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Ford Reports June, First Half Sales

June

- Ford, Lincoln and Mercury June sales totaled 167,090, down 28 percent versus year ago.
- Ford Focus' sales to individual retail customers were 9 percent higher than a year ago.
- Ford Flex and Lincoln MKS debut.

First Half

- Ford, Lincoln and Mercury first half sales totaled 1.1 million, down 14 percent.
- Cars and crossovers accounted for 59 percent of first half retail sales; retail sales for cars were up 3 percent versus a year ago and crossovers also were up (less than 1 percent).
- Retail sales fell for SUVs (down 40 percent) and trucks and vans (down 31 percent).

PR Newswire

DEARBORN, Mich., July 1 /PRNewswire-FirstCall/ -- In the first half of 2008, sales of Ford, Lincoln and Mercury cars and crossovers to retail customers were higher than a year ago. Retail sales for cars increased 3 percent and crossovers also were up (less than 1 percent). Together, cars and crossovers accounted for 59 percent of Ford's first half retail sales compared with 49 percent in the first half 2007.

"In the first half, Ford outperformed the industry in both the car and crossover segments," said Jim Farley, Ford group vice president, Marketing and Communications. "This performance is crucial to creating an exciting viable Ford delivering profitable growth for all."

Ford's new Focus paced the increase in car sales. In the first half, Focus retail sales increased 53 percent versus a year ago, and Focus was the top-selling domestic car to retail customers. In the recently released J.D. Power and Associates' 2008 APEAL study, the Focus improved 88 index points -- the largest improvement in the industry.

Mid-size cars also posted retail sales increases in the first half with Ford Fusion up 7 percent, Mercury Milan up 2 percent and Lincoln MKZ up 10 percent.

The Ford Edge paced crossovers with first half retail sales up 19 percent.

Gasoline prices increased a dollar (from \$3 to \$4 a gallon) during the first half and this accelerated the decline in SUV and truck sales. In the first half, retail sales for the company's SUVs declined 40 percent versus a year ago and retail sales for trucks and vans declined 31 percent.

First half fleet sales declined 11 percent (including a 20 percent decline in daily rental sales).

Overall, June sales of Ford, Lincoln and Mercury vehicles totaled 167,090, down 28 percent versus a year ago. First half sales totaled 1.1 million, down 14 percent.

"Consumer fundamentals and consumer confidence deteriorated as the first half unfolded," said Farley. "The economy enters the second half of the year with a notable absence of momentum and a high degree of uncertainty."

He added, "Clearly, the rapid rise in gasoline prices, and the resulting shift toward fuel efficient vehicles, has been challenging, but it also provides an opportunity. In addition to adjusting our capacity and production plans to produce more cars and crossovers, we are introducing several new vehicles with class-leading fuel economy."

In June, Ford introduced a new crossover, the Flex, with best-in-class highway fuel economy of 24 miles per gallon and Lincoln introduced the MKS. In 2009, the MKS will be the first vehicle equipped with Ford's new EcoBoost engine technology.

The 2009 model Ford Escape and Mercury Mariner started production in June. Equipped with a new 2.5-liter four-cylinder engine and six-speed transmission, the Escape and Mariner deliver best-in-class fuel economy in the small utility segment with 28 highway miles per gallon. The Escape and Mariner Hybrid remains the most fuel-efficient utility vehicle on the planet, delivering 34 city mpg and improved highway rating of 31 mpg -- up from 30 mpg.

Later this year, production of the redesigned Ford Fusion, Mercury Milan and Lincoln MKZ will begin, including new Fusion Hybrid and Milan Hybrid versions.

In addition, Ford has announced plans to bring the European Transit Connect to North America in 2009 -- the most fuel-efficient commercial van on the market.

Note: The sales data included in this release and the accompanying tables are based largely on data reported by dealers representing their sales to retail and fleet customers.

About Ford Motor Company

Ford Motor Company (NYSE: F), a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles in 200 markets across six continents. With about 228,000 employees and about 90 plants worldwide, the company's core and affiliated automotive brands include Ford, Lincoln, Mercury, Volvo and Mazda. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.ford.com.

FORD MOTOR COMPANY JUNE 2008 U.S. SALES

	June		%	Year-To-Date		%
	2008	2007	Change	2008	2007	Change
Sales By Brand						
Ford	145,715	204,303	-28.7	979,571	1,125,016	-12.9
Lincoln	9,718	12,494	-22.2	56,894	73,333	-22.4
Mercury	11,657	15,660	-25.6	72,595	95,192	-23.7
Total Ford, Lincoln and Mercury						
	167,090	232,457	-28.1	1,109,060	1,293,541	-14.3
Volvo	7,001	9,572	-26.9	46,181	53,808	-14.2
Total Ford Motor Company						
	174,091	242,029	-28.1	1,155,241	1,347,349	-14.3
Ford, Lincoln and Mercury Sales By Type						
Cars	65,109	74,096	-12.1	400,445	426,915	-6.2
Crossover Utility Vehicles	33,906	41,262	-17.8	213,057	207,298	2.8
Sport Utility Vehicles	12,664	27,946	-54.7	98,708	150,564	-34.4
Trucks and Vans	55,411	89,153	-37.8	396,850	508,764	-22.0
Total Trucks						
	101,981	158,361	-35.6	708,615	866,626	-18.2
Total Vehicles						
	167,090	232,457	-28.1	1,109,060	1,293,541	-14.3

FORD BRAND JUNE 2008 U.S. SALES

	June		%	Year-To-Date		%
	2008	2007	Change	2008	2007	Change
Crown Victoria	3,929	5,575	-29.5	27,440	36,211	-24.2
Taurus	4,099	8,865	-53.8	31,916	36,270	-12.0
Fusion	14,726	12,435	18.4	87,923	78,695	11.7
Focus	17,950	19,000	-5.5	123,449	96,732	27.6
Mustang	10,893	12,781	-14.8	55,053	77,341	-28.8
GT	0	0	NA	0	231	-100.0
Ford Cars						
	51,597	58,656	-12.0	325,781	325,480	0.1
Flex	1,379	0	NA	1,379	0	NA
Edge	9,993	12,470	-19.9	68,727	58,783	16.9
Escape	15,099	19,147	-21.1	92,065	92,205	-0.2
Taurus X	2,217	2,457	-9.8	14,769	19,778	-25.3
Ford Crossover Utility Vehicles						
	28,688	34,074	-15.8	176,940	170,766	3.6
Expedition	3,605	8,972	-59.8	32,291	50,334	-35.8
Explorer	6,819	14,204	-52.0	49,935	74,704	-33.2
Ford Sport Utility Vehicles						
	10,424	23,176	-55.0	82,226	125,038	-34.2
F-Series	38,789	65,156	-40.5	274,713	355,438	-22.7
Ranger	4,882	7,372	-33.8	41,303	42,970	-3.9
Econoline/Club Wagon	10,706	14,194	-24.6	74,575	94,835	-21.4
Freestar	0	0	NA	0	2,390	-100.0
Low Cab Forward	120	491	-75.6	554	1,627	-65.9
Heavy Trucks	509	1,184	-57.0	3,479	6,472	-46.2
Ford Trucks and						

Vans	55,006	88,397	-37.8	394,624	503,732	-21.7
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Ford Brand	145,715	204,303	-28.7	979,571	1,125,016	-12.9

LINCOLN BRAND JUNE 2008 U.S. SALES

	June		%	Year-To-Date		%
	2008	2007	Change	2008	2007	Change
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MKS	385	0	NA	385	0	NA
MKZ	2,622	3,123	-16.0	18,647	17,053	9.3
Town Car	2,863	3,170	-9.7	9,039	23,035	-60.8
MKX	2,243	3,400	-34.0	17,563	16,854	4.2
Navigator	1,200	2,045	-41.3	9,034	12,059	-25.1
Mark LT	405	756	-46.4	2,226	4,332	-48.6
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Lincoln Brand	9,718	12,494	-22.2	56,894	73,333	-22.4

MERCURY BRAND JUNE 2008 U.S. SALES

	June		%	Year-To-Date		%
	2008	2007	Change	2008	2007	Change
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Grand Marquis	2,548	3,936	-35.3	16,741	31,263	-46.5
Sable	2,121	2,447	-13.3	9,426	10,238	-7.9
Milan	2,973	2,764	7.6	20,426	19,846	2.9
Mariner	2,975	3,788	-21.5	18,554	19,678	-5.7
Mountaineer	1,040	2,725	-61.8	7,448	13,467	-44.7
Monterey	0	0	NA	0	700	-100.0
	-	-		-	---	
Mercury Brand	11,657	15,660	-25.6	72,595	95,192	-23.7

VOLVO BRAND JUNE 2008 U.S. SALES

	June		%	Year-To-Date		%
	2008	2007	Change	2008	2007	Change
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S40	560	1,528	-63.4	6,772	10,512	-35.6
V50	209	254	-17.7	1,031	1,517	-32.0
S60	732	1,937	-62.2	6,311	9,445	-33.2
S80	1,033	1,099	-6.0	6,912	6,162	12.2
V70	863	322	168.0	2,102	1,714	22.6
XC70	922	1,131	-18.5	5,634	6,200	-9.1
XC90	1,511	2,860	-47.2	11,465	15,762	-27.3
C70	724	441	64.2	3,604	2,496	44.4
C30	447	0	NA	2,350	0	NA
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Volvo Brand	7,001	9,572	-26.9	46,181	53,808	-14.2

SOURCE Ford Motor Company

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