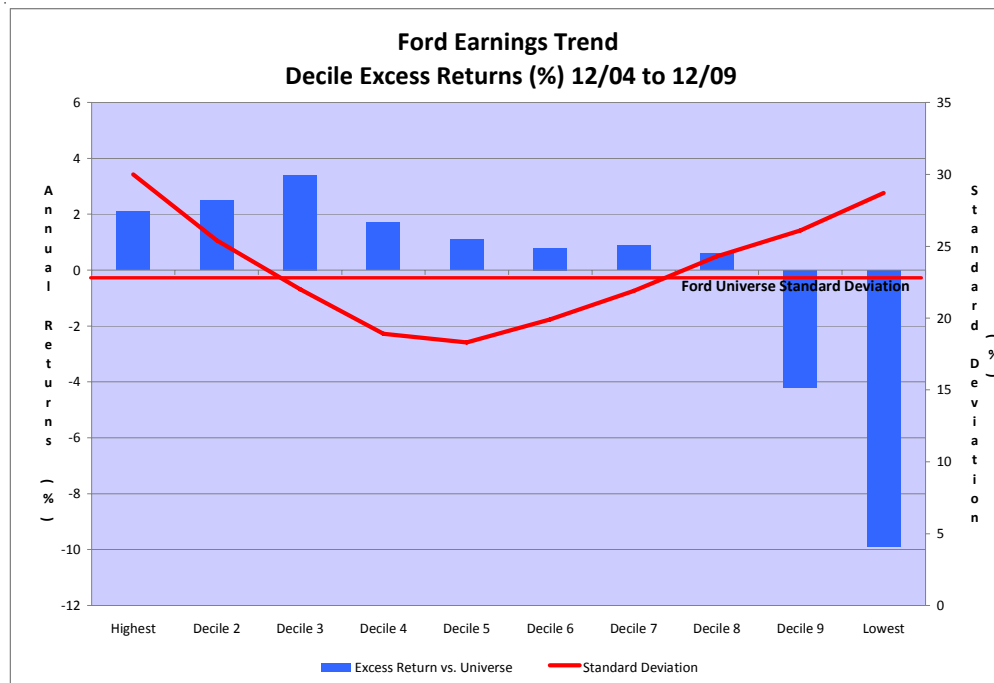


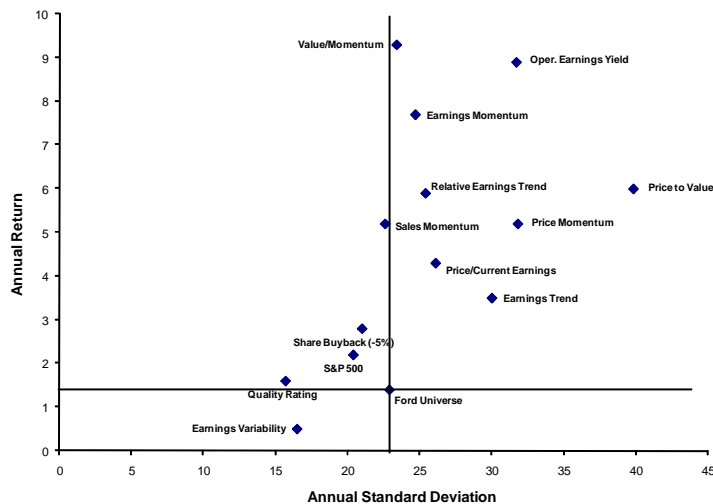


Earnings Trend Model (SED)

Introduced in July 1974, Ford's Earnings Trend analysis has been successful in predicting near-term stock price performance, primarily because it gives an early indication of changing earnings momentum. The analysis involves some complex mathematics, known as the "second derivative", which measures the acceleration or deceleration in the change in earnings. The second derivative is calculated for a second order curve which best fits a company's trailing 12 month operating earnings per share for the past four quarters and an estimate for the current quarter. Ford's operating earnings series is adjusted for extraordinary items, cumulative accounting changes, sale of discontinued operations, and other major nonrecurring items. To standardize the calculation, the second derivative is stated as a percentage of a company's Normal Earnings (ENO) which creates a variable range from 9999 to -9999. Extreme values (above 300 or below -300) may have less predictive value as they are associated with lower quality companies with high earnings variability. Values above 20 indicate accelerating earnings and those below -20 indicate decelerating earnings.



Top 10% Ford Stock Selection Models 12/31/04 to 12/31/09



SED Excess Return Top Decile vs. Ford Universe (%)	
2005	-6.3
2006	-0.4
2007	-2.0
2008	-12.1
2009	89.9

Performance is based on ranking the Ford Universe from best to worst for the model shown and dividing it into 10 equal-sized groups each month. The group returns represent equal-dollar investments in each stock each month, with monthly total returns linked to create annual and annualized results. Total returns, which sum month-end price changes and 1/12 of companies' indicated annual dividend rates, exclude transaction costs and management fees. The Ford Universe had 4336 companies at the end of 2009.

Quantitative model results are affected by market environment and are based on historical financial data. Certain material information for a company may not be reflected in models presented. The performance shown is based on large portfolios and may not be effective on every security. There is no assurance that future results will duplicate past results.

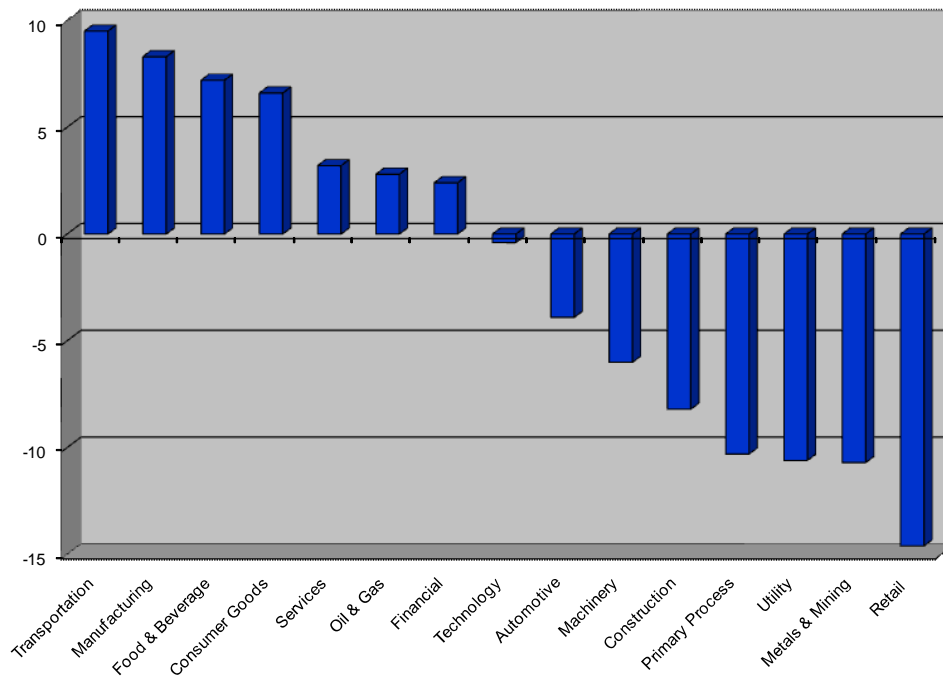
SED Decile Performance on Capitalization Sectors

Average Annual Returns (%) 12/04-12/09

Large Cap	1.1	4.8	4.1	0.8	2.2	5.0	3.7	4.7	6.1	-0.4	3.4
Standard Deviation	24.4	20.0	17.8	16.7	16.5	17.7	19.3	20.1	21.8	25.0	19.3
Mid Cap	1.8	3.3	2.9	4.3	2.8	-3.6	-3.6	-7.0	-9.3	-7.3	-1.4
Standard Deviation	30.4	29.6	24.4	23.7	21.7	22.9	26.0	26.9	30.5	31.3	25.9
Small Cap	-0.6	9.8	3.1	10.5	5.5	-2.8	1.7	-2.5	-10.5	-11.5	0.5
Standard Deviation	36.8	37.1	27.4	28.0	20.1	20.2	27.3	28.4	29.2	34.5	27.4

Large, Mid and Small Cap constituents include the top 1000, second 1000, and third 1000 companies in the Ford universe of stocks when ranked by market capitalization.

SED Top Decile Annual Excess Return by Industry Group 12/04 - 12/09



Correlation Coefficients 12/04 - 12/09 Ford Proprietary Models

	PVA	OEY	EMO	PRM	VMO	SHB	QTY	SMO	SED	SDR	EDV
Price/Value (PVA)	1.000	0.011	-0.030	0.077	-0.137	0.055	0.254	0.054	0.003	0.053	0.224
Operating Earnings Yield (OEY)	0.011	1.000	-0.001	-0.014	0.013	-0.026	-0.024	-0.005	-0.054	-0.010	-0.046
Earnings Momentum (EMO)	-0.030	-0.001	1.000	-0.015	0.426	-0.011	-0.086	0.221	0.328	0.513	-0.093
Price Momentum (PRM)	0.077	-0.014	-0.015	1.000	0.291	0.010	-0.028	0.088	-0.010	-0.035	-0.039
Value/ Momentum (VMO)	-0.137	0.013	0.426	0.291	1.000	-0.093	-0.348	0.192	0.112	0.179	-0.349
Share Buyback (SHB)	0.055	-0.026	-0.011	0.010	-0.093	1.000	0.153	0.033	0.019	0.022	0.187
Quality Rating (QTY)	0.254	-0.024	-0.086	-0.028	-0.348	0.153	1.000	-0.048	-0.004	0.036	0.455
Sales Momentum (SMO)	0.054	-0.005	0.221	0.088	0.192	0.033	-0.048	1.000	0.058	0.123	-0.025
Earnings Trend (SED)	0.003	-0.054	0.328	-0.010	0.112	0.019	-0.004	0.058	1.000	0.401	-0.017
Relative Earnings Trend (SDR)	0.053	-0.010	0.513	-0.035	0.179	0.022	0.036	0.123	0.401	1.000	0.029
Earnings Variability (EDV)	0.224	-0.046	-0.093	-0.039	-0.349	0.187	0.455	-0.025	-0.017	0.029	1.000