



Ford Motor Company Achieves Best October U.S. Retail Sales Since 2004; Multiple Performance Records Set

- Ford Motor Company October total sales up 14 percent – retail sales up 15 percent; best October retail since 2004
- Ford Fusion up 71 percent and Fiesta up 9 percent – both report record-setting October sales
- F-Series tops 60,000 trucks for sixth-straight month
- All-new Lincoln MKZ total sales up 80 percent including best-ever October retail sales – total Lincoln brand up 38 percent

DEARBORN, Mich., Nov. 1, 2013 – Ford Motor Company’s October U.S. total sales of 191,985 vehicles rose 14 percent over a year ago. Retail sales are up 15 percent, at 142,487 vehicles. It is the company’s best October retail sales performance since 2004.

Gains were broad-based, with passenger cars up 19 percent, utilities up 9 percent, and trucks up 14 percent. Ford Fusion and Fiesta posted best-ever October sales, and F-Series again topped 60,000 sales.

“October was simply an outstanding retail performance, as consumers continued to choose Ford for great fuel efficiency, styling and value at all levels of the market,” said John Felice, vice president, U.S. marketing, sales and service. “The combination of great new products, such as Fusion and Escape, along with the strength of our dealers helped us achieve our best October retail sales month since 2004.”

Fusion sales of 21,740 vehicles jumped 71 percent year-over-year, making it the car’s best-ever sales performance for October. The strongest growth for Fusion is in the west region of the U.S., with retail sales up 77 percent. In the eastern region of the country, Fusion retail sales are up 65 percent.

Escape sales of 22,253 vehicles increased 12 percent, while Fiesta sales of 4,337 vehicles increased 9 percent – setting a new record for October. F-Series sales of 63,803 trucks are up 13 percent, making October the sixth-straight month above the 60,000-vehicle mark for F-Series. The last time Ford sold more than 60,000 trucks for six consecutive months was 2006.

Lincoln MKZ sales of 2,909 vehicles increased 80 percent over a year ago, leading the Lincoln brand to an overall increase of 38 percent. MKZ has now reported record sales for six of the last seven months, attracting significant conquest buyers to the Lincoln brand.

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About Ford Motor Company

[Ford Motor Company](http://www.ford.com), a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 180,000 employees and 65 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit <http://corporate.ford.com>.

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FORD MOTOR COMPANY OCTOBER 2013 U.S. SALES

	<u>October</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2013</u>	<u>2012</u>	<u>Change</u>	<u>2013</u>	<u>2012</u>	<u>Change</u>
SALES BY BRAND						
Ford	184,854	163,302	13.2	2,018,428	1,789,236	12.8
Lincoln	<u>7,131</u>	<u>5,154</u>	38.4	<u>66,983</u>	<u>69,034</u>	-3.0
Total Vehicles	191,985	168,456	14.0	2,085,411	1,858,270	12.2
SALES BY TYPE						
Cars	60,488	50,960	18.7	715,934	637,157	12.4
Utilities	54,299	49,665	9.3	603,332	545,797	10.5
Trucks	<u>77,198</u>	<u>67,831</u>	13.8	<u>766,145</u>	<u>675,316</u>	13.4
Total Vehicles	191,985	168,456	14.0	2,085,411	1,858,270	12.2
FORD BRAND						
Fiesta	4,337	3,991	8.7	61,955	47,475	30.5
Focus	15,108	18,320	-17.5	203,762	205,006	-0.6
C-MAX	2,530	3,182	-20.5	30,784	4,151	641.6
Fusion	21,740	12,690	71.3	248,033	206,855	19.9
Taurus	5,032	3,996	25.9	59,967	54,765	9.5
Police Interceptor Sedan	995	893	11.4	9,681	6,972	38.9
Mustang	6,918	5,328	29.8	66,083	72,149	-8.4
Crown Victoria	<u>0</u>	<u>226</u>	-100.0	<u>0</u>	<u>3,650</u>	-100.0
Ford Cars	56,660	48,626	16.5	680,265	601,023	13.2
Escape	22,253	19,832	12.2	250,543	219,907	13.9
Edge	8,681	8,406	3.3	108,270	105,393	2.7
Flex	1,623	1,444	12.4	21,450	24,404	-12.1
Explorer	13,584	13,538	0.3	149,431	127,193	17.5
Police Interceptor Utility	1,704	682	149.9	11,791	4,830	144.1
Expedition	<u>3,151</u>	<u>2,943</u>	7.1	<u>30,533</u>	<u>31,170</u>	-2.0
Ford Utilities	50,996	46,845	8.9	572,018	512,897	11.5
F-Series	63,803	56,497	12.9	623,309	520,230	19.8
Ranger	0	74	-100.0	0	19,220	-100.0
E-Series	9,508	8,082	17.6	102,751	102,024	0.7
Transit Connect	3,169	2,669	18.7	33,613	28,587	17.6
Heavy Trucks	<u>718</u>	<u>509</u>	41.1	<u>6,472</u>	<u>5,255</u>	23.2
Ford Trucks	<u>77,198</u>	<u>67,831</u>	13.8	<u>766,145</u>	<u>675,316</u>	13.4
Ford Brand	184,854	163,302	13.2	2,018,428	1,789,236	12.8

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LINCOLN BRAND						
MKZ	2,909	1,614	80.2	26,684	25,088	6.4
MKS	919	699	31.5	8,985	10,109	-11.1
Town Car	<u>0</u>	<u>21</u>	-100.0	<u>0</u>	<u>937</u>	-100.0
Lincoln Cars	3,828	2,334	64.0	35,669	36,134	-1.3
MKX	2,022	1,602	26.2	19,420	20,382	-4.7
MKT	327	426	-23.2	4,985	5,904	-15.6
Navigator	<u>954</u>	<u>792</u>	20.5	<u>6,909</u>	<u>6,614</u>	4.5
Lincoln Utilities	<u>3,303</u>	<u>2,820</u>	17.1	<u>31,314</u>	<u>32,900</u>	-4.8
Lincoln Brand	7,131	5,154	38.4	66,983	69,034	-3.0