Ford Strengthens Commercial Vehicle Leadership in First Quarter; High-Series and Retail Sales Grow

| NEWS

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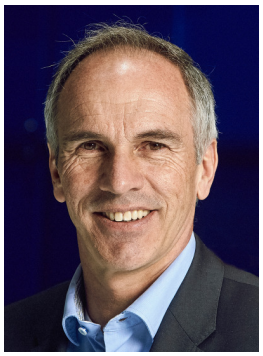
FIRST QUARTER 2019 SALES

	Total Vehicle Sales	Total Vehicle Market Share	Passenger Vehicle Sales	Passenger Vehicle Market Share	Commercial Vehicle Sales	Commercial Vehicle Market Share
Euro 20*	**359,400**	**7.6%**	**257,000**	**6.4%**	**102,400**	**14.5%**
Versus Q1 2018	**-6.2%**	**-0.4 ppt**	**-11.2%**	**-0.6 ppt**	**+9.3%**	**+0.4 ppt**

HIGHLIGHTS

- **Ford sold 359,400 vehicles** in the first quarter 2019 in its traditional European 20 markets*, achieving 7.6 percent market share.
- **Ford remains Europe's No. 1 commercial vehicle brand** and grew market share year-over-year by 0.4 percentage points to 14.5 percent in the first quarter 2019 in its European 20 traditional markets.
- **Sold 102,400 commercial vehicles –best sales performance in the first quarter since 1993.** Commercial vehicle business gaining momentum in major markets, growing 3.3 percent in the UK, 25.9 percent in Germany, 20.1 percent in France, and 14.3 percent in Italy versus first quarter 2018.
- **Ford EcoSport best first quarter ever** for sales and market share, hitting 31.700 sales in Ford's European 20 traditional markets in the first three months of 2019, growing 34.8 percent versus first quarter 2018.
- **High-series models (including Titanium, Vignale, Active, ST-line, ST and RS) comprised more than 72 percent** of Ford's passenger vehicle sales in its European 20 traditional markets in the first three months of the year – an increase by 2.1 percentage points compared with the same period 2018.
- **Retail and fleet customer sales accounted for 74.5 percent of Ford passenger vehicle sales** in the brand's top five European markets in Q1 2019, growing year-over-year by 1.5 percentage points.

* Ford of Europe reports sales for its 20 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



"I'm very pleased to see that now close to half of our sales come from our commercial vehicles and SUVs. This is a trend we expect to grow as we launch more new commercial vehicles, like the Transit Custom PHEV, and SUVs, including the Explorer PHEV, in Europe during the year."

Roelant de Waard, Vice President, Marketing, Sales and Service, Ford of Europe

VEHICLE AND MARKET NEWS

Ford continues to strengthen its commercial vehicle leadership, with Ford Transit model range sales growing by 11.8 percent and Ford Ranger by 15.6 percent in the first quarter versus Q1 2018. Ford also will introduce an all-electric version of Transit in 2021.

Ford was Europe's No. 2 vehicle brand and was market leader in the UK and in Hungary. In Germany, Ford had a market share of 8.3 percent in the first quarter, reaching 81,100 registrations – an increase of 6,100 vehicles and 8.1 percent compared with Q1 2018.

Ford Focus sales reached 66,900 units in the first quarter, up 11.7 percent year-on-year. Focus was the Netherlands top-selling car in the quarter. Wagon and Active derivatives are expected to boost further Focus sales, with the Focus ST still to come later this year.

Higher revenue market segments – such as retail and fleet sales – contributed to nearly 75 percent of all Ford passenger vehicle sales in the first quarter. High-series models continue to grow, with 25.2 percent of all sales in Ford's EU20 markets being ST-Line models.

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FIRST QUARTER 2019 SALES

March 2019 Sales Volume (registrations)

Euro 20 [1]	March '19	YTD March '19
Industry	2.009.800 down 51,600 / (2.5) % vs. Mar.'18	4.708.300 down 104,200 / (2.2) % vs. YTD '18
Ford	159.600 down 16,100 / (9.2) % vs. Mar.'18	359.400 down 23,700 / (6.2) % vs. YTD '18
Euro 22 [2]		
Industry	2.223.200 down 77,900 / (3.4) % vs. Mar.'18	5.198.100 down 178,400 / (3.3) % vs. YTD '18
Ford	169.200 down 20,800 / (10.9) % vs. Mar.'18	377.600 down 36,200 / (8.8) % vs. YTD '18
Total Euro 50 [3]		
Industry	2.284.300 down 77,000 / (3.3) % vs. Mar.'18	5.365.600 down 169,200 / (3.1) % vs. YTD '18
Ford	171.600 down 21,700 / (11.2) % vs. Mar.'18	384.500 down 38,100 / (9.0) % vs. YTD '18

[1] 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.

[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 28 or European Direct Markets are: Albania, Andorra, Armenia, Azerbaijan, Belarus, Bosnia-Herzegovina, Bulgaria, Croatia, Cyprus, Estonia, Georgia, Gibraltar, Kazakhstan, Kyrgysztan, Kosovo, Latvia, Lithuania, Macedonia, Malta, Moldova, Montenegro, Serbia, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan

Mar 2019 Market Share *

	March '19	YTD March '19
Euro 20	7,9% down 0.6 ppts vs. Mar.'18	7,6% down 0.4 ppts vs. YTD '18
Total Euro 22	7,6% down 0.7 ppts vs. Mar.'18	7,3% down 0.4 ppts vs. YTD '18
Total Euro 50	7,5% down 0.7 ppts vs. Mar.'18	7,2% down 0.4 ppts vs. YTD '18

* 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.

**** Mar 2019 Retail Market Share**

	March '19	YTD March '19
Key European markets	7.9% down 0.5 ppts vs YAGO	7.9% down 0.1 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.

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FIRST QUARTER 2019 SALES

Ford Top 5 Markets ranked by Mar volume (registrations)

Market	March '19			
	Volume	o/(u) '18	Share	o/(u) '18
1, Britain	63.900	(7,800)	12,0 %	(1.3) ppts
2, Germany	30.800	200	8,0 %	0.0
3, Italy	14.400	(3,400)	6,7 %	(1.0)
4, France	12.600	(400)	4,5 %	(0.1)
5, Spain	8.100	(2,200)	5,6 %	(1.2)

Market	YTD March '19			
	Volume	o/(u) '18	Share	o/(u) '18
1, Britain	102.700	(13,500)	12,6 %	(1.5) ppts
2, Germany	81.100	6,100	8,3 %	0.5
3, Italy	40.300	(6,300)	6,8 %	(0.7)
4, France	30.300	(1,200)	4,4 %	(0.2)
5, Spain	20.400	(3,400)	5,4 %	(0.6)

Top 5 Markets ranked by Ford's share in Mar

Market	March '19			
	Share	o/(u) '18	Volume	o/(u) '18
1, Hungary	13,2 %	0.2 ppts	2.200	200
2, Ireland	12,2 %	1.0	2.400	100
3, Turkey	12,1 %	0.6	6.100	(3,000)
4, Britain	12,0 %	(1.3)	63.900	(7,800)
5, Finland	10,4 %	0.4	1.100	(200)

Market	YTD March '19			
	Share	o/(u) '18	Volume	o/(u) '18
1, Hungary	13,0 %	1.0 ppts	5.500	800
2, Britain	12,6 %	(1.5)	102.700	(13,500)
3, Turkey	11,7 %	0.6	10.500	(7,600)
4, Ireland	10,9 %	(0.7)	8.300	(1,600)
5, Finland	9,6 %	0.1	3.300	(500)

Mar Sales by vehicle line (Euro 20)

Model	March '19	o/(u) March '18	YTD March '19	o/(u) YTD March '18
KA+	5,600	(1,100)	14,100	(1,700)
Fiesta	30,200	(10,000)	65,200	(20,500)
Ecosport	12,800	(100)	31,700	8,200
Focus	29,400	2,000	66,900	7,000
C-MAX	4,000	(2,500)	10,300	(6,600)
Kuga	16,500	(5,000)	35,600	(10,600)
Mondeo	3,600	(2,300)	10,200	(3,700)
S-MAX	2,300	(200)	6,100	(500)
Galaxy	1,400	(500)	3,800	(500)
Mustang	900	(200)	2,300	500
Edge	1,100	(300)	2,600	(1,000)
Tourneo Courier	1,600	(300)	4,700	(200)
Tourneo Connect	1,400	(100)	3,200	(300)
Tourneo Custom	2,500	1,000	5,400	2,200
Transit Courier	2,400	(100)	5,300	(500)
Transit Connect	6,400	(200)	14,200	(300)
Transit Custom	19,200	3,300	38,000	6,200
Transit	11,300	(700)	24,200	(1,300)
Ranger	6,200	1,400	13,600	1,800
Other ****	900	600	1,900	700
Total Sales	159.600	(16,100)	359.400	(23,700)

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