 percent in January,** making it Ranger's best retail sales start since 2005.
- **Mustang Mach-E now shipping as inventory continues to arrive on dealer lots.** Days to turn on dealer lots for Mustang Mach-E is very fast at just 4 days. Overall, **Ford electrified vehicle sales jumped 18.5 percent** in January as momentum grows for F-150, Escape, and Explorer hybrids.
- **Lincoln SUVs provided best retail sales start to the year in 20 years.** January Corsair retail sales represent a record start for Lincoln in the small premium SUV segment.

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 187,000 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.

"January embodies the continued momentum we see for 2021, thanks to a new lineup of must-have products, including F-150, Bronco Sport, Mustang Mach-E and later this year – Bronco. We're seeing customers and dealers excited about the new content and features we're offering, and we look forward to delivering for them."

– Andrew Frick, vice president, Ford Sales U.S. and Canada

MUST-HAVE PRODUCTS



Ford Commercial

Ford Transit and Ford commercial vans begin the year strong, with stronger retail sales. Sales of America's best-selling van, the Ford Transit, saw sales to retail customers expand 38.2 percent. At total, Transit van outsold its nearest competitor by 45.6 percent. The all-new electrified Transit vans are expected late this year.



Ford Trucks

As F-150 retail sales track with the rebuilding of Ford's inventory, we continue to see strong days to turn on dealer lots of 13 days, with a rich mix of high trim series models totaling 31 percent. January F-150 retail sales had the biggest impact in America's largest full-size pickup market, Texas, with retail sales of 16.1 percent.



Ford SUVs

Ford Bronco Sport sales continue to climb. Combined with the Bronco, launching later this year, these two SUVs offer strong incremental sales opportunity for Ford. Customers are telling us that they love Bronco Sport's best-in-class cargo room and standard 4X4 with GOAT mode. Some of our largest markets for Bronco Sport are coastal and represent L.A., New York and Florida.



Ford Performance

Mustang retail sales increased 9.7 percent at the start of the year. This helped to expand Mustang's retail share of the sports car segment to over 33 percent. People opting for Mustangs equipped with the Mustang premium package were up 31.3 percent over last year, as we prepare for the introduction of Mach 1 this spring.



Lincoln SUVs

The Northeast helped propel Corsair to its best-ever January start. We are seeing the majority of Corsair sales coming from the Northeast, which has been long dominated by foreign luxury SUV brands. Lincoln Navigator also is off to a strong start with retail sales up 12.1 percent. This comes with a strong concentration of high-end Black Label comprising 19 percent of sales.

FORD MOTOR COMPANY JANUARY 2021 U.S. SALES

	January		%	Year-to-Date		%
	2021	2020	Change	2021	2020	Change
SALES BY BRAND						
Ford	135,837	147,745	-8.1	135,837	147,745	-8.1
Lincoln	7,741	8,815	-12.2	7,741	8,815	-12.2
Total vehicles	143,578	156,560	-8.3	143,578	156,560	-8.3
SALES BY TYPE						
Cars	7,696	17,878	-57.0	7,696	17,878	-57.0
SUVs	60,954	56,660	7.6	60,954	56,660	7.6
Trucks	74,928	82,022	-8.6	74,928	82,022	-8.6
Total vehicles	143,578	156,560	-8.3	143,578	156,560	-8.3
FORD BRAND						
Fiesta	0	1,410	-100.0	0	1,410	-100.0
Fusion	2,677	10,284	-74.0	2,677	10,284	-74.0
GT	7	18	-61.1	7	18	-61.1
Mustang	4,324	4,432	-2.4	4,324	4,432	-2.4
Ford Cars	7,008	16,144	-56.6	7,008	16,144	-56.6
EcoSport	4,382	4,263	2.8	4,382	4,263	2.8
Bronco Sport	8,050	0	N/A	8,050	0	N/A
Escape	11,190	14,134	-20.8	11,190	14,134	-20.8
Mustang Mach E	238	0	N/A	238	0	N/A
Edge	6,837	7,269	-5.9	6,837	7,269	-5.9
Flex	0	1,001	-100.0	0	1,001	-100.0
Explorer	18,095	16,291	11.1	18,095	16,291	11.1
Expedition	5,109	6,621	-22.8	5,109	6,621	-22.8
Ford SUVs	53,901	49,579	8.7	53,901	49,579	8.7
F-Series	55,276	58,510	-5.5	55,276	58,510	-5.5
Ranger	6,102	6,013	1.5	6,102	6,013	1.5
E-Series	3,036	3,038	-0.1	3,036	3,038	-0.1
Transit	7,498	11,114	-32.5	7,498	11,114	-32.5
Transit Connect	2,015	2,828	-28.7	2,015	2,828	-28.7
Heavy trucks	1,001	519	92.9	1,001	519	92.9
Ford Trucks	74,928	82,022	-8.6	74,928	82,022	-8.6
Ford Brand	135,837	147,745	-8.1	135,837	147,745	-8.1
LINCOLN BRAND						
MKZ	425	1,193	-64.4	425	1,193	-64.4
Continental	263	541	-51.4	263	541	-51.4
Lincoln Cars	688	1,734	-60.3	688	1,734	-60.3
Corsair/MKC	2,019	1,882	7.3	2,019	1,882	7.3
Nautilus/MKX	1,740	1,760	-1.1	1,740	1,760	-1.1
MKT	0	52	-100.0	0	52	-100.0
Aviator	1,939	2,140	-9.4	1,939	2,140	-9.4
Navigator	1,355	1,247	8.7	1,355	1,247	8.7
Lincoln SUVs	7,053	7,081	-0.4	7,053	7,081	-0.4
Lincoln Brand	7,741	8,815	-12.2	7,741	8,815	-12.2

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Ford Motor Company

JAN 2021 U.S. GROSS AND DEALER STOCKS

	Gross Stock Units (000)
Fusion	9.1
Mustang	15.0
GT	0.0
Ford Cars	**24.1**
MKZ	1.3
Continental	1.2
Lincoln Cars	**2.5**
Total Cars	**26.5**
Escape	39.2
Bronco Sport	6.1
Mustang Mach-E	5.0
EcoSport	15.3
Edge	20.5
Explorer	53.1
Expedition	17.5
Ford SUVs	**156.7**
Corsair	7.1
Nautilus	5.7
Aviator	4.9
Navigator	3.9
Lincoln SUVs	**21.7**
Total SUVs	**178.4**
Econoline Van	7.7
Transit Connect (Tourneo)	10.4
Transit Van	21.4
Ranger	18.9
F-Series	150.2
Medium/Heavy	4.2
Ford Trucks	**212.9**
Total Car, Utility, Truck	**417.8**

JANUARY 2021 PRODUCTION

2021 Calendar Year Production By Plant													
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Full Year
Flat Rock													
Ford Mustang	6,714												6,714
Chicago Main													
Ford Explorer	21,531												21,531
Lincoln Aviator	1,564												1,564
Chicago SHO													
Ford Explorer	2,396												2,396
Lincoln Aviator	361												361
Cuautitlan													
Mustang Mach-E	4,250												4,250
Dearborn Truck Plant													
Ford F-Series (F-150)	28,309												28,309
Detroit Chassis Plant													
Stripped Chassis	1,112												1,112
Hermosillo													
Bronco Sport	4,046												4,046
Kansas City (SUV)													
Ford Transit	6,840												6,840
Kansas City (Truck)													
Ford F-Series (F-150)	22,107												22,107
Kentucky Truck													
Ford F-Series (Super Duty)	29,075												29,075
Ford Expedition	7,296												7,296
Lincoln Navigator	2,008												2,008
Louisville Assembly													
Ford Escape	7,681												7,681
Lincoln Corsair	1,113												1,113
Michigan Assembly													
Ranger	9,799												9,799
Bronco	99												99
Multimatic													
Ford GT	19												19
Oakville													
Ford Edge	64												64
Lincoln Nautilus	123												123
Ohio Assembly													
Ford Econoline	4,374												4,374
Medium Truck	151												151
Super Duty	376												376
Total Production	161,408	-	-	-	-	-	-	-	-	-	-	-	161,408