

Explorer Leads Ford Sales Jump

SUV's Sales Up 138 Percent, Leading Total April Increase of 16 Percent

DEARBORN - Consumer demand for Ford's fuel-efficient vehicles continues to grow, with April sales increasing 16 percent versus a year ago and year-to-date sales up 16 percent - totaling 686,498 vehicles.

"With gasoline prices eclipsing \$3.90 a gallon, consumers are placing an even higher priority on fuel efficiency in every size and kind of vehicle," said Ken Czubay, Ford vice president, U.S. Marketing, Sales and Service.

"Ford's plan to lead in fuel efficiency is saving our customers money at the pump and helping us to profitably grow our business."

Ford offers 12 vehicles that lead their sales segments in

fuel economy, including four vehicles with EPA-certified 40 mpg or higher ratings - a claim no other full-line automaker can match.

Ford dealers have two all-new small cars in their showrooms that are resonating with consumers. For the second month in a row, sales for Ford's new Fiesta eclipsed 9,000. The all-new 2012 Focus also is selling briskly. Focus sales totaled 17,265, up 22 percent versus a year ago.

Fusion set a new April record with sales of 21,189, up 12 percent versus a year ago.

The Ford Mustang (up 59 percent) and Lincoln MKZ (up 40 percent) also posted higher sales than a year ago.

Sales of Ford's utility vehicles were paced by the all-new Ford Explorer, which had its best April since 2006.

Explorer sales totaled 12,593, up 138 percent and, for the fourth straight month, Explorer continues to be the fastest-selling vehicle in the Ford showroom.

Explorer's class-leading EPA-estimated highway fuel economy of 25 mpg is attracting owners of other makes. Its current

conquest rate is 43 percent.

The Escape set a new April sales record with sales of 21,240, up 11 percent versus a year ago. Sales of the new Ford Edge (up 4 percent) and Lincoln MKX (up 16 percent) also were higher.

Strong sales to commercial fleet customers powered Ford truck sales growth in April. Sales of Ford's F-Series truck totaled 45,435, up 11 percent versus a year ago.

In January, Ford launched the 2011 F-150 with four all-new powertrains including two V6s - a 3.7-liter and a 3.5-liter EcoBoost. In April, V6-equipped F-150s accounted for 50 percent of all 2011 F-150 retail sales, up from 40 percent in March. The



2011 Ford Explorer

EcoBoost engine accounts for almost 75 percent of the V6 rate.

"The EcoBoost engine is the right engine for the right time," said Czubay. "It provides the industry's only 'no compromise' solution, delivering both the capability and fuel efficiency truck

buyers really want."

Ford's commercial vehicles also posted year-to-year increases. Econoline sales totaled 11,611 (up 14 percent) and Transit Connect sales were 2,668 (up 20 percent).

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Golfers Tee Off To Support HFCC Scholarships

DEARBORN - The Henry Ford Community College Mike Adray Memorial Golf Tournament, presented by MemberFocus Community Credit Union, will hit the links to provide critical funding of \$1,000 scholarships for local high school students seeking a college education.

This year's event takes place Wednesday, May 18, at the Dearborn Country Club.

As the largest annual fundraising event for the HFCC Foundation, this event brings together community leaders, friends, organizations and companies to support the academic endeavors of students who seek a college education.

According to John Lewandowski, executive director of the Henry Ford Community College Foundation and a member of the HFCC Leadership Cabinet, helping students achieve the dream of a college education in spite of rising costs is important not only to an individual's career, but to the Michigan and U.S. economic base.

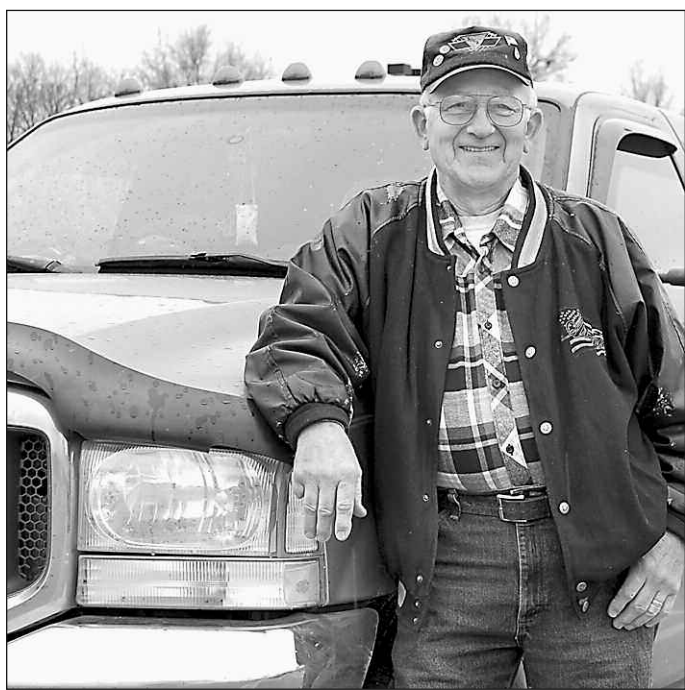
"The students who receive an HFCC scholarship are the best and brightest, and represent the top 10 high schools sending students to HFCC," he said.

"The importance of winning an HFCC scholarship for these students serves as a validation to their commitment and effort in the classroom, and dedication to their future."

"It's also a wonderful testament to the Mike Adray Memorial Golf Tournament, which is the primary source of funding for these scholarships," he added.

With more than 19,000 students enrolled at HFCC, the college offers an exceptional pathway for area residents to pursue their college education as well as prepare for new positions in new industries and emerging fields.

"HFCC is committed to helping students prepare for their future and this includes providing them the funding resources to ensure academic and career success during challenging economic times," Lewandowski said.



To say that Ford retiree Gary Mueller is pleased with his 2002 Ford Super Duty Truck would be an understatement. With its 7.3-liter Power Stroke diesel, Mueller's truck is equipped with the first generation of the Power Stroke engine, available between 1994 and 2002. He now has 1,020,000 miles on the vehicle.

Ford Retiree Puts 1 Million Road Miles On his 2002 F-350 Super Duty Truck

DEARBORN - People told Gary Mueller that he should probably think about getting a new truck when his 2002 Ford F-350 Super Duty was nearing 300,000 miles.

That was more than 700,000 miles ago.

Today, Mueller says he has no plans - or reason - to retire the truck, even though it now has more than 1,020,000 miles on the clock.

The reason, Mueller says, is that his F-350 maintains its durability, reliability and comfort, along with the special bond some truck owners seem to have with their vehicles.

"This truck isn't just a truck; it's an extension of me," said Mueller. "I take care of it and it returns the favor. I see no reason at all to think about retiring it."

Mueller isn't the only one driving a Ford F-Series truck with a lot of miles. In fact, Ford has more full-size pickup trucks on the road with at least 250,000 miles than any other automaker.

"Trucks like Mr. Mueller's prove time and time again that Built Ford Tough is more than just a slogan; it's a promise of proven durability and reliability," said Doug Scott, Ford truck group marketing manager.

Taking the scenic route to 1 million

Mueller retired from Ford in 2000. In the six years leading up to his retirement, he worked as many overtime hours as he could while developing plans to travel North America. He invested the money in stocks with hopes to earn even more on his savings.

Then, the market crashed and Mueller lost 70 percent of his "fun money." His travel dreams seemed to be dead.

A sliver of hope came to him one day, however, at a fast food restaurant. He bumped into a relative who told him about a friend who was seeing the country on the cheap by towing large recreational vehicle campers, or RVs, and delivering them to buyers.

After going on a test trip as a passenger, Mueller was hooked. He bought a truck and launched his new career as an RV hauler. After around 18 months, Mueller decided he needed a new truck. That's when he bought the new 2002 Ford F-350 Super Duty with a 7.3-liter Power Stroke diesel V8 that has been his companion

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Lincoln Buyers Offered All-Wheel Drive

All-wheel drive is a luxury feature that many buyers of premium automobiles demand in their vehicles for maximum mobility.

This is especially true in northern states where colder climates naturally lead to more snow, ice, and generally inclement road conditions.

Lincoln customers can choose the option of all-wheel drive on all of its models, giving them the added confidence and stability that this technology brings.

In fact, all-wheel drive offers safety and handling advantages in all seasons. Lincoln's all-wheel drive option allows drivers to accelerate and corner decisively and confidently with power to all four wheels, regardless of road surface and weather conditions.

"One of the greatest benefits of luxury is choice," said C.J. O'Donnell, group marketing manager for Lincoln. "That is why Lincoln customers are able to equip any of our cars and crossovers with an advanced all-wheel drive system."

All five Lincoln models offer the convenience of all-wheel drive as an option, but customers of Lincoln's crossover and SUV models are more likely to choose this technology.

So far in 2011, 72 percent of Lincoln MKT three-row

crossover customers and 62 percent of MKX two-row crossover buyers have opted for all-wheel drive. This compares with 46 percent of MKS and 25 percent of MKZ sedan customers.

The truck-based Lincoln Navigator full-size Sport Utility Vehicle is built with all-wheel drive no less than 62 percent of the time.

The Lincoln MKS, MKT and MKZ all share a common all-wheel-drive system to ensure the Lincoln DNA of luxurious ride and precise handling throughout the lineup.

All-wheel drive is standard on the MKS EcoBoost and MKT EcoBoost, proactively distributing torque to the wheels to allow performance-minded customers to take advantage of the power of the twin-turbocharged 3.5-liter V6 engine's 355 hp and 350 lb-ft of torque.

The sophisticated AWD system fitted to MKS, MKT, and MKZ is fully automatic, using an advanced array of hardware and controls to efficiently distribute torque between front and rear wheels as needed. The Navigator uses unique truck-based hardware that also provides a luxurious experience.

The new MKX 2-row crossover, launched last summer, takes the AWD system to

another level with even better handling attributes than the outgoing product with new controls specifically developed for improved cornering.

"We're seeing the number of customers choosing all-wheel drive increasing steadily as drivers appreciate the benefits," says O'Donnell.

"More than half of our crossover customers are enjoying the reassurance that all-wheel drive delivers, such that once they have experienced it, they don't want to give it up."



Ford reports that so far in 2011, more than 62 percent of MKX two-row crossover buyers have opted for all-wheel drive.

Fed-Mogul CEO Earns Innovation Nod

SOUTHFIELD - Federal-Mogul President and CEO Jose Maria Alapont was recently presented with Philadelphia University's 2011 Leader of Innovation Medal, which honors individuals for their professional accomplishments and for exemplifying the University's mission and innovative spirit. Alapont received the award at Philadelphia University's Spirit of Innovation Gala on April 30.

"At Federal-Mogul, we recognize the importance of fostering innovation in tomorrow's leaders," Alapont said. "I am very honored to receive this award. The true recognition, however, belongs to the men and women of Federal-

Mogul, who are committed to developing global-leading technology and innovation to support our global and diverse customers, while developing our strategy for sustainable global profitable growth."

"Advanced new vehicles and powertrains are constantly requiring more complex component designs, more specialized materials and more effective solutions to meet increasingly challenging regulations," Alapont added.

"Vehicle manufacturer demands for product differentiation, as well, are providing even further opportunities for Federal-Mogul to develop and deliver innovations that improve

fuel economy, reduce vehicle emissions, and enhance vehicle safety."

Under Alapont's leadership, Federal-Mogul has been granted more than 2,200 patents since 2005. The company also has earned eight prestigious Automotive News PACE™ Awards and is the most awarded company since 2005. The Awards recognize automotive suppliers for superior innovation, technological advancement and business performance.

"Mr. Alapont's professional life epitomizes the spirit of innovation that has inspired

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PHOTO: GERALD SCOTT

Bob Wheat, general sales manager at Village Ford, has two big events to kick off the launch of the 2012 Focus this week in Dearborn, including a Ride-and-Drive at Edsel Ford High School on Tuesday evening and his dealership's kickoff on Michigan Avenue all day Thursday. All Southeast Michigan Ford Dealers are hosting day-long kickoff parties on May 12 to introduce the Focus.

Ford Dealers Revved Up to Begin Selling 2012 Focus

meet and greet," said Bob Wheat, general sales manager at Village Ford, on Michigan Avenue.

"We actually expect to sell some cars at this event."

For Wheat and his staff at the busy local Ford new-car dealership, it's double-duty as he is also hosting a 2012 new product ride and drive at Edsel Ford High School on Tuesday from 4 - 8 p.m. in the school's parking lot.

Any visitor who test-drives a Ford product that day will generate a \$20 donation from Village Ford to the high school's booster club. Wheat called the promotion "Drive One for Your School."

Meanwhile, all Ford dealers report being excited over the

Focus - what with its excellent mileage, compelling exterior styling, amenities like heated seats and of course, a competitive price point for new car buyers.

Wheat said he was printing up a "calculator" sheet for event visitors to see just how much money they'll be saving on their monthly gas bill if they switch from their current vehicle over to the high-mileage Focus.

In some instances, where a driver is currently paying several hundreds of dollars per month in gas charges with a lower-mileage car, Wheat says, he can prove that their downward savings will actually help pay for the average monthly lease charge of about

\$150 that he expects to price out on a typical Focus, not counting how many options a buyer chooses, of course.

Also, Wheat said, with Village Ford being "just down the street," effectively speaking, from the Ford Glass House further east on Michigan Avenue, he expects a number of Ford executives and managers from the headquarters building to pop in on Thursday afternoon to monitor just how well the public is receiving the new car.

That, Wheat said, plus the fact that the new Ford car is assembled locally here in Wayne is adding up to a very splashy debut for the 2012 Ford Focus in the domestic marketplace.