



NEWS

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IMMEDIATE RELEASE

FORD SHARE INCREASES FOR SECOND STRAIGHT MONTH

- Ford market share higher than a year ago for the second month in a row; Ford, Lincoln and Mercury sales totaled 118,818, down 30 percent versus November 2007
- F-Series sales totaled 37,911 including nearly 5,000 all-new 2009 model F-150s
- Ford announces first quarter 2009 North American production plan

DEARBORN, Mich., Dec. 2, 2008 – Ford, Lincoln and Mercury outpaced industry-wide November sales, thanks largely to F-Series truck sales, and grew its retail and total market share for the second straight month.

Ford, Lincoln and Mercury dealers reported total sales of 118,818 in November, down 30 percent versus a year ago, while industry-wide auto sales in November were down an estimated 35 percent as the weakening economy continues to take a toll on consumer confidence and spending.

“The economy continues to weaken and auto sales reflect this reality,” said Jim Farley, Ford group vice president, Marketing and Communications. “At Ford, we are focused on executing our plan. In 2009 and 2010, we’ll launch an unprecedented number of new vehicles, and every product will offer consumers the best or among the best fuel economy in its class.”

In recent weeks, Ford has received significant endorsements from independent third parties for its quality and safety. Ford’s initial vehicle quality is now on par with Toyota and Honda, and Ford now has more 5-star vehicles and Insurance Institute for Highway Safety (IIHS) “Top Safety Picks” than any other company in the industry.

November marked the official introduction of the all-new F-150. F-Series sales totaled 37,911 including nearly 5,000 all-new 2009 model F-150s. Ford's F-Series has been America's No. 1-selling truck for 31 years in a row, and the new F-150 is designed and engineered to further raise the bar in the light-duty pickup market.

The 2009 model Ford F-150 has class-leading capability with 11,300 pounds towing and 3,030 pounds payload and unsurpassed fuel economy of 21 mpg highway with the SFE package, which is available on F-150's highest-volume XL and XLT series.

The new 2009 F-150 also earned the IIHS's "Top Safety Pick" award, the Texas Auto Writers Association's "Truck of Texas" top honor and is projected to have the best residual value of full-size light-duty pickups according to the Automotive Leasing Guide.

North American Production

The company plans to produce 430,000 vehicles in the first quarter of 2009. During the first quarter of 2008, the company produced 692,000 vehicles. The fourth quarter 2008 production plan is unchanged from the previously announced plan of 430,000 vehicles.

"We believe the economy will continue to weaken in 2009," said Farley. "Our near-term production plan reflects this view, as we continue to align capacity with customer demand."

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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 224,000 employees and about 90 plants worldwide, the company's core and affiliated automotive brands include Ford, Lincoln, Mercury, Volvo and Mazda. 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 NOVEMBER 2008 U.S. SALES

	<u>November</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2008</u>	<u>2007</u>	<u>Change</u>	<u>2008</u>	<u>2007</u>	<u>Change</u>
Sales By Brand						
Ford	103,055	147,310	-30.0	1,571,543	1,927,596	-18.5
Lincoln	8,019	8,744	-8.3	98,242	121,422	-19.1
Mercury	<u>7,744</u>	<u>13,204</u>	-41.4	<u>111,375</u>	<u>155,791</u>	-28.5
Total Ford, Lincoln and Mercury	118,818	169,258	-29.8	1,781,160	2,204,809	-19.2
Volvo	<u>4,404</u>	<u>8,227</u>	-46.5	<u>68,149</u>	<u>96,872</u>	-29.7
Total Ford Motor Company	123,222	177,485	-30.6	1,849,309	2,301,681	-19.7
Ford, Lincoln and Mercury Sales By Type						
Cars	37,272	54,439	-31.5	628,878	698,252	-9.9
Crossover Utility Vehicles	22,016	33,271	-33.8	340,471	372,747	-8.7
Sport Utility Vehicles	10,586	17,575	-39.8	148,084	253,389	-41.6
Trucks and Vans	<u>48,944</u>	<u>63,973</u>	-23.5	<u>663,727</u>	<u>880,421</u>	-24.6
Total Trucks	<u>81,546</u>	<u>114,819</u>	-29.0	<u>1,152,282</u>	<u>1,506,557</u>	-23.5
Total Vehicles	118,818	169,258	-29.8	1,781,160	2,204,809	-19.2

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	<u>2008</u>	<u>2007</u>	<u>Change</u>	<u>2008</u>	<u>2007</u>	<u>Change</u>
Crown Victoria	2,934	5,170	-43.2	45,550	56,456	-19.3
Taurus	3,040	3,895	-22.0	49,207	61,770	-20.3
Fusion	8,914	12,278	-27.4	137,295	136,007	0.9
Focus	8,194	13,213	-38.0	184,152	159,190	15.7
Mustang	3,667	7,352	-50.1	87,224	126,311	-30.9
GT	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>231</u>	-100.0
Ford Cars	26,749	41,908	-36.2	503,428	539,965	-6.8
Flex	2,203	0	NA	11,772	0	NA
Edge	5,080	12,594	-59.7	104,861	116,403	-9.9
Escape	10,019	12,383	-19.1	145,577	152,294	-4.4
Taurus X	<u>1,234</u>	<u>2,728</u>	-54.8	<u>22,141</u>	<u>37,343</u>	-40.7
Ford Crossover Utility Vehicles	18,536	27,705	-33.1	284,351	306,040	-7.1
Expedition	4,371	5,627	-22.3	51,290	82,771	-38.0
Explorer	<u>4,763</u>	<u>8,609</u>	-44.7	<u>73,093</u>	<u>126,930</u>	-42.4
Ford Sport Utility Vehicles	9,134	14,236	-35.8	124,383	209,701	-40.7
F-Series	37,911	46,568	-18.6	473,933	635,520	-25.4
Ranger	3,311	4,938	-32.9	62,017	67,147	-7.6
Econoline/Club Wagon	6,915	11,100	-37.7	116,763	153,876	-24.1
Freestar	0	0	NA	0	2,390	-100.0
Low Cab Forward	34	151	-77.5	809	2,573	-68.6
Heavy Trucks	<u>465</u>	<u>704</u>	-33.9	<u>5,859</u>	<u>10,384</u>	-43.6
Ford Trucks and Vans	<u>48,636</u>	<u>63,461</u>	-23.4	<u>659,381</u>	<u>871,890</u>	-24.4
Ford Brand	103,055	147,310	-30.0	1,571,543	1,927,596	-18.5

LINCOLN BRAND NOVEMBER 2008 U.S. SALES

	<u>November</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2008</u>	<u>2007</u>	<u>Change</u>	<u>2008</u>	<u>2007</u>	<u>Change</u>
MKS	1,958	0	NA	10,882	0	NA
MKZ	1,805	2,712	-33.4	28,028	31,190	-10.1
Town Car	1,454	488	198.0	14,285	26,545	-46.2
MKX	1,526	3,360	-54.6	26,962	34,097	-20.9
Navigator	968	1,672	-42.1	13,739	21,759	-36.9
Mark LT	<u>308</u>	<u>512</u>	-39.8	<u>4,346</u>	<u>7,831</u>	-44.5
Lincoln Brand	8,019	8,744	-8.3	98,242	121,422	-19.1

MERCURY BRAND NOVEMBER 2008 U.S. SALES

	<u>November</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2008</u>	<u>2007</u>	<u>Change</u>	<u>2008</u>	<u>2007</u>	<u>Change</u>
Grand Marquis	2,437	4,702	-48.2	27,495	46,577	-41.0
Sable	1,230	1,180	4.2	15,586	19,663	-20.7
Milan	1,639	3,449	-52.5	29,174	34,312	-15.0
Mariner	1,954	2,206	-11.4	29,158	32,610	-10.6
Mountaineer	484	1,667	-71.0	9,962	21,929	-54.6
Monterey	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>700</u>	-100.0
Mercury Brand	7,744	13,204	-41.4	111,375	155,791	-28.5

VOLVO BRAND NOVEMBER 2008 U.S. SALES

	<u>November</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2008</u>	<u>2007</u>	<u>Change</u>	<u>2008</u>	<u>2007</u>	<u>Change</u>
S40	622	1,239	-49.8	9,260	16,997	-45.5
V50	166	239	-30.5	1,723	2,665	-35.3
S60	431	1,575	-72.6	8,700	17,043	-49.0
S80	844	764	10.5	10,079	11,614	-13.2
V70	191	326	-41.4	3,003	3,428	-12.4
XC70	504	1,153	-56.3	8,708	11,179	-22.1
XC90	1,145	2,244	-49.0	17,338	27,993	-38.1
C70	216	298	-27.5	5,358	4,220	27.0
C30	<u>285</u>	<u>389</u>	-26.7	<u>3,980</u>	<u>1,733</u>	129.7
Volvo Brand	4,404	8,227	-46.5	68,149	96,872	-29.7