



Best-Ever Sales Of Ford Performance Cars And SUVs In Europe; Ford Remains No.1 Commercial Vehicle Brand

- Ford sales volume up 6.7% at 1,044,200 year-to-date in its 20 traditional European markets*; sales volume in September up 4.1% at 145,900 – the best three-quarters and September since 2009
- Ford year-to-date market share marginally down by 0.1 ppt at 8.0% in the European 20, and down 0.2 ppt at 8.6% in September
- Across all 50 Ford markets in Europe*, sales volume was up 5.3% at 1,173,500 for the first nine months, and up 2.5 per cent at 160,100 in September
- Ford market share in its 50 European markets was flat at 7.7% year-to-date and down 0.2 ppt in September at 8.3%
- **Sales channels:** 74.5% of Ford passenger car sales were in higher value retail and fleet segments in the first nine months, and 75.4% in September – both nearly 5 pts above industry average
- **CVs:** Ford is Europe's No. 1 CV brand year-to-date and in September; Ford CV sales up 18.6% in the first three-quarters and 23.6% in September; best Ford Ranger pickup sales for September and year-to-date since launch
- **SUVs:** Best-ever year-to-date and September sales for Ford Kuga; Ford EcoSport sales up more than 60% in the first nine months; Ford Edge customer orders exceeded 7,800 since its European launch in the summer
- **Performance cars:** Sales of Fiesta ST, Focus ST, Focus RS and Mustang up 80% year-to-date; Mustang orders exceed 21,100 since launch
- **High series models:** Sales of Ford Titanium and other high series models including Mondeo Vignale, Fiesta ST, Focus ST, Fiesta and Focus Red/Black Editions nearly 60% of all Ford passenger car sales in the first nine months of the year

COLOGNE, Germany, Oct. 13, 2016 – Sales of Ford performance cars and SUVs are at their highest levels ever in the first nine months of 2016.

In total, sales of all Ford vehicles year-to-date were up 6.7 per cent at 1,044,200 in its 20 traditional European markets. Ford's September sales in the same markets accounted for 145,900 vehicles, up 4.1 per cent compared with the same period last year.

Ford market share in the first nine months was marginally down 0.1 percentage point at 8 percent, while market share for September was down 0.3 percentage point at 8.6 percent in the Europe 20 markets.

Across all of Ford's 50 markets in Europe, sales volume was up 5.3 per cent at 1,173,500 year-to-date, and up 2.5 percent at 160,100 vehicles in September. Ford market share in these markets was flat in the first nine months at 7.7 percent, and down 0.2 of a percentage point to 8.3 percent in September.

"Our customers have purchased more Ford performance cars and SUVs than ever before in the first nine months of the year, and we continue to be the commercial vehicle sales leader in Europe," said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe.

"What's more, our sales in the higher value retail and fleets sales channels accounted for around three-quarters of our sales and were nearly five percentage points better than the industry average both in September and year-to-date."

Commercial vehicles:

Ford was Europe's No. 1 commercial vehicle brand yet again in September and remained the market leader year-to-date in its European 20 markets, with sales rising by 18.6 percent and with 247,081 vehicles sold in the first three quarters. Commercial vehicle sales in September were up 23.6 per cent at 39,425 units sold.



The Ranger enjoyed its best year-to-date and September sales since launch, and remains Europe's No.1 top-selling pickup. So far this year 27,854 Rangers have been sold, and it currently has a 2.6 percent share of its segment.

SUVs:

Ford sold 144,906 SUVs in the first three-quarters of 2016 – more than a 41 percent improvement on the same period last year. EcoSport compact SUV sales were up more than 60 per cent in the first nine months with more than 44,600 sold.

Ford Kuga medium SUV sales year-to-date were up 27 per cent with 95,300 units sold, making it the best nine months and September Kuga sales since launch. Edge customer orders since its European launch this summer exceeded 7,800, with 1,400 of Ford's new large SUV delivered to customers across Europe.

Performance cars:

Combined sales of Ford's performance line-up – Fiesta ST, Focus ST, Focus ST diesel, Focus RS and Mustang – were up 80 per cent in the first three-quarters at 35,012 units sold. Focus RS customer orders have now reached 9,140 since launch. Mustang customer orders have now topped 21,100 since the car was launched late in 2015.

High Specification model sales:

Sales of higher specification Ford models continue to be strong in the first nine months of the year and in September. Ford's high series models – Titanium specification models, Mondeo Vignale, Fiesta ST, Focus ST petrol and diesel, and Fiesta and Focus Red/Black Editions – accounted for nearly 60 percent of the sales year to date while nearly 64 percent of car sales in September. Titanium models alone accounted for nearly 40 percent of car sales year-to-date, and 36.7 percent of car sales in September.

###

** Ford of Europe reports its sales for the European traditional markets where it is represented through National Sales Companies. They are: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Romania, Sweden and Switzerland*

*** The 50 markets include the traditional 20 markets (see above), plus Turkey, Russia, as well as Albania, Andorra, Armenia, Azerbaijan, Belarus, Bosnia-Herzegovina, Bulgaria, Croatia, Cyprus, Estonia, Georgia, Gibraltar, Kazakhstan, Kyrgyzstan, Kosovo, Latvia, Lithuania, Macedonia, Malta, Moldova, Montenegro, Serbia, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan*

**** According to data published by the German Federal Motor Transport Authority, the KBA*

###

Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 203,000 employees and 67 plants worldwide, the company's core business includes designing, manufacturing, marketing, financing and servicing a full line of Ford cars, trucks, SUVs and electrified vehicles, as well as Lincoln luxury vehicles. At the same time, Ford aggressively is pursuing emerging opportunities through Ford Smart Mobility, the company's plan to be a leader in connectivity, mobility, autonomous vehicles, the customer experience, and data and analytics. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford, its products worldwide or Ford Motor Credit Company, visit www.corporate.ford.com

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 53,000 employees at its wholly owned facilities and approximately 68,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and 8 unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911



Contact: Borbala Nagy
 Ford of Europe
 0049 221 9018781
bnagy12@ford.com

September 2016 Sales Volume (registrations)

	September '16	YTD September '16
Euro 20¹		
Industry	1,694,600 up 112,500 / 7.1 % vs. Sep.'15	13,060,800 up 982,900 / 8.1 % vs. YTD '15
Ford	145,900 up 5,700 / 4.1 % vs. Sep.'15	1,044,200 up 65,500 / 6.7 % vs. YTD '15
Euro 22²		
Industry	1,887,900 up 95,900 / 5.4 % vs. Sep.'15	14,750,700 up 766,900 / 5.5 % vs. YTD '15
Ford	157,200 up 3,600 / 2.3 % vs. Sep.'15	1,151,000 up 58,400 / 5.3 % vs. YTD '15
Total Euro 50³		
Industry	1,928,000 up 92,100 / 5.0 % vs. Sep.'15	15,146,100 up 765,600 / 5.3 % vs. YTD '15
Ford	160,100 up 3,900 / 2.5 % vs. Sep.'15	1,173,500 up 59,500 / 5.3 % vs. YTD '15

¹ The Euro 20 markets are: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Spain, Sweden and Switzerland.

² The Euro 22 markets are: Euro 20 plus Russia and Turkey.

³ Total Euro 50 composed of EURO 22 registrations and EDM 28 retail sales, as total EDM 28 registrations figures are not available. Industry retail sales data not available. EDM 29 or European Direct Markets are: Albania, Andorra, Armenia, Azerbaijan, Belarus, Bosnia-Herzegovina, Bulgaria, Croatia, Cyprus, Estonia, Georgia, Gibraltar, Kazakhstan, Kyrgyzstan, Kosovo, Latvia, Lithuania, Macedonia, Malta, Moldova, Montenegro, Serbia, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan

Sep 2016 Market Share *

	September '16	YTD September '16
Euro 20	8.6% down 0.3 ppts vs. Sep.'15	8.0% down 0.1 ppts vs. YTD.'15
Total Euro 22	8.3% down 0.3 ppts vs. Sep.'15	7.8% flat 0.0 ppts vs. YTD.'15
Total Euro 50	8.3% down 0.2 ppts vs. Sep.'15	7.7% flat 0.0 ppts vs. YTD '15

* Ford share calculated with preliminary industry results for some markets. Therefore, industry and share are subject to change slightly due to minor adjustments in some markets as official sources publish their final industry data.

**** Sep 2016 Retail Market Share**

	September '16	YTD September '16
Key European markets	8.2% down 0.5 ppts vs YAGO	7.9% down 0.3 ppts vs YAGO

** The Key European markets are: Britain, Germany, France, Italy and Spain. Ford volume and Industry in these markets represent 70 to 80% of the Europe 20 volume.

**Ford Top 5 Markets ranked by Sep volume (registrations)**

Market	September '16			
	Volume	o/(u) '15	Share	o/(u) '15
1. Britain	69,000	(2,300)	12.9 %	(0.6) ppts
2. Germany	25,400	4,200	7.8 %	0.8
3. Italy	11,800	1,700	6.9 %	(0.2)
4. France	8,400	(500)	4.1 %	(0.3)
5. Turkey	7,800	(800)	11.3 %	(1.7)

Market	YTD September '16			
	Volume	o/(u) '15	Share	o/(u) '15
1. Britain	346,200	200	13.9 %	(0.4) ppts
2. Germany	215,400	25,700	7.6 %	0.4
3. Italy	110,600	19,700	7.2 %	0.2
4. France	79,300	1,400	4.4 %	(0.2)
5. Turkey	75,900	(11,500)	11.7 %	(1.0)

Top 5 Markets ranked by Ford's share in Sep

Market	September '16			
	Share	o/(u) '15	Volume	o/(u) '15
1. Ireland	14.1 %	(2.7) ppts	900	(200)
2. Hungary	13.1 %	1.9	1,300	400
3. Britain	12.9 %	(0.6)	69,000	(2,300)
4. Turkey	11.3 %	(1.7)	7,800	(800)
5. Finland	9.7 %	0.2	1,100	200

Market	YTD September '16			
	Share	o/(u) '15	Volume	o/(u) '15
1. Britain	13.9 %	(0.4) ppts	346,200	200
2. Ireland	12.5 %	0.4	21,500	4,000
3. Hungary	12.4 %	0.1	11,000	2,300
4. Turkey	11.7 %	(1.0)	75,900	(11,500)
5. Finland	9.7 %	0.5	10,200	1,600

Sep Sales by vehicle line (Euro 20) ***

Model	September '16	o/(u) September '15	YTD September '16	o/(u) YTD September '15
KA	700	(4,400)	20,600	(18,100)
KA+	1,800	1,800	1,800	1,800
Fiesta	35,000	(2,800)	229,100	(17,100)
B-MAX	4,200	(300)	32,000	(3,800)
Ecosport	6,400	1,800	44,600	17,200
Focus	20,100	(4,700)	165,200	(16,300)
C-MAX	6,000	(2,000)	63,200	600
Kuga	14,500	4,800	95,300	20,200
Mondeo	6,500	(600)	56,300	(3,800)
S-MAX	4,100	1,500	32,100	20,500
Galaxy	2,100	700	15,900	8,500
Mustang	1,400	400	12,900	10,600
Edge	1,400	1,400	5,000	5,000
Tourneo Courier	1,200	100	10,800	200
Tourneo Connect	1,300	300	12,100	1,400
Tourneo Custom	1,500	700	6,000	(1,800)
Transit Courier	1,500	(100)	12,100	(100)
Transit Connect	5,700	1,300	38,400	6,600
Transit Custom	15,200	3,600	89,800	16,600
Transit	9,400	600	64,800	9,500
Ranger	5,000	1,600	27,900	7,900
Other ****	1,100	(200)	8,200	(100)
Total Sales	145,900	5,700	1,044,200	65,500

**** Figures largely include vehicles such as Car Derived Vans and imports.