



## Ford Fusion Achieves Best-Ever July Sales, Explorer Best July Sales in Six Years, F-Series gains for 12<sup>th</sup> straight month

- Ford Fusion sales increase 21 percent – the best July ever – with 23,326 vehicles sold
- Explorer posts best July sales since 2006 with 11,313 vehicles sold
- F-Series sales total 49,314 vehicles, marking 12 straight months of monthly sales gains
- Ford Motor Company's July U.S. sales totaled 173,966 – a 4 percent decline due to lower fleet sales; July retail sales grow 2 percent compared with last year

**DEARBORN, Mich., Aug. 1, 2012** – Ford Motor Company's U.S. retail sales increased 2 percent in July versus year-ago levels, driven by strong retail customer demand for fuel-efficient vehicles.

"Fuel economy continues to be a top consumer purchase driver across our lineup," said Ken Czubay, Ford vice president, U.S. Marketing, Sales and Service. "Ford's fuel-efficient F-150 EcoBoost is a favorite among truck buyers returning to the market as new home construction picks up. Cars featuring strong fuel economy are in demand, as well, particularly Fusion with its fifth straight monthly sales record. Fusion's strength positions us well for the fall arrival of the all-new Fusion featuring EcoBoost engines, a hybrid and a plug-in hybrid."

Fusion exceeded its best-ever July sales record last month, with 23,326 vehicles sold. Mustang sales increased 8 percent versus last year, with 7,371 vehicles sold, representing its third straight month of sales gains since 2013 models started arriving in dealerships.

Explorer sales totaled 11,313 vehicles in July – its best-ever July sales result since 2006.

Ford F-Series, America's best-selling vehicle, reported its 12th straight month of sales increases, with 49,314 F-Series sold. EcoBoost-equipped F-150s made up 42 percent of retail sales in July.

Overall, Ford Motor Company sales were down 4 percent in July due to lower fleet sales. Fleet sales were down 16 percent. Retail sales were up 2 percent.

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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 168,000 employees and about 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 JULY 2012 U.S. SALES

	<u>July</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2012</u>	<u>2011</u>	<u>Change</u>	<u>2012</u>	<u>2011</u>	<u>Change</u>
<b>SALES BY BRAND</b>						
Ford	166,991	173,051	-3.5	1,268,652	1,203,514	5.4
Lincoln	6,975	7,814	-10.7	48,937	49,817	-1.8
Mercury	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>248</u>	-100.0
<b>Total Vehicles</b>	<b>173,966</b>	<b>180,865</b>	<b>-3.8</b>	<b>1,317,589</b>	<b>1,253,579</b>	<b>5.1</b>
<b>SALES BY TYPE</b>						
Cars	61,803	60,687	1.8	472,853	460,624	2.7
Utilities	50,751	52,705	-3.7	376,282	350,693	7.3
Trucks	<u>61,412</u>	<u>67,473</u>	-9.0	<u>468,454</u>	<u>442,262</u>	5.9
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<b>FORD BRAND</b>						
Fiesta	4,059	5,296	-23.4	35,385	47,425	-25.4
Focus	16,454	14,889	10.5	147,877	112,913	31.0
Fusion	23,326	19,318	20.7	160,175	151,004	6.1
Taurus	5,256	4,559	15.3	40,621	38,242	6.2
Police Interceptor Sedan	1,106	0	NA	3,962	0	NA
Mustang	7,371	6,805	8.3	55,995	45,846	22.1
Crown Victoria	<u>243</u>	<u>4,967</u>	-95.1	<u>2,820</u>	<u>35,203</u>	-92.0
<b>Ford Cars</b>	<b>57,815</b>	<b>55,834</b>	<b>3.5</b>	<b>446,835</b>	<b>430,633</b>	<b>3.8</b>
Escape	21,572	24,411	-11.6	148,739	147,018	1.2
Edge	9,177	9,731	-5.7	74,613	69,685	7.1
Flex	2,318	2,392	-3.1	18,807	16,195	16.1
Explorer	11,313	9,897	14.3	87,034	75,720	14.9
Police Interceptor Utility	684	0	NA	2,857	0	NA
Expedition	<u>2,700</u>	<u>3,313</u>	-18.5	<u>21,313</u>	<u>22,001</u>	-3.1
<b>Ford Utilities</b>	<b>47,764</b>	<b>49,744</b>	<b>-4.0</b>	<b>353,363</b>	<b>330,619</b>	<b>6.9</b>
F-Series	49,314	49,104	0.4	350,455	313,183	11.9
Ranger	413	6,410	-93.6	18,855	36,442	-48.3
E-Series	8,574	8,802	-2.6	75,839	71,347	6.3
Transit Connect	2,627	2,607	0.8	19,581	17,762	10.2
Heavy Trucks	<u>484</u>	<u>550</u>	-12.0	<u>3,724</u>	<u>3,528</u>	5.6
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<b>LINCOLN BRAND</b>						
MKZ	3,033	2,869	5.7	17,572	16,785	4.7
MKS	878	1,093	-19.7	7,682	6,272	22.5
Town Car	77	891	-91.4	764	6,686	-88.6
MKX	1,724	1,915	-10.0	14,152	12,728	11.2
MKT	738	469	57.4	4,386	2,976	47.4
Navigator	<u>525</u>	<u>577</u>	-9.0	<u>4,381</u>	<u>4,370</u>	0.3
<b>Lincoln Brand</b>	<b>6,975</b>	<b>7,814</b>	<b>-10.7</b>	<b>48,937</b>	<b>49,817</b>	<b>-1.8</b>
<b>MERCURY BRAND</b>						
Milan	0	0	NA	0	0	NA
Grand Marquis	0	0	NA	0	248	-100.0
Sable	0	0	NA	0	0	NA
Mariner	0	0	NA	0	0	NA
Mountaineer	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>0</u>	NA
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