



NEWS

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IMMEDIATE RELEASE

FORD'S STRONG NEW PRODUCTS DRIVE INDUSTRY'S ONLY THIRD-QUARTER U.S. SALES BOOST FROM FULL-LINE MAKERS

- Ford, Lincoln and Mercury U.S. third quarter sales increased 5 percent versus a year ago and U.S. market share increased 2 points
- Ford July sales were up 2 percent and August sales were up 17 percent, more than offsetting September's 6 percent post-Cash for Clunkers decline in the quarter
- Ford's balanced lineup of strong products, led by Focus, Fusion, Escape and F-Series, driving sales and share gains
- All-new Taurus sales momentum accelerates in September; year-to-year sales up 60 percent and month-to-month sales up 49 percent
- F-Series posts second consecutive monthly sales increase in September
- EcoBoost engine launch continues; September sales were nearly triple August, customer demand outstripping projections

DEARBORN, Mich., Oct., 1, 2009 – Ford, Lincoln and Mercury third quarter sales were 5 percent higher than a year ago in the U.S., making Ford the only full-line manufacturer to report a sales increase in the period.

In September, Ford sales were 6 percent lower than a year ago. This followed a 2 percent increase in July and a 17 percent increase in August, marking the first time in four years that Ford is reporting a quarterly sales increase.

Ford estimates it gained over 2 points of market share versus last year in September and the third quarter. September marked the 11th time in the last 12 months Ford has gained retail market share.

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“Our balanced new lineup of high-quality, fuel-efficient products helped us navigate through an exceptional period in industry sales,” said Ken Czubay, Ford vice president, U.S. Marketing, Sales and Service. “With its volatile sales peaks and valleys and dramatic segment shifts, the third quarter was a great test of our One Ford Plan – building a range of vehicles from small cars to hard-working trucks.”

Ford’s third quarter market share gains were paced by the Ford Focus small car, Ford Fusion mid-size car, Ford Escape small utility and Ford F-Series trucks. Internal and external studies continue to show a positive trend in favorable consumer opinion about Ford, and a growing number of consumers are considering the purchase of a Ford vehicle.

Third Quarter Sales Highlights

- Ford, Lincoln and Mercury sales totaled 445,100, up 5 percent versus a year ago. Retail sales were up 7 percent, and fleet sales were down 1 percent.
- Ford Focus sales totaled 56,559, up 35 percent versus a year ago. The Focus is among the most fuel-efficient compact cars in America with an EPA highway rating of 35 mpg.
- Ford Fusion sales totaled 49,454, up 67 percent versus a year ago. Mercury Milan sales were 8,352, up 57 percent. The Fusion and Milan and their hybrid versions are the most fuel-efficient mid-size sedans in America.
- Ford Escape sales totaled 49,866, up 48 percent versus a year ago. Mercury Mariner sales were 8,938, up 33 percent. The Escape Hybrid and Mariner Hybrid are the most fuel-efficient utility vehicles in America.
- Ford Flex sales totaled 9,815, up 59 percent versus a year ago. The Flex is among the most fuel-efficient full-size crossover utilities in America.
- Ford’s hybrid vehicles – Fusion, Milan, Escape and Mariner – posted combined sales of 12,186, up 239 percent versus a year ago. At 41 miles per gallon, the Fusion Hybrid is the most fuel-efficient mid-size sedan in America – 8 mpg better than the Toyota Camry Hybrid.

September Sales Highlights

- In September, Ford, Lincoln and Mercury sales totaled 109,939, down 6 percent versus a year ago. Retail sales were down 14 percent, and fleet sales were up 23 percent.
- The all-new Taurus bucked an industry trend as September sales (5,077 vehicles) were 60 percent higher than a year ago and 49 percent higher than August. The Taurus debuted to rave reviews from the automotive press, and early customer demand validates the critical acclaim. Customers especially value the new technologies incorporated in America's most innovative full-size sedan – 95 percent of incoming Taurus orders are equipped with advanced technologies and features.
- Ford's F-Series truck, America's best-selling vehicle, posted its second consecutive sales increase in September (up 4 percent). The new F-150 was introduced last fall and was named the North American Truck of the Year, *Motor Trend's* "Truck of the Year" and the "Truck of Texas" by the Texas Auto Writers' Association. In 2009, F-Series has gained more than 3 points of market share in the full-size truck segment. The all-new Ford-150 Raptor extreme performance truck debuted in August and this model is flying off dealer lots in an average of nine days. More new Ford trucks are on the way. In September, Ford unveiled the next-generation Super Duty F-Series at the State Fair of Texas, promising more capability, improved fuel economy and a Ford-designed, engineered and built 6.7-liter diesel engine.
- Ford's new EcoBoost engine technology is winning customers, too. EcoBoost provides customers with the fuel economy of a V-6 engine and the performance of a V-8 engine (up to 20 percent improvement in fuel economy and 15 percent reduction in emissions). EcoBoost is standard on the Taurus SHO and available on the Ford Flex, Lincoln MKS and Lincoln MKT, a new full-size luxury crossover. September EcoBoost sales nearly tripled August sales, and order rates for EcoBoost continue to exceed planned rates.

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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 201,000 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.

FORD MOTOR COMPANY SEPTEMBER 2009 U.S. SALES

	<u>September</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	98,516	102,685	-4.1	1,062,368	1,353,519	-21.5
Lincoln	5,980	7,571	-21.0	59,236	82,824	-28.5
Mercury	<u>5,443</u>	<u>6,478</u>	-16.0	<u>69,248</u>	<u>96,878</u>	-28.5
Total Ford, Lincoln and Mercury	109,939	116,734	-5.8	1,190,852	1,533,221	-22.3
Volvo	<u>4,716</u>	<u>4,054</u>	16.3	<u>46,729</u>	<u>60,028</u>	-22.2
Total Ford Motor Company	114,655	120,788	-5.1	1,237,581	1,593,249	-22.3

Ford, Lincoln and Mercury Sales By Type

Cars	38,890	40,453	-3.9	446,772	550,752	-18.9
Crossover Utility Vehicles	18,587	22,583	-17.7	264,569	295,903	-10.6
Sport Utility Vehicles	7,806	8,623	-9.5	65,568	128,396	-48.9
Trucks and Vans	<u>44,656</u>	<u>45,075</u>	-0.9	<u>413,943</u>	<u>558,170</u>	-25.8
Total Trucks	<u>71,049</u>	<u>76,281</u>	-6.9	<u>744,080</u>	<u>982,469</u>	-24.3
Total Vehicles	109,939	116,734	-5.8	1,190,852	1,533,221	-22.3

FORD BRAND SEPTEMBER 2009 U.S. SALES

	<u>September</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	1,747	3,622	-51.8	25,078	39,317	-36.2
Taurus	5,077	3,172	60.1	27,616	43,650	-36.7
Fusion	10,834	9,942	9.0	134,600	117,545	14.5
Focus	9,182	10,346	-11.3	125,913	165,382	-23.9
Mustang	<u>4,917</u>	<u>4,910</u>	0.1	<u>51,680</u>	<u>78,871</u>	-34.5
Ford Cars	31,757	31,992	-0.7	364,887	444,765	-18.0
Flex	2,033	1,959	3.8	29,876	7,552	295.6
Edge	4,477	6,633	-32.5	64,439	93,830	-31.3
Escape	8,692	9,161	-5.1	126,268	125,672	0.5
Taurus X	<u>81</u>	<u>1,105</u>	-92.7	<u>5,990</u>	<u>19,578</u>	-69.4
Ford Crossover Utility Vehicles	15,283	18,858	-19.0	226,573	246,632	-8.1
Expedition	2,370	3,645	-35.0	20,567	43,272	-52.5
Explorer	<u>4,450</u>	<u>3,498</u>	27.2	<u>36,542</u>	<u>64,339</u>	-43.2
Ford Sport Utility Vehicles	6,820	7,143	-4.5	57,109	107,611	-46.9
F-Series	33,877	32,727	3.5	295,426	392,698	-24.8
Ranger	2,052	3,915	-47.6	43,916	54,815	-19.9
Econoline/Club Wagon	6,786	7,617	-10.9	66,816	101,419	-34.1
Transit Connect	1,527	0	NA	4,164	0	NA
Low Cab Forward	19	55	-65.5	198	745	-73.4
Heavy Trucks	<u>395</u>	<u>378</u>	4.5	<u>3,279</u>	<u>4,834</u>	-32.2
Ford Trucks and Vans	<u>44,656</u>	<u>44,692</u>	-0.1	<u>413,799</u>	<u>554,511</u>	-25.4
Ford Brand	98,516	102,685	-4.1	1,062,368	1,353,519	-21.5

LINCOLN BRAND SEPTEMBER 2009 U.S. SALES

	<u>September</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	1,316	1,814	-27.5	12,352	6,852	80.3
MKZ	1,536	1,578	-2.7	16,497	24,914	-33.8
Town Car	469	1,031	-54.5	8,695	11,685	-25.6
MKX	1,514	1,753	-13.6	16,388	23,977	-31.7
MKT	455	0	NA	455	0	NA
Navigator	690	1,012	-31.8	4,705	11,737	-59.9
Mark LT	<u>0</u>	<u>383</u>	-100.0	<u>144</u>	<u>3,659</u>	-96.1
Lincoln Brand	5,980	7,571	-21.0	59,236	82,824	-28.5

MERCURY BRAND SEPTEMBER 2009 U.S. SALES

	<u>September</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	2,146	1,599	34.2	17,009	23,091	-26.3
Sable	92	783	-88.3	6,091	13,711	-55.6
Milan	1,574	1,656	-5.0	21,241	25,734	-17.5
Mariner	1,335	1,972	-32.3	21,153	25,294	-16.4
Mountaineer	<u>296</u>	<u>468</u>	-36.8	<u>3,754</u>	<u>9,048</u>	-58.5
Mercury Brand	5,443	6,478	-16.0	69,248	96,878	-28.5

VOLVO BRAND SEPTEMBER 2009 U.S. SALES

	<u>September</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	903	422	114.0	5,900	8,137	-27.5
V50	373	119	213.4	1,629	1,370	18.9
S60	277	470	-41.1	5,809	7,657	-24.1
S80	502	578	-13.1	6,458	8,811	-26.7
V70	128	141	-9.2	1,421	2,672	-46.8
XC60	828	0	NA	5,884	0	NA
XC70	280	661	-57.6	4,577	7,735	-40.8
XC90	882	1,106	-20.3	7,242	15,292	-52.6
C70	226	292	-22.6	4,411	4,898	-9.9
C30	<u>317</u>	<u>265</u>	19.6	<u>3,398</u>	<u>3,456</u>	-1.7
Volvo Brand	4,716	4,054	16.3	46,729	60,028	-22.2