



## NEWS

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### **IMMEDIATE RELEASE**

## **FORD CROSSOVERS STAYED HOT IN JANUARY**

- Ford crossovers pick up where they left off in 2007; Ford Edge sales climbed 95 percent and Lincoln MKX rose 78 percent.
- New Focus bolsters Ford's share of small car market with 44 percent increase.
- Ford, Lincoln and Mercury sales totaled 148,355, down 4 percent.
- Total Ford Motor Company sales (including Jaguar, Land Rover, and Volvo) totaled 159,914, down 4 percent.

DEARBORN, Mich., Feb. 1, 2008 – Demand for Ford's crossovers remained strong in January. Sales for the Ford Edge were 95 percent higher than a year ago and the Lincoln MKX was up 78 percent.

Retail demand for Ford, Lincoln and Mercury cars also was strong in January, especially for the new Focus. Sales for the Focus were up 44 percent compared with a year ago, with retail sales up 33 percent. Combined retail sales for the Ford Fusion, Mercury Milan, and Lincoln MKZ also were higher than a year ago.

"We're very pleased with this result," said Jim Farley, Ford's group vice president, Marketing and Communications. "Our dealers really delivered this month, despite a challenging economic and competitive environment.

"It's not going to get any easier – at least for awhile," said Farley. "Recent monetary actions and the proposed stimulus package may help the economy later this year, but we're not pinning our

hopes on that. Our plan is based on restructuring our business to be profitable at lower demand and changed mix while also accelerating the development of new products people want to buy.”

The next wave of new Ford products will arrive this summer – the distinctively designed Ford Flex crossover and the elegant Lincoln MKS sedan. A new Ford F-150 pickup truck will debut later in the fall.

Ford, Lincoln and Mercury sales totaled 148,355, down 4 percent compared with a year ago.

Total Ford Motor Company sales, including Jaguar, Land Rover, and Volvo, were 159,914, down 4 percent.

*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 JANUARY 2008 U.S. SALES

	<u>January</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	131,074	132,006	-0.7	131,074	132,006	-0.7
Mercury	9,296	12,604	-26.2	9,296	12,604	-26.2
Lincoln	<u>7,985</u>	<u>9,594</u>	-16.8	<u>7,985</u>	<u>9,594</u>	-16.8
Total Ford, Lincoln and Mercury	148,355	154,204	-3.8	148,355	154,204	-3.8
Jaguar	664	1,390	-52.2	664	1,390	-52.2
Land Rover	2,859	3,433	-16.7	2,859	3,433	-16.7
Volvo	<u>8,036</u>	<u>7,808</u>	2.9	<u>8,036</u>	<u>7,808</u>	2.9
Total Ford Motor Company	159,914	166,835	-4.1	159,914	166,835	-4.1
<b>Memo: Cars and Trucks</b>						
Cars	50,076	55,842	-10.3	50,076	55,842	-10.3
Trucks	<u>109,838</u>	<u>110,993</u>	-1.0	<u>109,838</u>	<u>110,993</u>	-1.0
Total Ford Motor Company	159,914	166,835	-4.1	159,914	166,835	-4.1

## FORD BRAND JANUARY 2008 U.S. SALES

	<u>January</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	4,431	5,424	-18.3	4,431	5,424	-18.3
Taurus	4,180	3,526	18.5	4,180	3,526	18.5
Fusion	9,183	10,529	-12.8	9,183	10,529	-12.8
Focus	11,600	8,035	44.4	11,600	8,035	44.4
Mustang	6,545	9,064	-27.8	6,545	9,064	-27.8
GT	<u>0</u>	<u>62</u>	-100.0	<u>0</u>	<u>62</u>	-100.0
<b>Total Ford Cars</b>	<b>35,939</b>	<b>36,640</b>	<b>-1.9</b>	<b>35,939</b>	<b>36,640</b>	<b>-1.9</b>
Escape	11,191	8,408	33.1	11,191	8,408	33.1
Edge	10,888	5,586	94.9	10,888	5,586	94.9
Taurus X	2,234	2,011	11.1	2,234	2,011	11.1
Explorer	7,217	8,876	-18.7	7,217	8,876	-18.7
Expedition	4,963	6,143	-19.2	4,963	6,143	-19.2
Freestar	0	1,072	-100.0	0	1,072	-100.0
Econoline/Club Wagon	11,333	12,521	-9.5	11,333	12,521	-9.5
Ranger	5,546	4,652	19.2	5,546	4,652	19.2
F-Series	41,125	44,919	-8.4	41,125	44,919	-8.4
Low Cab Forward	79	220	-64.1	79	220	-64.1
Heavy Trucks	<u>559</u>	<u>958</u>	-41.6	<u>559</u>	<u>958</u>	-41.6
<b>Total Ford Trucks</b>	<b><u>95,135</u></b>	<b><u>95,366</u></b>	<b>-0.2</b>	<b><u>95,135</u></b>	<b><u>95,366</u></b>	<b>-0.2</b>
<b>Total Ford Brand</b>	<b>131,074</b>	<b>132,006</b>	<b>-0.7</b>	<b>131,074</b>	<b>132,006</b>	<b>-0.7</b>

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

	<u>January</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	1,963	4,053	-51.6	1,963	4,053	-51.6
Sable	986	1,190	-17.1	986	1,190	-17.1
Milan	<u>2,453</u>	<u>2,662</u>	-7.9	<u>2,453</u>	<u>2,662</u>	-7.9
<b>Total Mercury Cars</b>	5,402	7,905	-31.7	5,402	7,905	-31.7
MKZ	2,712	2,209	22.8	2,712	2,209	22.8
Town Car	<u>206</u>	<u>3,124</u>	-93.4	<u>206</u>	<u>3,124</u>	-93.4
<b>Total Lincoln Cars</b>	<u>2,918</u>	<u>5,333</u>	-45.3	<u>2,918</u>	<u>5,333</u>	-45.3
<b>Total Mercury and Lincoln Cars</b>	8,320	13,238	-37.2	8,320	13,238	-37.2
Mariner	2,341	2,633	-11.1	2,341	2,633	-11.1
Mountaineer	1,553	1,891	-17.9	1,553	1,891	-17.9
Monterey	<u>0</u>	<u>175</u>	-100.0	<u>0</u>	<u>175</u>	-100.0
<b>Total Mercury Trucks</b>	3,894	4,699	-17.1	3,894	4,699	-17.1
MKX	3,026	1,699	78.1	3,026	1,699	78.1
Navigator	1,665	1,788	-6.9	1,665	1,788	-6.9
Mark LT	<u>376</u>	<u>774</u>	-51.4	<u>376</u>	<u>774</u>	-51.4
<b>Total Lincoln Trucks</b>	<u>5,067</u>	<u>4,261</u>	18.9	<u>5,067</u>	<u>4,261</u>	18.9
<b>Total Mercury and Lincoln Trucks</b>	<u>8,961</u>	<u>8,960</u>	0.0	<u>8,961</u>	<u>8,960</u>	0.0
<b>Total Mercury and Lincoln Vehicles</b>	17,281	22,198	-22.2	17,281	22,198	-22.2
<b>Total Lincoln Brand</b>	7,985	9,594	-16.8	7,985	9,594	-16.8
<b>Total Mercury Brand</b>	9,296	12,604	-26.2	9,296	12,604	-26.2

## JAGUAR BRAND JANUARY 2008 U.S. SALES

	<u>January</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	202	384	-47.4	202	384	-47.4
S-TYPE	113	310	-63.5	113	310	-63.5
X-TYPE	99	269	-63.2	99	269	-63.2
XK	<u>250</u>	<u>427</u>	-41.5	<u>250</u>	<u>427</u>	-41.5
<b>Total Jaguar</b>	664	1,390	-52.2	664	1,390	-52.2

## VOLVO BRAND JANUARY 2008 U.S. SALES

	<u>January</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	351	0	NA	351	0	NA
S40	1,519	1,371	10.8	1,519	1,371	10.8
V50	163	195	-16.4	163	195	-16.4
S60	1,713	1,235	38.7	1,713	1,235	38.7
V70	167	257	-35.0	167	257	-35.0
XC70	965	855	12.9	965	855	12.9
C70	375	385	-2.6	375	385	-2.6
S80	865	1,131	-23.5	865	1,131	-23.5
XC90	<u>1,918</u>	<u>2,379</u>	-19.4	<u>1,918</u>	<u>2,379</u>	-19.4
<b>Total Volvo</b>	8,036	7,808	2.9	8,036	7,808	2.9

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

	<u>January</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	776	930	-16.6	776	930	-16.6
Range Rover Sport	1,030	1,263	-18.4	1,030	1,263	-18.4
LR3	379	1,239	-69.4	379	1,239	-69.4
LR2	674	0	NA	674	0	NA
Freelander	<u>0</u>	<u>1</u>	-100.0	<u>0</u>	<u>1</u>	-100.0
<b>Total Land Rover</b>	2,859	3,433	-16.7	2,859	3,433	-16.7