



## NEWS

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### **IMMEDIATE RELEASE**

## **NEW PRODUCTS DRIVE FORD'S OCTOBER SALES, SHARE GAINS**

- Ford, Lincoln and Mercury October U.S. sales totaled 132,483, up 3 percent versus a year ago and 21 percent higher than September
- October marks the third time in the last four months Ford sales have increased
- October retail share was up for the 12<sup>th</sup> time in 13 months
- All-new Taurus accelerates in October; Ford dealers report Taurus retail sales nearly tripled year-ago levels
- Ford, Lincoln and Mercury cars and crossovers post sales increases; overall car sales were up 11 percent versus a year ago, and crossovers were up 23 percent
- Ford's new F-150 continues to achieve share gains, followed being named the coveted "Truck of Texas" by the Texas Auto Writer's Association

DEARBORN, Mich., Nov. 3, 2009 – Ford, Lincoln and Mercury October U.S. sales totaled 132,483, up 3 percent versus a year ago and 21 percent higher than September. This marks the third time in the last four months Ford sales have increased.

“Consumer demand for our new high-quality, fuel-efficient products is driving Ford’s market share gains,” said Ken Czubay, Ford vice president, U.S. Marketing Sales and Service. “Ford vehicles are among the ‘freshest’ available by any automaker – with more than 80 percent of our sales in October coming from our new 2010 models.”

Ford estimates its total market share in October was more than 15 percent – higher than a year ago and higher than its share in the first nine months of 2009. Ford’s October retail share was up for the 12<sup>th</sup> time in 13 months.

“The Ford plan is working, led by the strength of our product lineup and customer demand for our new cars, utilities and trucks,” said Czubay. “Consumers increasingly are noticing that the Ford difference is our great products, our strong business and our leadership in quality, fuel efficiency, safety, smart technologies and value.”

### **October Sales Highlights**

- All-new Ford Taurus sales totaled 6,076, up 141 percent versus a year ago. Dealers reported retail sales nearly tripled year-ago levels.
- Other new Ford, Lincoln and Mercury cars posting increases included the Ford Fusion (up 24 percent), Ford Mustang (up 2 percent) and Lincoln MKZ (up 27 percent).
- Crossover utilities posted strong sales increases: Ford Escape was up 26 percent; Ford Edge up 38 percent; Ford Flex up 8 percent; Mercury Mariner up 36 percent; Lincoln MKX up 15 percent. In addition, sales of the all-new Lincoln MKT crossover were up 36 percent from September.
- Ford’s F-Series truck achieved sales of 39,496 and a year-to-year share increase in the full-size pickup category. In addition, the all-new Ford F-150 SVT Raptor captured the coveted “Truck of Texas” award from the Texas Auto Writer’s Association. Ford’s F-Series has been the No. 1-selling truck in America for 32 years straight.
- Ford’s new EcoBoost engine technology is winning customers, too. In October, sales of EcoBoost-equipped models were twice as high as September. EcoBoost provides customers up to 20 percent improvement in fuel economy and a 15 percent reduction in emissions versus larger-displacement engines. EcoBoost is standard on the Taurus SHO and available on the Ford Flex, Lincoln MKS and Lincoln MKT.

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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 200,000 employees and about 90 plants worldwide, the company's automotive 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 [www.ford.com](http://www.ford.com).*

## FORD MOTOR COMPANY OCTOBER 2009 U.S. SALES

	<u>October</u>		%	<u>Year-To-Date</u>		%
	<u>2009</u>	<u>2008</u>	<u>Change</u>	<u>2009</u>	<u>2008</u>	<u>Change</u>
<b>Sales By Brand</b>						
Ford	119,072	114,969	3.6	1,181,440	1,468,488	-19.5
Lincoln	6,735	7,399	-9.0	65,971	90,223	-26.9
Mercury	<u>6,676</u>	<u>6,753</u>	-1.1	<u>75,924</u>	<u>103,631</u>	-26.7
Total Ford, Lincoln and Mercury	132,483	129,121	2.6	1,323,335	1,662,342	-20.4
Volvo	<u>4,437</u>	<u>3,717</u>	19.4	<u>51,166</u>	<u>63,745</u>	-19.7
Total Ford Motor Company	136,920	132,838	3.1	1,374,501	1,726,087	-20.4
<b>Ford, Lincoln and Mercury Sales By Type</b>						
Cars	45,225	40,854	10.7	491,997	591,606	-16.8
Crossover Utility Vehicles	27,771	22,552	23.1	292,340	318,455	-8.2
Sport Utility Vehicles	8,572	9,102	-5.8	74,140	137,498	-46.1
Trucks and Vans	<u>50,915</u>	<u>56,613</u>	-10.1	<u>464,858</u>	<u>614,783</u>	-24.4
Total Trucks	<u>87,258</u>	<u>88,267</u>	-1.1	<u>831,338</u>	<u>1,070,736</u>	-22.4
Total Vehicles	132,483	129,121	2.6	1,323,335	1,662,342	-20.4

## FORD BRAND OCTOBER 2009 U.S. SALES

	<u>October</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	3,380	3,299	2.5	28,458	42,616	-33.2
Taurus	6,076	2,517	141.4	33,692	46,167	-27.0
Fusion	13,445	10,836	24.1	148,045	128,381	15.3
Focus	10,119	10,576	-4.3	136,032	175,958	-22.7
Mustang	<u>4,789</u>	<u>4,686</u>	2.2	<u>56,469</u>	<u>83,557</u>	-32.4
<b>Ford Cars</b>	<b>37,809</b>	<b>31,914</b>	<b>18.5</b>	<b>402,696</b>	<b>476,679</b>	<b>-15.5</b>
Flex	2,182	2,017	8.2	32,058	9,569	235.0
Edge	8,185	5,951	37.5	72,624	99,781	-27.2
Escape	12,471	9,886	26.1	138,739	135,558	2.3
Taurus X	<u>37</u>	<u>1,329</u>	-97.2	<u>6,027</u>	<u>20,907</u>	-71.2
<b>Ford Crossover Utility Vehicles</b>	<b>22,875</b>	<b>19,183</b>	<b>19.2</b>	<b>249,448</b>	<b>265,815</b>	<b>-6.2</b>
Expedition	2,878	3,647	-21.1	23,445	46,919	-50.0
Explorer	<u>4,596</u>	<u>3,991</u>	15.2	<u>41,138</u>	<u>68,330</u>	-39.8
<b>Ford Sport Utility Vehicles</b>	<b>7,474</b>	<b>7,638</b>	<b>-2.1</b>	<b>64,583</b>	<b>115,249</b>	<b>-44.0</b>
F-Series	39,496	43,324	-8.8	334,922	436,022	-23.2
Ranger	3,910	3,891	0.5	47,826	58,706	-18.5
Econoline/Club Wagon	5,658	8,429	-32.9	72,474	109,848	-34.0
Transit Connect	1,513	0	NA	5,677	0	NA
Low Cab Forward	11	30	-63.3	209	775	-73.0
Heavy Trucks	<u>326</u>	<u>560</u>	-41.8	<u>3,605</u>	<u>5,394</u>	-33.2
<b>Ford Trucks and Vans</b>	<b><u>50,914</u></b>	<b><u>56,234</u></b>	<b>-9.5</b>	<b><u>464,713</u></b>	<b><u>610,745</u></b>	<b>-23.9</b>
<b>Ford Brand</b>	<b>119,072</b>	<b>114,969</b>	<b>3.6</b>	<b>1,181,440</b>	<b>1,468,488</b>	<b>-19.5</b>

## LINCOLN BRAND OCTOBER 2009 U.S. SALES

	<u>October</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	1,609	2,072	-22.3	13,961	8,924	56.4
MKZ	1,661	1,309	26.9	18,158	26,223	-30.8
Town Car	360	1,146	-68.6	9,055	12,831	-29.4
MKX	1,675	1,459	14.8	18,063	25,436	-29.0
MKT	619	0	NA	1,074	0	NA
Navigator	810	1,034	-21.7	5,515	12,771	-56.8
Mark LT	<u>1</u>	<u>379</u>	-99.7	<u>145</u>	<u>4,038</u>	-96.4
<b>Lincoln Brand</b>	6,735	7,399	-9.0	65,971	90,223	-26.9

## MERCURY BRAND OCTOBER 2009 U.S. SALES

	<u>October</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	2,176	1,967	10.6	19,185	25,058	-23.4
Sable	63	645	-90.2	6,154	14,356	-57.1
Milan	1,547	1,801	-14.1	22,788	27,535	-17.2
Mariner	2,602	1,910	36.2	23,755	27,204	-12.7
Mountaineer	<u>288</u>	<u>430</u>	-33.0	<u>4,042</u>	<u>9,478</u>	-57.4
<b>Mercury Brand</b>	6,676	6,753	-1.1	75,924	103,631	-26.7

## VOLVO BRAND OCTOBER 2009 U.S. SALES

	<u>October</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	811	501	61.9	6,711	8,638	-22.3
V50	229	187	22.5	1,858	1,557	19.3
S60	26	612	-95.8	5,835	8,269	-29.4
S80	541	424	27.6	6,999	9,235	-24.2
V70	121	140	-13.6	1,542	2,812	-45.2
XC60	900	0	NA	6,784	0	NA
XC70	296	469	-36.9	4,873	8,204	-40.6
XC90	982	901	9.0	8,224	16,193	-49.2
C70	214	244	-12.3	4,625	5,142	-10.1
C30	<u>317</u>	<u>239</u>	32.6	<u>3,715</u>	<u>3,695</u>	0.5
<b>Volvo Brand</b>	4,437	3,717	19.4	51,166	63,745	-19.7