

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

	<u>August</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	189,108	167,214	13.1	1,457,760	1,370,728	6.3
Lincoln	8,141	8,006	1.7	57,078	57,823	-1.3
Mercury	<u>0</u>	<u>0</u>	NA	<u>0</u>	<u>248</u>	-100.0
Total Vehicles	197,249	175,220	12.6	1,514,838	1,428,799	6.0
<b>SALES BY TYPE</b>						
Cars	62,650	58,470	7.1	535,503	519,094	3.2
Utilities	63,225	49,468	27.8	439,507	400,161	9.8
Trucks	<u>71,374</u>	<u>67,282</u>	6.1	<u>539,828</u>	<u>509,544</u>	5.9
Total Vehicles	197,249	175,220	12.6	1,514,838	1,428,799	6.0
<b>FORD BRAND</b>						
Fiesta	4,176	5,833	-28.4	39,561	53,258	-25.7
Focus	19,073	14,093	35.3	166,950	127,006	31.5
Fusion	21,690	17,925	21.0	181,865	168,929	7.7
Taurus	5,421	4,991	8.6	46,042	43,233	6.5
Police Interceptor Sedan	1,289	0	NA	5,251	0	NA
Mustang	6,387	5,718	11.7	62,382	51,564	21.0
Crown Victoria	<u>190</u>	<u>4,879</u>	-96.1	<u>3,010</u>	<u>40,082</u>	-92.5
<b>Ford Cars</b>	58,226	53,439	9.0	505,061	484,072	4.3
Escape	28,188	20,607	36.8	176,927	167,625	5.5
Edge	11,603	9,414	23.3	86,216	79,099	9.0
Flex	2,635	2,823	-6.7	21,442	19,018	12.7
Explorer	13,168	9,901	33.0	100,202	85,621	17.0
Police Interceptor Utility	695	0	NA	3,552	0	NA
Expedition	<u>3,219</u>	<u>3,748</u>	-14.1	<u>24,532</u>	<u>25,749</u>	-4.7
<b>Ford Utilities</b>	59,508	46,493	28.0	412,871	377,112	9.5
F-Series	58,201	48,795	19.3	408,656	361,978	12.9
Ranger	198	6,192	-96.8	19,053	42,634	-55.3
E-Series	9,151	9,141	0.1	84,990	80,488	5.6
Transit Connect	3,324	2,734	21.6	22,905	20,496	11.8
Heavy Trucks	<u>500</u>	<u>420</u>	19.0	<u>4,224</u>	<u>3,948</u>	7.0
<b>Ford Trucks</b>	<u>71,374</u>	<u>67,282</u>	6.1	<u>539,828</u>	<u>509,544</u>	5.9
<b>Ford Brand</b>	189,108	167,214	13.1	1,457,760	1,370,728	6.3

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<b>LINCOLN BRAND</b>						
MKZ	3,327	2,337	42.4	20,899	19,122	9.3
MKS	1,019	1,498	-32.0	8,701	7,770	12.0
Town Car	78	1,196	-93.5	842	7,882	-89.3
MKX	2,518	1,971	27.8	16,670	14,699	13.4
MKT	604	408	48.0	4,990	3,384	47.5
Navigator	<u>595</u>	<u>596</u>	-0.2	<u>4,976</u>	<u>4,966</u>	0.2
<b>Lincoln Brand</b>	8,141	8,006	1.7	57,078	57,823	-1.3
<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