



NEWS

Contact: George Pipas
313-323-9216
gpipas@ford.com

IMMEDIATE RELEASE

FORD REPORTS FEBRUARY SALES

- Ford, Lincoln and Mercury February sales totaled 96,044, down 48 percent compared with a year ago.
- Ford's Czubay: "We're focused on building a foundation for future growth."
- Ford continues to align production and inventories with demand.
- February inventories totaled 405,000 vehicles.
- Ford announces second quarter North American production plan.

DEARBORN, Mich., Mar. 3 – Coming off a strong February performance last year, Ford, Lincoln and Mercury February U.S. sales totaled 96,044, down 48 percent compared with a year ago.

"The economic and competitive environment remains challenging," said Ken Czubay, Ford vice president, Sales and Marketing. "Ironically, these times provide the best opportunity to distance Ford from the competition. We're determined to stay on course and stay focused – building a foundation for future growth with distinctively styled products that offer consumers best-in-class quality, fuel economy, safety and value."

Ford's next generation mid-size cars – the 2010 Ford Fusion and Mercury Milan – will arrive in dealer showrooms this spring. Recent independent studies rate Fusion and Milan as having the best predicted reliability among all mid-size sedans. The new Fusion Hybrid delivers 41 mpg in the city and 36 mpg on the highway, topping the Toyota Camry Hybrid by 8 mpg in the city and

2 mpg on the highway. The new four-cylinder Ford Fusion S achieves 34 mpg on the highway and 23 mpg in the city, beating both the gasoline-powered Camry and Honda Accord.

Tonight, Ford will introduce the Fusion to a national TV audience during “*American Idol*.”

U.S. Inventories

At the end of February, Ford, Lincoln and Mercury inventories totaled 405,000 units. Inventories are 32 percent lower than a year ago – in line with the sales decline (26 percent) during this period.

North American Production

In the second quarter 2009, the company plans to produce 425,000 vehicles (135,000 cars and 290,000 trucks). In the second quarter 2008, the company produced 685,000 vehicles (237,000 cars and 448,000 trucks).

“A key element of our strategy to build our reputation and improve resale values is to align our production with consumer demand,” said Czubay. “Our disciplined approach to the market in these challenging times helps us to minimize costly incentives which erode brand value.”

###

Note: The sales data included in this release and the accompanying tables are based largely on data reported by dealers representing their sales to retail and fleet customers.

About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 213,000 employees and about 90 plants worldwide, the company's wholly owned brands include Ford, Lincoln, Mercury and Volvo. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit <http://www.ford.com>

FORD MOTOR COMPANY FEBRUARY 2009 U.S. SALES

	<u>February</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2009</u>	<u>2008</u>	<u>Change</u>	<u>2009</u>	<u>2008</u>	<u>Change</u>
Sales By Brand						
Ford	84,422	164,915	-48.8	163,744	295,989	-44.7
Lincoln	5,633	9,573	-41.2	11,724	17,558	-33.2
Mercury	<u>5,989</u>	<u>10,806</u>	-44.6	<u>11,172</u>	<u>20,102</u>	-44.4
Total Ford, Lincoln and Mercury	96,044	185,294	-48.2	186,640	333,649	-44.1
Volvo	<u>3,356</u>	<u>7,505</u>	-55.3	<u>6,266</u>	<u>15,541</u>	-59.7
Total Ford Motor Company	99,400	192,799	-48.4	192,906	349,190	-44.8
Ford, Lincoln and Mercury Sales By Type						
Cars	34,678	58,585	-40.8	63,385	102,844	-38.4
Crossover Utility Vehicles	21,993	33,846	-35.0	42,140	63,526	-33.7
Sport Utility Vehicles	5,439	19,033	-71.4	12,722	34,431	-63.1
Trucks and Vans	<u>33,934</u>	<u>73,830</u>	-54.0	<u>68,393</u>	<u>132,848</u>	-48.5
Total Trucks	<u>61,366</u>	<u>126,709</u>	-51.6	<u>123,255</u>	<u>230,805</u>	-46.6
Total Vehicles	96,044	185,294	-48.2	186,640	333,649	-44.1

FORD BRAND FEBRUARY 2009 U.S. SALES

	<u>February</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2009</u>	<u>2008</u>	<u>Change</u>	<u>2009</u>	<u>2008</u>	<u>Change</u>
Crown Victoria	3,272	3,894	-16.0	4,918	8,325	-40.9
Taurus	3,290	4,789	-31.3	4,995	8,969	-44.3
Fusion	7,603	14,980	-49.2	15,755	24,163	-34.8
Focus	9,904	16,302	-39.2	17,673	27,902	-36.7
Mustang	<u>2,990</u>	<u>7,752</u>	-61.4	<u>5,934</u>	<u>14,297</u>	-58.5
Ford Cars	27,059	47,717	-43.3	49,275	83,656	-41.1
Flex	2,352	0	NA	4,811	0	NA
Edge	5,214	11,638	-55.2	10,187	22,526	-54.8
Escape	10,090	14,192	-28.9	18,450	25,383	-27.3
Taurus X	<u>1,160</u>	<u>2,154</u>	-46.1	<u>2,039</u>	<u>4,388</u>	-53.5
Ford Crossover Utility Vehicles	18,816	27,984	-32.8	35,487	52,297	-32.1
Expedition	1,564	6,296	-75.2	3,941	11,259	-65.0
Explorer	<u>3,073</u>	<u>9,452</u>	-67.5	<u>6,760</u>	<u>16,669</u>	-59.4
Ford Sport Utility Vehicles	4,637	15,748	-70.6	10,701	27,928	-61.7
F-Series	23,614	52,548	-55.1	48,851	93,673	-47.8
Ranger	3,597	7,431	-51.6	6,410	12,977	-50.6
Econoline/Club Wagon	6,349	12,866	-50.7	12,205	24,199	-49.6
Low Cab Forward	10	70	-85.7	29	149	-80.5
Heavy Trucks	<u>340</u>	<u>551</u>	-38.3	<u>786</u>	<u>1,110</u>	-29.2
Ford Trucks and Vans	<u>33,910</u>	<u>73,466</u>	-53.8	<u>68,281</u>	<u>132,108</u>	-48.3
Ford Brand	84,422	164,915	-48.8	163,744	295,989	-44.7

LINCOLN BRAND FEBRUARY 2009 U.S. SALES

	<u>February</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2009</u>	<u>2008</u>	<u>Change</u>	<u>2009</u>	<u>2008</u>	<u>Change</u>
MKS	1,346	0	NA	2,881	0	NA
MKZ	1,145	3,531	-67.6	2,706	6,243	-56.7
Town Car	1,084	1,306	-17.0	1,594	1,512	5.4
MKX	1,669	2,819	-40.8	3,404	5,845	-41.8
Navigator	365	1,553	-76.5	1,027	3,218	-68.1
Mark LT	<u>24</u>	<u>364</u>	-93.4	<u>112</u>	<u>740</u>	-84.9
Lincoln Brand	5,633	9,573	-41.2	11,724	17,558	-33.2

MERCURY BRAND FEBRUARY 2009 U.S. SALES

	<u>February</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2009</u>	<u>2008</u>	<u>Change</u>	<u>2009</u>	<u>2008</u>	<u>Change</u>
Grand Marquis	1,433	2,549	-43.8	2,158	4,512	-52.2
Sable	1,271	938	35.5	1,753	1,924	-8.9
Milan	1,340	2,544	-47.3	3,018	4,997	-39.6
Mariner	1,508	3,043	-50.4	3,249	5,384	-39.7
Mountaineer	<u>437</u>	<u>1,732</u>	-74.8	<u>994</u>	<u>3,285</u>	-69.7
Mercury Brand	5,989	10,806	-44.6	11,172	20,102	-44.4

VOLVO BRAND FEBRUARY 2009 U.S. SALES

	<u>February</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2009</u>	<u>2008</u>	<u>Change</u>	<u>2009</u>	<u>2008</u>	<u>Change</u>
S40	491	930	-47.2	891	2,449	-63.6
V50	128	157	-18.5	264	320	-17.5
S60	273	1,310	-79.2	548	3,023	-81.9
S80	671	1,270	-47.2	1,144	2,135	-46.4
V70	71	214	-66.8	162	381	-57.5
XC60	235	0	NA	235	0	NA
XC70	369	933	-60.5	839	1,898	-55.8
XC90	665	1,887	-64.8	1,238	3,805	-67.5
C70	253	471	-46.3	525	846	-37.9
C30	<u>200</u>	<u>333</u>	-39.9	<u>420</u>	<u>684</u>	-38.6
Volvo Brand	3,356	7,505	-55.3	6,266	15,541	-59.7