



NEWS

Contact: George Pipas
313-323-9216
gpipas@ford.com

IMMEDIATE RELEASE

FORD MOTOR COMPANY REPORTS DECEMBER AND FULL YEAR 2006 U.S. SALES; FULL YEAR CAR SALES ARE HIGHER FOR THE SECOND YEAR IN A ROW

- Ford's December sales totaled 233,621, down 13 percent compared with a year ago.
- Full year sales totaled 2.9 million, down 8 percent.
- Ford Fusion, Mercury Milan, and Lincoln MKZ lift full year car sales 5 percent – first back-to-back increase since 1993-1994.
- Full year truck sales decline 14 percent.
- All-new Expedition and Navigator (up 12 percent each) close 2006 with higher sales each month in the fourth quarter.
- Ford Edge and Lincoln MKX crossovers debut in December.
- Land Rover sets full year sales record.
- Ford end of year inventories totaled 590,000 units – 143,000 less than a year ago. Less than 10 percent are 2006 models.

DEARBORN, Mich., Jan. 3 – Ford Motor Company's dealers delivered 233,621 new vehicles to U.S. customers in December, down 13 percent compared with a year ago. Lower F-Series sales (down 21 percent compared with last December's near-record month) and lower sales for the discontinued Taurus and Freestar minivan more than accounted for the decline.

Full year sales totaled 2.9 million, down 8 percent compared with full year 2005. Car sales were 5 percent higher than a year ago. It was the second year in a row of higher car sales and the first back-to-back increase since 1993-1994. Ford's new mid-size sedans were the major factors behind

the increase as combined sales for the Ford Fusion, Mercury Milan, and Lincoln MKZ totaled 211,469. Awareness and demand for these award winning products continues to grow. In December, Fusion sales were up 67 percent, Milan sales were up 36 percent, and MKZ sales were up 78 percent. MKZ sales of 3,795 were the highest for any month.

Full year truck sales were down 14 percent as higher gasoline prices and long-term demographic trends drove SUV sales lower and a soft housing industry weighed on full-size truck sales. Ford believes these factors will continue to weigh on these segments in 2007. New products should help mitigate these factors. The company's new full-size SUVs, Ford Expedition and Lincoln Navigator, closed 2006 by posting higher sales each month in the fourth quarter. The company will soon introduce a new Super Duty F-Series pickup truck. This model accounts for about 40 percent of total F-Series sales.

Conversely, passenger car sales and crossover utility vehicles (CUVs) should continue to benefit from demographic trends (notably the aging of the baby boomer generation) and higher gasoline prices. In December, the company expanded its CUV line with the introduction of the Ford Edge and Lincoln MKX. In addition, the company will introduce a redesigned Ford Escape and Mercury Mariner early this year. Escape has been the best-selling CUV since it was introduced in late 2000.

Land Rover was the company's only brand to post higher sales in 2006. Land Rover's full year sales totaled 47,774 – a new calendar year sales record. Although Lincoln's overall sales were down 2 percent, sales to individual retail customers rose 4 percent.

U.S. Inventories Lower

At the end of December, Ford, Lincoln and Mercury inventories were estimated at 590,000 units. This level is 143,000 units lower than a year ago. The company estimates less than 10 percent of the total inventory is 2006 models.

###

FORD MOTOR COMPANY DECEMBER 2006 U.S. SALES

	<u>December Month</u>		<u>% Change</u>	<u>December CYTD</u>		<u>% Change</u>
	<u>2006</u>	<u>2005</u>		<u>2006</u>	<u>2005</u>	
Sales By Brand						
Ford	190,914	223,324	-14.5	2,433,086	2,648,814	-8.1
Mercury	13,809	13,507	2.2	180,848	195,949	-7.7
Lincoln	12,806	12,612	1.5	120,476	123,207	-2.2
Jaguar	1,553	2,445	-36.5	20,683	30,424	-32.0
Volvo	8,525	9,080	-6.1	115,807	123,587	-6.3
Land Rover	<u>6,014</u>	<u>6,913</u>	-13.0	<u>47,774</u>	<u>46,175</u>	3.5
Total Ford Motor Company	233,621	267,881	-12.8	2,918,674	3,168,156	-7.9
Memo: Cars and Trucks						
Cars	70,618	78,407	-9.9	1,094,660	1,038,876	5.4
Trucks	<u>163,003</u>	<u>189,474</u>	-14.0	<u>1,824,014</u>	<u>2,129,280</u>	-14.3
Total Ford Motor Company	233,621	267,881	-12.8	2,918,674	3,168,156	-7.9

FORD BRAND DECEMBER 2006 U.S. SALES

	<u>December Month</u>		<u>% Change</u>	<u>December CYTD</u>		<u>% Change</u>
	<u>2006</u>	<u>2005</u>		<u>2006</u>	<u>2005</u>	
Crown Victoria	4,264	3,475	22.7	62,976	63,939	-1.5
Five Hundred	6,689	8,321	-19.6	84,218	107,932	-22.0
Taurus	342	14,990	-97.7	174,803	196,919	-11.2
Fusion	12,664	7,568	67.3	142,502	16,983	739.1
Focus	13,551	11,020	23.0	177,006	184,825	-4.2
Mustang	11,245	10,226	10.0	166,530	160,975	3.5
Thunderbird	0	281	-100.0	469	9,548	-95.1
GT	<u>58</u>	<u>208</u>	-72.1	<u>1,919</u>	<u>1,302</u>	47.4
Total Ford Cars	48,813	56,089	-13.0	810,423	742,423	9.2
Escape	14,603	12,370	18.1	157,395	165,122	-4.7
Edge	2,201	0	NA	2,201	0	NA
Freestyle	3,290	5,850	-43.8	58,602	76,739	-23.6
Explorer	13,384	18,996	-29.5	179,229	239,788	-25.3
Expedition	10,772	9,585	12.4	87,203	114,137	-23.6
Excursion	0	785	-100.0	965	16,283	-94.1
Freestar	884	5,440	-83.8	50,125	77,585	-35.4
Econoline/Club Wagon	15,999	14,498	10.4	180,457	179,543	0.5
Ranger	8,349	8,434	-1.0	92,420	120,958	-23.6
F-Series	70,580	89,491	-21.1	796,039	901,463	-11.7
Low Cab Forward	318	286	11.2	3,576	925	286.6
Heavy Trucks	<u>1,721</u>	<u>1,500</u>	14.7	<u>14,451</u>	<u>13,848</u>	4.4
Total Ford Trucks	<u>142,101</u>	<u>167,235</u>	-15.0	<u>1,622,663</u>	<u>1,906,391</u>	-14.9
Total Ford Brand	190,914	223,324	-14.5	2,433,086	2,648,814	-8.1

LINCOLN AND MERCURY BRAND DECEMBER 2006 U.S. SALES

	<u>December Month</u>		<u>% Change</u>	<u>December CYTD</u>		<u>% Change</u>
	<u>2006</u>	<u>2005</u>		<u>2006</u>	<u>2005</u>	
Grand Marquis	3,565	3,122	14.2	54,688	64,716	-15.5
Montego	1,741	2,149	-19.0	22,332	27,007	-17.3
Sable	0	700	-100.0	0	24,149	-100.0
Milan	<u>2,873</u>	<u>2,111</u>	36.1	<u>35,853</u>	<u>5,321</u>	573.8
Total Mercury Cars	8,179	8,082	1.2	112,873	121,193	-6.9
Town Car	4,017	4,301	-6.6	39,295	47,122	-16.6
LS	0	901	-100.0	8,797	19,109	-54.0
MKZ	<u>3,795</u>	<u>2,129</u>	78.3	<u>33,114</u>	<u>4,985</u>	564.3
Total Lincoln Cars	<u>7,812</u>	<u>7,331</u>	6.6	<u>81,206</u>	<u>71,216</u>	14.0
Total Mercury and Lincoln Cars	15,991	15,413	3.8	194,079	192,409	0.9
Mariner	2,980	2,700	10.4	33,941	34,099	-0.5
Mountaineer	2,488	2,320	7.2	29,567	32,491	-9.0
Monterey	<u>162</u>	<u>405</u>	-60.0	<u>4,467</u>	<u>8,166</u>	-45.3
Total Mercury Trucks	5,630	5,425	3.8	67,975	74,756	-9.1
MKX	859	0	NA	859	0	NA
Navigator	2,980	2,664	11.9	23,947	25,844	-7.3
Aviator	0	838	-100.0	1,711	15,873	-89.2
Mark LT	<u>1,155</u>	<u>1,779</u>	-35.1	<u>12,753</u>	<u>10,274</u>	24.1
Total Lincoln Trucks	<u>4,994</u>	<u>5,281</u>	-5.4	<u>39,270</u>	<u>51,991</u>	-24.5
Total Mercury and Lincoln Trucks	<u>10,624</u>	<u>10,706</u>	-0.8	<u>107,245</u>	<u>126,747</u>	-15.4
Total Mercury and Lincoln Vehicles	26,615	26,119	1.9	301,324	319,156	-5.6
Total Lincoln Brand	12,806	12,612	1.5	120,476	123,207	-2.2
Total Mercury Brand	13,809	13,507	2.2	180,848	195,949	-7.7

JAGUAR BRAND DECEMBER 2006 U.S. SALES

	<u>December Month</u>			<u>December CYTD</u>		
	<u>2006</u>	<u>2005</u>	<u>% Change</u>	<u>2006</u>	<u>2005</u>	<u>% Change</u>
XJ	543	658	-17.5	5,027	8,304	-39.5
S-TYPE	266	879	-69.7	5,875	8,897	-34.0
X-TYPE	284	778	-63.5	5,214	10,941	-52.3
XK	<u>460</u>	<u>130</u>	253.8	<u>4,567</u>	<u>2,282</u>	100.1
Total Jaguar	1,553	2,445	-36.5	20,683	30,424	-32.0

VOLVO BRAND DECEMBER 2006 U.S. SALES

	<u>December Month</u>			<u>December CYTD</u>		
	<u>2006</u>	<u>2005</u>	<u>% Change</u>	<u>2006</u>	<u>2005</u>	<u>% Change</u>
S40	1,580	1,424	11.0	24,566	24,233	1.4
V50	282	371	-24.0	4,138	5,671	-27.0
V40	0	0	NA	0	8	-100.0
S60	1,416	1,589	-10.9	25,753	24,695	4.3
V70	288	549	-47.5	5,602	7,390	-24.2
XC70	899	879	2.3	13,132	13,991	-6.1
C70	476	8	5,850.0	3,947	1,442	173.7
S80	219	519	-57.8	5,469	10,181	-46.3
XC90	<u>3,365</u>	<u>3,741</u>	-10.1	<u>33,200</u>	<u>35,976</u>	-7.7
Total Volvo	8,525	9,080	-6.1	115,807	123,587	-6.3

LAND ROVER BRAND DECEMBER 2006 U.S. SALES

	<u>December Month</u>			<u>December CYTD</u>		
	<u>2006</u>	<u>2005</u>	<u>% Change</u>	<u>2006</u>	<u>2005</u>	<u>% Change</u>
Range Rover	1,607	1,867	-13.9	12,044	13,430	-10.3
Range Rover Sport	2,467	2,505	-1.5	18,757	10,441	79.6
LR3	1,940	2,504	-22.5	16,930	19,346	-12.5
Discovery	0	4	-100.0	1	817	-99.9
Freelander	<u>0</u>	<u>33</u>	-100.0	<u>42</u>	<u>2,141</u>	-98.0
Total Land Rover	6,014	6,913	-13.0	47,774	46,175	3.5