



## NEWS

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### **IMMEDIATE RELEASE**

## **NEW PRODUCTS AND F-SERIES TRUCK BOOSTS FORD'S MARCH SALES TO HIGHEST LEVEL SINCE MAY 2004**

- Ford Motor Company's March sales totaled 305,172 – best month since May 2004.
- Car sales equal to a year ago as new Ford Mustang, Ford Five Hundred and Mercury Montego reach new highs.
- Truck sales decline 3 percent as gains from Ford F-Series, Lincoln Mark LT and crossover sport utility vehicles are offset by lower sales of traditional sport utility vehicles and compact pickups.
- Overall, sales off 1.7 percent from a year ago.

DEARBORN, Mich., April 1 – U.S. customers purchased or leased 305,172 cars and trucks from Ford, Mercury, Lincoln, Jaguar, Land Rover and Volvo dealers in March – the highest monthly total since May 2004. Compared with a year ago, overall sales declined 1.7 percent.

Sales of passenger cars continued to increase at the retail level. Total car sales (including fleet deliveries) were equal to a year ago, but retail car sales were up 6 percent, including a 20 percent increase at Ford Division as consumer demand grew for the Ford Five Hundred sedan and Ford Mustang. Both cars posted their highest sales since introduction late last year. The Mercury Montego sedan also achieved its best sales month since introduction.

"We're making a concerted effort to get back in the car business," said Earl Hesterberg, Ford group vice president, North America Marketing, Sales and Service. "The effort appears to be paying off."

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Sales of trucks (pickups, sport utility vehicles and vans) declined 3 percent from a year ago. On the positive side, Ford F-Series sales were 80,527, up 1 percent from a year ago, and the all-new Lincoln Mark LT added 569 units to the company's full-size truck results.

In addition, consumer demand continues to grow for the company's new small and crossover sport utility vehicles. The Ford Escape set a new March sales record (16,921), including the highest monthly sales to date for the Escape Hybrid (1,569). The Mercury Mariner also posted its best month ever (3,053). The company's new mid-size crossover model, the Ford Freestyle, also set a new record for monthly sales (6,191).

"Higher gas prices seem to be accelerating the demand for small and crossover sport utility vehicles," said Hesterberg. "Fortunately, we're in a position to offer consumers several choices in these categories and more are on the way."

In contrast, sales of traditional sport utility vehicles generally declined, except at Land Rover where sales were up 8 percent due to the all-new LR3, Motor Trend magazine's "Sport Utility Vehicle of the Year."

In addition, sales for the Ford Ranger, the company's compact pickup truck, were off 40 percent.

## FORD MOTOR COMPANY MARCH 2005 U.S. SALES

	<u>March Month</u>		<u>%</u>	<u>March CYTD</u>		<u>%</u>
	<u>2005</u>	<u>2004</u>	<u>Change</u>	<u>2005</u>	<u>2004</u>	<u>Change</u>
<b>Sales By Brand</b>						
Ford	252,636	259,791	-2.8	624,577	667,886	-6.5
Mercury	21,457	16,904	26.9	55,306	47,137	17.3
Lincoln	12,938	14,184	-8.8	31,662	34,521	-8.3
Jaguar	3,545	4,005	-11.5	8,707	11,240	-22.5
Volvo	11,614	12,925	-10.1	32,152	33,367	-3.6
Land Rover	<u>2,982</u>	<u>2,756</u>	8.2	<u>8,444</u>	<u>8,144</u>	3.7
Total Ford Motor Company	305,172	310,565	-1.7	760,848	802,295	-5.2
<b>Memo: Cars and Trucks</b>						
Cars	107,834	107,766	0.1	270,043	265,642	1.7
Trucks	<u>197,338</u>	<u>202,799</u>	-2.7	<u>490,805</u>	<u>536,653</u>	-8.5
Total Ford Motor Company	305,172	310,565	-1.7	760,848	802,295	-5.2

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

## FORD BRAND MARCH 2005 U.S. SALES

	<u>March Month</u>		<u>%</u>	<u>March CYTD</u>		<u>%</u>
	<u>2005</u>	<u>2004</u>	<u>Change</u>	<u>2005</u>	<u>2004</u>	<u>Change</u>
Crown Victoria	7,500	9,835	-23.7	17,614	21,772	-19.1
Five Hundred	9,375	0	NA	22,300	0	NA
Taurus	20,887	27,862	-25.0	55,114	68,679	-19.8
Focus	17,726	19,432	-8.8	46,666	48,161	-3.1
Mustang	17,926	15,799	13.5	42,261	36,339	16.3
Thunderbird	1,546	1,703	-9.2	3,062	3,460	-11.5
GT	44	0	NA	55	0	NA
Escort	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>1,210</u>	-100.0
<b>Total Ford Cars</b>	75,004	74,631	0.5	187,072	179,621	4.1
Freestyle	6,191	0	NA	15,922	0	NA

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Escape	16,921	15,694	7.8	44,099	41,194	7.1
Explorer	24,858	29,862	-16.8	62,586	83,602	-25.1
Expedition	9,489	13,700	-30.7	26,296	35,932	-26.8
Excursion	1,461	1,877	-22.2	3,432	4,866	-29.5
Freestar	9,307	9,111	2.2	23,522	23,638	-0.5
Windstar	0	144	-100.0	0	2,950	-100.0
Econoline/Club Wagon	16,742	15,785	6.1	42,466	41,334	2.7
Ranger	10,764	17,796	-39.5	26,612	43,006	-38.1
F-Series	80,527	80,056	0.6	189,408	209,021	-9.4
Heavy Trucks	<u>1,372</u>	<u>1,135</u>	20.9	<u>3,162</u>	<u>2,722</u>	16.2
<b>Total Ford Trucks</b>	<u>177,632</u>	<u>185,160</u>	-4.1	<u>437,505</u>	<u>488,265</u>	-10.4
<b>Total Ford Brand</b>	252,636	259,791	-2.8	624,577	667,886	-6.5

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

### LINCOLN AND MERCURY BRAND MARCH 2005 U.S. SALES

	<u>March Month</u>		<u>%</u>	<u>March CYTD</u>		<u>%</u>
	<u>2005</u>	<u>2004</u>	<u>Change</u>	<u>2005</u>	<u>2004</u>	<u>Change</u>
Grand Marquis	7,913	7,066	12.0	20,328	20,169	0.8
Montego	2,297	0	NA	5,280	0	NA
Sable	<u>4,048</u>	<u>4,184</u>	-3.3	<u>9,898</u>	<u>11,466</u>	-13.7
<b>Total Mercury Cars</b>	14,258	11,250	26.7	35,506	31,635	12.2
Town Car	5,238	5,969	-12.2	11,820	13,269	-10.9
LS	<u>2,595</u>	<u>3,318</u>	-21.8	<u>6,923</u>	<u>8,155</u>	-15.1
<b>Total Lincoln Cars</b>	<u>7,833</u>	<u>9,287</u>	-15.7	<u>18,743</u>	<u>21,424</u>	-12.5
<b>Total Mercury and Lincoln Cars</b>	22,091	20,537	7.6	54,249	53,059	2.2
Mariner	3,053	0	NA	8,218	0	NA
Mountaineer	3,265	4,146	-21.2	8,973	11,814	-24.0
Monterey	<u>881</u>	<u>1,508</u>	-41.6	<u>2,609</u>	<u>3,688</u>	-29.3
<b>Total Mercury Trucks</b>	7,199	5,654	27.3	19,800	15,502	27.7
Navigator	2,722	2,924	-6.9	7,258	7,770	-6.6
Aviator	1,814	1,973	-8.1	5,062	5,327	-5.0

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Mark LT	<u>569</u>	<u>0</u>	NA	<u>599</u>	<u>0</u>	NA
<b>Total Lincoln Trucks</b>	<u>5,105</u>	<u>4,897</u>	4.2	<u>12,919</u>	<u>13,097</u>	-1.4
<b>Total Mercury and Lincoln Trucks</b>	<u>12,304</u>	<u>10,551</u>	16.6	<u>32,719</u>	<u>28,599</u>	14.4
<b>Total Mercury and Lincoln Vehicles</b>	34,395	31,088	10.6	86,968	81,658	6.5
<b>Total Lincoln Brand</b>	12,938	14,184	-8.8	31,662	34,521	-8.3
<b>Total Mercury Brand</b>	21,457	16,904	26.9	55,306	47,137	17.3

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

### JAGUAR BRAND MARCH 2005 U.S. SALES

	<u>March Month</u>		<u>%</u>	<u>March CYTD</u>		<u>%</u>
	<u>2005</u>	<u>2004</u>	<u>Change</u>	<u>2005</u>	<u>2004</u>	<u>Change</u>
XJ	850	898	-5.3	2,333	2,591	-10.0
S-TYPE	1,023	997	2.6	2,441	2,782	-12.3
X-TYPE	1,435	1,935	-25.8	3,362	5,329	-36.9
XK	<u>237</u>	<u>175</u>	35.4	<u>571</u>	<u>538</u>	6.1
<b>Total Jaguar</b>	3,545	4,005	-11.5	8,707	11,240	-22.5

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

### VOLVO BRAND MARCH 2005 U.S. SALES

	<u>March Month</u>		<u>%</u>	<u>March CYTD</u>		<u>%</u>
	<u>2005</u>	<u>2004</u>	<u>Change</u>	<u>2005</u>	<u>2004</u>	<u>Change</u>
S40	2,166	2,441	-11.3	6,381	5,324	19.9
V40	1	288	-99.7	2	573	-99.7
V50	466	0	NA	1,460	0	NA
S60	2,462	2,941	-16.3	6,320	8,556	-26.1
V70	659	886	-25.6	1,972	2,885	-31.6
XC70	1,264	1,231	2.7	3,410	3,301	3.3
C70	274	356	-23.0	697	898	-22.4
S80	1,166	1,681	-30.6	3,183	3,486	-8.7
XC90	<u>3,156</u>	<u>3,101</u>	1.8	<u>8,727</u>	<u>8,344</u>	4.6

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<b>Total Volvo</b>	11,614	12,925	-10.1	32,152	33,367	-3.6
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Contact: Roger Ormisher, Volvo Cars of North America, Inc., (800) 970-0888

### **LAND ROVER BRAND MARCH 2005 U.S. SALES**

	<u>March Month</u>		<u>%</u>	<u>March CYTD</u>		<u>%</u>
	<u>2005</u>	<u>2004</u>	<u>Change</u>	<u>2005</u>	<u>2004</u>	<u>Change</u>
Range Rover	867	914	-5.1	2,515	2,547	-1.3
LR3	1,797	0	NA	4,611	0	NA
Discovery	124	1,181	-89.5	627	3,476	-82.0
Freelander	<u>194</u>	<u>661</u>	-70.7	<u>691</u>	<u>2,121</u>	-67.4
<b>Total Land Rover</b>	2,982	2,756	8.2	8,444	8,144	3.7

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