



2011 Ford Brand Sales up 17 Percent for the Year in U.S.; Fuel-Efficient Cars, Utilities, Trucks Drive Sales Gains

- U.S. sales of the Ford brand totaled 2,062,915 vehicles in 2011, sealing its first three-point market share gain over three consecutive years since 1970
- Ford brand small car sales were up 25 percent in 2011, with 244,291 vehicles sold, while utilities increased 31 percent with 579,626 sales. Ford sold 584,917 F-Series pickups in 2011, making it the best-selling truck for 35 consecutive years and the best-selling vehicle for 30 years
- Ford posts best December retail sales month since 2005; total company sales in December were up 10 percent
- Ford announces 2012 outlook for industry sales and economic growth

DEARBORN, Mich., Jan. 4, 2012 – Ford brand 2011 U.S. sales increased 17 percent, totaling 2,062,915 vehicles, sealing the brand's first three-point market share gain over three consecutive years since 1970. Total Ford Motor Company sales for the year increased to 2,148,806 vehicles, up 11 percent for the year.

“The year finished on a high note, with industry sales momentum strengthening as the year came to a close,” said Ken Czubay, Ford vice president, U.S. Marketing, Sales and Service. “We saw Ford sales strengthen as well, posting our best December retail sales month since 2005 and closing the year as America’s best-selling brand.”

Small car, utilities and truck sales drove Ford’s marketplace performance in 2011. Small car sales were up 25 percent in 2011 with 244,291 cars sold.

Ford Fusion had a record year with 248,067 vehicles sold.

Ford brand utility sales totaled 579,626 vehicles in 2011, up 31 percent, making it the best-selling utility brand in America. Sales were paced by the Explorer, up 124 percent, with 135,704 sold, and record Escape sales of 254,293, up 33 percent for the year, including an all-time monthly sales record in December of 25,574 vehicles.

In December, Ford brand sales were 201,737, up 16 percent from a year earlier. Ford sold 68,278 F-Series pickups in December, representing its best December sales results since 2006. For the year, F-Series sales totaled 584,917 trucks, making it the only vehicle to break the 500,000 vehicle sales mark last year.

For 2012, Ford expects the global economy to expand in the 3 percent range, extending the global economic recovery to a third consecutive year. Global industry sales are projected to be in the range of 75 million to 85 million.

In the U.S., Ford expects the economy to expand 2 to 3 percent in 2012 and industry sales to be in the range of 13.5 million to 14.5 million.

Economies in Europe are tracking at different speeds. Ford expects industry sales in the European 19 markets to be in the range of 14.0 million to 15.0 million units in 2012.

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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 166,000 employees and about 70 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 DECEMBER 2011 U.S. SALES

	<u>December</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2011</u>	<u>2010</u>	<u>Change</u>	<u>2011</u>	<u>2010</u>	<u>Change</u>
SALES BY BRAND						
Ford	201,737	174,523	15.6	2,062,915	1,756,439	17.4
Lincoln	8,403	8,060	4.3	85,643	85,828	-0.2
Mercury	<u>0</u>	<u>8,393</u>	-100.0	<u>248</u>	<u>93,195</u>	-99.7
Total Vehicles	210,140	190,976	10.0	2,148,806	1,935,462	11.0
SALES BY TYPE						
Cars	55,215	64,858	-14.9	722,501	696,918	3.7
Utilities	62,252	53,589	16.2	616,063	515,240	19.6
Trucks	<u>92,673</u>	<u>72,529</u>	27.8	<u>810,242</u>	<u>723,304</u>	12.0
Total Vehicles	210,140	190,976	10.0	2,148,806	1,935,462	11.0
FORD BRAND						
Fiesta	3,673	5,212	-29.5	68,574	23,273	194.7
Focus	14,281	12,742	12.1	175,717	172,421	1.9
Fusion	21,622	22,629	-4.5	248,067	219,219	13.2
Taurus	5,650	5,655	-0.1	63,526	68,859	-7.7
Mustang	5,057	5,452	-7.2	70,438	73,716	-4.4
Crown Victoria	<u>793</u>	<u>3,302</u>	-76.0	<u>46,725</u>	<u>33,722</u>	38.6
Ford Cars	51,076	54,992	-7.1	673,047	591,210	13.8
Escape	25,574	18,691	36.8	254,293	191,026	33.1
Edge	12,077	11,292	7.0	121,702	118,637	2.6
Flex	2,253	2,279	-1.1	27,428	34,227	-19.9
Taurus X	0	0	NA	0	12	-100.0
Explorer	13,872	10,099	37.4	135,704	60,687	123.6
Expedition	<u>4,212</u>	<u>4,641</u>	-9.2	<u>40,499</u>	<u>37,336</u>	8.5
Ford Utilities	57,988	47,002	23.4	579,626	441,925	31.2
F-Series	68,278	54,888	24.4	584,917	528,349	10.7
Ranger	6,718	4,271	57.3	70,832	55,364	27.9
Econoline/Club Wagon	13,074	9,774	33.8	116,874	108,258	8.0
Transit Connect	3,910	2,811	39.1	31,914	27,405	16.5
Low Cab Forward	0	0	NA	0	72	-100.0
Heavy Trucks	<u>693</u>	<u>785</u>	-11.7	<u>5,705</u>	<u>3,856</u>	48.0
Ford Trucks	<u>92,673</u>	<u>72,529</u>	27.8	<u>810,242</u>	<u>723,304</u>	12.0
Ford Brand	201,737	174,523	15.6	2,062,915	1,756,439	17.4

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LINCOLN BRAND						
MKZ	2,435	2,502	-2.7	27,529	22,535	22.2
MKS	1,376	1,193	15.3	12,217	14,417	-15.3
Town Car	328	600	-45.3	9,460	11,264	-16.0
MKX	2,681	2,261	18.6	23,395	21,932	6.7
MKT	574	638	-10.0	5,024	7,435	-32.4
Navigator	<u>1,009</u>	<u>866</u>	16.5	<u>8,018</u>	<u>8,245</u>	-2.8
Lincoln Brand	8,403	8,060	4.3	85,643	85,828	-0.2
MERCURY BRAND						
Milan	0	2,278	-100.0	0	28,912	-100.0
Grand Marquis	0	3,293	-100.0	248	28,543	-99.1
Sable	0	0	NA	0	37	-100.0
Mariner	0	2,302	-100.0	0	29,912	-100.0
Mountaineer	<u>0</u>	<u>520</u>	-100.0	<u>0</u>	<u>5,791</u>	-100.0
Mercury Brand	0	8,393	-100.0	248	93,195	-99.7