



## NEWS

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### **IMMEDIATE RELEASE**

## **F-SERIES TRUCK DRIVES FORD TO MARCH SALES INCREASE**

- F-Series March sales were 80,056 – up 18 percent compared with a year ago.
- Ford's overall March sales were up 3 percent.
- Ford's O'Connor: "March was a solid month and tax refunds should help keep spring sales brisk."

DEARBORN, Mich., April 1 – Ford's F-Series truck drove Ford Motor Company to higher sales in March. America's perennial best-selling vehicle posted March sales of 80,056, up 18 percent compared with a year ago. March was the seventh month in a row F-Series achieved a double-digit sales increase – a streak coinciding with the introduction of the all-new F-150 last September.

Overall, U.S. customers purchased or leased 310,565 cars and trucks from Ford, Mercury, Lincoln, Jaguar, Volvo, and Land Rover dealers in March, up 3 percent compared with a year ago. Sales of trucks (pickups, sport utilities, and vans) were 202,799, up 8 percent. Sales of passenger cars were 107,766, down 7 percent.

"March was a solid month and tax refunds should help keep spring sales brisk," said Jim O'Connor, Ford group vice president, North America Marketing, Sales and Service.

In addition to higher F-Series sales, the company continued to see higher sales for sport utility vehicles (up 5 percent) and its premium brands. Lincoln sales were up 9 percent, Jaguar sales were up 11 percent and Volvo sales were up 6 percent – its 17<sup>th</sup> month in a row of higher sales. Land Rover sales were down slightly from last year's record sales.

Ford, America's best-selling brand of cars and trucks for 17 years in a row, posted sales of 259,791, up 2 percent compared with a year ago, including a sales increase of 16 percent for its legendary pony car, the Ford Mustang. Since its introduction almost 40 years ago (April 17, 1964), over 7.6 million Mustangs have been sold in the U.S.

Mercury sales were up 6 percent in March on higher sales of the Mercury Mountaineer (up 27 percent) and added sales from the Mercury Monterey minivan.

Year-to-date through March, the company's sales were 802,295, down 1 percent compared with the same period a year ago. Sales of trucks were 536,653, up 4 percent, and sales of passenger cars were 265,642, down 11 percent.

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## FORD MOTOR COMPANY MARCH 2004 U.S. SALES

	<u>March Month</u>		<u>%</u>	<u>March CYTD</u>		<u>%</u>
	<u>2004</u>	<u>2003</u>	<u>Change</u>	<u>2004</u>	<u>2003</u>	<u>Change</u>
<b>Sales By Brand</b>						
Ford	259,791	254,765	2.0	667,886	682,317	-2.1
Mercury	16,904	15,992	5.7	47,137	47,746	-1.3
Lincoln	14,184	13,066	8.6	34,521	33,761	2.3
Jaguar	4,005	3,601	11.2	11,240	10,857	3.5
Volvo	12,925	12,225	5.7	33,367	30,168	10.6
Land Rover	<u>2,756</u>	<u>2,814</u>	-2.1	<u>8,144</u>	<u>8,365</u>	-2.6
Total Ford Motor Company	310,565	302,463	2.7	802,295	813,214	-1.3
<b>Memo: Cars and Trucks</b>						
Cars	107,766	115,321	-6.6	265,642	299,028	-11.2
Trucks	<u>202,799</u>	<u>187,142</u>	8.4	<u>536,653</u>	<u>514,186</u>	4.4
Total Ford Motor Company	310,565	302,463	2.7	802,295	813,214	-1.3

Contact: George Pipas, Ford Motor Company, (313) 323-9216

## FORD BRAND MARCH 2004 U.S. SALES

	<u>March Month</u>		<u>%</u>	<u>March CYTD</u>		<u>%</u>
	<u>2004</u>	<u>2003</u>	<u>Change</u>	<u>2004</u>	<u>2003</u>	<u>Change</u>
Crown Victoria	9,835	8,026	22.5	21,772	19,685	10.6
Taurus	27,862	33,156	-16.0	68,679	86,574	-20.7
Focus	19,432	24,522	-20.8	48,161	59,843	-19.5
Thunderbird	1,703	1,731	-1.6	3,460	4,065	-14.9
Mustang	15,799	13,573	16.4	36,339	31,265	16.2
Escort	<u>0</u>	<u>2,736</u>	-100.0	<u>1,210</u>	<u>7,205</u>	-83.2
<b>Total Ford Cars</b>	74,631	83,744	-10.9	179,621	208,637	-13.9
Escape	15,694	13,129	19.5	41,194	36,058	14.2
Explorer	29,862	29,991	-0.4	83,602	81,590	2.5
Expedition	13,700	13,032	5.1	35,932	35,648	0.8
Excursion	1,877	1,595	17.7	4,866	5,367	-9.3
Econoline/Club Wagon	15,785	15,362	2.8	41,334	39,144	5.6
Windstar	144	10,372	-98.6	2,950	35,244	-91.6
Freestar	9,111	0	NA	23,638	0	NA
Ranger	17,796	19,480	-8.6	43,006	55,832	-23.0
F-Series	80,056	67,697	18.3	209,021	183,544	13.9
Heavy Trucks	<u>1,135</u>	<u>363</u>	212.7	<u>2,722</u>	<u>1,253</u>	117.2
<b>Total Ford Trucks</b>	<u>185,160</u>	<u>171,021</u>	8.3	<u>488,265</u>	<u>473,680</u>	3.1
<b>Total Ford Brand</b>	259,791	254,765	2.0	667,886	682,317	-2.1

Contact: Jon Harmon, Ford Division, (313) 323-7045

## LINCOLN AND MERCURY BRAND MARCH 2004 U.S. SALES

	<u>March Month</u>		<u>% Change</u>	<u>March CYTD</u>		<u>% Change</u>
	<u>2004</u>	<u>2003</u>		<u>2004</u>	<u>2003</u>	
Grand Marquis	7,066	7,782	-9.2	20,169	20,228	-0.3
Sable	4,184	4,458	-6.1	11,466	15,708	-27.0
Cougar	<u>0</u>	<u>498</u>	-100.0	<u>0</u>	<u>2,024</u>	-100.0
<b>Total Mercury Cars</b>	11,250	12,738	-11.7	31,635	37,960	-16.7
Town Car	5,969	5,331	12.0	13,269	13,301	-0.2
LS	3,318	2,628	26.3	8,155	7,950	2.6
Continental	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>280</u>	-100.0
<b>Total Lincoln Cars</b>	<u>9,287</u>	<u>7,959</u>	16.7	<u>21,424</u>	<u>21,531</u>	-0.5
<b>Total Mercury and Lincoln Cars</b>	20,537	20,697	-0.8	53,059	59,491	-10.8
Mountaineer	4,146	3,254	27.4	11,814	9,786	20.7
Monterey	<u>1,508</u>	<u>0</u>	NA	<u>3,688</u>	<u>0</u>	NA
<b>Total Mercury Trucks</b>	5,654	3,254	73.8	15,502	9,786	58.4
Navigator	2,924	2,862	2.2	7,770	7,144	8.8
Aviator	1,973	2,245	-12.1	5,327	4,933	8.0
Blackwood	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>153</u>	-100.0
<b>Total Lincoln Trucks</b>	<u>4,897</u>	<u>5,107</u>	-4.1	<u>13,097</u>	<u>12,230</u>	7.1
<b>Total Mercury and Lincoln Trucks</b>	<u>10,551</u>	<u>8,361</u>	26.2	<u>28,599</u>	<u>22,016</u>	29.9
<b>Total Mercury and Lincoln Vehicles</b>	31,088	29,058	7.0	81,658	81,507	0.2
<b>Total Lincoln Brand</b>	14,184	13,066	8.6	34,521	33,761	2.3
<b>Total Mercury Brand</b>	16,904	15,992	5.7	47,137	47,746	-1.3

Contact: Sara Tatchio, Lincoln and Mercury, (313) 594-3744

## JAGUAR BRAND MARCH 2004 U.S. SALES

	<u>March Month</u>		<u>%</u>	<u>March CYTD</u>		<u>%</u>
	<u>2004</u>	<u>2003</u>	<u>Change</u>	<u>2004</u>	<u>2003</u>	<u>Change</u>
XJ	898	342	162.6	2,591	1,069	142.4
S-TYPE	997	1,089	-8.4	2,782	3,475	-19.9
X-TYPE	1,935	1,965	-1.5	5,329	5,640	-5.5
XK	<u>175</u>	<u>205</u>	-14.6	<u>538</u>	<u>673</u>	-20.1
<b>Total Jaguar</b>	4,005	3,601	11.2	11,240	10,857	3.5

Contact: Rosemary Mariniello, Aston Martin Jaguar Land Rover North America, (201) 818-8010

## VOLVO BRAND MARCH 2004 U.S. SALES

	<u>March Month</u>		<u>%</u>	<u>March CYTD</u>		<u>%</u>
	<u>2004</u>	<u>2003</u>	<u>Change</u>	<u>2004</u>	<u>2003</u>	<u>Change</u>
S40	2,441	1,394	75.1	5,324	3,804	40.0
V40	288	351	-17.9	573	857	-33.1
S60	2,941	2,747	7.1	8,556	8,403	1.8
V70	886	1,117	-20.7	2,885	2,703	6.7
V70 XC	1,231	1,580	-22.1	3,301	4,032	-18.1
C70	356	358	-0.6	898	876	2.5
XC90	3,101	3,366	-7.9	8,344	6,093	36.9
S80	<u>1,681</u>	<u>1,312</u>	28.1	<u>3,486</u>	<u>3,400</u>	2.5
<b>Total Volvo</b>	12,925	12,225	5.7	33,367	30,168	10.6

Contact: Roger Ormisher, Volvo Cars of North America, Inc., (800) 970-0888

## LAND ROVER BRAND MARCH 2004 U.S. SALES

	<u>March Month</u>		<u>%</u>	<u>March CYTD</u>		<u>%</u>
	<u>2004</u>	<u>2003</u>	<u>Change</u>	<u>2004</u>	<u>2003</u>	<u>Change</u>
Range Rover	914	709	28.9	2,547	2,133	19.4
Discovery	1,181	1,383	-14.6	3,476	3,845	-9.6
Freelander	<u>661</u>	<u>722</u>	-8.4	<u>2,121</u>	<u>2,387</u>	-11.1
<b>Total Land Rover</b>	2,756	2,814	-2.1	8,144	8,365	-2.6

Contact: Rosemary Mariniello, Aston Martin Jaguar Land Rover North America, (201) 818-8010