



NEWS

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IMMEDIATE RELEASE

FORD'S NEW CARS, CROSSOVERS SET SALES RECORDS; NEW PRODUCTS ACHIEVING COMPANY'S SALES TARGETS

- Ford's new mid-size cars (Ford Fusion, Mercury Milan and Lincoln MKZ) and its new crossovers (Ford Edge and Lincoln MKX) set monthly sales records in March.
- Fusion sales up 48 percent compared with a year ago, Milan sales up 45 percent, and Lincoln MKZ sales up 13 percent.
- Edge sales were 10,915, up 37 percent compared with February and Lincoln MKX sales were 3,054, up 32 percent.
- Ford, Lincoln and Mercury crossover sales totaled 37,915 in March, up 42 percent compared with a year ago; year-to-date crossover sales up 29 percent.
- Ford F-Series sales were 71,481 – the highest monthly sales since August 2006.
- Ford's overall sales totaled 264,975, down 9 percent compared with March 2006 (which was the highest monthly sales in 2006).

DEARBORN, Mich., Apr. 3 – Ford's new mid-size cars (Ford Fusion, Mercury Milan and Lincoln MKZ) and its new crossovers (Ford Edge and Lincoln MKX) set monthly sales records in March.

“We remain committed to offering more of the products that our customers really want, and the popularity of our new cars and crossovers is proof we're delivering,” said Mark Fields, Ford's President of The Americas.

“Ford is moving quickly to operate profitably at lower volumes and a changed mix, and we are encouraged our retail market share appears to be stabilizing over the past several months,” Fields adds. “Our newest products also are achieving the sales targets we have set for ourselves, another sign that we’re making good progress.”

Combined sales for Ford's new mid-size sedans were 24,094, up 40 percent compared with March 2006. Fusion sales were 15,790 (any-month record), up 48 percent compared with a year ago, and eclipsed the previous record of 15,468 set August 2006. Milan sales were 4,678 (any-month record), up 45 percent, and bettered the previous record of 4,156 set August 2006. Lincoln MKZ sales were 3,626, up 13 percent, a March record and second highest any-month.

The Ford Edge and Lincoln MKX crossovers were introduced in December 2006 and already are achieving sales levels comparable to long-established products in the crossover utility category. Edge sales were 10,915, up 37 percent compared with February and Lincoln MKX sales were 3,054, up 32 percent compared with February. In March, Ford, Mercury and Lincoln crossover sales totaled 37,915, up 42 percent compared with a year ago. In the first quarter of 2007, crossover sales totaled 89,081, up 29 percent compared with first quarter 2006.

An all-new full-size crossover will debut at the New York Auto show on Wednesday.

Ford's F-Series pickup truck posted March sales of 71,481 – the highest monthly sales since August 2006. Compared with March 2006, which was F-Series' highest sales month of 2006, sales were down 15 percent. The company expects F-Series' comparisons to improve as availability of the all-new 2008 model Super Duty increases.

Overall, the company’s March sales totaled 264,975, down 9 percent compared with a year ago, which was the company's highest sales month in 2006.

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FORD MOTOR COMPANY MARCH 2007 U.S. SALES

	<u>March Month</u>		<u>%</u>	<u>March CYTD</u>		<u>%</u>
	<u>2007</u>	<u>2006</u>	<u>Change</u>	<u>2007</u>	<u>2006</u>	<u>Change</u>
Sales By Brand						
Ford	216,788	241,642	-10.3	522,588	615,900	-15.2
Mercury	17,426	18,915	-7.9	43,873	47,646	-7.9
Lincoln	14,770	13,446	9.8	35,127	32,504	8.1
Jaguar	1,667	1,866	-10.7	4,248	5,124	-17.1
Volvo	10,661	11,124	-4.2	26,922	28,365	-5.1
Land Rover	<u>3,663</u>	<u>4,153</u>	-11.8	<u>10,202</u>	<u>11,299</u>	-9.7
Total Ford Motor Company	264,975	291,146	-9.0	642,960	740,838	-13.2
Memo: Cars and Trucks						
Cars	89,484	104,775	-14.6	216,277	278,423	-22.3
Trucks	<u>175,491</u>	<u>186,371</u>	-5.8	<u>426,683</u>	<u>462,415</u>	-7.7
Total Ford Motor Company	264,975	291,146	-9.0	642,960	740,838	-13.2

FORD BRAND MARCH 2007 U.S. SALES

	<u>March Month</u>		<u>% Change</u>	<u>March CYTD</u>		<u>% Change</u>
	<u>2007</u>	<u>2006</u>		<u>2007</u>	<u>2006</u>	
Crown Victoria	6,553	5,358	22.3	16,533	16,545	-0.1
Five Hundred	6,607	7,726	-14.5	16,734	22,962	-27.1
Taurus	0	20,262	-100.0	0	51,833	-100.0
Fusion	15,790	10,703	47.5	39,678	29,845	32.9
Focus	17,065	16,171	5.5	39,837	42,251	-5.7
Mustang	14,737	16,117	-8.6	34,573	40,692	-15.0
Thunderbird	0	0	NA	0	469	-100.0
GT	<u>0</u>	<u>204</u>	-100.0	<u>231</u>	<u>555</u>	-58.4
Total Ford Cars	60,752	76,541	-20.6	147,586	205,152	-28.1
Escape	16,521	15,675	5.4	39,317	42,268	-7.0
Edge	10,915	0	NA	24,478	0	NA
Freestyle	4,313	6,078	-29.0	9,793	16,842	-41.9
Explorer	12,876	17,157	-25.0	34,723	46,716	-25.7
Expedition	10,505	8,220	27.8	24,149	20,828	15.9
Excursion	0	250	-100.0	0	965	-100.0
Freestar	452	4,187	-89.2	2,026	15,532	-87.0
Econoline/Club Wagon	19,445	17,886	8.7	46,506	41,156	13.0
Ranger	7,989	9,809	-18.6	18,491	22,378	-17.4
F-Series	71,481	84,168	-15.1	171,651	199,801	-14.1
Low Cab Forward	248	357	-30.5	663	875	-24.2
Heavy Trucks	<u>1,291</u>	<u>1,314</u>	-1.8	<u>3,205</u>	<u>3,387</u>	-5.4
Total Ford Trucks	<u>156,036</u>	<u>165,101</u>	-5.5	<u>375,002</u>	<u>410,748</u>	-8.7
Total Ford Brand	216,788	241,642	-10.3	522,588	615,900	-15.2

LINCOLN AND MERCURY BRAND MARCH 2007 U.S. SALES

	<u>March Month</u>		<u>% Change</u>	<u>March CYTD</u>		<u>% Change</u>
	<u>2007</u>	<u>2006</u>		<u>2007</u>	<u>2006</u>	
Grand Marquis	5,976	5,787	3.3	14,442	16,489	-12.4
Montego	1,620	2,225	-27.2	4,290	6,107	-29.8
Milan	<u>4,678</u>	<u>3,236</u>	44.6	<u>10,236</u>	<u>7,630</u>	34.2
Total Mercury Cars	12,274	11,248	9.1	28,968	30,226	-4.2
Town Car	4,827	4,344	11.1	11,645	10,209	14.1
LS	0	1,418	-100.0	0	3,365	-100.0
MKZ	<u>3,626</u>	<u>3,218</u>	12.7	<u>8,098</u>	<u>7,784</u>	4.0
Total Lincoln Cars	<u>8,453</u>	<u>8,980</u>	-5.9	<u>19,743</u>	<u>21,358</u>	-7.6
Total Mercury and Lincoln Cars	20,727	20,228	2.5	48,711	51,584	-5.6
Mariner	3,112	4,964	-37.3	8,430	9,997	-15.7
Mountaineer	1,882	2,373	-20.7	5,998	6,339	-5.4
Monterey	<u>158</u>	<u>330</u>	-52.1	<u>477</u>	<u>1,084</u>	-56.0
Total Mercury Trucks	5,152	7,667	-32.8	14,905	17,420	-14.4
MKX	3,054	0	NA	7,063	0	NA
Navigator	2,458	2,405	2.2	6,093	5,994	1.7
Aviator	0	518	-100.0	0	1,554	-100.0
Mark LT	<u>805</u>	<u>1,543</u>	-47.8	<u>2,228</u>	<u>3,598</u>	-38.1
Total Lincoln Trucks	<u>6,317</u>	<u>4,466</u>	41.4	<u>15,384</u>	<u>11,146</u>	38.0
Total Mercury and Lincoln Trucks	<u>11,469</u>	<u>12,133</u>	-5.5	<u>30,289</u>	<u>28,566</u>	6.0
Total Mercury and Lincoln Vehicles	32,196	32,361	-0.5	79,000	80,150	-1.4
Total Lincoln Brand	14,770	13,446	9.8	35,127	32,504	8.1
Total Mercury Brand	17,426	18,915	-7.9	43,873	47,646	-7.9

JAGUAR BRAND MARCH 2007 U.S. SALES

	<u>March Month</u>			<u>March CYTD</u>		
	<u>2007</u>	<u>2006</u>	<u>% Change</u>	<u>2007</u>	<u>2006</u>	<u>% Change</u>
XJ	397	486	-18.3	1,132	1,380	-18.0
S-TYPE	479	660	-27.4	1,065	1,849	-42.4
X-TYPE	285	514	-44.6	800	1,429	-44.0
XK	<u>506</u>	<u>206</u>	145.6	<u>1,251</u>	<u>466</u>	168.5
Total Jaguar	1,667	1,866	-10.7	4,248	5,124	-17.1

VOLVO BRAND MARCH 2007 U.S. SALES

	<u>March Month</u>			<u>March CYTD</u>		
	<u>2007</u>	<u>2006</u>	<u>% Change</u>	<u>2007</u>	<u>2006</u>	<u>% Change</u>
S40	2,201	2,356	-6.6	5,673	6,129	-7.4
V50	304	372	-18.3	722	1,072	-32.6
S60	1,702	2,339	-27.2	4,377	6,269	-30.2
V70	371	464	-20.0	849	1,296	-34.5
XC70	1,127	1,331	-15.3	3,077	3,247	-5.2
C70	368	11	3,245.5	1,008	85	1085.9
S80	1,392	598	132.8	3,103	1,712	81.3
XC90	<u>3,196</u>	<u>3,653</u>	-12.5	<u>8,113</u>	<u>8,555</u>	-5.2
Total Volvo	10,661	11,124	-4.2	26,922	28,365	-5.1

LAND ROVER BRAND MARCH 2007 U.S. SALES

	<u>March Month</u>			<u>March CYTD</u>		
	<u>2007</u>	<u>2006</u>	<u>% Change</u>	<u>2007</u>	<u>2006</u>	<u>% Change</u>
Range Rover	1,159	991	17.0	2,909	2,762	5.3
Range Rover Sport	1,356	1,667	-18.7	3,801	4,329	-12.2
LR3	1,148	1,489	-22.9	3,491	4,189	-16.7
Discovery	0	1	NA	0	1	NA
Freelander	<u>0</u>	<u>5</u>	-100.0	<u>1</u>	<u>18</u>	-94.4
Total Land Rover	3,663	4,153	-11.8	10,202	11,299	-9.7