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## **FORM 8-K**

**FORD MOTOR CO - F**

**Filed: June 02, 2010 (period: June 02, 2010)**

Report of unscheduled material events or corporate changes.

**UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION**  
Washington, D. C. 20549

**FORM 8-K**

**CURRENT REPORT**

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

**Date of Report: June 2, 2010**  
(Date of earliest event reported)

**FORD MOTOR COMPANY**  
(Exact name of registrant as specified in its charter)

Delaware  
(State or other jurisdiction of incorporation)

1-3950  
(Commission File Number)

38-0549190  
(IRS Employer Identification No.)

One American Road, Dearborn, Michigan  
(Address of principal executive offices)

48126  
(Zip Code)

Registrant's telephone number, including area code 313-322-3000

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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**Item 8.01. Other Events.**

Our news release dated June 2, 2010 concerning U.S. retail sales of Ford vehicles in May 2010, filed as Exhibit 99.1 to this Report, is incorporated by reference herein.

Our news release dated June 2, 2010 concerning Lincoln and Mercury brands, filed as Exhibit 99.2 to this Report, also is incorporated by reference herein.

**Item 9.01. Financial Statements and Exhibits.**

**EXHIBITS**

<u>Designation</u>	<u>Description</u>	<u>Method of Filing</u>
Exhibit 99.1	News Release dated June 2, 2010 concerning May U.S. sales data	Filed with this Report
Exhibit 99.2	News Release dated June 2, 2010 concerning Lincoln and Mercury brands	Filed with this Report

**SIGNATURE**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

FORD MOTOR COMPANY  
(Registrant)

Date: June 2, 2010

By: /s/ Louis J. Ghilardi  
Louis J. Ghilardi  
Assistant Secretary

**EXHIBIT INDEX**

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Exhibit 99.2	News release dated June 2, 2010 concerning Lincoln and Mercury brands



## NEWS

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### IMMEDIATE RELEASE

## **FORD'S U.S. MAY SALES UP 23 PERCENT; SIXTH STRAIGHT MONTH FORD SALES INCREASE MORE THAN 20 PERCENT**

- Ford, Lincoln and Mercury May sales totaled 192,253, up 23 percent versus year ago.
- All-new Super Duty powers F-Series pickup to its highest sales month in more than two years; Super Duty sales up 82 percent versus year ago; total F-Series sales up 49 percent
- Record May sales for Ford Fusion and Edge; best month yet for Transit Connect. Mustang's May retail share increase is powered by 2011 models, which deliver even more horsepower and fuel economy
- Ford, Lincoln and Mercury year-to-date sales totaled 783,845, up 31 percent versus year ago
- Ford gains retail market share for the 19<sup>th</sup> time in the last 20 months, as more buyers turn to Ford's fresh lineup of high-quality, fuel-efficient vehicles
- Ford announces plans to build 570,000 vehicles in the third quarter, up 80,000 vehicles (16 percent) versus third quarter 2009; second quarter plan increased by 15,000 vehicles

DEARBORN, Mich., June 2, 2010 – Ford continued to post strong sales and market share gains in May, with Ford, Lincoln and Mercury dealers delivering 192,253 new vehicles in May – a 23 percent increase versus a year ago. It marks the sixth month in a row Ford sales have increased more than 20 percent. Year-to-date sales totaled 783,845, up 31 percent.

In May, Ford retail sales were up 19 percent versus a year ago, and Ford gained retail market share for the 19<sup>th</sup> time in the last 20 months. Fleet sales were up 32 percent, primarily reflecting higher sales of Ford's hard-working trucks to commercial customers.

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Ford is benefiting from a fresh lineup of new, fuel-efficient, high-quality vehicles that deliver industry-leading levels of safety as well as smart design and value.

“Our laser focus on fuel efficiency and quality is paying off for our customers and for Ford,” said Ken Czubay, Ford vice president, U.S. Marketing Sales and Service. “Our customers are rewarded because Ford resale values continue to increase at a rate higher than the overall industry – and they are rewarding us with increased purchase consideration.”

In April, year-over-year resale values of Ford, Lincoln and Mercury vehicles outpaced the industry. Resale values improved 24 percent for Ford versus 19 percent for the industry, based on auction data compiled by the North American Dealers Association (NADA). The margin of improvement was particularly strong on cars, where Ford improved seven points more than the industry average.

Ford also achieved the largest gain of any automaker in Automotive Lease Guide’s latest Perceived Quality Score, bringing customer perceptions more in line with Ford’s improved vehicle quality.

### **Strength Across the Lineup**

Once again, sales were higher throughout Ford’s lineup in May – continuing a trend that began in December. Trucks paced the year-to-year results with a sales increase of 48 percent, while cars were up 9 percent, and utilities were up 18 percent. Year-to-date, car sales were up 29 percent, utilities were up 30 percent, and trucks were up 34 percent.

“Our results reflect Ford’s balanced portfolio of products,” said Czubay. “Our goal is to offer customers class-leading fuel efficiency, quality, safety, smart design and value in every product and category.”

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Other sales highlights include:

- Ford Fusion, *Motor Trend's* Car of the Year, set a May sales record of 22,381, up 13 percent versus the previous record set last year. Fusion has set monthly sales records in 13 of the last 14 months, and sales have been up 14 months in a row.
  - Ford Taurus sales totaled 6,466 in May, up 98 percent. Ford Focus sales were up 13 percent.
  - Ford Mustang's retail share is on the rise, boosted by the arrival of the new 2011 Mustang with new V-6 and V-8 engines that deliver more horsepower and improved fuel economy. The new 3.7-liter V-6 achieves 305 hp and is the first production car ever to achieve 300-plus horsepower and 30-plus highway miles per gallon. The new 5.0-liter V-8, offered on the Mustang GT, is at the top of its class with fuel economy of 26 mpg highway and delivers 412 hp. Mustang's retail share in May was the highest for any month in a year.
  - With sales of 49,858, Ford's F-Series posted a 49 percent sales increase in May. Year-to-date, F-Series sales are up 35 percent. Ford's leadership position in the truck market is strengthened by the arrival of the 2011 model F-Series Super Duty – the most capable, fuel-efficient heavy-duty pickup in the industry. For the second month in a row, sales of the all-new 2011 Super Duty were more than double Ford's plan for the month. Super Duty sales were up 82 percent versus a year ago. F-Series sales have increased six months in a row, and May's increase was the largest.
  - Utility vehicles also posted strong sales increases. Ford Edge set a May sales record of 13,660, up 43 percent. Ford Escape sales were up 17 percent, and Mercury Mariner sales were up 22 percent. Ford Escape is America's best-selling utility vehicle. Sales for the Ford Explorer and Expedition and Mercury Mountaineer also were higher than a year ago.
  - Sales for Ford's E-Series van (Econoline/Club Wagon) were up 34 percent versus a year ago, and sales for the Transit Connect were the highest for any month so far.
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### **North American Production**

In the third quarter of 2010, Ford plans to produce 570,000 vehicles, up 80,000 vehicles (16 percent) versus the third quarter 2009. The increase reflects higher consumer demand across Ford's entire family of cars, utilities and trucks. Ford's second quarter production plan is 640,000 vehicles, up 15,000 vehicles from the prior forecast.

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*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, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 176,000 employees and about 80 plants worldwide, the company's automotive brands include Ford, Lincoln, Mercury and, until its sale, Volvo. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit [www.ford.com](http://www.ford.com).*

Go to <http://media.ford.com> for news releases and high-resolution photographs.



## NEWS

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### **FORD TO EXPAND LINCOLN LINEUP AND BRAND EMPHASIS; MERCURY PRODUCTION ENDS IN FOURTH QUARTER OF 2010**

- Ford is expanding its Lincoln lineup with seven all-new or significantly refreshed vehicles in the next four years – including its first-ever C-segment vehicle
- Lincoln's plan accelerates with more investment and attention on standout product design, class-leading technology and powertrains delivering top performance and fuel efficiency
- Lincoln product development, marketing, sales and service resources expanding as the brand competes with Cadillac and Lexus in the marketplace
- Ford will end production of Mercury vehicles in the fourth quarter of this year to fully devote its financial, product development, production and marketing, sales and service resources toward further growing its core Ford brand while enhancing Lincoln
- Existing Mercury owners to receive continued access to parts and service support at Ford and Lincoln dealers; current Mercury vehicle warranties and Extended Service Plans will be honored; special offers available on new Mercury vehicles through the summer
- Affected dealers to receive specialized support during the transition, as the company continues its transformation to a more profitable dealer network

DEARBORN, Mich., June 2, 2010 – Ford Motor Company will expand and enhance its Lincoln brand lineup with seven all-new or significantly refreshed vehicles in the next four years as part of an aggressive growth plan focused on standout product design, class-leading technology and new powertrains – all aimed at competing with Cadillac and Lexus in North America.

Ford also will end production of Mercury vehicles in the fourth quarter of this year to fully devote its financial, product development, production and marketing, sales and service resources toward further growing its core Ford brand while enhancing the Lincoln brand.

“We have made tremendous progress on profitably growing the Ford brand during the past few years. Now, it is time to do the same for Lincoln,” said Mark Fields, Ford’s president of The Americas. “The new Lincoln vehicles will transform luxury for North American premium customers through an unexpected blend of responsive driving enjoyment and warm, inviting comfort. We will also offer our customers a world-class retail experience through a vibrant retail network.”

Lincoln’s hallmarks will be refined, modern design, the most fuel-efficient premium powertrains and industry-leading technology that create a unique driver experience both in the cabin and on the road.

“Profitably growing Lincoln in North America is an important part of our One Ford plan,” said Alan Mulally, Ford president and CEO. “Our Ford brand is gaining momentum and winning customers around the world. Now, we are going to use the same laser focus to further strengthen Lincoln and deliver even more products luxury customers really want and value.”

### **Foundation Set**

The future of Lincoln is building from a strong base that includes the all-new flagship MKS large sedan, the all-new MKT seven-passenger crossover and a significantly refreshed MKZ mid-size sedan – all now in showrooms. The hybrid version of the MKZ will reach showrooms later this year and is expected to be the most fuel efficient premium sedan on the market.

Lincoln’s product actions continue later this year with the debut of the significantly refreshed 2011 MKX crossover, the first vehicle to feature MyLincoln Touch driver connect technology.

This will be followed by another six all-new or significantly refreshed vehicles within four years developed with Lincoln’s DNA of standout design, precise and confident driving experience, class-leading technology and powertrains delivering top performance and fuel efficiency.

Lincoln will be led by expanded product development and marketing, sales and service teams to support the brand's growth plan and ensure it has a strong cadence of distinct products that are well positioned in the market. Plans for Lincoln include:

- Lincoln's first-ever C-segment vehicle
- New Lincoln-exclusive powertrains, including an all-new V-6 engine and advanced fuel-efficient transmissions
- EcoBoost engines available in all Lincolns – from the Navigator full-size SUV to the new C-segment Lincoln
- Fuel economy leadership with each new vehicle – leading to Lincoln emerging as the most fuel-efficient luxury lineup on the market
- More useful technology and features than any other competitor – with a special focus on comfort and convenience. New advanced features include: fully retractable glass roofs; adaptive computer-controlled suspensions; electronic, push-button gear-selectors; active noise control; and exclusive MyLincoln Touch driver connect technology

“Lincoln vehicles will reward drivers with smooth, effortless power complemented by agile handling and responsive steering,” said Derrick Kuzak, Ford's group vice president, Global Product Development. “The cabin is a sanctuary with segment-leading quietness, genuine materials and intuitive, useful technology.”

Lincoln has started gaining traction with customers, as evidenced by market share gains during the past five years. Lincoln's share of the retail U.S. luxury vehicle market has grown from 4.5 percent in 2005 to 6.3 percent through the first quarter of 2010.

In addition, Lincoln's reputation with consumers has risen, with favorable opinion and purchase consideration reaching its highest level in the past five years. Lincoln's long-term durability was second only to Porsche's in the 2010 J.D. Power and Associates Vehicle Dependability Survey.

### **Mercury**

Mercury originally was created as a premium offering to Ford and was an important source of incremental sales. However, the continued strength of the Ford brand – particularly during the past three years – has accelerated the migration from Mercury to Ford for many customers.

Today, Mercury's customer profile, pricing and margins are almost identical to Ford, but Mercury's incremental sales have been declining.

The majority of current Mercury sales are to fleet buyers and customers purchasing through employee, retiree and friends and family discounts, which Ford anticipates largely can be satisfied by Ford brand vehicles.

Of Ford Motor Company's 16 percent market share in the U.S., Mercury accounts for 0.8 percentage points, a level that has been flat or declining for the past several years. That contrasts with the Ford brand, which has increased market share by 2.2 percentage points so far this year on the strength of new products and improved quality, fuel efficiency, safety, smart design and value.

Ford's strengthening financial position – including the return to profitability and positive cash flow – allows the company to absorb short-term costs associated with the discontinuation of Mercury and to consolidate future product investments into Lincoln.

Today, there are no stand-alone Mercury dealerships in North America. Ford is working closely with dealers to maintain properly located stand-alone Lincoln or Ford-Lincoln dealers, which will offer dealers and the company the greatest opportunity for long-term profitable growth.

New operational standards developed with the company's dealers will facilitate a Lincoln customer experience that exceeds the expectations of North American luxury customers.

**Personal Attention**

Ford will work closely with Mercury dealers and customers during the transition, including providing existing Mercury owners with continued access to parts and service support at Ford and Lincoln dealers and by honoring current warranties, including Ford's Extended Service Plans.

“We are 100 percent committed to supporting Mercury owners through Ford and Lincoln dealerships and working hard to keep them as valued customers in the future,” Fields said. “At the same time, we will work closely with our dealers to phase out Mercury franchises and continue to build a healthy, growing Lincoln with strong new products and a profitable dealer network that delivers a world-class customer experience.”

Mercury owners will receive additional details in the coming days explaining the transition and assuring them that Ford and its dealers will continue to provide all necessary parts and service support for Mercury products.

Ford has notified Mercury dealers of the decision and provided details of a financial package that includes payment in exchange for resigning the franchise.

Ford today also informed dealers of special offers on new Mercury vehicles that will be available through the summer to support the sell down of current Mercury inventory and remaining Mercury vehicle production.

“We are taking decisive action and moving into the future with the right plan to deliver profitable growth for all stakeholders,” Fields said. “These moves position us to continue building momentum through strong brands, great products and an unwavering focus on the customer.”

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