



NEWS

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IMMEDIATE RELEASE

FORD MOTOR COMPANY REPORTS AUGUST U.S. SALES

- Ford's August U.S. sales totaled 271,394, down 13 percent.
- Ford F-Series posts record August sales of 84,996, up 15 percent.
- Volvo sets August sales record on higher sales of new S40 sedan.
- Ford announces fourth quarter North American production plan.

DEARBORN, Mich., Sept. 1 – U.S. customers purchased or leased 271,394 cars and trucks from Ford, Mercury, Lincoln, Jaguar, Volvo, and Land Rover dealers in August, down 13 percent compared with a year ago. [Note: Ford sales comparisons are not adjusted for selling days.]

Year-to-date through August, the company's sales were 2.25 million, down 5 percent compared with the same period a year ago.

Ford F-Series, America's best-selling vehicle, posted record August sales of 84,996, up 15 percent from a year ago. August was the twelfth month in a row of higher F-Series sales coinciding with the introduction of the new F-150 model last September. A new Super Duty model, built at Ford's Kentucky Truck Plant in Louisville, is now available at Ford dealer showrooms.

"The new F-Series Super Duty officially debuts during NFL Kickoff Weekend," said Jim O'Connor, Ford group vice president, North America Marketing, Sales and Service. "The 2005 model Super Duty is bigger, stronger, smarter and tougher than the previous version and any other product in its class."

Volvo dealers reported record August sales of 12,598, up 6 percent from a year ago. Sales for the new S40 sedan were 2,353, more than double the level of sales for the old model a year ago.

North American Production

The company plans to build 830,000 vehicles (225,000 cars and 605,000 trucks) in its North American assembly plants in the fourth quarter 2004. In the fourth quarter 2003, the company produced 900,000 vehicles (235,000 cars and 665,000 trucks).

In the third quarter of 2004, the company plans to build 755,000 vehicles (195,000 cars and 560,000 trucks), unchanged from the previously announced plan.

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FORD MOTOR COMPANY AUGUST 2004 U.S. SALES

	<u>August Month</u>		<u>% Change</u>	<u>August CYTD</u>		<u>% Change</u>
	<u>2004</u>	<u>2003</u>		<u>2004</u>	<u>2003</u>	
Sales By Brand						
Ford	224,909	254,579	-11.7	1,877,531	1,961,772	-4.3
Mercury	16,265	19,314	-15.8	134,127	138,217	-3.0
Lincoln	11,219	15,326	-26.8	90,958	106,577	-14.7
Jaguar	3,848	6,238	-38.3	31,899	36,062	-11.5
Volvo	12,598	11,837	6.4	93,817	90,952	3.2
Land Rover	<u>2,555</u>	<u>3,790</u>	-32.6	<u>21,088</u>	<u>24,938</u>	-15.4
Total Ford Motor Company	271,394	311,084	-12.8	2,249,420	2,358,518	-4.6
Memo: Cars and Trucks						
Cars	73,748	99,669	-26.0	719,479	826,772	-13.0
Trucks	<u>197,646</u>	<u>211,415</u>	-6.5	<u>1,529,941</u>	<u>1,531,746</u>	-0.1
Total Ford Motor Company	271,394	311,084	-12.8	2,249,420	2,358,518	-4.6

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

FORD BRAND AUGUST 2004 U.S. SALES

	<u>August Month</u>		<u>% Change</u>	<u>August CYTD</u>		<u>% Change</u>
	<u>2004</u>	<u>2003</u>		<u>2004</u>	<u>2003</u>	
Crown Victoria	3,222	4,623	-30.3	51,965	55,399	-6.2
Taurus	20,015	25,981	-23.0	183,994	219,908	-16.3
Focus	14,689	19,373	-24.2	151,287	159,417	-5.1
Thunderbird	833	1,092	-23.7	8,992	13,037	-31.0
Mustang	6,539	9,435	-30.7	88,135	98,127	-10.2
Escort	<u>0</u>	<u>2,129</u>	-100.0	<u>1,210</u>	<u>16,968</u>	-92.9
Total Ford Cars	45,298	62,633	-27.7	485,583	562,856	-13.7
Escape	15,037	15,438	-2.6	128,154	110,374	16.1
Explorer	30,603	36,254	-15.6	229,582	246,120	-6.7
Expedition	14,193	18,487	-23.2	106,868	122,401	-12.7
Excursion	1,169	2,097	-44.3	12,914	16,095	-19.8
Econoline/Club Wagon	13,518	12,428	8.8	118,770	111,360	6.7
Windstar	0	9,402	-100.0	2,950	91,178	-96.8
Freestar	6,647	0	NA	72,642	0	NA
Ranger	12,510	23,438	-46.6	113,673	151,285	-24.9
F-Series	84,996	73,698	15.3	598,218	545,582	9.6
Heavy Trucks	<u>938</u>	<u>704</u>	33.2	<u>8,177</u>	<u>4,521</u>	80.9
Total Ford Trucks	<u>179,611</u>	<u>191,946</u>	-6.4	<u>1,391,948</u>	<u>1,398,916</u>	-0.5
Total Ford Brand	224,909	254,579	-11.7	1,877,531	1,961,772	-4.3

Contact: Jon Harmon, Ford Division, (313) 323-7045

LINCOLN AND MERCURY BRAND AUGUST 2004 U.S. SALES

	<u>August Month</u>		<u>% Change</u>	<u>August CYTD</u>		<u>% Change</u>
	<u>2004</u>	<u>2003</u>		<u>2004</u>	<u>2003</u>	
Grand Marquis	6,875	7,293	-5.7	58,118	60,831	-4.5
Sable	3,088	6,833	-54.8	31,796	43,036	-26.1
Cougar	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>2,024</u>	-100.0
Total Mercury Cars	9,963	14,126	-29.5	89,914	105,891	-15.1
Town Car	4,239	5,703	-25.7	34,055	40,186	-15.3
LS	2,540	3,591	-29.3	19,762	23,994	-17.6
Continental	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>280</u>	-100.0
Total Lincoln Cars	<u>6,779</u>	<u>9,294</u>	-27.1	<u>53,817</u>	<u>64,460</u>	-16.5
Total Mercury and Lincoln Cars	16,742	23,420	-28.5	143,731	170,351	-15.6
Mountaineer	4,335	5,188	-16.4	31,552	32,326	-2.4
Monterey	<u>1,967</u>	<u>0</u>	NA	<u>12,661</u>	<u>0</u>	NA
Total Mercury Trucks	6,302	5,188	21.5	44,213	32,326	36.8
Navigator	2,725	3,098	-12.0	22,308	23,866	-6.5
Aviator	1,715	2,934	-41.5	14,833	18,098	-18.0
Blackwood	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>153</u>	-100.0
Total Lincoln Trucks	<u>4,440</u>	<u>6,032</u>	-26.4	<u>37,141</u>	<u>42,117</u>	-11.8
Total Mercury and Lincoln Trucks	<u>10,742</u>	<u>11,220</u>	-4.3	<u>81,354</u>	<u>74,443</u>	9.3
Total Mercury and Lincoln Vehicles	27,484	34,640	-20.7	225,085	244,794	-8.1
Total Lincoln Brand	11,219	15,326	-26.8	90,958	106,577	-14.7
Total Mercury Brand	16,265	19,314	-15.8	134,127	138,217	-3.0

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

JAGUAR BRAND AUGUST 2004 U.S. SALES

	<u>August Month</u>			<u>August CYTD</u>		
	<u>2004</u>	<u>2003</u>	<u>% Change</u>	<u>2004</u>	<u>2003</u>	<u>% Change</u>
XJ	672	1,262	-46.8	6,683	6,140	8.8
S-TYPE	807	1,371	-41.1	8,268	10,091	-18.1
X-TYPE	2,128	3,397	-37.4	14,987	17,888	-16.2
XK	<u>241</u>	<u>208</u>	15.9	<u>1,961</u>	<u>1,943</u>	0.9
Total Jaguar	3,848	6,238	-38.3	31,899	36,062	-11.5

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

VOLVO BRAND AUGUST 2004 U.S. SALES

	<u>August Month</u>			<u>August CYTD</u>		
	<u>2004</u>	<u>2003</u>	<u>% Change</u>	<u>2004</u>	<u>2003</u>	<u>% Change</u>
S40	2,353	1,123	109.5	14,963	9,468	58.0
V50	226	0	NA	594	0	NA
V40	75	286	-73.8	1,446	2,152	-32.8
S60	2,574	3,488	-26.2	21,023	25,074	-16.2
V70	993	791	25.5	7,662	8,208	-6.7
V70 XC	2,188	1,652	32.4	11,424	11,513	-0.8
C70	278	598	-53.5	2,932	3,101	-5.4
XC90	2,550	2,807	-9.2	24,127	21,936	10.0
S80	<u>1,361</u>	<u>1,092</u>	24.6	<u>9,646</u>	<u>9,500</u>	1.5
Total Volvo	12,598	11,837	6.4	93,817	90,952	3.2

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

LAND ROVER BRAND AUGUST 2004 U.S. SALES

	<u>August Month</u>			<u>August CYTD</u>		
	<u>2004</u>	<u>2003</u>	<u>% Change</u>	<u>2004</u>	<u>2003</u>	<u>% Change</u>
Range Rover	1,086	1,227	-11.5	7,800	6,935	12.5
Discovery	1,124	1,737	-35.3	9,219	11,385	-19.0
Freelander	<u>345</u>	<u>826</u>	-58.2	<u>4,069</u>	<u>6,618</u>	-38.5
Total Land Rover	2,555	3,790	-32.6	21,088	24,938	-15.4

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