



## C-MAX Lineup Success Helps Drive Ford's Small Car Sales to 12-Year High; F-Series Marks Best November Since 2005

- Ford U.S. November small car sales total 26,848 vehicles – a 76 percent increase compared with last year and the company's strongest November small car sales in 12 years
- C-MAX Hybrids sales gain momentum with 4,848 vehicles in November, a 52 percent increase compared with October; Ford posts best-ever month for electrified vehicle sales
- F-Series has its 16<sup>th</sup> consecutive year-over-year monthly sales increase and fourth month in a row with more than 50,000 sales; this marks F-Series' best November sales since 2005, with 56,299 pickups sold – an 18 percent increase
- Ford Motor Company U.S. sales total 177,673 vehicles in November, up 6 percent from a year ago; retail sales up 12 percent compared with last year
- Ford announces 2013 first-quarter production of 750,000 vehicles; up 11 percent from the prior year

**DEARBORN, Mich., Dec. 3, 2012** – November brought growth throughout Ford's product portfolio in the U.S., with car sales up 15 percent, utilities up 2 percent and trucks up 4 percent.

"November represented a strong month for the industry, and Ford sales performed well across the board," said Ken Czubay, Ford vice president, U.S. Marketing, Sales and Service. "We saw sharp increases in demand for Ford's fuel-efficient small cars, our best-ever month for electrified vehicles and growing demand for our fuel-efficient and capable F-Series pickups."

Ford had its best small car November sales month since 2000, with Focus, the all-new C-MAX Hybrids and Fiesta sales totaling 26,848 vehicles – a 76 percent increase over last year. Focus sales were up 56 percent versus year-ago levels, while the all-new C-MAX Hybrid lineup gained 52 percent versus October, when the C-MAX Energi went on sale.

The Ford F-Series, America's best-selling vehicle, posted an 18 percent increase, with 56,299 vehicles sold in November. This represents F-Series' best November since 2005 and 16 straight months of year-over-year sales increases.

Ford's total November sales of 177,673 vehicles increased 6 percent versus last year, with retail sales up 12 percent.

Ford also announced its 2013 first-quarter North American production plan. The company plans to build 750,000 vehicles in the first quarter, up 11 percent (73,000 vehicles) from 2012's first quarter. Fourth quarter production of 725,000 vehicles is unchanged from previous guidance.

###

## **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 172,000 employees and 65 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 the company and Ford products, please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

**Contact:** Erich Merkle  
313.806.4562  
[emerkle2@ford.com](mailto:emerkle2@ford.com)

## FORD MOTOR COMPANY NOVEMBER 2012 U.S. SALES

	<u>November</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2012</u>	<u>2011</u>	<u>Change</u>	<u>2012</u>	<u>2011</u>	<u>Change</u>
<b>SALES BY BRAND</b>						
Ford	171,941	160,560	7.1	1,961,177	1,861,178	5.4
Lincoln	5,732	6,305	-9.1	74,766	77,240	-3.2
Mercury	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>248</u>	-100.0
Total Vehicles	177,673	166,865	6.5	2,035,943	1,938,666	5.0
<b>SALES BY TYPE</b>						
Cars	55,661	48,322	15.2	692,818	667,286	3.8
Utilities	53,851	52,811	2.0	599,648	553,811	8.3
Trucks	<u>68,161</u>	<u>65,732</u>	3.7	<u>743,477</u>	<u>717,569</u>	3.6
Total Vehicles	177,673	166,865	6.5	2,035,943	1,938,666	5.0
<b>FORD BRAND</b>						
Fiesta	3,688	3,552	3.8	51,163	64,901	-21.2
Focus	18,312	11,735	56.0	223,318	161,436	38.3
C-MAX	4,848	0	NA	8,999	0	NA
Fusion	15,125	19,912	-24.0	221,980	226,445	-2.0
Taurus	5,142	4,900	4.9	59,907	57,876	3.5
Police Interceptor Sedan	592	0	NA	7,564	0	NA
Mustang	5,309	3,865	37.4	77,458	65,381	18.5
Crown Victoria	<u>233</u>	<u>1,013</u>	-77.0	<u>3,883</u>	<u>45,932</u>	-91.5
<b>Ford Cars</b>	53,249	44,977	18.4	654,272	621,971	5.2
Escape	20,970	21,823	-3.9	240,877	228,719	5.3
Edge	10,142	9,685	4.7	115,535	109,625	5.4
Flex	1,648	2,163	-23.8	26,052	25,175	3.5
Explorer	14,456	12,888	12.2	141,649	121,832	16.3
Police Interceptor Utility	484	0	NA	5,314	0	NA
Expedition	<u>2,831</u>	<u>3,292</u>	-14.0	<u>34,001</u>	<u>36,287</u>	-6.3
<b>Ford Utilities</b>	50,531	49,851	1.4	563,428	521,638	8.0
F-Series	56,299	47,740	17.9	576,529	516,639	11.6
Ranger	28	7,056	-99.6	19,248	64,114	-70.0
E-Series	8,400	7,795	7.8	110,424	103,800	6.4
Transit Connect	2,853	2,717	5.0	31,440	28,004	12.3
Heavy Trucks	<u>581</u>	<u>424</u>	37.0	<u>5,836</u>	<u>5,012</u>	16.4
<b>Ford Trucks</b>	<u>68,161</u>	<u>65,732</u>	3.7	<u>743,477</u>	<u>717,569</u>	3.6
<b>Ford Brand</b>	171,941	160,560	7.1	1,961,177	1,861,178	5.4

## FORD MOTOR COMPANY NOVEMBER 2012 U.S. SALES

	<u>November</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2012</u>	<u>2011</u>	<u>Change</u>	<u>2012</u>	<u>2011</u>	<u>Change</u>
<b>LINCOLN BRAND</b>						
MKZ	1,335	2,083	-35.9	26,423	25,094	5.3
MKS	1,065	1,017	4.7	11,174	10,841	3.1
Town Car	12	245	-95.1	949	9,132	-89.6
MKX	2,108	1,983	6.3	22,490	20,714	8.6
MKT	537	324	65.7	6,441	4,450	44.7
Navigator	<u>675</u>	<u>653</u>	3.4	<u>7,289</u>	<u>7,009</u>	4.0
<b>Lincoln Brand</b>	5,732	6,305	-9.1	74,766	77,240	-3.2
<b>MERCURY BRAND</b>						
Milan	0	0	NA	0	0	NA
Grand Marquis	0	0	NA	0	248	-100.0
Sable	0	0	NA	0	0	NA
Mariner	0	0	NA	0	0	NA
Mountaineer	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>0</u>	NA
<b>Mercury Brand</b>	0	0	NA	0	248	-100.0