

Ford Nameplates Join Five Million Club

Popularity, Longevity Key to Sales

By: Mike O'Neill | Ford Communications Network

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DEARBORN, Mich., May 5, 2004 -- The Model T and the Mustang represent two ends of the Ford Motor Company continuum. The Model T, in many ways, launched the American Road, and the Mustang is an icon beginning a new generation this year. They are also among a relative handful of nameplates that have been popular enough to sell more than five million units.

The Model T was the first car to join the Five Million Club -- and the Ten Million Club -- and the Fifteen Million Club.

Henry Ford was determined to build a car the masses could afford, and he did just that with the Model T. In fact, an estimated 16.5 million Americans purchased a Model T during its 19-year life between 1908 and 1927.

The Mustang, like the Model T, began as a car that almost anyone could afford. It also offered an appealing, sporty style. Forty years later, the Mustang maintains that styling and price leadership today.

"Mustang, because it is a coupe, it is a convertible, it is a GT -- there's literally a model that suits almost anybody, anywhere. And I think that's part of the magic and the mystique," said Ford Division President Steve Lyons. So far, nearly eight million Mustangs have been sold, and the number promises to go much higher as the company prepares to bring a new generation of the iconic vehicle to market in the 2005 model year.

"It takes both popularity and longevity to hit that five million mark," said George Pipas, Ford Motor Company Sales Analysis Manager. "Because there are so many different models and segments competing these days, it is becoming harder and harder for a single nameplate to reach the Five Million Club."

The all-time best-selling Ford vehicle, and quite likely the best-selling vehicle from any manufacturer, is the F-Series truck, with more than 29 million produced since 1948.

Other Ford nameplates that have joined the Five Million Club are the Ford Taurus, Explorer, Escort, Crown Victoria, Ranger and Econoline models.

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