



NEWS

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IMMEDIATE RELEASE

FORD MOTOR COMPANY REPORTS JUNE U.S. SALES

- Ford's June U.S. sales totaled 287,381, down 8 percent.
- Ford F-Series sales totaled 74,935, up 1 percent.
- Ford Escape sets June sales record as sales rise 11 percent to 16,314.
- Ford Econoline van sales climb 21 percent, as business investment remains strong.
- Volvo sets first half sales record as new S40 attracts attention from younger buyers.

DEARBORN, Mich., July 1 – U.S. customers purchased or leased 287,381 cars and trucks from Ford, Mercury, Lincoln, Jaguar, Volvo, and Land Rover dealers in June, down 8 percent compared with a year ago. Sales of passenger cars were 92,580, down 17 percent and trucks were 194,801, down 3 percent.

Year-to-date through June, the company's sales were 1.7 million, down 3 percent compared with the same period a year ago. Sales of trucks were 1.1 million, up 1 percent, and sales of passenger cars were 0.6 million, down 11 percent.

Ford F-Series, America's best-selling vehicle, posted sales of 74,935, up 1 percent. June was the tenth month in a row of higher F-Series sales coinciding with the introduction of the new F-150 model. A new Super Duty model, built at Ford's Kentucky Truck Plant in Louisville, will debut later this summer.

The Ford Escape, America's best-selling small sport utility vehicle, set another monthly record as June sales increased 11 percent to 16,314. Production of the Escape hybrid will begin in August at Ford's Kansas City Assembly Plant in Claycomo, Missouri.

Business investment has made an important contribution to the current economic recovery and helped to increase sales of Ford's Econoline – America's best-selling full-size van. In June, Econoline sales increased 21 percent to 16,963.

Although Volvo's June sales were down 3 percent, Volvo set a first half record as XC90 sales remained strong and the new S40 sedan gained traction in the U.S. market from younger buyers. The new V50 wagon has started to arrive at Volvo retailers.

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FORD MOTOR COMPANY JUNE 2004 U.S. SALES

	<u>June Month</u>		<u>%</u>	<u>June CYTD</u>		<u>%</u>
	<u>2004</u>	<u>2003</u>	<u>Change</u>	<u>2004</u>	<u>2003</u>	<u>Change</u>
Sales By Brand						
Ford	236,908	257,598	-8.0	1,418,369	1,464,061	-3.1
Mercury	17,945	17,517	2.4	97,296	99,675	-2.4
Lincoln	12,356	14,247	-13.3	68,162	76,414	-10.8
Jaguar	4,219	5,182	-18.6	24,006	24,657	-2.6
Volvo	12,992	13,339	-2.6	68,964	67,522	2.1
Land Rover	<u>2,961</u>	<u>3,369</u>	-12.1	<u>16,025</u>	<u>17,840</u>	-10.2
Total Ford Motor Company	287,381	311,252	-7.7	1,692,822	1,750,169	-3.3
Memo: Cars and Trucks						
Cars	92,580	111,087	-16.7	562,950	628,663	-10.5
Trucks	<u>194,801</u>	<u>200,165</u>	-2.7	<u>1,129,872</u>	<u>1,121,506</u>	0.7
Total Ford Motor Company	287,381	311,252	-7.7	1,692,822	1,750,169	-3.3

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

FORD BRAND JUNE 2004 U.S. SALES

	<u>June Month</u>		<u>%</u>	<u>June CYTD</u>		<u>%</u>
	<u>2004</u>	<u>2003</u>	<u>Change</u>	<u>2004</u>	<u>2003</u>	<u>Change</u>
Crown Victoria	6,356	7,772	-18.2	43,396	43,454	-0.1
Taurus	22,665	29,899	-24.2	144,035	170,393	-15.5
Focus	22,495	21,152	6.3	118,807	122,095	-2.7
Thunderbird	1,156	1,790	-35.4	7,072	9,877	-28.4
Mustang	8,030	13,226	-39.3	73,333	78,169	-6.2
Escort	<u>0</u>	<u>1,566</u>	-100.0	<u>1,210</u>	<u>12,759</u>	-90.5
Total Ford Cars	60,702	75,405	-19.5	387,853	436,747	-11.2
Escape	16,314	14,709	10.9	98,532	78,768	25.1
Explorer	26,434	32,140	-17.8	168,059	179,341	-6.3
Expedition	14,932	15,039	-0.7	77,484	87,696	-11.6
Excursion	1,832	2,051	-10.7	10,281	11,844	-13.2
Econoline/Club Wagon	16,963	14,083	20.5	92,118	85,561	7.7
Windstar	0	12,739	-100.0	2,950	70,404	-95.8
Freestar	10,347	0	NA	55,161	0	NA
Ranger	13,368	16,823	-20.5	86,668	108,668	-20.2
F-Series	74,935	73,938	1.3	432,969	402,072	7.7
Heavy Trucks	<u>1,081</u>	<u>671</u>	61.1	<u>6,294</u>	<u>2,960</u>	112.6
Total Ford Trucks	<u>176,206</u>	<u>182,193</u>	-3.3	<u>1,030,516</u>	<u>1,027,314</u>	0.3
Total Ford Brand	236,908	257,598	-8.0	1,418,369	1,464,061	-3.1

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

LINCOLN AND MERCURY BRAND JUNE 2004 U.S. SALES

	<u>June Month</u>		<u>%</u> <u>Change</u>	<u>June CYTD</u>		<u>%</u> <u>Change</u>
	<u>2004</u>	<u>2003</u>		<u>2004</u>	<u>2003</u>	
Grand Marquis	8,383	9,017	-7.0	42,315	44,429	-4.8
Sable	4,303	4,150	3.7	24,884	31,298	-20.5
Cougar	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>2,024</u>	-100.0
Total Mercury Cars	12,686	13,167	-3.7	67,199	77,751	-13.6
Town Car	4,907	6,069	-19.1	25,850	28,964	-10.8
LS	2,377	2,770	-14.2	15,050	16,907	-11.0
Continental	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>280</u>	-100.0
Total Lincoln Cars	<u>7,284</u>	<u>8,839</u>	-17.6	<u>40,900</u>	<u>46,151</u>	-11.4
Total Mercury and Lincoln Cars	19,970	22,006	-9.3	108,099	123,902	-12.8
Mountaineer	3,695	4,350	-15.1	22,509	21,924	2.7
Monterey	<u>1,564</u>	<u>0</u>	NA	<u>7,588</u>	<u>0</u>	NA
Total Mercury Trucks	5,259	4,350	20.9	30,097	21,924	37.3
Navigator	3,084	3,125	-1.3	16,268	17,638	-7.8
Aviator	1,988	2,283	-12.9	10,994	12,472	-11.9
Blackwood	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>153</u>	-100.0
Total Lincoln Trucks	<u>5,072</u>	<u>5,408</u>	-6.2	<u>27,262</u>	<u>30,263</u>	-9.9
Total Mercury and Lincoln Trucks	<u>10,331</u>	<u>9,758</u>	5.9	<u>57,359</u>	<u>52,187</u>	9.9
Total Mercury and Lincoln Vehicles	30,301	31,764	-4.6	165,458	176,089	-6.0
Total Lincoln Brand	12,356	14,247	-13.3	68,162	76,414	-10.8
Total Mercury Brand	17,945	17,517	2.4	97,296	99,675	-2.4

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

JAGUAR BRAND JUNE 2004 U.S. SALES

	<u>June Month</u>		<u>%</u>	<u>June CYTD</u>		<u>%</u>
	<u>2004</u>	<u>2003</u>	<u>Change</u>	<u>2004</u>	<u>2003</u>	<u>Change</u>
XJ	807	1,169	-31.0	4,928	3,555	38.6
S-TYPE	1,358	1,426	-4.8	6,630	7,391	-10.3
X-TYPE	1,817	2,341	-22.4	11,001	12,241	-10.1
XK	<u>237</u>	<u>246</u>	-3.7	<u>1,447</u>	<u>1,470</u>	-1.6
Total Jaguar	4,219	5,182	-18.6	24,006	24,657	-2.6

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

VOLVO BRAND JUNE 2004 U.S. SALES

	<u>June Month</u>		<u>%</u>	<u>June CYTD</u>		<u>%</u>
	<u>2004</u>	<u>2003</u>	<u>Change</u>	<u>2004</u>	<u>2003</u>	<u>Change</u>
S40	1,803	1,349	33.7	10,259	7,184	42.8
V50	263	0	NA	263	0	NA
V40	187	255	-26.7	1,243	1,636	-24.0
S60	2,241	3,509	-36.1	15,871	18,555	-14.5
V70	1,254	1,375	-8.8	5,867	6,545	-10.4
V70 XC	1,957	1,566	25.0	7,493	8,738	-14.2
C70	459	416	10.3	2,277	2,021	12.7
XC90	3,346	3,279	2.0	18,479	15,427	19.8
S80	<u>1,482</u>	<u>1,590</u>	-6.8	<u>7,212</u>	<u>7,416</u>	-2.8
Total Volvo	12,992	13,339	-2.6	68,964	67,522	2.1

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

LAND ROVER BRAND JUNE 2004 U.S. SALES

	<u>June Month</u>		<u>%</u>	<u>June CYTD</u>		<u>%</u>
	<u>2004</u>	<u>2003</u>	<u>Change</u>	<u>2004</u>	<u>2003</u>	<u>Change</u>
Range Rover	1,117	765	46.0	5,532	4,483	23.4
Discovery	1,402	1,671	-16.1	7,057	8,318	-15.2
Freelander	<u>442</u>	<u>933</u>	-52.6	<u>3,436</u>	<u>5,039</u>	-31.8
Total Land Rover	2,961	3,369	-12.1	16,025	17,840	-10.2

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