

FORD MOTOR CO
Form 8-K
October 01, 2014

UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
Washington, D. C. 20549

FORM 8-K

CURRENT REPORT
Pursuant to Section 13 or 15(d) of
the Securities Exchange Act of 1934

Date of Report: October 1, 2014
(Date of earliest event reported)

FORD MOTOR COMPANY
(Exact name of registrant as specified in its charter)

Delaware
(State or other jurisdiction of incorporation)

1-3950
(Commission File Number)

38-0549190
(IRS Employer Identification No.)

One American Road, Dearborn, Michigan
(Address of principal executive offices)

48126
(Zip Code)

Registrant's telephone number, including area code 313-322-3000

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

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- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 8.01. Other Events.

Our news release dated October 1, 2014 concerning U.S. retail sales in September 2014 is filed as Exhibit 99 to this Report and incorporated by reference herein.

Gross stocks for the periods shown were as follows:

| | Cars | Trucks | Utilities | Total | Days' Supply |
|----------------|---------|---------|-----------|---------|--------------|
| September 2014 | 154,000 | 297,000 | 145,000 | 596,000 | 83 |
| August 2014 | 155,000 | 307,000 | 124,000 | 586,000 | 75 |
| September 2013 | 188,000 | 245,000 | 144,000 | 577,000 | 75 |

Fleet sales as a percentage of total sales for the periods shown were as follows:

| | | | | |
|--------------------|-----|----|-----|-----|
| September 2014 | 7% | 6% | 11% | 24% |
| September 2013 | 11% | 5% | 11% | 27% |
| YTD September 2014 | 10% | 6% | 13% | 29% |
| YTD September 2013 | 12% | 5% | 13% | 30% |

Item 9.01. Financial Statements and Exhibits.

EXHIBITS*

| Designation | Description | Method of Filing |
|-------------|--|------------------------|
| Exhibit 99 | News release dated October 1, 2014 concerning September 2014 U.S. retail sales | Filed with this Report |

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

FORD MOTOR COMPANY
(Registrant)

Date: October 1, 2014

By: /s/ Louis J. Ghilardi
Louis J. Ghilardi
Assistant Secretary

Any reference in the attached exhibit(s) to our corporate website(s) and/or other social media sites or platforms, and the contents thereof, is provided for convenience only; such websites or platforms and the contents thereof are not incorporated by reference into this Report nor deemed filed with the Securities and Exchange Commission.

EXHIBIT INDEX

| Designation | Description |
|-------------|--|
| Exhibit 99 | News release dated October 1, 2014 concerning September 2014 U.S. retail sales |