



NEWS

Ford Commercial Vehicle Sales Set Q2 Record, One in Four Passenger Vehicles Sold is an SUV



www.youtube.com/FordofEurope



www.twitter.com/FordEU

SECOND 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*	346,800	7.2%	246,900	6.1%	99,900	13.0%
Versus Q2 2018	-3.4%	-0.1 ppt	-5.5%	-0.1 ppt	+2.0%	-0.1 ppt

HIGHLIGHTS

- **Ford sold 346,800 vehicles** in the second quarter 2019 in its traditional European 20 markets*, achieving 7.2% market share.
- **Ford remains Europe's No. 1 commercial vehicle brand** as the top-selling single nameplate at the end of June 2019.
- **Commercial vehicle sales hit second-quarter record**, growing 2.0% to 99,900 as CV business continues its momentum.
- **SUVs account for more than one out of every four Ford passenger vehicles sold** in the company's European 20 markets in the second quarter 2019, with EcoSport setting a second quarter sales record.
- **Ford remains market leader in the U.K.** and Ford Fiesta, Transit Custom and Focus were the first, second and third top-selling models, respectively, in the U.K. industry year to date
- **Ford market share in Germany grew to 8.3%** in the second quarter, an increase of 0.5 percent compared with the second quarter 2018, based on sales volume growth of 7.7%
- **High-series models (comprising Titanium, Vignale, Active, ST-line, ST and RS) represent 73.8 percent** of Ford's passenger vehicles in its European 20 markets in the second quarter 2019 – 3.8 percentage points up compared with the same period 2018.
- **Retail and fleet customer sales accounted for 70.3 percent of Ford passenger vehicle sales** in the brand's top five European markets in the second quarter 2019

* 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



"We are introducing fresh SUVs – including the new Puma, new Kuga family and upcoming Explorer PHEV – at the right time to meet growing customer demand. Meanwhile, our leadership in commercial vehicles continues with sales volume up in the second quarter."

Roelant de Waard, General Manager, Passenger Vehicles, and Vice President, Marketing, Sales and Service, Ford of Europe

VEHICLE AND MARKET NEWS



Ford continues to strengthen its commercial vehicle leadership, with its Ford Transit model range setting a second quarter record of 68,800 sales, up 2.7% from the second quarter of 2018. Transit Custom Plug-In Hybrid will go on sale at the end of 2019.



Ranger pickup sales rose to a second quarter record of 13,000, up 8.2% compared with the second quarter 2018. The new Ranger is launching now – including Ranger Raptor, the toughest and most high-performing version ever.



Ford Focus sales reached 61,000 units in the second quarter, up 9.2% compared with the second quarter 2018. Wagon and Active derivatives are expected to further boost Focus sales, with the Focus ST still to come later this year.



Ford S-MAX and Galaxy sales grew more than any other Ford passenger vehicles' in second quarter 2019 in Ford's European 20 markets. S-MAX sales rose 11.1% and Galaxy sales increased by 37.9%, compared with second quarter 2018.

SECOND QUARTER 2019 SALES

Q2/ YTD June 2019 Sales Volume (registrations)

	Q2 '19	YTD June '19
Euro 20¹		
Industry	4,840,200 down 107,700 / (2.2) % vs. Q2 '18	9,551,800 down 208,600 / (2.1) % vs. YTD '18
Ford	346,800 down 12,300 / (3.4) % vs. Q2 '18	706,900 down 35,300 / (4.8) % vs. YTD '18
Euro 22²		
Industry	5,393,000 down 220,100 / (3.9) % vs. Q2 '18	10,594,400 down 395,200 / (3.6) % vs. YTD '18
Ford	370,100 down 24,800 / (6.3) % vs. Q2 '18	748,400 down 60,400 / (7.5) % vs. YTD '18
Total Euro 50³		
Industry	5,598,900 down 211,100 / (3.6) % vs. Q2 '18	10,968,000 down 376,700 / (3.3) % vs. YTD '18
Ford	376,100 down 27,600 / (6.8) % vs. Q2 '18	761,300 down 65,100 / (7.9) % 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, Kyrgyzstan, Kosovo, Latvia, Lithuania, Macedonia, Malta, Moldova, Montenegro, Serbia, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan

Q2/ YTD June 2019 Market Share *

	Q2 '19	YTD June '19
Euro 20	7.2% down 0.1 ppts vs. Q2 '18	7.4% down 0.2 ppts vs. YTD '18
Total Euro 22	6.9% down 0.1 ppts vs. Q2 '18	7.1% down 0.3 ppts vs. YTD '18
Total Euro 50	6.7% down 0.2 ppts vs. Q2 '18	6.9% 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.

** Q2/ YTD June 2019 Retail Market Share

	Q2 '19	YTD June '19
Key European markets	7.2% 0.2 ppts up vs YAGO	7.5% equal 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

Jessica Enoch
Ford of Europe
+49 221 901 8213
jenoch@ford.com

SECOND QUARTER 2019 SALES

Ford Top 5 Markets ranked by Q2/ YTD June volume (registrations)

Market	Q2 '19			
	Volume	o/(u) '18	Share	o/(u) '18
1. Britain	90,800	(4,100)	13.5 %	(0.1) ppts
2. Germany	89,500	6,400	8.3 %	0.5
3. Italy	38,100	(3,200)	6.4 %	(0.6)
4. France	30,200	(800)	4.0 %	(0.1)
5. Spain	22,700	(1,500)	5.1 %	(0.1)

Market	YTD June '19			
	Volume	o/(u) '18	Share	o/(u) '18
1. Britain	193,800	(17,300)	13.0 %	(0.9) ppts
2. Germany	170,600	12,500	8.3 %	0.5
3. Italy	78,400	(9,400)	6.6 %	(0.6)
4. France	60,500	(2,000)	4.2 %	(0.1)
5. Spain	43,100	(4,900)	5.2 %	(0.4)

Top 5 Markets ranked by Ford's share in Q2/ YTD June

Market	Q2 '19			
	Share	o/(u) '18	Volume	o/(u) '18
1. Britain	13.5 %	(0.1) ppts	90,800	(4,100)
2. Hungary	11.8 %	1.0	5,800	800
3. Turkey	9.4 %	(2.1)	10,000	(12,900)
4. Finland	9.0 %	(0.7)	3,300	(700)
5. Germany	8.3 %	0.5	89,500	6,400

Market	YTD June '19			
	Share	o/(u) '18	Volume	o/(u) '18
1. Britain	13.0 %	(0.9) ppts	193,800	(17,300)
2. Hungary	12.4 %	1.1	11,300	1,600
3. Turkey	10.4 %	(0.9)	20,500	(20,500)
4. Ireland	10.2 %	(1.3)	10,000	(2,100)
5. Finland	9.3 %	(0.3)	6,600	(1,200)

Q2/ YTD June Sales by vehicle line (Euro 20)

Model	Q2 '19	o/(u) Q2 '18	YTD June '19	o/(u) YTD June '18
KA+	11,800	(1,200)	25,900	(2,900)
Fiesta	60,400	(11,300)	125,700	(31,700)
EcoSport	33,600	2,400	65,300	10,600
Focus	61,000	5,100	128,000	12,200
C-MAX	10,500	(4,200)	20,800	(10,800)
Kuga	34,100	(6,400)	70,000	(16,500)
Mondeo	10,600	(1,800)	20,800	(5,600)
S-MAX	6,000	400	12,100	(100)
Galaxy	4,000	1,100	7,900	600
Mustang	3,100	(400)	5,500	200
Edge	2,400	(600)	4,600	(1,900)
Tourneo Courier	5,900	2,400	10,700	2,300
Tourneo Connect	3,500	800	6,600	300
Tourneo Custom	2,100	(3,100)	11,200	2,800
Transit Courier	5,600	1,300	10,700	700
Transit Connect	10,900	(3,000)	24,900	(3,600)
Transit Custom	38,900	4,200	73,400	6,900
Transit	27,700	800	52,500	100
Ranger	13,000	1,000	26,700	2,900
Other ****	1,700	900	3,300	1,400
Total Sales	346,800	(12,300)	706,900	(35,300)

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