



## NEWS

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### **IMMEDIATE RELEASE**

## **FORD'S F-SERIES SETS INDUSTRY TRUCK SALES RECORDS; AMERICA'S BEST-SELLING VEHICLE 23 YEARS IN A ROW**

- F-Series sets December (95,392) and full year (939,511) industry truck sales records.
- New products enable cars to post first monthly increase since January 2003.
- Mustang stampede continues as December retail sales soar 60 percent vs. year ago.
- Retail sales for Ford Five Hundred, Ford Freestyle, and Mercury Montego climb 26 percent vs. November.
- Ford Escape sets new full year record for small sport utility vehicles; best sales month for Mercury Mariner.
- Volvo sets December and full year records.
- All-new LR3 boosts Land Rover to best sales month ever.
- Ford's overall December sales totaled 294,270, up 1 percent compared with year ago.

DEARBORN, Mich., Jan 4 – Ford's F-Series set industry truck sales records in December and is America's best selling vehicle for the 23<sup>rd</sup> year in a row.

Ford dealers put an exclamation point on a record-setting sales year with record December sales. For the full year, Ford dealers delivered 939,511 F-Series trucks – topping the previous record (911,597) set in 2001. This year marked the first full year of sales for the all-new F-150, which was introduced in September 2003. A redesigned F-Series Super Duty model debuted in September 2004. December sales were 95,392, up 13 percent from last year's record sales. December marked the 16<sup>th</sup> month in a row of higher F-Series sales.

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Overall, the company's U.S. sales totaled 294,270 in December, up 1 percent compared with a year ago. Among brands, Ford was up 2 percent, Volvo was up 4 percent, and Land Rover was up 49 percent. For the full year, the company's U.S. sales totaled 3.33 million, down 4 percent.

December marked the first month Ford car retail sales increased since January 2003, reflecting growing consumer awareness and availability of recently introduced products. Ford car sales were up 3 percent for the month.

Total Mustang sales were up 9 percent compared with a year ago. Retail sales for Ford's legendary pony car were 60 percent higher than a year ago.

The new Ford Five Hundred, Ford Freestyle and Mercury Montego combined for total sales of 10,407. Retail sales of the Chicago-produced products were up 26 percent compared with November.

Ford's Escape, the best-selling small sport utility vehicle in America, set a new full year sales record of 183,430. The previous record (167,678) was set last year. December sales were 14,308 (including 969 hybrid models).

Mercury's new compact sport utility vehicle, the Mariner, posted December sales of 2,462 – its best sales month so far.

Volvo posted record December sales of 12,207, reflecting a best-ever month for the XC90 sport utility vehicle and strong sales of the new S40 sedan and V50 sport wagon. XC90 sales were 5,018, up 17 percent from a year ago. December capped a record setting sales year for Volvo retailers. Full year Volvo sales were 139,067, up 3 percent from last year's record.

The all-new LR3 boosted Land Rover to its best-ever sales month (5,495). LR3 sales were 2,140, up 64 percent compared with November – the month of introduction.

## FORD MOTOR COMPANY DECEMBER 2004 U.S. SALES

	<u>December Month</u>			<u>December CYTD</u>		
	<u>2004</u>	<u>2003</u>	<u>%</u> <u>Change</u>	<u>2004</u>	<u>2003</u>	<u>%</u> <u>Change</u>
<b>Sales By Brand</b>						
Ford	245,594	240,823	2.0	2,778,678	2,894,347	-4.0
Mercury	14,915	16,635	-10.3	193,534	202,257	-4.3
Lincoln	12,642	14,889	-15.1	139,016	158,839	-12.5
Jaguar	3,417	4,438	-23.0	45,875	54,655	-16.1
Volvo	12,207	11,747	3.9	139,067	134,586	3.3
Land Rover	<u>5,495</u>	<u>3,677</u>	49.4	<u>35,506</u>	<u>39,035</u>	-9.0
Total Ford Motor Company	294,270	292,209	0.7	3,331,676	3,483,719	-4.4
<b>Memo: Cars and Trucks</b>						
Cars	83,200	80,763	3.0	1,018,333	1,169,433	-12.9
Trucks	<u>211,070</u>	<u>211,446</u>	-0.2	<u>2,313,343</u>	<u>2,314,286</u>	0.0
Total Ford Motor Company	294,270	292,209	0.7	3,331,676	3,483,719	-4.4

Contact: George Pipas, Ford Motor Company, (313) 323-9216

## FORD BRAND DECEMBER 2004 U.S. SALES

	<u>December Month</u>		<u>%</u>	<u>December CYTD</u>		<u>%</u>
	<u>2004</u>	<u>2003</u>	<u>Change</u>	<u>2004</u>	<u>2003</u>	<u>Change</u>
Crown Victoria	4,144	6,575	-37.0	70,816	78,541	-9.8
Five Hundred	5,730	0	NA	14,106	0	NA
Taurus	18,295	15,182	20.5	248,148	300,496	-17.4
Focus	16,800	16,299	3.1	208,339	229,353	-9.2
Mustang	13,342	12,249	8.9	129,858	140,350	-7.5
Thunderbird	910	904	0.7	11,998	18,100	-33.7
GT	59	0	NA	144	0	NA
Escort	<u>0</u>	<u>1,156</u>	-100.0	<u>1,210</u>	<u>25,473</u>	-95.2
<b>Total Ford Cars</b>	59,280	52,365	13.2	684,619	792,313	-13.6
Freestyle	3,525	0	NA	8,509	0	NA
Escape	14,308	13,756	4.0	183,430	167,678	9.4
Explorer	24,994	33,313	-25.0	339,333	373,118	-9.1
Expedition	13,854	18,100	-23.5	159,846	181,547	-12.0
Excursion	2,296	2,610	-12.0	20,010	26,259	-23.8
Freestar	6,405	5,689	12.6	100,622	15,771	538.0
Windstar	0	3,523	-100.0	2,950	113,465	-97.4
Econoline/Club Wagon	15,422	13,391	15.2	171,017	161,721	5.7
Ranger	8,670	12,443	-30.3	156,322	209,117	-25.2
F-Series	95,392	84,657	12.7	939,511	845,586	11.1
Heavy Trucks	<u>1,448</u>	<u>976</u>	48.4	<u>12,509</u>	<u>7,772</u>	60.9
<b>Total Ford Trucks</b>	<u>186,314</u>	<u>188,458</u>	-1.1	<u>2,094,059</u>	<u>2,102,034</u>	-0.4
<b>Total Ford Brand</b>	245,594	240,823	2.0	2,778,678	2,894,347	-4.0

Contact: Jon Harmon, Ford Division, (313) 323-7045

## LINCOLN AND MERCURY BRAND DECEMBER 2004 U.S. SALES

	<u>December Month</u>		<u>% Change</u>	<u>December CYTD</u>		<u>% Change</u>
	<u>2004</u>	<u>2003</u>		<u>2004</u>	<u>2003</u>	
Grand Marquis	4,668	6,875	-32.1	79,329	86,986	-8.8
Montego	1,152	0	NA	2,974	0	NA
Sable	2,649	4,082	-35.1	42,737	61,342	-30.3
Cougar	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>2,024</u>	-100.0
<b>Total Mercury Cars</b>	8,469	10,957	-22.7	125,040	150,352	-16.8
Town Car	4,071	4,324	-5.9	51,908	56,566	-8.2
LS	1,833	2,657	-31.0	27,066	33,581	-19.4
Continental	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>280</u>	-100.0
<b>Total Lincoln Cars</b>	<u>5,904</u>	<u>6,981</u>	-15.4	<u>78,974</u>	<u>90,427</u>	-12.7
<b>Total Mercury and Lincoln Cars</b>	14,373	17,938	-19.9	204,014	240,779	-15.3
Mariner	2,462	0	NA	7,171	0	NA
Mountaineer	2,858	4,977	-42.6	43,916	49,692	-11.6
Monterey	<u>1,126</u>	<u>701</u>	60.6	<u>17,407</u>	<u>2,213</u>	686.6
<b>Total Mercury Trucks</b>	6,446	5,678	13.5	68,494	51,905	32.0
Navigator	4,280	4,989	-14.2	36,398	38,742	-6.1
Aviator	2,458	2,919	-15.8	23,644	29,517	-19.9
Blackwood	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>153</u>	-100.0
<b>Total Lincoln Trucks</b>	<u>6,738</u>	<u>7,908</u>	-14.8	<u>60,042</u>	<u>68,412</u>	-12.2
<b>Total Mercury and Lincoln Trucks</b>	<u>13,184</u>	<u>13,586</u>	-3.0	<u>128,536</u>	<u>120,317</u>	6.8
<b>Total Mercury and Lincoln Vehicles</b>	27,557	31,524	-12.6	332,550	361,096	-7.9
<b>Total Lincoln Brand</b>	12,642	14,889	-15.1	139,016	158,839	-12.5
<b>Total Mercury Brand</b>	14,915	16,635	-10.3	193,534	202,257	-4.3

Contact: Sara Tatchio, Lincoln and Mercury, (313) 594-3744

## JAGUAR BRAND DECEMBER 2004 U.S. SALES

	<u>December Month</u>			<u>December CYTD</u>		
	<u>2004</u>	<u>2003</u>	<u>% Change</u>	<u>2004</u>	<u>2003</u>	<u>% Change</u>
XJ	962	1,032	-6.8	10,552	10,102	4.5
S-TYPE	787	1,113	-29.3	10,975	14,876	-26.2
X-TYPE	1,456	2,037	-28.5	21,542	26,772	-19.5
XK	<u>212</u>	<u>256</u>	-17.2	<u>2,806</u>	<u>2,905</u>	-3.4
<b>Total Jaguar</b>	3,417	4,438	-23.0	45,875	54,655	-16.1

Contact: Rosemary Mariniello, Jaguar Land Rover North America, (201) 818-8010

## VOLVO BRAND DECEMBER 2004 U.S. SALES

	<u>December Month</u>			<u>December CYTD</u>		
	<u>2004</u>	<u>2003</u>	<u>% Change</u>	<u>2004</u>	<u>2003</u>	<u>% Change</u>
S40	2,305	692	233.1	24,037	12,792	87.9
V40	2	187	-98.9	1,503	2,926	-48.6
V50	581	0	NA	2,509	0	NA
S60	1,733	2,533	-31.6	27,835	35,295	-21.1
V70	553	966	-42.8	10,484	11,765	-10.9
XC70	1,059	1,435	-26.2	16,059	17,177	-6.5
C70	287	292	-1.7	4,067	4,271	-4.8
S80	669	1,352	-50.5	13,390	14,637	-8.5
XC90	<u>5,018</u>	<u>4,290</u>	17.0	<u>39,183</u>	<u>35,723</u>	9.7
<b>Total Volvo</b>	12,207	11,747	3.9	139,067	134,586	3.3

Contact: Roger Ormisher, Volvo Cars of North America, Inc., (800) 970-0888

## LAND ROVER BRAND DECEMBER 2004 U.S. SALES

	<u>December Month</u>			<u>December CYTD</u>		
	<u>2004</u>	<u>2003</u>	<u>% Change</u>	<u>2004</u>	<u>2003</u>	<u>% Change</u>
Range Rover	1,964	1,756	11.8	13,546	12,086	12.1
LR3	2,140	0	NA	3,447	0	NA
Discovery	912	1,204	-24.3	13,083	17,420	-24.9
Freelander	<u>479</u>	<u>717</u>	-33.2	<u>5,430</u>	<u>9,529</u>	-43.0
<b>Total Land Rover</b>	5,495	3,677	49.4	35,506	39,035	-9.0

Contact: Rosemary Mariniello, Jaguar Land Rover North America, (201) 818-8010