



NEWS

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

IMMEDIATE RELEASE

FORD'S F-SERIES TRUCK SETS MONTH AND YEAR-TO-DATE RECORDS WITH SEPTEMBER SALES OF 99,720

- F-Series' September sales climbed 22 percent from last year's record sales; 2004 year-to-date sales now total 697,938. New F-Series Super Duty off to a fast start.
- Mercury Mariner debuts and helps Mercury brand post sales increase of 6 percent.
- Volvo sets new September sales record.
- Ford's overall September sales were 282,656, down 4 percent. Car sales declined 19 percent but truck sales were 2 percent higher.

DEARBORN, Mich., Oct. 1 – Ford's F-Series truck, America's best-selling vehicle for 22 years in a row and counting, set a new September record with sales of 99,720, up 22 percent from last year's record sales. September was the second highest F-Series sales for any month in the 56-year history of the truck – eclipsed only by the 102,424 units sold in October 2001 – and the thirteenth month in a row of higher F-Series sales. Year-to-date, F-Series sales totaled 697,938, which is a record for the first nine months.

"The new F-150 set a new standard for full-size pickups when it was introduced last September," said Jim O'Connor, Ford group vice president, North American Marketing, Sales and Service.

"This year, the new F-Series Super Duty debuted during NFL Kickoff Weekend and its sales eclipsed even those of the F-150 in its introduction month. Suffice it to say, we expect our 'Built Ford Tough' F-Series to remain America's truck for years to come."

Overall, U.S. customers purchased or leased 282,656 cars and trucks from Ford, Mercury, Lincoln, Jaguar, Volvo, and Land Rover dealers in September, down 4 percent compared with a year ago. As in past months, sales of passenger cars have been weak. September car sales declined 19 percent compared with a year ago. Truck sales were up 2 percent.

"We're confident car sales will improve in the fourth quarter," said O'Connor.

Shipments of the all-new Ford Five Hundred and Mercury Montego sedans and Ford Freestyle crossover SUV began in September and will be officially introduced in October and November. The all-new Ford Mustang coupe will debut in November.

Year-to-date through September, the company's sales were 2.5 million, down 5 percent compared with the same period a year ago.

The Mercury Mariner was introduced in late September and it helped boost Mercury brand sales 6 percent compared with a year ago.

Volvo sales were 10,541, up 1 percent from last year's record sales. Sales for the new S40 sedan were more than double the level of sales for the old model a year ago.

###

FORD MOTOR COMPANY SEPTEMBER 2004 U.S. SALES

	<u>September Month</u>		<u>% Change</u>	<u>September CYTD</u>		<u>% Change</u>
	<u>2004</u>	<u>2003</u>		<u>2004</u>	<u>2003</u>	
Sales By Brand						
Ford	236,919	246,208	-3.8	2,114,450	2,207,980	-4.2
Mercury	15,888	14,989	6.0	150,015	153,206	-2.1
Lincoln	13,271	13,159	0.9	104,229	119,736	-13.0
Jaguar	3,671	6,030	-39.1	35,570	42,092	-15.5
Volvo	10,541	10,418	1.2	104,358	101,370	2.9
Land Rover	<u>2,366</u>	<u>4,187</u>	-43.5	<u>23,454</u>	<u>29,125</u>	-19.5
Total Ford Motor Company	282,656	294,991	-4.2	2,532,076	2,653,509	-4.6
Memo: Cars and Trucks						
Cars	70,683	87,219	-19.0	790,162	913,991	-13.5
Trucks	<u>211,973</u>	<u>207,772</u>	2.0	<u>1,741,914</u>	<u>1,739,518</u>	0.1
Total Ford Motor Company	282,656	294,991	-4.2	2,532,076	2,653,509	-4.6

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

FORD BRAND SEPTEMBER 2004 U.S. SALES

	<u>September Month</u>			<u>September CYTD</u>		
	<u>2004</u>	<u>2003</u>	<u>% Change</u>	<u>2004</u>	<u>2003</u>	<u>% Change</u>
Crown Victoria	5,220	4,878	7.0	57,185	60,277	-5.1
Taurus	16,134	21,864	-26.2	200,128	241,772	-17.2
Focus	15,309	17,496	-12.5	166,596	176,913	-5.8
Mustang	6,333	8,763	-27.7	94,468	106,890	-11.6
Thunderbird	706	1,659	-57.4	9,698	14,696	-34.0
Escort	<u>0</u>	<u>2,483</u>	-100.0	<u>1,210</u>	<u>19,451</u>	-93.8
Total Ford Cars	43,702	57,143	-23.5	529,285	619,999	-14.6
Escape	12,564	13,216	-4.9	140,718	123,590	13.9
Explorer	30,448	36,696	-17.0	260,030	282,816	-8.1
Expedition	15,003	17,115	-12.3	121,871	139,516	-12.6
Excursion	1,498	1,792	-16.4	14,412	17,887	-19.4
Freestar	7,280	0	NA	79,922	0	NA
Windstar	0	7,019	-100.0	2,950	98,197	-97.0
Econoline/Club Wagon	12,173	11,853	2.7	130,943	123,213	6.3
Ranger	13,687	18,912	-27.6	127,360	170,197	-25.2
F-Series	99,720	81,782	21.9	697,938	627,364	11.2
Heavy Trucks	<u>844</u>	<u>680</u>	24.1	<u>9,021</u>	<u>5,201</u>	73.4
Total Ford Trucks	<u>193,217</u>	<u>189,065</u>	2.2	<u>1,585,165</u>	<u>1,587,981</u>	-0.2
Total Ford Brand	236,919	246,208	-3.8	2,114,450	2,207,980	-4.2

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

LINCOLN AND MERCURY BRAND SEPTEMBER 2004 U.S. SALES

	<u>September Month</u>		<u>% Change</u>	<u>September CYTD</u>		<u>% Change</u>
	<u>2004</u>	<u>2003</u>		<u>2004</u>	<u>2003</u>	
Grand Marquis	6,899	5,875	17.4	65,017	66,706	-2.5
Sable	3,132	5,496	-43.0	34,928	48,532	-28.0
Cougar	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>2,024</u>	-100.0
Total Mercury Cars	10,031	11,371	-11.8	99,945	117,262	-14.8
Town Car	4,919	4,210	16.8	38,974	44,396	-12.2
LS	2,493	2,490	0.1	22,255	26,484	-16.0
Continental	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>280</u>	-100.0
Total Lincoln Cars	<u>7,412</u>	<u>6,700</u>	10.6	<u>61,229</u>	<u>71,160</u>	-14.0
Total Mercury and Lincoln Cars	17,443	18,071	-3.5	161,174	188,422	-14.5
Mariner	723	0	NA	723	0	NA
Mountaineer	3,846	3,618	6.3	35,398	35,944	-1.5
Monterey	<u>1,288</u>	<u>0</u>	NA	<u>13,949</u>	<u>0</u>	NA
Total Mercury Trucks	5,857	3,618	61.9	50,070	35,944	39.3
Navigator	3,514	3,199	9.8	25,822	27,065	-4.6
Aviator	2,345	3,260	-28.1	17,178	21,358	-19.6
Blackwood	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>153</u>	-100.0
Total Lincoln Trucks	<u>5,859</u>	<u>6,459</u>	-9.3	<u>43,000</u>	<u>48,576</u>	-11.5
Total Mercury and Lincoln Trucks	<u>11,716</u>	<u>10,077</u>	16.3	<u>93,070</u>	<u>84,520</u>	10.1
Total Mercury and Lincoln Vehicles	29,159	28,148	3.6	254,244	272,942	-6.9
Total Lincoln Brand	13,271	13,159	0.9	104,229	119,736	-13.0
Total Mercury Brand	15,888	14,989	6.0	150,015	153,206	-2.1

JAGUAR BRAND SEPTEMBER 2004 U.S. SALES

	<u>September Month</u>			<u>September CYTD</u>		
	<u>2004</u>	<u>2003</u>	<u>% Change</u>	<u>2004</u>	<u>2003</u>	<u>% Change</u>
XJ	776	1,020	-23.9	7,459	7,160	4.2
S-TYPE	628	1,458	-56.9	8,896	11,549	-23.0
X-TYPE	2,074	3,324	-37.6	17,061	21,212	-19.6
XK	<u>193</u>	<u>228</u>	-15.4	<u>2,154</u>	<u>2,171</u>	-0.8
Total Jaguar	3,671	6,030	-39.1	35,570	42,092	-15.5

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

VOLVO BRAND SEPTEMBER 2004 U.S. SALES

	<u>September Month</u>			<u>September CYTD</u>		
	<u>2004</u>	<u>2003</u>	<u>% Change</u>	<u>2004</u>	<u>2003</u>	<u>% Change</u>
S40	2,007	865	132.0	16,970	10,333	64.2
V40	32	240	-86.7	1,478	2,392	-38.2
V50	335	0	NA	929	0	NA
S60	1,558	2,543	-38.7	22,581	27,617	-18.2
V70	767	720	6.5	8,429	8,928	-5.6
XC70	1,457	1,361	7.1	12,881	12,874	0.1
C70	294	330	-10.9	3,226	3,431	-6.0
S80	874	1,277	-31.6	10,520	10,777	-2.4
XC90	<u>3,217</u>	<u>3,082</u>	4.4	<u>27,344</u>	<u>25,018</u>	9.3
Total Volvo	10,541	10,418	1.2	104,358	101,370	2.9

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

LAND ROVER BRAND SEPTEMBER 2004 U.S. SALES

	<u>September Month</u>			<u>September CYTD</u>		
	<u>2004</u>	<u>2003</u>	<u>% Change</u>	<u>2004</u>	<u>2003</u>	<u>% Change</u>
Range Rover	1,010	1,191	-15.2	8,810	8,126	8.4
Discovery	1,060	2,003	-47.1	10,279	13,388	-23.2
Freelander	<u>296</u>	<u>993</u>	-70.2	<u>4,365</u>	<u>7,611</u>	-42.6
Total Land Rover	2,366	4,187	-43.5	23,454	29,125	-19.5

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