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Bill Ford: Small Cars Will Be 'Profitable'

Although **GM** and **Chrysler's** bankruptcy may be playing into **Ford Motor's** strong June numbers, "it's really our products that are getting the best reviews they've ever gotten," said William Ford, executive chairman of Ford Motor in a live interview on CNBC.

"We're going to supply the market with what people want," Ford told CNBC at the National Summit in Detroit. "One of the things we're doing is to be the fuel economy leader."

Ford said the company is focusing on small, fuel-efficient cars that will attract cautious, energy conserving consumers.

"We have been way too dependent on trucks and SUVs (in the past). We couldn't count on a few products to carry our whole company. So rather than hit a few homeruns, we had to hit a series of singles," he said. "We've made money with small cars in Europe, South America and Asia—so it's not like we don't know how to do it."

In the meantime, Ford said having GM and Chrysler in bankruptcy is "uncharted waters," and that he wants government transparency.

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