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FORD MOTOR CO Form 8-K April 22, 2004

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 April 22, 2004
----(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 38-0549190

(Commission File Number) (IRS Employer Identification No.)

One American Road, Dearborn, Michigan 48126
-----(Address of principal executive offices) (Zip Code)

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

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Item 5. Other Events.

Our news release dated April 22, 2004 concerning executive appointments, filed as Exhibit 20 to this report, is incorporated by reference herein.

Item 7. Financial Statements, Pro Forma Financial Information and Exhibits.

EXHIBITS

Designation Description Method of Filing

Exhibit 20 News Release dated
April 22, 2004 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 thereunto duly authorized on the date indicated.

FORD MOTOR COMPANY
-----(Registrant)

Date: April 22, 2004

By: /s/Kathryn S. Lamping

Kathryn S. Lamping

Kathryn S. Lamping
Assistant Secretary

-3-

EXHIBIT INDEX

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| Designation | Description |
|-------------|-----------------------------------|
| | |
| | |
| Exhibit 20 | News Release dated April 22, 2004 |