



# NEWS Ford Customer Order Bank at Record Level As New Fiesta Production Ramp-Up Continues



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## SEPTEMBER 2017 SALES

	Total Vehicle Sales	Total Vehicle Market Share	Passenger Vehicle Sales	Passenger Vehicle Market Share	Commercial Vehicle Sales	Commercial Vehicle Market Share
<b>Euro 20</b>	<b>129,900</b>	<b>7.8 %</b>	<b>91,200</b>	<b>6.4 %</b>	<b>38,700</b>	<b>16,4 %</b>
Versus September 2016	<b>-10,9 %</b>	<b>-0.8 ppt</b>	<b>-14,3 %</b>	<b>-0.9 ppt</b>	<b>-1,8 %</b>	<b>-0,3 %</b>

## HIGHLIGHTS

- **Ford sold 129,900 vehicles in September** in its traditional Euro 20 markets\*, down 10.9 percent compared with September 2016. Year to date sales of 1,048,600 were 0.4 percent up on last year
- **New Fiesta production ramp-up continues to grow.** 30,000 new Fiestas sold in Europe so far and expect sales to climb once production reaches its full capacity
- **Customer order bank** at record level for Ford in Europe
- **Ford Sports Utility Vehicle (SUV) sales up 3.7 percent to 23,200 in September** driven by strong demand for EcoSport, Kuga and Edge. SUV sales in the traditional Euro 20 markets up 23.2 percent for the first nine months of 2017
- **Commercial vehicle (CV) market share was 16.4 percent** in the Euro 20 for September, making Ford the No. 1 CV brand in Europe; Ford CV sales up 7.8 percent in the first nine months at 266,400
- **76 percent of Ford passenger vehicle sales were to retail and fleet customers** in Ford's top five European markets in September, up 0.7 of a percentage point, and 72 percent year to date.
- **Ford sold 91,200 passenger cars in September**, down 14.3 percent compared with September 2016 in the Euro 20 mainly due to Fiesta changeover, and down 1.9 percent year to date.
- **High-series vehicles – including Titanium, Vignale, ST-Line, ST and RS – made up 70 percent of passenger car sales** in the Euro 20 in September, up 5.1 percent; year to date high series sales up 3.2 percent to 65 percent
- **Ford performance car sales – Fiesta ST, Focus ST, Focus RS, Mustang and GT – down 4 percent** to 36,700 year to date

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



“Our customer order bank is now at one of its highest ever levels and underlines the strength of customer demand for models across our vehicle range in Europe. We’ve had a great run-out of the previous model Fiesta, and demand for the all-new Fiesta is very high but we’re continuing to face some constraints to supply as we ramp up to full production.

*Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe*

## VEHICLE AND MARKET NEWS



Ford Explorer in Russia

Ford vehicle sales in Russia grew 33 percent in last month compared with September 2016. The sales increase is being driven by SUVs and light commercials, with Transit sales up 128 percent, Kuga sales rising by 76 percent, and sales of the flagship Explorer up 71 percent



New EcoSport in Craiova, Romania

Sales of EcoSport at 51,000 in the first nine months of the year are nearly 15 percent up on the same period last year. With Job #1 of the new EcoSport at Ford's Craiova plant in Romania on Oct. 12, Ford expects sales of the increasingly popular compact SUV to continue to grow



Ford's fifth-largest European market

With a market share of 11.8 percent year to date, Turkey is the Ford brand's second-largest market by share in Europe. Sales of 75,300 units over the same period means that the country also is the fifth-largest market by sales volume for Ford in Europe



KA+ sales continue to grow

The Ford KA+ offers big value in a small package. Ford has now sold 40,400 of its small five-door hatchbacks that deliver outstanding interior space, fuel efficiency and fun-to-drive dynamics at an affordable price

**Ford of Europe September Sales 2017**

# SEPTEMBER 2017 SALES

## September 2017 Sales Volume (registrations)

Euro 20 <sup>1</sup>	September '17	YTD September '17
<b>Industry</b>	1.664.600 down 30200, / (02) % vs. Sep.'16	13.514.600 up 448000, / 03 % vs. YTD '16
<b>Ford</b>	129.900 down 15900, / (11) % vs. Sep.'16	1.048.600 up 4100, / 00 % vs. YTD '16
<b>Euro 22<sup>2</sup></b>		
<b>Industry</b>	1.889.400 down 2400, / (00) % vs. Sep.'16	15.310.800 up 550800, / 04 % vs. YTD '16
<b>Ford</b>	142.500 down 14600, / (09) % vs. Sep.'16	1.158.800 up 7500, / 01 % vs. YTD '16
<b>Total Euro 50<sup>3</sup></b>		
<b>Industry</b>	1.935.900 up 1500, / 00 % vs. Sep.'16	15.760.400 up 599000, / 04 % vs. YTD '16
<b>Ford</b>	145.600 down 14400, / (09) % vs. Sep.'16	1.187.000 up 13300, / 01 % vs. YTD '16

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

<sup>2</sup> The Euro 22 markets are: Euro 20 plus Russia and Turkey.

<sup>3</sup> 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 28 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 2017 Market Share \*

	September '17	YTD September '17
<b>Euro 20</b>	7,8% down 01 ppts vs. Sep.'16	7,8% down 00 ppts vs. YTD '16
<b>Total Euro 22</b>	7,5% down 01 ppts vs. Sep.'16	7,6% down 00 ppts vs. YTD '16
<b>Total Euro 50</b>	7,5% down 01 ppts vs. Sep.'16	7,5% down 00 ppts vs. YTD '16

\* 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 2017 Retail Market Share

	September '17	YTD September '17
<b>Key European markets</b>	08% down 0.6 ppts vs YAGO	08% down 0.4 ppts vs YAGO

\*\* The Key European markets are: Britain, Germany, France, Italy and Spain. Ford volume and Industry in these markets represent 75 to 80% of the Europe 20 volume.

## CONTACT

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# SEPTEMBER 2017 SALES

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

Market	September '17			
	Volume	o/(u) '16	Share	o/(u) '16
1, Britain	59.400	(9600,)	12,1 %	(01) ppts
2, Germany	21.700	(3600,)	6,8 %	(01)
3, Italy	11.800	(100,)	6,4 %	(01)
4, France	8.500	100,	4,1 %	00
5, Turkey	7.900	100,	10,8 %	(01)

Market	YTD September '17			
	Volume	o/(u) '16	Share	o/(u) '16
1, Britain	327.900	(18200,)	13,7 %	(00) ppts
2, Germany	217.200	1800,	7,5 %	(00)
3, Italy	120.000	9300,	7,2 %	00
4, France	85.500	6100,	4,5 %	00
5, Turkey	75.300	(600,)	11,8 %	00

## Top 5 Markets ranked by Ford's share in Sep

Market	September '17			
	Share	o/(u) '16	Volume	o/(u) '16
1, Ireland	12,9 %	(01) ppts	700	(200,)
2, Britain	12,1 %	(01)	59.400	(9600,)
3, Hungary	11,6 %	(01)	1.400	-
4, Turkey	10,8 %	(01)	7.900	100,
5, Finland	9,4 %	(00)	1.000	(100,)

Market	YTD September '17			
	Share	o/(u) '16	Volume	o/(u) '16
1, Britain	13,7 %	(00) ppts	327.900	(18200,)
2, Turkey	11,8 %	00	75.300	(600,)
3, Hungary	11,4 %	(01)	11.500	400,
4, Ireland	11,4 %	(01)	17.400	(4100,)
5, Romania	9,2 %	01	9.200	2400,

## Sep Sales by vehicle line (Euro 20)

Model	September '17	o/(u) September '16	YTD September '17	o/(u) YTD September '16
KA		(700,)	100,	(20600,)
KA+	5800,	4100,	40400,	38700,
Fiesta	18900,	(16000,)	195100,	(34000,)
B-MAX	5100,	900,	36500,	4400,
Ecosport	6800,	400,	51000,	6400,
Focus	20900,	800,	162800,	(2600,)
C-MAX	5600,	(300,)	51700,	(11400,)
Kuga	14700,	200,	114500,	19100,
Mondeo	4700,	(1700,)	43800,	(12500,)
S-MAX	2200,	(1900,)	24600,	(7500,)
Galaxy	1700,	(500,)	14200,	(1700,)
Mustang	1000,	(300,)	10500,	(2400,)
Edge	1600,	200,	13200,	8100,
Tourneo Courier	1000,	(300,)	11800,	1100,
Tourneo Connect	1200,	(100,)	11900,	(200,)
Tourneo Custom	1100,	(400,)	10200,	4200,
Transit Courier	1600,	100,	14300,	2200,
Transit Connect	6200,	900,	41700,	3700,
Transit Custom	13900,	(1600,)	93700,	3500,
Transit	9900,	300,	68800,	3900,
Ranger	5600,	700,	31700,	3900,
Other ****	300,	(800,)	6100,	(2100,)
<b>Total Sales</b>	<b>129.900</b>	<b>(15900,)</b>	<b>1.048.600</b>	<b>4100,</b>

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