



NEWS

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

IMMEDIATE RELEASE

FORD MUSTANG, FORD FIVE HUNDRED AND MERCURY MONTEGO STRENGTHEN FORD'S CAR BUSINESS

- Ford Motor Company's April retail car sales rose 11 percent from a year ago paced by new Mustang, Five Hundred, and Montego.
- April truck sales declined 2 percent as higher sales of crossover utilities and full-size pickup trucks were offset by lower sales of traditional sport utility vehicles.
- Overall, April sales were off 2 percent from a year ago.

DEARBORN, Mich., May 3 – The all-new Ford Mustang, Ford Five Hundred, and Mercury Montego continued to lead Ford Motor Company's effort to strengthen its car business. In April, Ford's car sales to retail customers were 11 percent higher than a year ago. However, a decline in deliveries to fleet customers offset the increase in retail sales.

Truck sales were 2 percent lower than a year ago as stronger sales of crossover utilities and full-size pickups were more than offset by lower sales of traditional utility vehicles.

Overall, U.S. customers purchased 281,292 cars and trucks from Ford, Mercury, Lincoln, Jaguar, Land Rover and Volvo dealers in April, down 2 percent from a year ago.

Mustang sales were 19,559 – the highest April sales for Ford's legendary pony car since 1980.

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"Right now, the only thing keeping Mustang at bay is lack of inventory," said Steve Lyons, Ford group vice president North America Marketing, Sales and Service. Lyons estimated Ford dealers had fewer than 13,000 Mustangs in stock at the end of April.

Consumer demand also remained strong for the company's new full-size sedans – the Ford Five Hundred and Mercury Montego. Combined sales for the Five Hundred, Montego, and Ford Freestyle crossover utility, which are produced at Ford's Chicago Assembly Plant, eclipsed 18,000 for the first time.

Demand for the company's crossover utilities continued to increase. Combined sales for the Ford Escape and Freestyle, Mercury's Mariner, and Volvo's XC70 and XC90 were 31 percent higher than the company's crossover utility sales in April 2004. Sales for the Escape Hybrid were 1,705 – the highest monthly sales to date.

The F-Series truck, America's best-selling vehicle, posted April sales of 71,367, up 2 percent from a year ago.

Lincoln Mercury posted its third consecutive increase in monthly sales paced by recently introduced new products – Mercury Montego and Mariner and Lincoln Mark LT full-size truck. Lincoln Mercury sales in April were up 10 percent.

Sales of traditional sport utility vehicles (e.g., Ford Explorer and Expedition) were 14 percent lower than a year ago. Land Rover, whose dealers offer a range of luxury utility vehicles, was an exception to the rule as sales climbed 24 percent due to the all-new LR3, Motor Trend magazine's "Sport Utility Vehicle of the Year."

FORD MOTOR COMPANY APRIL 2005 U.S. SALES

	<u>April Month</u>		<u>% Change</u>	<u>April CYTD</u>		<u>% Change</u>
	<u>2005</u>	<u>2004</u>		<u>2005</u>	<u>2004</u>	
Sales By Brand						
Ford	237,842	244,031	-2.5	862,419	911,917	-5.4
Mercury	16,734	15,035	11.3	72,040	62,172	15.9
Lincoln	9,981	9,192	8.6	41,643	43,713	-4.7
Jaguar	2,870	4,103	-30.1	11,577	15,343	-24.5
Volvo	10,725	10,788	-0.6	42,877	44,155	-2.9
Land Rover	<u>3,140</u>	<u>2,526</u>	24.3	<u>11,584</u>	<u>10,670</u>	8.6
Total Ford Motor Company	281,292	285,675	-1.5	1,042,140	1,087,970	-4.2
Memo: Cars and Trucks						
Cars	97,578	97,530	0.0	367,621	363,172	1.2
Trucks	<u>183,714</u>	<u>188,145</u>	-2.4	<u>674,519</u>	<u>724,798</u>	-6.9
Total Ford Motor Company	281,292	285,675	-1.5	1,042,140	1,087,970	-4.2

Contact: George Pipas, Ford Motor Company, (313) 323-9216

FORD BRAND APRIL 2005 U.S. SALES

	<u>April Month</u>		<u>%</u>	<u>April CYTD</u>		<u>%</u>
	<u>2005</u>	<u>2004</u>	<u>Change</u>	<u>2005</u>	<u>2004</u>	<u>Change</u>
Crown Victoria	6,193	8,156	-24.1	23,807	29,928	-20.5
Five Hundred	9,215	0	NA	31,515	0	NA
Taurus	17,263	27,904	-38.1	72,377	96,583	-25.1
Focus	18,250	18,253	0.0	64,916	66,414	-2.3
Mustang	19,559	15,538	25.9	61,820	51,877	19.2
Thunderbird	1,536	1,141	34.6	4,598	4,601	-0.1
GT	70	0	NA	125	0	NA
Escort	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>1,210</u>	-100.0
Total Ford Cars	72,086	70,992	1.5	259,158	250,613	3.4
Freestyle	6,671	0	NA	22,593	0	NA
Escape	15,080	17,827	-15.4	59,179	59,021	0.3
Explorer	23,800	27,858	-14.6	86,386	111,460	-22.5
Expedition	9,460	11,831	-20.0	35,756	47,763	-25.1
Excursion	1,237	1,684	-26.5	4,669	6,550	-28.7
Freestar	8,674	10,471	-17.2	32,196	34,109	-5.6
Windstar	0	0	NA	0	2,950	-100.0
Econoline/Club Wagon	16,395	17,058	-3.9	58,861	58,392	0.8
Ranger	11,793	14,952	-21.1	38,405	57,958	-33.7
F-Series	71,367	70,166	1.7	260,775	279,187	-6.6
Heavy Trucks	<u>1,279</u>	<u>1,192</u>	7.3	<u>4,441</u>	<u>3,914</u>	13.5
Total Ford Trucks	<u>165,756</u>	<u>173,039</u>	-4.2	<u>603,261</u>	<u>661,304</u>	-8.8
Total Ford Brand	237,842	244,031	-2.5	862,419	911,917	-5.4

Contact: Dan Bedore, Ford Division, (313) 323-7045

LINCOLN AND MERCURY BRAND APRIL 2005 U.S. SALES

	<u>April Month</u>		<u>%</u>	<u>April CYTD</u>		<u>%</u>
	<u>2005</u>	<u>2004</u>	<u>Change</u>	<u>2005</u>	<u>2004</u>	<u>Change</u>
Grand Marquis	5,427	6,271	-13.5	25,755	26,440	-2.6
Montego	2,191	0	NA	7,471	0	NA
Sable	<u>2,753</u>	<u>4,366</u>	-36.9	<u>12,651</u>	<u>15,832</u>	-20.1
Total Mercury Cars	10,371	10,637	-2.5	45,877	42,272	8.5
Town Car	3,631	3,249	11.8	15,451	16,518	-6.5
LS	<u>1,948</u>	<u>1,987</u>	-2.0	<u>8,871</u>	<u>10,142</u>	-12.5
Total Lincoln Cars	<u>5,579</u>	<u>5,236</u>	6.6	<u>24,322</u>	<u>26,660</u>	-8.8
Total Mercury and Lincoln Cars	15,950	15,873	0.5	70,199	68,932	1.8
Mariner	3,104	0	NA	11,322	0	NA
Mountaineer	2,648	3,230	-18.0	11,621	15,044	-22.8
Monterey	<u>611</u>	<u>1,168</u>	-47.7	<u>3,220</u>	<u>4,856</u>	-33.7
Total Mercury Trucks	6,363	4,398	44.7	26,163	19,900	31.5
Navigator	2,198	2,451	-10.3	9,456	10,221	-7.5
Aviator	1,517	1,505	0.8	6,579	6,832	-3.7
Mark LT	<u>687</u>	<u>0</u>	NA	<u>1,286</u>	<u>0</u>	NA
Total Lincoln Trucks	<u>4,402</u>	<u>3,956</u>	11.3	<u>17,321</u>	<u>17,053</u>	1.6
Total Mercury and Lincoln Trucks	<u>10,765</u>	<u>8,354</u>	28.9	<u>43,484</u>	<u>36,953</u>	17.7
Total Mercury and Lincoln Vehicles	26,715	24,227	10.3	113,683	105,885	7.4
Total Lincoln Brand	9,981	9,192	8.6	41,643	43,713	-4.7
Total Mercury Brand	16,734	15,035	11.3	72,040	62,172	15.9

Contact: Sara Tatchio, Lincoln and Mercury, (313) 594-3744

JAGUAR BRAND APRIL 2005 U.S. SALES

	<u>April Month</u>		<u>%</u>	<u>April CYTD</u>		<u>%</u>
	<u>2005</u>	<u>2004</u>	<u>Change</u>	<u>2005</u>	<u>2004</u>	<u>Change</u>
XJ	789	639	23.5	3,122	3,230	-3.3
S-TYPE	798	1,144	-30.2	3,239	3,926	-17.5
X-TYPE	1,038	2,053	-49.4	4,400	7,382	-40.4
XK	<u>245</u>	<u>267</u>	-8.2	<u>816</u>	<u>805</u>	1.4
Total Jaguar	2,870	4,103	-30.1	11,577	15,343	-24.5

Contact: Rosemary Mariniello, Jaguar Land Rover North America, (201) 818-8010

VOLVO BRAND APRIL 2005 U.S. SALES

	<u>April Month</u>		<u>%</u>	<u>April CYTD</u>		<u>%</u>
	<u>2005</u>	<u>2004</u>	<u>Change</u>	<u>2005</u>	<u>2004</u>	<u>Change</u>
S40	2,111	1,391	51.8	8,492	6,715	26.5
V40	3	235	-98.7	5	808	-99.4
V50	529	0	NA	1,989	0	NA
S60	2,218	2,540	-12.7	8,538	11,096	-23.1
V70	694	867	-20.0	2,666	3,752	-28.9
XC70	1,032	996	3.6	4,442	4,297	3.4
C70	279	439	-36.4	976	1,337	-27.0
S80	838	1,090	-23.1	4,021	4,576	-12.1
XC90	<u>3,021</u>	<u>3,230</u>	-6.5	<u>11,748</u>	<u>11,574</u>	1.5
Total Volvo	10,725	10,788	-0.6	42,877	44,155	-2.9

Contact: Roger Ormisher, Volvo Cars of North America, Inc., (800) 970-0888

LAND ROVER BRAND APRIL 2005 U.S. SALES

	<u>April Month</u>		<u>%</u>	<u>April CYTD</u>		<u>%</u>
	<u>2005</u>	<u>2004</u>	<u>Change</u>	<u>2005</u>	<u>2004</u>	<u>Change</u>
Range Rover	908	912	-0.4	3,423	3,459	-1.0
LR3	1,923	0	NA	6,534	0	NA
Discovery	61	1,130	-94.6	688	4,606	-85.1
Freelander	<u>248</u>	<u>484</u>	-48.8	<u>939</u>	<u>2,605</u>	-64.0
Total Land Rover	3,140	2,526	24.3	11,584	10,670	8.6