



NEWS

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IMMEDIATE RELEASE

FORD NOVEMBER SALES UP 24 PERCENT; GAINS ACROSS FULL VEHICLE PORTFOLIO – CARS, UTILITIES AND TRUCKS

- Ford, Lincoln and Mercury November sales totaled 147,338, up 24 percent versus year ago
- Ford's year-to-date sales totaled 1.74 million, up 21 percent; Ford's sales growth doubled the industry average
- Ford's balanced portfolio of high-quality, fuel-efficient cars, utilities and trucks drove November sales gains; cars up 25 percent, utilities up 13 percent and trucks up 34 percent
- Fusion set new full-year sales record
- Ford announces first quarter 2011 North American production plan

DEARBORN, Mich., Dec. 1, 2010 – Consumer demand for Ford Motor Company's fresh lineup of high-quality, fuel-efficient vehicles boosted November sales 24 percent versus a year ago, with 147,338 units sold.

Year-to-date, Ford, Lincoln and Mercury sales totaled 1.74 million, up 21 percent – growing at double the overall industry rate. Ford remains on track to gain market share for the second year in a row – a result not achieved since 1993.

“With our strongest-ever line of products, we're pleased to see more signs the economy is growing and the demand for new vehicles is increasing,” said Ken Czubay, Ford vice president, U.S. Marketing, Sales and Service. “Ford's broad range of high-quality, fuel-efficient vehicles is driving one of our best years ever and positioning Ford to deliver improved results in the future.”

Ford's Balanced Vehicle Portfolio

In November, Ford car sales were up 25 percent, utilities were up 13 percent and trucks were up 34 percent. Year-to-date, Ford car sales were up 18 percent, utilities were up 15 percent and trucks were up 29 percent.

Cars

Fiesta, Focus and Fusion highlighted the growth in car sales.

Fiesta, the highly-acclaimed fuel-efficient subcompact, continues to attract new, younger customers to Ford with November sales of 3,473 and more than 18,000 sales since its summer introduction.

Focus sales were up 28 percent in November. An all-new Focus debuts early in 2011.

In November, Ford's retail share of the key small car segment increased 50 percent versus a year ago, as the combined retail share of Fiesta and Focus reached almost 10 percent.

With one month remaining in 2010, Fusion already has set a new full-year sales record. In November, Fusion sales were 17,647, up 28 percent. Year-to-date, Fusion sales totaled 196,590, eclipsing the previous full-year sales record of 180,671 set last year.

Sales for the Lincoln MKZ were up 48 percent versus a year ago. The MKZ Hybrid accounted for 21 percent of retail sales of the 2011 MKZ.

Utilities

Ford's new midsize crossovers, the 2011 Ford Edge and Lincoln MKX paced the increase in utility sales. Edge sales were up 55 percent versus a year ago, and MKX sales were up 39 percent. These products are the company's first models to offer MyFordTouch and MyLincolnTouch – state-of-the-art technology to better connect drivers with their vehicle information, entertainment and on-board technologies.

The new Ford Edge also features best-in-class horsepower and unsurpassed V6 highway fuel economy. The new Lincoln MKX offers best-in-class fuel economy and 305 horsepower – an increase of 40 hp versus the prior model.

Trucks

Sales for Ford's F-Series truck were up 26 percent versus a year ago. Year-to-date sales for America's best-selling truck reached 473,461, well beyond last year's full-year total of 413,625.

Production of the 2011 F-150 is under way with an all-new powertrain lineup, including a 3.5-liter EcoBoost and a new six-speed transmission that will deliver class-leading capability and fuel economy. This truck lineup will provide up to 20 percent more fuel efficiency than the 2010 models. F-150 pickups with the new 3.7-liter V6, 5.0-liter V8 and 6.2-liter V8 will be in dealer showrooms this month. The F-150 with EcoBoost will be available for sale early next year.

Ford's commercial vans also made strong contributions to November's truck sales performance. Econoline, Ford's full-size van, had sales of 8,026, up 71 percent, and Transit Connect, the fuel-efficient, purpose-built van, delivered sales of 2,773, up 138 percent.

North American Production

Ford plans to build 635,000 vehicles in the first quarter 2011, up 61,000 vehicles (11 percent) compared with the first quarter 2010. Ford's fourth quarter production plan of 590,000 vehicles is unchanged from the previous forecast.

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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 163,000 employees and about 70 plants worldwide, the company's automotive brands include Ford, Lincoln and Mercury, production of which has been announced by the company to be ending in the fourth quarter of 2010. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.ford.com.

FORD MOTOR COMPANY NOVEMBER 2010 U.S. SALES

	<u>November</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2010</u>	<u>2009</u>	<u>Change</u>	<u>2010</u>	<u>2009</u>	<u>Change</u>
SALES BY BRAND						
Ford	133,544	105,133	27.0	1,581,916	1,286,573	23.0
Lincoln	7,648	6,409	19.3	77,768	72,380	7.4
Mercury	<u>6,146</u>	<u>6,994</u>	-12.1	<u>84,802</u>	<u>82,918</u>	2.3
Total Vehicles	147,338	118,536	24.3	1,744,486	1,441,871	21.0
SALES BY TYPE						
Cars	52,985	42,479	24.7	632,060	534,476	18.3
Utilities	40,829	36,101	13.1	461,651	402,581	14.7
Trucks	<u>53,524</u>	<u>39,956</u>	34.0	<u>650,775</u>	<u>504,814</u>	28.9
Total Vehicles	147,338	118,536	24.3	1,744,486	1,441,871	21.0

	<u>November</u>		<u>% Change</u>	<u>Year-To-Date</u>		<u>% Change</u>
	<u>2010</u>	<u>2009</u>		<u>2010</u>	<u>2009</u>	
FORD BRAND						
Fiesta	3,473	0	NA	18,061	0	NA
Focus	13,030	10,196	27.8	159,679	146,228	9.2
Fusion	17,647	13,774	28.1	196,590	161,819	21.5
Taurus	4,172	4,669	-10.6	63,204	38,361	64.8
Mustang	4,093	3,627	12.8	68,264	60,096	13.6
Crown Victoria	<u>2,777</u>	<u>2,159</u>	28.6	<u>30,420</u>	<u>30,617</u>	-0.6
Ford Cars	45,192	34,425	31.3	536,218	437,121	22.7
Escape	14,937	15,149	-1.4	172,335	153,888	12.0
Edge	10,025	6,461	55.2	107,345	79,085	35.7
Flex	2,490	2,025	23.0	31,948	34,083	-6.3
Taurus X	0	23	-100.0	12	6,050	-99.8
Explorer	4,061	4,440	-8.5	50,588	45,578	11.0
Expedition	<u>3,315</u>	<u>2,654</u>	24.9	<u>32,695</u>	<u>26,099</u>	25.3
Ford Utilities	34,828	30,752	13.3	394,923	344,783	14.5
F-Series	38,541	30,494	26.4	473,461	365,416	29.6
Ranger	3,802	3,271	16.2	51,093	51,097	0.0
Econoline/Club Wagon	8,026	4,705	70.6	98,484	77,179	27.6
Transit Connect	2,773	1,165	138.0	24,594	6,842	259.5
Low Cab Forward	0	15	-100.0	72	224	-67.9
Heavy Trucks	<u>382</u>	<u>306</u>	24.8	<u>3,071</u>	<u>3,911</u>	-21.5
Ford Trucks	<u>53,524</u>	<u>39,956</u>	34.0	<u>650,775</u>	<u>504,669</u>	29.0
Ford Brand	133,544	105,133	27.0	1,581,916	1,286,573	23.0

	<u>November</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2010</u>	<u>2009</u>	<u>Change</u>	<u>2010</u>	<u>2009</u>	<u>Change</u>
LINCOLN BRAND						
MKZ	2,567	1,733	48.1	20,033	19,891	0.7
MKS	1,110	1,426	-22.2	13,224	15,387	-14.1
Town Car	779	454	71.6	10,664	9,509	12.1
MKX	1,891	1,364	38.6	19,671	19,427	1.3
MKT	590	648	-9.0	6,797	1,722	294.7
Navigator	711	784	-9.3	7,379	6,299	17.1
Mark LT	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>145</u>	-100.0
Lincoln Brand	7,648	6,409	19.3	77,768	72,380	7.4
MERCURY BRAND						
Milan	2,063	2,287	-9.8	26,634	25,075	6.2
Grand Marquis	1,274	2,116	-39.8	25,250	21,301	18.5
Sable	0	38	-100.0	37	6,192	-99.4
Mariner	2,410	2,050	17.6	27,610	25,805	7.0
Mountaineer	<u>399</u>	<u>503</u>	-20.7	<u>5,271</u>	<u>4,545</u>	16.0
Mercury Brand	6,146	6,994	-12.1	84,802	82,918	2.3