



Ford Small Car Sales Reach Decade High; Escape has Best-Ever September; Ford F-Series Hit Best September in 5 Years

- Ford small car sales totaled 24,628 vehicles in September – the company’s best U.S. small car sales since 2002 and a 73 percent increase year-over-year
- Escape compact utility sales increased 14 percent for the month; 23,148 Escape sales mark best-ever September sales
- F-Series produces its 14th consecutive year-over-year sales increase in September, reaching its best September since 2007; total sales were 55,077 pickups – a 1 percent increase
- Ford Motor Company U.S. sales total 174,976 vehicles in September, unchanged from a year ago; retail sales up 4 percent compared to last year

DEARBORN, Mich., Oct. 2, 2012 – Ford delivered U.S. sales gains across its vehicle portfolio in September, with cars up 2 percent, utilities up 9 percent, and F-Series trucks up 1 percent.

“As more buyers look for new vehicles across the country, Ford is ready with our strongest lineup ever of fuel-efficient cars, utilities and full-size pickups,” said Ken Czuby, Ford vice president, U.S. Marketing, Sales and Service. “Fuel economy remains one of the most important features customers want most today, and Ford is answering the call with five vehicles that deliver 40 mpg or better – with another three on the way by year-end.”

Ford sales of Focus, C-MAX and Fiesta totaled 24,628 vehicles in September, representing Ford’s best September for small car sales in 10 years. Focus sales were up 91 percent, while the all-new C-MAX began sales last month.

Escape had its best-ever September sales, with 23,148 vehicles sold, representing a 14 percent increase versus last year’s record sales. Escape is on pace to surpass last year’s record sales of 254,293 vehicles for the full year.

Ford F-Series, America’s best-selling vehicle, sold a total of 55,077 pickups during September truck month – a 1 percent increase compared to last year – providing its 14th straight month of sales increases.

September U.S. total sales at Ford Motor Company were unchanged from last year and up 4 percent for retail sales. Total car sales are up 2 percent, total utilities up 9 percent, and total trucks down 8 percent – with stronger F-Series, E-Series and Transit Connect sales being offset by the discontinuation of Ranger.

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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 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>.

Contact(s): Erich Merkle
313.806.4562
emerkle2@ford.com

FORD MOTOR COMPANY SEPTEMBER 2012 U.S. SALES

	<u>September</u>		%	<u>Year-To-Date</u>		%
	<u>2012</u>	<u>2011</u>	<u>Change</u>	<u>2012</u>	<u>2011</u>	<u>Change</u>
SALES BY BRAND						
Ford	168,174	168,181	0.0	1,625,934	1,538,909	5.7
Lincoln	6,802	7,018	-3.1	63,880	64,841	-1.5
Mercury	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>248</u>	-100.0
Total Vehicles	174,976	175,199	-0.1	1,689,814	1,603,998	5.4
SALES BY TYPE						
Cars	50,694	49,876	1.6	586,197	568,970	3.0
Utilities	56,625	52,098	8.7	496,132	452,259	9.7
Trucks	<u>67,657</u>	<u>73,225</u>	-7.6	<u>607,485</u>	<u>582,769</u>	4.2
Total Vehicles	174,976	175,199	-0.1	1,689,814	1,603,998	5.4
FORD BRAND						
Fiesta	3,923	3,967	-1.1	43,484	57,225	-24.0
Focus	19,736	10,309	91.4	186,686	137,315	36.0
C-MAX	969	0	NA	969	0	NA
Fusion	12,300	19,510	-37.0	194,165	188,439	3.0
Taurus	4,727	4,305	9.8	50,769	47,538	6.8
Police Interceptor Sedan	828	0	NA	6,079	0	NA
Mustang	4,439	5,054	-12.2	66,821	56,618	18.0
Crown Victoria	<u>414</u>	<u>3,013</u>	-86.3	<u>3,424</u>	<u>43,095</u>	-92.1
Ford Cars	47,336	46,158	2.6	552,397	530,230	4.2
Escape	23,148	20,225	14.5	200,075	187,850	6.5
Edge	10,771	11,680	-7.8	96,987	90,779	6.8
Flex	1,518	2,084	-27.2	22,960	21,102	8.8
Explorer	13,453	11,336	18.7	113,655	96,957	17.2
Police Interceptor Utility	596	0	NA	4,148	0	NA
Expedition	<u>3,695</u>	<u>3,473</u>	6.4	<u>28,227</u>	<u>29,222</u>	-3.4
Ford Utilities	53,181	48,798	9.0	466,052	425,910	9.4
F-Series	55,077	54,410	1.2	463,733	416,388	11.4
Ranger	93	7,154	-98.7	19,146	49,788	-61.5
E-Series	8,952	8,711	2.8	93,942	89,199	5.3
Transit Connect	3,013	2,611	15.4	25,918	23,107	12.2
Heavy Trucks	<u>522</u>	<u>339</u>	54.0	<u>4,746</u>	<u>4,287</u>	10.7
Ford Trucks	<u>67,657</u>	<u>73,225</u>	-7.6	<u>607,485</u>	<u>582,769</u>	4.2
Ford Brand	168,174	168,181	0.0	1,625,934	1,538,909	5.7

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LINCOLN BRAND						
MKZ	2,575	1,936	33.0	23,474	21,058	11.5
MKS	709	1,073	-33.9	9,410	8,843	6.4
Town Car	74	709	-89.6	916	8,591	-89.3
MKX	2,110	2,267	-6.9	18,780	16,966	10.7
MKT	488	373	30.8	5,478	3,757	45.8
Navigator	<u>846</u>	<u>660</u>	28.2	<u>5,822</u>	<u>5,626</u>	3.5
Lincoln Brand	6,802	7,018	-3.1	63,880	64,841	-1.5
MERCURY BRAND						
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
Mercury Brand	0	0	NA	0	248	-100.0