



NEWS

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

IMMEDIATE RELEASE

FORD'S FOCUS AND EDGE BUCK TURBULENT ECONOMY

- Ford Focus March retail sales climbed 36 percent compared with a year ago.
- Ford Edge retail sales up 35 percent as consumer demand accelerates in California and other coastal regions.
- Ford, Lincoln and Mercury sales totaled 213,074, down 14 percent.
- Total Ford Motor Company sales (including Jaguar, Land Rover, and Volvo) totaled 227,143, down 14 percent.

DEARBORN, Mich., April 1, 2008 – Sales for Ford's redesigned small car and acclaimed crossover utility continued to buck economic trends during March.

Retail sales for the Ford Focus were the highest for any month since August 2005 – with retail sales up 36 percent in March and 35 percent in the first quarter compared with the same periods a year ago.

The new Focus has helped Ford increase its share in the growing small car market and is attracting younger buyers. Compared with the previous model, buyers are equipping the Focus with more features, like SYNC, Ford's exclusive, in-car connectivity technology that fully integrates most Bluetooth-enabled cell phones and MP3 players by voice activation.

Edge retail sales were up 35 percent in March and 52 percent in the first quarter, thanks in part to stronger sales on the coasts. The California region accounted for more than 10 percent of Edge

sales in the first quarter of 2008, versus 7 percent in the first quarter 2007. First quarter retail sales on the west coast and Northeast more than doubled compared with a year ago.

This signals the growing appeal of the country's best-selling crossover in 2007. During the first quarter of 2007, Edge's introduction quarter, more than one-third of Edge retail sales came from the Great Lakes area. During the same period in 2008, this region drove only one-fourth of Edge sales.

"This reflects how much customers who haven't traditionally even considered our products are starting to warm up to Ford and is just an indication of more to come," said Jim Farley, Ford group vice president, Marketing and Communications. "We're optimistic the new Ford Flex and Lincoln MKS will help increase consumers' consideration for our brands beyond our traditional geographic regions of strength."

In March, Ford, Lincoln and Mercury sales totaled 213,074, down 14 percent compared with a year ago. Sales to individual retail customers were 17 percent lower than a year ago, with essentially the entire decline concentrated among truck and sport utility vehicles. Sales to daily rental companies were down 13 percent versus a year ago, and total fleet sales, including daily rental, were down 9 percent.

"This is a very challenging external environment, reflecting a seismic shift in consumer preferences," said Farley. "These conditions will likely persist in the near future. At Ford, we remain focused on executing our plan, which includes being profitable at lower volume and changed mix.

"It is crucial we continue to employ a disciplined process to gauge demand and plan production on a segment-by-segment and region-by-region basis," said Farley.

Total Ford Motor Company sales, including Jaguar, Land Rover, and Volvo, totaled 227,143, down 14 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.

###

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.

FORD MOTOR COMPANY MARCH 2008 U.S. SALES

	<u>March</u>		%	<u>Year-To-Date</u>		%
	<u>2008</u>	<u>2007</u>		<u>Change</u>	<u>2008</u>	
Sales By Brand						
Ford	187,828	216,788	-13.4	483,817	522,588	-7.4
Mercury	14,333	17,426	-17.7	34,435	43,873	-21.5
Lincoln	<u>10,913</u>	<u>14,770</u>	-26.1	<u>28,471</u>	<u>35,127</u>	-18.9
Total Ford, Lincoln and Mercury	213,074	248,984	-14.4	546,723	601,588	-9.1
Jaguar	1,752	1,667	5.1	3,479	4,248	-18.1
Land Rover	3,054	3,663	-16.6	8,732	10,202	-14.4
Volvo	<u>9,263</u>	<u>10,661</u>	-13.1	<u>24,804</u>	<u>26,922</u>	-7.9
Total Ford Motor Company	227,143	264,975	-14.3	583,738	642,960	-9.2
Memo: Cars and Trucks						
Cars	80,915	89,484	-9.6	195,324	216,277	-9.7
Trucks	<u>146,228</u>	<u>175,491</u>	-16.7	<u>388,414</u>	<u>426,683</u>	-9.0
Total Ford Motor Company	227,143	264,975	-14.3	583,738	642,960	-9.2

FORD BRAND MARCH 2008 U.S. SALES

	<u>March</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	4,622	6,553	-29.5	12,947	16,533	-21.7
Taurus	6,908	6,607	4.6	15,877	16,734	-5.1
Fusion	15,887	15,790	0.6	40,050	39,678	0.9
Focus	21,168	17,065	24.0	49,070	39,837	23.2
Mustang	10,180	14,737	-30.9	24,477	34,573	-29.2
GT	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>231</u>	-100.0
Total Ford Cars	58,765	60,752	-3.3	142,421	147,586	-3.5
Escape	18,517	16,521	12.1	43,900	39,317	11.7
Edge	13,508	10,915	23.8	36,034	24,478	47.2
Taurus X	3,109	4,313	-27.9	7,497	9,793	-23.4
Explorer	10,969	12,876	-14.8	27,638	34,723	-20.4
Expedition	6,967	10,505	-33.7	18,226	24,149	-24.5
Freestar	0	452	-100.0	0	2,026	-100.0
Econoline/Club Wagon	12,213	19,445	-37.2	36,412	46,506	-21.7
Ranger	8,620	7,989	7.9	21,597	18,491	16.8
F-Series	54,465	71,481	-23.8	148,138	171,651	-13.7
Low Cab Forward	74	248	-70.2	223	663	-66.4
Heavy Trucks	<u>621</u>	<u>1,291</u>	-51.9	<u>1,731</u>	<u>3,205</u>	-46.0
Total Ford Trucks	<u>129,063</u>	<u>156,036</u>	-17.3	<u>341,396</u>	<u>375,002</u>	-9.0
Total Ford Brand	187,828	216,788	-13.4	483,817	522,588	-7.4

LINCOLN AND MERCURY BRAND MARCH 2008 U.S. SALES

	<u>March</u>		%	<u>Year-To-Date</u>		%
	<u>2008</u>	<u>2007</u>	<u>Change</u>	<u>2008</u>	<u>2007</u>	<u>Change</u>
Grand Marquis	3,393	5,976	-43.2	7,905	14,442	-45.3
Sable	1,833	1,620	13.1	3,757	4,290	-12.4
Milan	<u>3,880</u>	<u>4,678</u>	-17.1	<u>8,877</u>	<u>10,236</u>	-13.3
Total Mercury Cars	9,106	12,274	-25.8	20,539	28,968	-29.1
MKZ	3,501	3,626	-3.4	9,744	8,098	20.3
Town Car	<u>1,924</u>	<u>4,827</u>	-60.1	<u>3,436</u>	<u>11,645</u>	-70.5
Total Lincoln Cars	<u>5,425</u>	<u>8,453</u>	-35.8	<u>13,180</u>	<u>19,743</u>	-33.2
Total Mercury and Lincoln Cars	14,531	20,727	-29.9	33,719	48,711	-30.8
Mariner	3,784	3,112	21.6	9,168	8,430	8.8
Mountaineer	1,443	1,882	-23.3	4,728	5,998	-21.2
Monterey	<u>0</u>	<u>158</u>	-100.0	<u>0</u>	<u>477</u>	-100.0
Total Mercury Trucks	5,227	5,152	1.5	13,896	14,905	-6.8
MKX	3,487	3,054	14.2	9,332	7,063	32.1
Navigator	1,614	2,458	-34.3	4,832	6,093	-20.7
Mark LT	<u>387</u>	<u>805</u>	-51.9	<u>1,127</u>	<u>2,228</u>	-49.4
Total Lincoln Trucks	<u>5,488</u>	<u>6,317</u>	-13.1	<u>15,291</u>	<u>15,384</u>	-0.6
Total Mercury and Lincoln Trucks	<u>10,715</u>	<u>11,469</u>	-6.6	<u>29,187</u>	<u>30,289</u>	-3.6
Total Mercury and Lincoln Vehicles	25,246	32,196	-21.6	62,906	79,000	-20.4
Total Lincoln Brand	10,913	14,770	-26.1	28,471	35,127	-18.9
Total Mercury Brand	14,333	17,426	-17.7	34,435	43,873	-21.5

JAGUAR BRAND MARCH 2008 U.S. SALES

	<u>March</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	218	397	-45.1	645	1,132	-43.0
XF	1,161	0	NA	1,161	0	NA
S-TYPE	80	479	-83.3	595	1,065	-44.1
X-TYPE	46	285	-83.9	325	800	-59.4
XK	<u>247</u>	<u>506</u>	-51.2	<u>753</u>	<u>1,251</u>	-39.8
Total Jaguar	1,752	1,667	5.1	3,479	4,248	-18.1

VOLVO BRAND MARCH 2008 U.S. SALES

	<u>March</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	378	0	NA	1,062	0	NA
S40	1,528	2,201	-30.6	3,977	5,673	-29.9
V50	172	304	-43.4	492	722	-31.9
S60	1,243	1,702	-27.0	4,266	4,377	-2.5
V70	263	371	-29.1	644	849	-24.1
XC70	1,014	1,127	-10.0	2,912	3,077	-5.4
C70	654	368	77.7	1,500	1,008	48.8
S80	1,629	1,392	17.0	3,764	3,103	21.3
XC90	<u>2,382</u>	<u>3,196</u>	-25.5	<u>6,187</u>	<u>8,113</u>	-23.7
Total Volvo	9,263	10,661	-13.1	24,804	26,922	-7.9

LAND ROVER BRAND MARCH 2008 U.S. SALES

	<u>March</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	778	1,159	-32.9	2,295	2,909	-21.1
Range Rover Sport	1,192	1,356	-12.1	3,173	3,801	-16.5
LR3	482	1,148	-58.0	1,302	3,491	-62.7
LR2	602	0	NA	1,962	0	NA
Freelander	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>1</u>	-100.0
Total Land Rover	3,054	3,663	-16.6	8,732	10,202	-14.4