



## Ford Motor Company August Retail Sales Surge to Highest Levels Since 2006

- Ford Motor Company August U.S. retail sales increase 20 percent – best retail sales month since August 2006; total sales up 12 percent
- Fusion sales achieve August sales record; strongest gains coming from the western region of the country
- Led by Fiesta and C-MAX hybrids, Ford small car sales jump 30 percent, driving coastal and millennial retail share gains
- F-Series sales top 70,000 vehicles for the second time this year
- All-new Lincoln MKZ posts best-ever August sales
- Ford announces 2013 fourth-quarter production of 785,000 vehicles, up 7 percent from 2012

**DEARBORN, Mich., Sept. 4, 2013** – Ford Motor Company’s August U.S. retail sales grew 20 percent – with total sales up 12 percent – for the best monthly retail performance since 2006.

With inventories remaining tight in several key segments, retail sales gains were broad-based. Car sales were up 15 percent, utilities up 16 percent and trucks up 30 percent. Ford continued to see strong growth in the coastal regions.

“Producing more Fusions at Flat Rock Assembly with its 1,400 new workers is a welcome opportunity, as Fusion showed great strength in August,” said Ken Czuby, Ford vice president, U.S. marketing, sales and service. “Small cars and hybrids continue to outpace the market in the coastal regions of the U.S., with Ford brand retail small car sales growing at more than three times the rate of the U.S. small car industry.”

Fusion had its best-ever August sales with 24,653 vehicles sold. Strongest growth for Fusion continues to be in the western region of the country, with retail sales up 63 percent.

Ford’s overall small car sales – including Fiesta, Focus and C-MAX hybrids – were up 30 percent, with combined sales of 30,148 vehicles. C-MAX hybrids contributed 44 percent of Ford’s small car growth in August. Fiesta sales increased 61 percent, for the best August Fiesta sales ever.

F-Series sales of 71,115 vehicles were up 22 percent, for the 25<sup>th</sup> consecutive monthly increase – and the second time this year sales have topped 70,000 vehicles. The last time F-Series had sales of more than 70,000 vehicles in two separate months in a calendar year was 2006.

Lincoln MKZ sales were up 10 percent to 3,652 vehicles, for a best-ever August sales month. MKZ has now reported record sales for four of the last five months.

Ford also announced it will build 785,000 vehicles in the fourth quarter of 2013, a 7 percent increase (50,000 vehicles) from the fourth-quarter of 2012. Third-quarter production of 740,000 vehicles is unchanged from previous guidance.

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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 177,000 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 AUGUST 2013 U.S. SALES

	<u>August</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>
<b>SALES BY BRAND</b>						
Ford	213,078	189,108	12.7	1,654,881	1,457,760	13.5
Lincoln	<u>8,192</u>	<u>8,141</u>	0.6	<u>53,399</u>	<u>57,078</u>	-6.4
Total Vehicles	221,270	197,249	12.2	1,708,280	1,514,838	12.8
<b>SALES BY TYPE</b>						
Cars	73,630	62,650	17.5	597,862	535,503	11.6
Utilities	63,103	63,225	-0.2	494,734	439,507	12.6
Trucks	<u>84,537</u>	<u>71,374</u>	18.4	<u>615,684</u>	<u>539,828</u>	14.1
Total Vehicles	221,270	197,249	12.2	1,708,280	1,514,838	12.8
<b>FORD BRAND</b>						
Fiesta	6,744	4,176	61.5	52,575	39,561	32.9
Focus	20,372	19,073	6.8	171,921	166,950	3.0
C-MAX	3,032	0	NA	26,072	0	NA
Fusion	24,653	21,690	13.7	206,321	181,865	13.4
Taurus	6,836	5,421	26.1	50,656	46,042	10.0
Police Interceptor Sedan	1,341	1,289	4.0	7,387	5,251	40.7
Mustang	5,866	6,387	-8.2	54,745	62,382	-12.2
Crown Victoria	<u>0</u>	<u>190</u>	-100.0	<u>0</u>	<u>3,010</u>	-100.0
<b>Ford Cars</b>	68,844	58,226	18.2	569,677	505,061	12.8
Escape	26,714	28,188	-5.2	205,683	176,927	16.3
Edge	11,529	11,603	-0.6	91,041	86,216	5.6
Flex	2,641	2,635	0.2	18,166	21,442	-15.3
Explorer	14,148	13,168	7.4	122,192	100,202	21.9
Police Interceptor Utility	1,489	695	114.2	8,777	3,552	147.1
Expedition	<u>3,176</u>	<u>3,219</u>	-1.3	<u>23,661</u>	<u>24,532</u>	-3.6
<b>Ford Utilities</b>	59,697	59,508	0.3	469,520	412,871	13.7
F-Series	71,115	58,201	22.2	499,050	408,656	22.1
Ranger	0	198	-100.0	0	19,053	-100.0
E-Series	8,631	9,151	-5.7	84,318	84,990	-0.8
Transit Connect	3,925	3,324	18.1	27,256	22,905	19.0
Heavy Trucks	<u>866</u>	<u>500</u>	73.2	<u>5,060</u>	<u>4,224</u>	19.8
<b>Ford Trucks</b>	<u>84,537</u>	<u>71,374</u>	18.4	<u>615,684</u>	<u>539,828</u>	14.1
<b>Ford Brand</b>	213,078	189,108	12.7	1,654,881	1,457,760	13.5

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<b>LINCOLN BRAND</b>						
MKZ	3,652	3,327	9.8	20,901	20,899	0.0
MKS	1,134	1,019	11.3	7,284	8,701	-16.3
Town Car	<u>0</u>	<u>78</u>	-100.0	<u>0</u>	<u>842</u>	-100.0
<b>Lincoln Cars</b>	4,786	4,424	8.2	28,185	30,442	-7.4
MKX	2,180	2,518	-13.4	15,833	16,670	-5.0
MKT	551	604	-8.8	4,244	4,990	-14.9
Navigator	<u>675</u>	<u>595</u>	13.4	<u>5,137</u>	<u>4,976</u>	3.2
<b>Lincoln Utilities</b>	<u>3,406</u>	<u>3,717</u>	-8.4	<u>25,214</u>	<u>26,636</u>	-5.3
<b>Lincoln Brand</b>	8,192	8,141	0.6	53,399	57,078	-6.4