



## NEWS

Contact:  
George Pipas  
1.313.323.9216  
gpipas@ford.com

### IMMEDIATE RELEASE

## **FORD MOTOR COMPANY'S DECEMBER U.S. SALES CLIMB 8.2 PERCENT**

**Ford's O'Connor: "We're encouraged by steady progress in winning back U.S. market share; raising first quarter production plan."**

### **Ford F-Series Is Best Selling Vehicle 21 Years in a Row; Ford Explorer Is Best Selling SUV 12 Years in a Row**

DEARBORN, MI, January 3, 2003 – U.S. customers purchased or leased 304,293 cars and trucks from Ford, Mercury, Lincoln, Jaguar, Volvo, and Land Rover dealers in December, up 8.2 percent compared with a year ago.

Media Information Center  
1.800.665.1515 or  
1.313.621.0504  
media@ford.com

### U.S. Market Share and First Quarter Production

"We're encouraged by our steady progress in winning back U.S. market share," said Jim O'Connor, Ford Group Vice President, North America Marketing, Sales and Service. "We're a stronger company than we were a year ago when we announced the Revitalization Plan. Our goal in 2003 is to build on the foundation we laid in 2002."

The company announced it was increasing its first quarter 2003 North American production plan to 1.01 million vehicles. "As a result of higher than expected December sales, we're raising our first quarter production by 10,000 units," said O'Connor.

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

### 2002 Calendar Year Sales Highlights

The Ford F-Series was America's best-selling vehicle in 2002 with sales of 813,701. It was the 21<sup>st</sup> year in a row that Ford's legendary truck has topped the U.S. sales charts and the fifth year in a row that sales exceeded 800,000.

"The Ford F-Series is the foundation of the franchise," said O'Connor. "The all-new F-150, which debuts at the North American International Auto Show, takes 'Built Ford Tough' to a higher level with improved performance and function, a new exterior design, and beautiful interiors."

Ford Division, which markets the Ford F-Series, is the largest of Ford Motor Company's brands, and has been the best selling brand of cars and trucks in America for 16 years in a row.

Another Ford product, Explorer, was America's best selling sport utility vehicle in 2002 with sales of 433,847. It was the 12<sup>th</sup> year in a row that Explorer has been the top selling SUV and the fifth year in a row that sales exceeded 400,000.

Ford Division's other segment leading products include the Mustang, Ranger compact pickup, and Econoline full-size van.

Jaguar and Land Rover each set new calendar year sales records in 2002. Jaguar dealers delivered 61,204 cars, up 37 percent from a year ago. It was the fourth straight year of record sales for Jaguar. Land Rover dealers delivered 40,987 sport utility vehicles, up 51 percent from a year ago. The previous Land Rover sales record (29,380) was set in 1999.

### December 2002 Sales Highlights

In December, the company's year-to-year sales improvement primarily reflected higher sales of sport utility vehicles and higher retail and fleet sales for cars.

At Ford Division, sales of the all-new Expedition were 19,371, up 31 percent from a year ago and the highest sales for any month since October 2000. Explorer sales were 38,645, up 25 percent from a year ago, and Escape sales were 14,447, up 30 percent. At Lincoln Mercury, the Mountaineer set a December sales record (4,662) and sales of the all-new Lincoln Navigator were 3,257, up 31 percent from a year ago. In addition, sales of the all-new Lincoln Aviator were 1,166 – almost double its introductory month sales in November. Land Rover reported December sales of 3,653. Finally, Volvo’s all-new XC90 achieved December sales of 3,208.

In addition to the Navigator and Aviator, Lincoln benefited from higher sales of the Town Car and LS. The 2003 Town Car had December sales of 4,331, up 28 percent from a year ago. LS sales were 4,190, up 80 percent. Overall, Lincoln’s December sales were 43 percent higher than a year ago.

“There has never been a newer lineup of products in Lincoln’s storied history,” said O’Connor. “We believe the momentum generated by these new Lincoln products will help maintain our improving market share trend as we begin 2003.”

## FORD MOTOR COMPANY DECEMBER 2002 U.S. SALES

	<u>December Month</u>		<u>%</u>	<u>December CYTD</u>		<u>%</u>
	<u>2002</u>	<u>2001</u>	<u>Change</u>	<u>2002</u>	<u>2001</u>	<u>Change</u>
<b>Sales By Brand</b>						
Ford	252,008	233,938	7.7	2,997,591	3,303,197	-9.3
Mercury	18,810	17,133	9.8	263,200	311,787	-15.6
Lincoln	13,671	9,586	42.6	150,057	158,934	-5.6
Jaguar	4,697	5,546	-15.3	61,204	44,532	37.4
Volvo	11,454	10,921	4.9	110,670	125,710	-12.0
Land Rover	<u>3,653</u>	<u>4,034</u>	-9.4	<u>40,987</u>	<u>27,204</u>	50.7
Total Ford Motor Company	304,293	281,158	8.2	3,623,709	3,971,364	-8.8
<b>Memo: Cars and Trucks</b>						
Cars	96,551	83,045	16.3	1,325,716	1,495,255	-11.3
Trucks	<u>207,742</u>	<u>198,113</u>	4.9	<u>2,297,993</u>	<u>2,476,109</u>	-7.2
Total Ford Motor Company	304,293	281,158	8.2	3,623,709	3,971,364	-8.8
<b>Information Only (Not Included Above)</b>						
TH!NK Neighbor	864	0	NA	6,144	0	NA
Contact: George Pipas, Ford Motor Company, (313) 323-9216						
Memo: Selling Days	25	25		307	307	

## FORD BRAND DECEMBER 2002 U.S. SALES

	<u>December Month</u>		<u>%</u>	<u>December CYTD</u>		<u>%</u>
	<u>2002</u>	<u>2001</u>	<u>Change</u>	<u>2002</u>	<u>2001</u>	<u>Change</u>
Crown Victoria	4,821	6,389	-24.5	79,716	95,261	-16.3
Taurus	32,243	16,901	90.8	332,690	353,560	-5.9
Focus	14,638	12,336	18.7	243,199	264,414	-8.0
Thunderbird	1,238	1,858	-33.4	19,085	5,177	NA
Mustang	8,501	7,223	17.7	138,356	169,198	-18.2
Escort	<u>1,855</u>	<u>5,923</u>	-68.7	<u>51,857</u>	<u>90,503</u>	-42.7
<b>Total Ford Cars</b>	63,296	50,630	25.0	864,903	978,113	-11.6
Escape	14,477	11,178	29.5	145,471	164,184	-11.4
Explorer	38,645	30,887	25.1	433,847	415,921	4.3
Expedition	19,371	14,813	30.8	163,454	178,045	-8.2
Excursion	2,150	2,730	-21.2	29,042	34,710	-16.3
Econoline/Club Wagon	13,661	12,089	13.0	165,085	159,565	3.5
Windstar	10,568	10,771	-1.9	148,875	179,595	-17.1
Ranger	16,397	15,972	2.7	226,094	272,460	-17.0
F-Series	72,884	84,278	-13.5	813,701	911,597	-10.7
Heavy Trucks	<u>559</u>	<u>590</u>	-5.3	<u>7,119</u>	<u>9,007</u>	-21.0
<b>Total Ford Trucks</b>	<u>188,712</u>	<u>183,308</u>	2.9	<u>2,132,688</u>	<u>2,325,084</u>	-8.3
<b>Total Ford Brand</b>	252,008	233,938	7.7	2,997,591	3,303,197	-9.3

Contact: Karen Hampton, Ford Division, (313) 323-7045

## LINCOLN AND MERCURY BRAND DECEMBER 2002 U.S. SALES

	December Month			December CYTD		
	<u>2002</u>	<u>2001</u>	<u>% Change</u>	<u>2002</u>	<u>2001</u>	<u>% Change</u>
Grand Marquis	6,334	4,907	29.1	80,271	112,034	-28.4
Sable	5,553	5,206	6.7	98,998	102,646	-3.6
Cougar	<u>1,129</u>	<u>1,245</u>	-9.3	<u>19,345</u>	<u>29,487</u>	-34.4
<b>Total Mercury Cars</b>	13,016	11,358	14.6	198,614	244,167	-18.7
Town Car	4,331	3,378	28.2	59,312	66,859	-11.3
Continental	380	1,300	-70.8	15,435	20,392	-24.3
LS	<u>4,190</u>	<u>2,323</u>	80.4	<u>39,775</u>	<u>39,787</u>	0.0
<b>Total Lincoln Cars</b>	<u>8,901</u>	<u>7,001</u>	27.1	<u>114,522</u>	<u>127,038</u>	-9.9
<b>Total Mercury and Lincoln Cars</b>	21,917	18,359	19.4	313,136	371,205	-15.6
Villager	1,132	1,345	-15.8	16,442	22,046	-25.4
Mountaineer	<u>4,662</u>	<u>4,430</u>	5.2	<u>48,144</u>	<u>45,574</u>	5.6
<b>Total Mercury Trucks</b>	5,794	5,775	0.3	64,586	67,620	-4.5
Blackwood	347	106	227.4	3,066	137	NA
Aviator	1,166	NA	NA	1,856	NA	NA
Navigator	<u>3,257</u>	<u>2,479</u>	31.4	<u>30,613</u>	<u>31,759</u>	-3.6
<b>Total Lincoln Trucks</b>	<u>4,770</u>	<u>2,585</u>	84.5	<u>35,535</u>	<u>31,896</u>	11.4
<b>Total Mercury and Lincoln Trucks</b>	<u>10,564</u>	<u>8,360</u>	26.4	<u>100,121</u>	<u>99,516</u>	0.6
<b>Total Mercury and Lincoln Vehicles</b>	32,481	26,719	21.6	413,257	470,721	-12.2
<b>Total Lincoln Brand</b>	13,671	9,586	42.6	150,057	158,934	-5.6
<b>Total Mercury Brand</b>	18,810	17,133	9.8	263,200	311,787	-15.6

Contact: Dan Bedore, Lincoln and Mercury, (949) 341-7689

## JAGUAR BRAND DECEMBER 2002 U.S. SALES

	<u>December Month</u>			<u>December CYTD</u>		
	<u>2002</u>	<u>2001</u>	<u>% Change</u>	<u>2002</u>	<u>2001</u>	<u>% Change</u>
XJ	516	812	-36.5	8,286	10,082	-17.8
S-TYPE	1,358	1,359	-0.1	15,965	19,548	-18.3
X-TYPE	2,514	3,110	-19.2	33,018	9,765	238.1
XK	<u>309</u>	<u>265</u>	16.6	<u>3,935</u>	<u>5,137</u>	-23.4
<b>Total Jaguar</b>	4,697	5,546	-15.3	61,204	44,532	37.4

Contact: Rosemary Mariniello, Aston Martin Jaguar Land Rover North America, (201) 818-8010

## VOLVO BRAND DECEMBER 2002 U.S. SALES

	<u>December Month</u>			<u>December CYTD</u>		
	<u>2002</u>	<u>2001</u>	<u>% Change</u>	<u>2002</u>	<u>2001</u>	<u>% Change</u>
S40	1,088	1,377	-21.0	15,383	22,541	-31.8
V40	208	254	-18.1	2,729	3,307	-17.5
S60	2,980	3,503	-14.9	38,546	35,850	7.5
S70	0	0	NA	1	226	-99.6
V70	841	1,248	-32.6	10,863	14,833	-26.8
V70 XC	1,605	2,411	-33.4	19,818	24,305	-18.5
C70	202	197	2.5	3,592	4,223	-14.9
XC90	3,208	NA	NA	4,379	NA	NA
S80	<u>1,322</u>	<u>1,931</u>	-31.5	<u>15,359</u>	<u>20,425</u>	-24.8
<b>Total Volvo</b>	11,454	10,921	4.9	110,670	125,710	-12.0

Contact: Roger Ormisher, Volvo Cars of North America, Inc., (800) 970-0888

## LAND ROVER BRAND DECEMBER 2002 U.S. SALES

	<u>December Month</u>			<u>December CYTD</u>		
	<u>2002</u>	<u>2001</u>	<u>% Change</u>	<u>2002</u>	<u>2001</u>	<u>% Change</u>
Range Rover	1,016	941	8.0	8,549	5,771	48.1
Discovery	1,462	1,932	-24.3	17,417	20,104	-13.4
Freelander	<u>1,175</u>	<u>1,161</u>	1.2	<u>15,021</u>	<u>1,329</u>	NA
<b>Total Land Rover</b>	3,653	4,034	-9.4	40,987	27,204	50.7

Contact: Rosemary Mariniello, Aston Martin Jaguar Land Rover North America, (201) 818-8010