



NEWS

Ford Grows Third Quarter Sales in Europe, Driven by Popularity of Focus, Kuga and EcoSport



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THIRD 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*	313,400	7.5%	221,600	6.3%	91,800	14.5%
Versus Q3 2018	+3.1%	Equal	+5.6%	+0.2 ppt	-2.6%	-1.0 ppt

HIGHLIGHTS

- **Ford sales grew more than 3%** in the third quarter 2019 in the company's traditional European 20 markets*, outpacing industry growth of 2.2%
- **Ford is the No. 2 best-selling single nameplate brand** in Europe for the year to date, following Volkswagen
- **Ford remains Europe's No. 1 commercial vehicle brand** as the top-selling single nameplate as of the end of September 2019
- **Best since 2016: Ford total vehicle sales and market share** hit their highest levels for the third quarter since Q3 2016
- **SUV sales grew year over year and accounted for more than one out of every four Ford passenger vehicles sold** in the company's European 20 markets in the third quarter 2019, based on increased sales of Ford Kuga, EcoSport and Edge
- **High-series models (comprising Titanium, Vignale, Active, ST-line, ST and RS) represent 76%** of Ford's passenger vehicles in its European 20 markets in the third quarter 2019 – up 4.2 percentage points compared with the same period 2018
- **Ford sales increased in 12 of its 20 European markets** in the third quarter, and remains the market leader in Britain year to date through September
- **Ford sales growth is especially strong in Germany**, where sales rose 21.1% and market share grew 1.0 percentage point in the third quarter; sales also grew in France (up 2.8%) and Italy (1.8%)

* 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



“Overall Ford vehicle sales and market share grew in the third quarter to their highest levels since 2016. Customers continue to appreciate the versatility and capability of Ford utility vehicles, including Kuga, EcoSport and Edge.”

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

VEHICLE AND MARKET NEWS



Ford Focus sales in the third quarter are the best since 2015, reaching 50,200 units, up 57% compared with the third quarter 2018. Focus also achieved its best third quarter market share since Q3 2015.



Ford Kuga set a new third quarter sales record in Ford's 20 European markets, with 36,900 vehicles sold. Kuga is Ford's best-selling SUV in Europe. The new Kuga offers the most electrified variants, and is the first to offer mild-, full- and plug-in hybrid powertrains.



Ford EcoSport sales set a new third quarter record, hitting 30,000 in Ford's European 20 markets. The EcoSport compact utility delivers enhanced versatility and capability, and more refined styling for customers in Europe.



Ranger continues leading the pickup segment, with 29.3% segment share in Ford's 20 European markets based on the latest year-to-date data available through August. The new Ranger is launching now – including Ranger Raptor, the toughest version ever.

THIRD QUARTER 2019 SALES

Q3/ YTD September 2019 Sales Volume (registrations)

	Q3 '19	YTD September '19
Euro 20¹		
Industry	4,169,800 up 89,300 / 2.2 % vs. Q3 '18	13,733,700 down 107,300 / (0.8) % vs. YTD '18
Ford	313,400 up 9,400 / 3.1 % vs. Q3 '18	1,020,700 down 25,500 / (2.4) % vs. YTD '18
Euro 22²		
Industry	4,709,800 up 58,400 / 1.3 % vs. Q3 '18	15,318,900 down 322,100 / (2.1) % vs. YTD '18
Ford	325,300 down 3,700 / (1.1) % vs. Q3 '18	1,074,200 down 63,600 / (5.6) % vs. YTD '18
Total Euro 50³		
Industry	4,894,500 up 78,500 / 1.6 % vs. Q3 '18	15,885,100 down 275,600 / (1.7) % vs. YTD '18
Ford	331,700 down 4,500 / (1.3) % vs. Q3 '18	1,093,400 down 69,100 / (5.9) % 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

Q3/ YTD September 2019 Market Share *

	Q3 '19	YTD September '19
Euro 20	7.5% flat 0.0 ppts vs. Q3 '18	7.4% down 0.2 ppts vs. YTD '18
Total Euro 22	6.9% down 0.2 ppts vs. Q3 '18	7.0% down 0.3 ppts vs. YTD '18
Total Euro 50	6.8% down 0.2 ppts vs. Q3 '18	6.9% down 0.3 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.

** Q3/ YTD September 2019 Retail Market Share

	Q3 '19	YTD September '19
Key European markets	8.1% 0.6 ppts down vs YAGO	7.6% 0.1 ppts up 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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THIRD QUARTER 2019 SALES

Ford Top 5 Markets ranked by Q3/ YTD September volume (registrations)

Market	Q3 '19			
	Volume	o/(u) '18	Share	o/(u) '18
1. Britain	89,800	(5,300)	13.0 %	(0.5) ppts
2. Germany	82,200	14,300	8.3 %	1.0
3. Italy	29,000	500	6.8 %	(0.2)
4. France	23,600	600	4.1 %	0.1
5. Spain	18,500	(3,700)	5.7 %	(0.4)

Market	YTD September '19			
	Volume	o/(u) '18	Share	o/(u) '18
1. Britain	283,900	(22,300)	13.0 %	(0.8) ppts
2. Germany	252,700	26,700	8.3 %	0.7
3. Italy	107,300	(8,900)	6.7 %	(0.5)
4. France	84,100	(1,400)	4.2 %	0.0
5. Spain	61,600	(8,600)	5.4 %	(0.3)

Top 5 Markets ranked by Ford's share in Q3/ YTD September

Market	Q3 '19			
	Share	o/(u) '18	Volume	o/(u) '18
1. Britain	13.0 %	(0.5) ppts	89,800	(5,300)
2. Hungary	10.6 %	(1.6)	5,000	-
3. Ireland	10.0 %	(1.1)	4,200	(700)
4. Finland	8.5 %	0.5	2,700	200
5. Romania	8.4 %	1.2	5,100	1,200

Market	YTD September '19			
	Share	o/(u) '18	Volume	o/(u) '18
1. Britain	13.0 %	(0.8) ppts	283,900	(22,300)
2. Hungary	11.7 %	0.1	16,300	1,700
3. Ireland	10.1 %	(1.3)	14,200	(2,800)
4. Turkey	9.6 %	(1.6)	27,500	(25,900)
5. Finland	9.0 %	(0.1)	9,300	(1,000)

Q3/ YTD September Sales by vehicle line (Euro 20)

Model	Q3 '19	o/(u) Q3 '18	YTD September '19	o/(u) YTD September '18
KA+	10,900	100	36,900	(2,800)
Fiesta	53,100	(5,100)	178,800	(36,800)
Ecosport	30,000	200	95,400	10,900
Focus	50,200	18,200	178,300	30,600
C-MAX	6,000	(5,300)	26,800	(16,000)
Kuga	36,900	-	107,000	(16,500)
Mondeo	11,000	(1,300)	31,800	(6,900)
S-MAX	6,500	2,900	18,600	2,800
Galaxy	3,200	(400)	11,100	200
Mustang	2,500	-	8,000	200
Edge	2,600	400	7,200	(1,500)
Tourneo Courier	4,600	500	15,300	2,800
Tourneo Connect	3,900	1,600	10,500	1,900
Tourneo Custom	1,400	(3,200)	15,900	2,900
Transit Courier	4,900	-	15,700	800
Transit Connect	13,600	2,300	38,500	(1,300)
Transit Custom	34,600	700	104,500	4,100
Transit	22,600	(2,900)	75,400	(2,500)
Ranger	12,900	(500)	39,700	2,400
Other ****	1,900	1,100	5,300	2,600
Total Sales	313,400	9,400	1,020,700	(25,500)

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