



FROM ZERO TO 250,000 IN ONLY NINE MONTHS

PRODUCTION MILESTONE FOR EUROPE'S BEST-SELLING CAR

COLOGNE, April, 23, 2009 – Ford's hot new Ford Fiesta has become the fastest-selling model ever to wear that famous name badge, with the 250,000th example coming off the Cologne, Germany, assembly line just nine months after the car went on sale.

No previous Fiesta model has reached this milestone in such a short period of time.

In March alone European sales soared to 52,800, earning the Fiesta the title of Europe's best-selling car, according to UK automotive business consultancy, JATO Dynamics. This was the best monthly sales performance of any Fiesta model since August 1996.

"The new Fiesta has been a tremendous hit with consumers since it went on sale all over Europe," said Ingvar Sviggum, vice-president of marketing, sales and service, Ford of Europe. "Customers are attracted to Fiesta by its design, the driving experience and affordability of the car."

In Europe the new Fiesta is produced in Cologne and since January this year at Valencia in Spain.

In keeping with its global credentials, Fiesta is also built in Nanjing, China and from 2010 will be produced in Rayong, Thailand and Cuautitlán, Mexico.

Sales in North America will start in 2010.

Since the very first Fiesta was launched in 1976, over 12 million have been sold worldwide.

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Pour de plus amples informations:

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