



## Ford Small Car Sales Reach Highest October in 11 Years; F-Series Sees Best October Sales Since 2004

- Ford October small car sales total 25,493 vehicles – the company’s strongest October small car sales in 11 years – with a 54 percent increase year over year
- Escape compact utility sales increased 4 percent for the month; 19,832 Escape sales mark best October sales since 2001
- In its first full month on sale, C-MAX sells 3,182 vehicles
- F-Series posts its best October sales since 2004, providing its 15<sup>th</sup> consecutive year-over-year monthly sales increase; sales totaled 56,497 pickups – an 8 percent increase
- U.S. sales at the Ford Motor Company total 168,456 vehicles in October, unchanged from a year ago; retail sales up 2 percent compared to last year

**DEARBORN, Mich., Nov. 1, 2012** – Ford total U.S. sales grew across the portfolio in October, with cars up 2 percent, utilities up 2 percent, F-Series pickups up 8 percent and Econoline and Transit Connect sales up 19 and 22 percent, respectively.

“Our commitment to deliver a fuel-efficient lineup of cars, utilities and trucks is winning over customers and helping grow our retail sales,” said Ken Czubay, Ford vice president, U.S. Marketing, Sales and Service. “Our fuel-efficient and capable full-size pickups delivered our strongest October sales results since 2004 – an F-Series record year – and we surpassed our own expectations for the first full month of C-MAX Hybrid sales.”

Focus, all-new C-MAX Hybrid and Fiesta sales totaled 25,493 vehicles in October, Ford’s best October small car sales month since 2001 and a 54 percent increase year over year.

October Escape sales increased 4 percent, with 19,832 vehicles sold. Escape is on-pace for another record sales year of sales in 2012, aiming to surpass 2011 record sales of 254,293 vehicles.

America’s best-selling vehicle, Ford F-Series, sold a total of 56,497 vehicles during the month of October. This not only represents a 8 percent increase over last year but also the 15th straight month of sales increases for F-Series.

Ford sold 168,456 total vehicles in October, unchanged from a year ago. Retail sales were up 2 percent compared to last year.

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## **About Ford Motor Company**

*Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 172,000 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 the company and Ford products, please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

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## FORD MOTOR COMPANY OCTOBER 2012 U.S. SALES

	<u>October</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	163,302	161,709	1.0	1,789,236	1,700,618	5.2
Lincoln	5,154	6,094	-15.4	69,034	70,935	-2.7
Mercury	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>248</u>	-100.0
Total Vehicles	168,456	167,803	0.4	1,858,270	1,771,801	4.9
<b>SALES BY TYPE</b>						
Cars	50,960	49,994	1.9	637,157	618,964	2.9
Utilities	49,665	48,741	1.9	545,797	501,000	8.9
Trucks	<u>67,831</u>	<u>69,068</u>	-1.8	<u>675,316</u>	<u>651,837</u>	3.6
Total Vehicles	168,456	167,803	0.4	1,858,270	1,771,801	4.9
<b>FORD BRAND</b>						
Fiesta	3,991	4,124	-3.2	47,475	61,349	-22.6
Focus	18,320	12,386	47.9	205,006	149,701	36.9
C-MAX	3,182	0	NA	4,151	0	NA
Fusion	12,690	18,094	-29.9	206,855	206,533	0.2
Taurus	3,996	5,438	-26.5	54,765	52,976	3.4
Police Interceptor Sedan	893	0	NA	6,972	0	NA
Mustang	5,328	4,898	8.8	72,149	61,516	17.3
Crown Victoria	<u>226</u>	<u>1,824</u>	-87.6	<u>3,650</u>	<u>44,919</u>	-91.9
<b>Ford Cars</b>	48,626	46,764	4.0	601,023	576,994	4.2
Escape	19,832	19,046	4.1	219,907	206,896	6.3
Edge	8,406	9,161	-8.2	105,393	99,940	5.5
Flex	1,444	1,910	-24.4	24,404	23,012	6.0
Explorer	13,538	11,987	12.9	127,193	108,944	16.8
Police Interceptor Utility	682	0	NA	4,830	0	NA
Expedition	<u>2,943</u>	<u>3,773</u>	-22.0	<u>31,170</u>	<u>32,995</u>	-5.5
<b>Ford Utilities</b>	46,845	45,877	2.1	512,897	471,787	8.7
F-Series	56,497	52,511	7.6	520,230	468,899	10.9
Ranger	74	7,270	-99.0	19,220	57,058	-66.3
E-Series	8,082	6,806	18.7	102,024	96,005	6.3
Transit Connect	2,669	2,180	22.4	28,587	25,287	13.1
Heavy Trucks	<u>509</u>	<u>301</u>	69.1	<u>5,255</u>	<u>4,588</u>	14.5
<b>Ford Trucks</b>	<u>67,831</u>	<u>69,068</u>	-1.8	<u>675,316</u>	<u>651,837</u>	3.6
<b>Ford Brand</b>	163,302	161,709	1.0	1,789,236	1,700,618	5.2

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<b>LINCOLN BRAND</b>						
MKZ	1,614	1,953	-17.4	25,088	23,011	9.0
MKS	699	981	-28.7	10,109	9,824	2.9
Town Car	21	296	-92.9	937	8,887	-89.5
MKX	1,602	1,765	-9.2	20,382	18,731	8.8
MKT	426	369	15.4	5,904	4,126	43.1
Navigator	<u>792</u>	<u>730</u>	8.5	<u>6,614</u>	<u>6,356</u>	4.1
<b>Lincoln Brand</b>	5,154	6,094	-15.4	69,034	70,935	-2.7
<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
<b>Mercury Brand</b>	0	0	NA	0	248	-100.0