



## NEWS

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### **IMMEDIATE RELEASE**

## **FORD FOCUS RETAIL SALES UP 36 PERCENT IN FEBRUARY, PUNCTUATING SOLID MONTH FOR CARS, CROSSOVERS**

- Ford Focus retail sales climbed 36 percent compared with a year ago; redesigned, fuel-efficient small car – and SYNC – are appealing to younger buyers.
- Crossover demand growth continues; Ford Edge up 46 percent; Lincoln MKX up 22 percent.
- Lincoln retail sales up 2 percent.
- Ford, Lincoln and Mercury sales totaled 185,294, down 7 percent. Lower daily rental sales (down 20 percent) accounts for 60 percent of the decline. Retail sales down 6 percent.
- Total Ford Motor Company sales (including Jaguar, Land Rover, and Volvo) totaled 196,681, down 7 percent.

DEARBORN, Mich., March 3, 2008 – Ford’s new Focus and SYNC are connecting with small car buyers. Focus retail sales were up 36 percent in February – the fourth month in a row of higher retail sales.

“The new Focus and SYNC arrived at an opportune time,” said Jim Farley, Ford’s group vice president, Marketing and Communications. “We needed to raise awareness and consideration among younger buyers – and Focus and SYNC are getting us back in the game.”

Buyers age 16-35 account for 32 percent of retail sales for the 2008 Focus, compared with 28 percent for the previous model. Focus is one of 12 Ford, Lincoln and Mercury models equipped with SYNC, an affordable, in-car connectivity technology that fully integrates most Bluetooth-enabled cell phones and MP3 players by voice activation.

Retail car sales were 4 percent higher than a year ago paced by the Focus and the three mid-size sedans – Ford Fusion, Mercury Milan, and Lincoln MKZ – which combined posted a retail sales increase of 7 percent.

Crossover utility vehicles continued to see higher sales in February (up 10 percent). Higher sales for the Ford Edge (up 46 percent) and Lincoln MKX (up 22 percent) led the increase in CUVs.

The MKZ and MKX helped Lincoln post higher retail sales in February (up 2 percent) although total sales were down 11 percent, reflecting lower fleet sales.

Among trucks, sales for Ford's F-Series pickup totaled 52,548, off 5 percent from a year ago. Sales for Ford's compact pickup, the Ranger, totaled 7,431, up 27 percent.

Sales for traditional sport utility vehicles continued to decline in February as combined sales for the Ford Explorer and Expedition, Mercury Mountaineer, and Lincoln Navigator were 22 percent lower than a year ago.

Ford, Lincoln and Mercury sales totaled 185,294, down 7 percent compared with a year ago. Lower daily rental sales (down 20 percent) accounted for 60 percent of the decline.

Total Ford Motor Company sales, including Jaguar, Land Rover, and Volvo, totaled 196,681, also down 7 percent.

### **North American Production**

In the second quarter 2008, the company plans to produce 730,000 vehicles, a level 10 percent lower than a year ago when the company produced 811,000 vehicles. The reduction reflects the current economic conditions.

In the first quarter 2008, the company plans to produce 685,000 vehicles, unchanged from the previously announced plan.

*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.*

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### **About Ford Motor Company**

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles in 200 markets across six continents. With about 245,000 employees and about 100 plants worldwide, the company's core and affiliated automotive brands include Ford, Jaguar, Land Rover, Lincoln, Mercury, Volvo and Mazda. 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 FEBRUARY 2008 U.S. SALES

	<u>February</u>		<u>% Change</u>	<u>Year-To-Date</u>		<u>% Change</u>
	<u>2008</u>	<u>2007</u>		<u>2008</u>	<u>2007</u>	
<b>Sales By Brand</b>						
Ford	164,915	173,794	-5.1	295,989	305,800	-3.2
Mercury	10,806	13,843	-21.9	20,102	26,447	-24.0
Lincoln	<u>9,573</u>	<u>10,763</u>	-11.1	<u>17,558</u>	<u>20,357</u>	-13.7
Total Ford, Lincoln and Mercury	185,294	198,400	-6.6	333,649	352,604	-5.4
Jaguar	1,063	1,191	-10.7	1,727	2,581	-33.1
Land Rover	2,819	3,106	-9.2	5,678	6,539	-13.2
Volvo	<u>7,505</u>	<u>8,453</u>	-11.2	<u>15,541</u>	<u>16,261</u>	-4.4
Total Ford Motor Company	196,681	211,150	-6.9	356,595	377,985	-5.7
<b>Memo: Cars and Trucks</b>						
Cars	64,333	70,951	-9.3	114,409	126,793	-9.8
Trucks	<u>132,348</u>	<u>140,199</u>	-5.6	<u>242,186</u>	<u>251,192</u>	-3.6
Total Ford Motor Company	196,681	211,150	-6.9	356,595	377,985	-5.7

## FORD BRAND FEBRUARY 2008 U.S. SALES

	<u>February</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2008</u>	<u>2007</u>	<u>Change</u>	<u>2008</u>	<u>2007</u>	<u>Change</u>
Crown Victoria	3,894	4,556	-14.5	8,325	9,980	-16.6
Taurus	4,789	6,601	-27.5	8,969	10,127	-11.4
Fusion	14,980	13,359	12.1	24,163	23,888	1.2
Focus	16,302	14,737	10.6	27,902	22,772	22.5
Mustang	7,752	10,772	-28.0	14,297	19,836	-27.9
GT	<u>0</u>	<u>169</u>	-100.0	<u>0</u>	<u>231</u>	-100.0
<b>Total Ford Cars</b>	47,717	50,194	-4.9	83,656	86,834	-3.7
Escape	14,192	14,388	-1.4	25,383	22,796	11.3
Edge	11,638	7,977	45.9	22,526	13,563	66.1
Taurus X	2,154	3,469	-37.9	4,388	5,480	-19.9
Explorer	9,452	12,971	-27.1	16,669	21,847	-23.7
Expedition	6,296	7,501	-16.1	11,259	13,644	-17.5
Freestar	0	502	-100.0	0	1,574	-100.0
Econoline/Club Wagon	12,866	14,540	-11.5	24,199	27,061	-10.6
Ranger	7,431	5,850	27.0	12,977	10,502	23.6
F-Series	52,548	55,251	-4.9	93,673	100,170	-6.5
Low Cab Forward	70	195	-64.1	149	415	-64.1
Heavy Trucks	<u>551</u>	<u>956</u>	-42.4	<u>1,110</u>	<u>1,914</u>	-42.0
<b>Total Ford Trucks</b>	<u>117,198</u>	<u>123,600</u>	-5.2	<u>212,333</u>	<u>218,966</u>	-3.0
<b>Total Ford Brand</b>	164,915	173,794	-5.1	295,989	305,800	-3.2

## LINCOLN AND MERCURY BRAND FEBRUARY 2008 U.S. SALES

	<u>February</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2008</u>	<u>2007</u>	<u>Change</u>	<u>2008</u>	<u>2007</u>	<u>Change</u>
Grand Marquis	2,549	4,413	-42.2	4,512	8,466	-46.7
Sable	938	1,480	-36.6	1,924	2,670	-27.9
Milan	<u>2,544</u>	<u>2,896</u>	-12.2	<u>4,997</u>	<u>5,558</u>	-10.1
<b>Total Mercury Cars</b>	6,031	8,789	-31.4	11,433	16,694	-31.5
MKZ	3,531	2,263	56.0	6,243	4,472	39.6
Town Car	<u>1,306</u>	<u>3,694</u>	-64.6	<u>1,512</u>	<u>6,818</u>	-77.8
<b>Total Lincoln Cars</b>	<u>4,837</u>	<u>5,957</u>	-18.8	<u>7,755</u>	<u>11,290</u>	-31.3
<b>Total Mercury and Lincoln Cars</b>	10,868	14,746	-26.3	19,188	27,984	-31.4
Mariner	3,043	2,685	13.3	5,384	5,318	1.2
Mountaineer	1,732	2,225	-22.2	3,285	4,116	-20.2
Monterey	<u>0</u>	<u>144</u>	-100.0	<u>0</u>	<u>319</u>	-100.0
<b>Total Mercury Trucks</b>	4,775	5,054	-5.5	8,669	9,753	-11.1
MKX	2,819	2,310	22.0	5,845	4,009	45.8
Navigator	1,553	1,847	-15.9	3,218	3,635	-11.5
Mark LT	<u>364</u>	<u>649</u>	-43.9	<u>740</u>	<u>1,423</u>	-48.0
<b>Total Lincoln Trucks</b>	<u>4,736</u>	<u>4,806</u>	-1.5	<u>9,803</u>	<u>9,067</u>	8.1
<b>Total Mercury and Lincoln Trucks</b>	<u>9,511</u>	<u>9,860</u>	-3.5	<u>18,472</u>	<u>18,820</u>	-1.8
<b>Total Mercury and Lincoln Vehicles</b>	20,379	24,606	-17.2	37,660	46,804	-19.5
<b>Total Lincoln Brand</b>	9,573	10,763	-11.1	17,558	20,357	-13.7
<b>Total Mercury Brand</b>	10,806	13,843	-21.9	20,102	26,447	-24.0

## JAGUAR BRAND FEBRUARY 2008 U.S. SALES

	<u>February</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2008</u>	<u>2007</u>	<u>Change</u>	<u>2008</u>	<u>2007</u>	<u>Change</u>
XJ	225	351	-35.9	427	735	-41.9
S-TYPE	402	276	45.7	515	586	-12.1
X-TYPE	180	246	-26.8	279	515	-45.8
XK	<u>256</u>	<u>318</u>	-19.5	<u>506</u>	<u>745</u>	-32.1
<b>Total Jaguar</b>	1,063	1,191	-10.7	1,727	2,581	-33.1

## VOLVO BRAND FEBRUARY 2008 U.S. SALES

	<u>February</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2008</u>	<u>2007</u>	<u>Change</u>	<u>2008</u>	<u>2007</u>	<u>Change</u>
C30	333	0	NA	684	0	NA
S40	930	2,101	-55.7	2,449	3,472	-29.5
V50	157	223	-29.6	320	418	-23.4
S60	1,310	1,440	-9.0	3,023	2,675	13.0
V70	214	221	-3.2	381	478	-20.3
XC70	933	1,095	-14.8	1,898	1,950	-2.7
C70	471	255	84.7	846	640	32.2
S80	1,270	580	119.0	2,135	1,711	24.8
XC90	<u>1,887</u>	<u>2,538</u>	-25.7	<u>3,805</u>	<u>4,917</u>	-22.6
<b>Total Volvo</b>	7,505	8,453	-11.2	15,541	16,261	-4.4

## LAND ROVER BRAND FEBRUARY 2008 U.S. SALES

	<u>February</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2008</u>	<u>2007</u>	<u>Change</u>	<u>2008</u>	<u>2007</u>	<u>Change</u>
Range Rover	741	820	-9.6	1,517	1,750	-13.3
Range Rover Sport	951	1,182	-19.5	1,981	2,445	-19.0
LR3	441	1,104	-60.1	820	2,343	-65.0
LR2	686	0	NA	1,360	0	NA
Freelander	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>1</u>	-100.0
<b>Total Land Rover</b>	2,819	3,106	-9.2	5,678	6,539	-13.2