

# Cars, Crossovers drive Ford's November share gain

Strengthened car and crossover sales fueled Ford, Lincoln and Mercury's U.S. sales performance in November. Car sales were up 14 percent and crossovers were up 26 percent for the month, with total sales of 118,536, essentially equal to year-ago sales.

"Consumer demand for our new high-quality, fuel-efficient products is driving Ford's market share gains," said Ken Czubay, Ford vice president, U.S. Marketing Sales and Service. "Customers are rewarding Ford for its new vehicle lineup, featuring new technologies including SYNC, MyKey and Adaptive Cruise Control."

Ford estimates its total market share in November was higher than a year ago and higher than its share in the first 10 months of 2009. Ford's November retail share was up for the 13th time in 14 months.

"The Ford plan is working, led by the strength of our product lineup and customer demand for our new cars, utilities and trucks," said Czubay. "Consumers increasingly are noticing that the Ford difference is our great products, our strong business and our leadership in quality, fuel efficiency, safety, smart technologies and value."

### November Sales Highlights

- All-new Ford Taurus sales totaled 4,669, up 54 percent versus a year ago. Dealers reported retail sales were nearly double year-ago levels.
- Ford Fusion, recently named Motor Trend magazine's Car of the Year, also posted a sales increase of 54 percent versus year-ago levels. In early November, Fusion set a new full year sales record. With November results now complete, Fusion year-to-date 2009 sales total 161,819. The previous full-year record, set in 2007, was 149,552.
- Other Ford, Lincoln and Mercury cars posting increases included Ford Focus (up 24 percent) and Mercury Milan (up 40 percent).
- Crossover utilities also posted strong sales increases: Ford Escape was up 51 percent and set a new November sales record; Ford Edge up 27 percent; Mercury Mariner

## Ford Brand Nov. 2009 U.S. Sales

	November %		
	2009	2008	Change
Econoline	4,705	6,915	- 32.0
<b>November YTD %</b>			
	2009	2008	Change
Econoline	77,179	116,763	- 33.9

up 5 percent. In addition, sales of the all-new Lincoln MKT crossover totaled 648, its highest sales month to date.

• Ford's new EcoBoost engine technology and hybrid vehicles are winning customers, too. For example, the conquest rate for the Taurus SHO is 60 percent. EcoBoost provides customers up to 20 percent improvement in fuel economy and a 15 percent reduction in emissions versus larger-displacement engines. EcoBoost is standard on the Taurus SHO and available on the Ford Flex, Lincoln MKS and Lincoln MKT.

• Sales of hybrid vehicles totaled 2,361, up 73 percent versus a year ago. Ford hybrid models include the Ford Fusion, Ford Escape, Mercury Milan and Mercury Mariner.

### Ford Fiesta

The all-new Fiesta – which debuts Wednesday at the Los Angeles International Auto Show – will further grow Ford's car lineup. This new entry in the U.S. – available in four- and five-door body styles – will set a new small car benchmark for fuel economy, safety, connectivity and powertrain technology in its segment.

### North American Production

Ford plans to build 550,000 vehicles in the first quarter 2010, an increase of 201,000 units (58 percent) compared with the first quarter 2009.

Ford's fourth quarter production plan is unchanged from the previous forecast of 570,000 vehicles.

## For Your Information *A Hopeful Report?*

Payroll employment held steady in November, falling by just 11,000 jobs. That was by far the best monthly jobs report since December 2007.

The manufacturing sector did not fare as well, losing another 41,000 jobs over the month; roughly the same as in each of the last five months.



Source: Bureau of Labor Statistics



"We'd better hurry up and aspire to the middle class... while there still is one."