



## NEWS

**Contact:** George Pipas  
313-323-9216  
gpipas@ford.com

### **IMMEDIATE RELEASE**

## **FORD MOTOR COMPANY ENCOURAGED BY EARLY RESPONSE TO NEW PRODUCTS**

- Largest number and array of new products in history arrive at Ford and Mercury showrooms.
- Ford's U.S. market share continues upward trend with highest monthly share in at least six months.
- Ford's O'Connor: "We're very encouraged by the early dealer and consumer response to our new products. We have our sights set on stronger retail sales in the months ahead."
- Ford's overall sales totaled 268,474 in October, down 5 percent compared with year ago.

DEARBORN, Mich., Nov. 3 – Ford Motor Company rolled out the largest number and array of new products in its history and the early feedback is positive.

"We're very encouraged by the early dealer and consumer response to our new products," said Jim O'Connor, Ford group vice president, North American Marketing, Sales and Service. "We have our sights set on stronger retail sales in the months ahead."

The breadth of Ford's product assault ranges from the Ford Escape Hybrid, the most fuel-efficient sport utility offered in North America, to the F-Series Super Duty truck, the undisputed leader in the full-size truck market. In between, Ford has introduced two all-new mid-size sedans (Ford Five Hundred and Mercury Montego), a crossover sport utility vehicle (Ford Freestyle), a new compact SUV (Mercury Mariner), an all-new version of America's legendary pony car (Ford Mustang), and finally, the Ford GT.

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As a result, Ford's U.S. market share is believed to have approached 20% in October, its highest share in at least six months.

Overall, the company's U.S. sales totaled 268,474 in October, down five percent compared with a year ago. Year-to-date, the company's U.S. sales totaled 2.8 million, down 5 percent.

### **New Product Highlights**

Ford's F-Series truck, bolstered by the arrival of the new Super Duty model, posted its fourteenth consecutive monthly sales increase. October sales totaled 79,704, up 16 percent. Year-to-date, F-Series sales totaled 777,642, up 12 percent.

The company's new flagship sedans (Ford Five Hundred and Mercury Montego) and crossover sport utility vehicle (Ford Freestyle) posted combined sales of 5,787.

"Early customer feedback on the Ford Five Hundred and Freestyle has focused on the attributes and features the products were designed to deliver," said O'Connor. "Customers consistently mention comfort and room, smooth ride and handling, and visibility provided by Ford's Command Seating."

The new Escape Hybrid model posted sales of 1,130 in October and sales for the all-new Mercury Mariner compact SUV were 1,678, up 132 percent from September – its first month on sale.

Ford dealers are delivering new Mustangs as fast as they arrive. Although total Mustang sales were down 5 percent from a year ago, retail sales were up 20 percent. The overall decline reflected sharply lower fleet deliveries.

Volvo posted record October sales of 11,612, up seven percent, reflecting the new S40 sedan and V50 sport wagon as well as continued strong sales of the XC90.

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## FORD MOTOR COMPANY OCTOBER 2004 U.S. SALES

	<u>October Month</u>		<u>% Change</u>	<u>October CYTD</u>		<u>% Change</u>
	<u>2004</u>	<u>2003</u>		<u>2004</u>	<u>2003</u>	
<b>Sales By Brand</b>						
Ford	222,772	235,265	-5.3	2,337,222	2,443,245	-4.3
Mercury	15,585	16,727	-6.8	165,600	169,933	-2.5
Lincoln	12,209	12,326	-0.9	116,438	132,062	-11.8
Jaguar	3,620	4,088	-11.4	39,190	46,180	-15.1
Volvo	11,612	10,854	7.0	115,970	112,224	3.3
Land Rover	<u>2,676</u>	<u>3,208</u>	-16.6	<u>26,130</u>	<u>32,333</u>	-19.2
Total Ford Motor Company	268,474	282,468	-5.0	2,800,550	2,935,977	-4.6
<b>Memo: Cars and Trucks</b>						
Cars	76,405	95,066	-19.6	866,567	1,009,057	-14.1
Trucks	<u>192,069</u>	<u>187,402</u>	2.5	<u>1,933,983</u>	<u>1,926,920</u>	0.4
Total Ford Motor Company	268,474	282,468	-5.0	2,800,550	2,935,977	-4.6

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

## FORD BRAND OCTOBER 2004 U.S. SALES

	<u>October Month</u>		<u>% Change</u>	<u>October CYTD</u>		<u>% Change</u>
	<u>2004</u>	<u>2003</u>		<u>2004</u>	<u>2003</u>	
Crown Victoria	5,190	5,936	-12.6	62,375	66,213	-5.8
Five Hundred	3,102	0	NA	3,102	0	NA
Taurus	16,710	26,849	-37.8	216,838	268,621	-19.3
Focus	14,635	19,275	-24.1	181,231	196,188	-7.6
Mustang	9,232	9,755	-5.4	103,700	116,645	-11.1
Thunderbird	710	1,470	-51.7	10,408	16,166	-35.6
GT	22	0	NA	22	0	NA
Escort	<u>0</u>	<u>2,752</u>	-100.0	<u>1,210</u>	<u>22,203</u>	-94.6
<b>Total Ford Cars</b>	49,601	66,037	-24.9	578,886	686,036	-15.6
Freestyle	1,880	0	NA	1,880	0	NA
Escape	15,589	16,266	-4.2	156,307	139,856	11.8
Explorer	29,842	30,124	-0.9	289,872	312,940	-7.4
Expedition	12,229	12,077	1.3	134,100	151,593	-11.5
Excursion	1,435	2,563	-44.0	15,847	20,450	-22.5
Freestar	7,634	3,831	NA	87,556	3,831	NA
Windstar	0	7,101	-100.0	2,950	105,298	-97.2
Econoline/Club Wagon	12,245	12,874	-4.9	143,188	136,087	5.2
Ranger	11,531	14,726	-21.7	138,891	184,923	-24.9
F-Series	79,704	68,828	15.8	777,642	696,192	11.7
Heavy Trucks	<u>1,082</u>	<u>838</u>	29.1	<u>10,103</u>	<u>6,039</u>	67.3
<b>Total Ford Trucks</b>	<u>173,171</u>	<u>169,228</u>	2.3	<u>1,758,336</u>	<u>1,757,209</u>	0.1
<b>Total Ford Brand</b>	222,772	235,265	-5.3	2,337,222	2,443,245	-4.3

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

## LINCOLN AND MERCURY BRAND OCTOBER 2004 U.S. SALES

	<u>October Month</u>		<u>% Change</u>	<u>October CYTD</u>		<u>% Change</u>
	<u>2004</u>	<u>2003</u>		<u>2004</u>	<u>2003</u>	
Grand Marquis	5,543	7,295	-24.0	70,560	74,001	-4.6
Montego	805	0	NA	805	0	NA
Sable	3,031	4,786	-36.7	37,959	53,318	-28.8
Cougar	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>2,024</u>	-100.0
<b>Total Mercury Cars</b>	9,379	12,081	-22.4	109,324	129,343	-15.5
Town Car	5,432	4,422	22.8	44,406	48,818	-9.0
LS	1,663	2,275	-26.9	23,918	28,759	-16.8
Continental	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>280</u>	-100.0
<b>Total Lincoln Cars</b>	<u>7,095</u>	<u>6,697</u>	5.9	<u>68,324</u>	<u>77,857</u>	-12.2
<b>Total Mercury and Lincoln Cars</b>	16,474	18,778	-12.3	177,648	207,200	-14.3
Mariner	1,678	0	NA	2,401	0	NA
Mountaineer	3,209	3,888	-17.5	38,607	39,832	-3.1
Monterey	<u>1,319</u>	<u>758</u>	NA	<u>15,268</u>	<u>758</u>	NA
<b>Total Mercury Trucks</b>	6,206	4,646	33.6	56,276	40,590	38.6
Navigator	3,060	2,999	2.0	28,882	30,064	-3.9
Aviator	2,054	2,630	-21.9	19,232	23,988	-19.8
Blackwood	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>153</u>	-100.0
<b>Total Lincoln Trucks</b>	<u>5,114</u>	<u>5,629</u>	-9.1	<u>48,114</u>	<u>54,205</u>	-11.2
<b>Total Mercury and Lincoln Trucks</b>	<u>11,320</u>	<u>10,275</u>	10.2	<u>104,390</u>	<u>94,795</u>	10.1
<b>Total Mercury and Lincoln Vehicles</b>	27,794	29,053	-4.3	282,038	301,995	-6.6
<b>Total Lincoln Brand</b>	12,209	12,326	-0.9	116,438	132,062	-11.8
<b>Total Mercury Brand</b>	15,585	16,727	-6.8	165,600	169,933	-2.5

Contact: Sara Tatchio. Lincoln and Mercurv. (313) 594-3744

## JAGUAR BRAND OCTOBER 2004 U.S. SALES

	<u>October Month</u>			%	<u>October CYTD</u>			%
	<u>2004</u>	<u>2003</u>	<u>Change</u>		<u>2004</u>	<u>2003</u>	<u>Change</u>	
XJ	996	1,015	-1.9	8,455	8,175	3.4		
S-TYPE	725	1,227	-40.9	9,621	12,776	-24.7		
X-TYPE	1,645	1,614	1.9	18,706	22,826	-18.0		
XK	<u>254</u>	<u>232</u>	9.5	<u>2,408</u>	<u>2,403</u>	0.2		
<b>Total Jaguar</b>	3,620	4,088	-11.4	39,190	46,180	-15.1		

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

## VOLVO BRAND OCTOBER 2004 U.S. SALES

	<u>October Month</u>			%	<u>October CYTD</u>			%
	<u>2004</u>	<u>2003</u>	<u>Change</u>		<u>2004</u>	<u>2003</u>	<u>Change</u>	
S40	2,303	817	181.9	19,273	11,150	72.9		
V40	8	156	-94.9	1,486	2,548	-41.7		
V50	493	0	NA	1,422	0	NA		
S60	1,841	2,676	-31.2	24,422	30,293	-19.4		
V70	708	814	-13.0	9,137	9,742	-6.2		
XC70	1,186	1,581	-25.0	14,067	14,455	-2.7		
C70	315	338	-6.8	3,541	3,769	-6.0		
S80	1,042	1,362	-23.5	11,562	12,139	-4.8		
XC90	<u>3,716</u>	<u>3,110</u>	19.5	<u>31,060</u>	<u>28,128</u>	10.4		
<b>Total Volvo</b>	11,612	10,854	7.0	115,970	112,224	3.3		

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

## LAND ROVER BRAND OCTOBER 2004 U.S. SALES

	<u>October Month</u>			%	<u>October CYTD</u>			%
	<u>2004</u>	<u>2003</u>	<u>Change</u>		<u>2004</u>	<u>2003</u>	<u>Change</u>	
Range Rover	1,288	1,116	15.4	10,098	9,242	9.3		
Discovery	1,079	1,442	-25.2	11,358	14,830	-23.4		
Freelander	<u>309</u>	<u>650</u>	-52.5	<u>4,674</u>	<u>8,261</u>	-43.4		
<b>Total Land Rover</b>	2,676	3,208	-16.6	26,130	32,333	-19.2		

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