

FORD MOTOR COMPANY AUGUST 2014 U.S. SALES

	<u>August</u>		<u>%</u>	<u>Year-To-Date</u>		<u>%</u>
	<u>2014</u>	<u>2013</u>	<u>Change</u>	<u>2014</u>	<u>2013</u>	<u>Change</u>
SALES BY BRAND						
Ford	214,028	213,078	0.4	1,643,911	1,654,881	-0.7
Lincoln	<u>8,146</u>	<u>8,192</u>	-0.6	<u>60,531</u>	<u>53,399</u>	13.4
Total Vehicles	222,174	221,270	0.4	1,704,442	1,708,280	-0.2
SALES BY TYPE						
Cars	75,144	73,630	2.1	581,820	597,862	-2.7
Utilities	66,396	63,103	5.2	505,711	494,734	2.2
Trucks	<u>80,634</u>	<u>84,537</u>	-4.6	<u>616,911</u>	<u>615,684</u>	0.2
Total Vehicles	222,174	221,270	0.4	1,704,442	1,708,280	-0.2
FORD BRAND						
Fiesta	5,592	6,744	-17.1	48,218	52,575	-8.3
Focus	22,079	20,372	8.4	160,759	171,921	-6.5
C-MAX	3,501	3,032	15.5	19,945	26,072	-23.5
Fusion	29,452	24,653	19.5	218,892	206,321	6.1
Taurus	4,430	6,836	-35.2	39,689	50,656	-21.6
Police Interceptor Sedan	786	1,341	-41.4	7,248	7,387	-1.9
Mustang	<u>5,878</u>	<u>5,866</u>	0.2	<u>56,673</u>	<u>54,745</u>	3.5
Ford Cars	71,718	68,844	4.2	551,424	569,677	-3.2
Escape	28,996	26,714	8.5	208,444	205,683	1.3
Edge	8,724	11,529	-24.3	78,356	91,041	-13.9
Flex	1,942	2,641	-26.5	16,826	18,166	-7.4
Explorer	17,748	14,148	25.4	129,533	122,192	6.0
Police Interceptor Utility	1,643	1,489	10.3	13,324	8,777	51.8
Expedition	<u>2,623</u>	<u>3,176</u>	-17.4	<u>29,093</u>	<u>23,661</u>	23.0
Ford Utilities	61,676	59,697	3.3	475,576	469,520	1.3
F-Series	68,109	71,115	-4.2	497,174	499,050	-0.4
E-Series	6,702	8,631	-22.3	83,595	84,318	-0.9
Transit	1,099	0	NA	2,085	0	NA
Transit Connect	3,923	3,925	-0.1	27,812	27,256	2.0
Heavy Trucks	<u>801</u>	<u>866</u>	-7.5	<u>6,245</u>	<u>5,060</u>	23.4
Ford Trucks	<u>80,634</u>	<u>84,537</u>	-4.6	<u>616,911</u>	<u>615,684</u>	0.2
Ford Brand	214,028	213,078	0.4	1,643,911	1,654,881	-0.7

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LINCOLN BRAND						
MKZ	2,841	3,652	-22.2	24,593	20,901	17.7
MKS	<u>585</u>	<u>1,134</u>	-48.4	<u>5,803</u>	<u>7,284</u>	-20.3
Lincoln Cars	3,426	4,786	-28.4	30,396	28,185	7.8
MKC	1,760	0	NA	4,655	0	NA
MKX	2,059	2,180	-5.6	17,139	15,833	8.2
MKT	313	551	-43.2	3,466	4,244	-18.3
Navigator	<u>588</u>	<u>675</u>	-12.9	<u>4,875</u>	<u>5,137</u>	-5.1
Lincoln Utilities	<u>4,720</u>	<u>3,406</u>	38.6	<u>30,135</u>	<u>25,214</u>	19.5
Lincoln Brand	8,146	8,192	-0.6	60,531	53,399	13.4