

Cars, Crossovers drive Ford's November share gain

Higher sales for every brand and in every product category propelled Ford Motor Company to a 43 percent sales increase in February versus a year ago. Compared with January, Ford's February sales are up 22 percent.

"The strength of our new products and Ford's leadership in quality, fuel efficiency, safety, smart design and value are resonating with customers," said Ken Czubay, Ford vice president, U.S. Marketing Sales and Service. "The good news is we have even more new products and fuelefficient powertrains coming this year, and we expect our progress to continue."

February sales were higher throughout Ford's line-up. Cars were up 54 percent versus a year ago, utilities were up 39 percent, and trucks were up 36 percent. Among brands, Ford sales were up 46 percent, Lincoln sales were up 19 percent, and Mercury sales were up 24 percent.

Year to date through February, Ford, Lincoln and Mercury sales totaled 250,050, up 34 percent versus a year ago.

Ford said it remains committed to delivering the freshest line-up of new products in the U.S. industry. New or significantly upgraded vehicles this year include the Ford Fiesta, Focus, Edge and Edge Sport, Explorer, F-Series Super Duty, Transit Connect Electric, Lincoln MKX and an all-new small car for Mercury.

In addition, the company is introducing nine new or upgraded fuel-efficient engines and six new transmissions this year. They include the new 2.0-liter EcoBoost engine, new Mustang V-6 and V-8, new Super Duty 6.7-liter diesel

Ford Brand Feb. 2010 U.S. Sales			
	February %		
	2010	2009	Change
Econoline	7,981	6,349	25.7
February YTD %			
	2010	2009	Change
Econoline	14,158	12,205	16.0

and 6.2-liter gasoline engines.

"This is the most ambitious powertrain upgrade ever undertaken by Ford," said Czubay. "Our goal is to provide our customers with industry-leading fuel economy and performance – and more reasons to shop Ford and buy Ford."

Ford estimates its February U.S. total market share was approximately 17 percent – up 3 percentage points versus a year ago.

In February, Ford sales to retail customers were 28 percent higher versus a year ago, and sales to fleet customers were up 74 percent.

North American Production

In the second quarter of 2010, Ford plans to produce 595,000 vehicles, up 144,000 vehicles (32 percent) versus the same period a year ago. Ford's first quarter production plan is 570,000 vehicles, unchanged from the prior forecast.

UAW freightliner workers win ruling against Daimler Trucks North America

An arbitrator has ruled that Daimler Trucks North America violated its agreement with UAW workers when it cut production at its North Carolina facilities and shifted the work to Mexico.

The arbitrator also ruled the company must compensate the members of UAW Local 5285 who were affected when it sent the work elsewhere.

According to arbitrator Robert B. Moberly, Daimler Trucks North America violated its agreement with workers at Freightliner Truck Manufacturing Plant in Mount Holly by cutting more than 900 workers there, while increasing truck production at a plant in Mexico.

"We are pleased that the ruling is in favor of the workers," said UAW President Ron Gettelfinger. "Our members stood up against having their jobs outsourced. It's a victory that would not have been achieved without a union contract."

Moberly ordered Daimler Trucks to increase production at the Mount Holly plant to 70 percent of the M2 medium-duty trucks sold in the United States and Canada, as calculated on a monthly basis. The company must also compensate union workers who were laid off in October 2008 and March 2009 for their losses. The extent of those losses has yet to be determined.

"The arbitrator makes it clear that the company needs to keep its end of the deal. That is good for the workers and North Carolina's economy," said UAW Vice President General Holiefield, director of the union's Heavy Trucks Department.

"We look forward to working with the company to identify remedies that will get our members back to work as quickly as possible so they can provide for their families and support their community," said Gary Casteel, director of UAW Region 8, which includes North Carolina.