



NEWS

Amid Coronavirus, Ford Continues European CV Sales Leadership, Launches Key Models with Electrified Options



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FIRST QUARTER 2020 SALES

	Total Vehicle Sales	Total Vehicle Market Share	Passenger Vehicle Sales	Passenger Vehicle Market Share	Commercial Vehicle Sales	Commercial Vehicle Market Share
Euro 20*	241,006	6.9%	160,146	5.5%	80,860	15.0%
Versus First Quarter 2019	-33.1%	-0.7 ppt	-37.9%	-1.0 ppt	-21.1%	+0.4 ppt

HIGHLIGHTS

- **Ford sold 241,006 (-33.1 per cent) vehicles** in the first quarter 2020 in its traditional European 20 markets*, achieving 6.9 per cent market share
- **Ford remains Europe's No. 1 commercial vehicle brand** and grew market share year-over-year by 0.4 percentage points to 15.0 per cent in the first quarter 2020 in its European 20 traditional markets
- **Sold 80,860 (-21.1 per cent) commercial vehicles in the first quarter**, commercial vehicle business less affected by the Corona crisis due to high mix of fleet sales
- **Ford sold 160,146 (-37.9 per cent) passenger cars** in the first quarter 2020
- **Strong sales start for the new Puma** ahead of the Coronavirus crisis with total sales of 18,713 units
- **High share of mHEV in Puma sales**, electrified powertrains reach share of more than 80 per cent within the Puma powertrain line-up
- **Increased Ford share in the Mini Utility segment**, Ford increased share by 3.2 percentage points to 8.9 per cent in the first quarter (Puma and EcoSport)
- **Germany was Ford's top-selling market for passenger vehicles** in the quarter with 42,956 units sold
- **Ford continues to be the best-selling brand in the U.K.** for both total vehicle and commercial vehicle sales

* Ford of Europe reports sales for its 20 European traditional markets with 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



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

"The Coronavirus pandemic has had a massive effect on markets across Europe in the first quarter. With our strong CV business and fresh passenger vehicle line-up including the Puma and key electrified vehicles like the Kuga PHEV on the starting block, we are well prepared for a successful restart once customers start to return to the market."

VEHICLE NEWS



Award winning Transit Custom and Ranger continue to lead their segments in Q1 and are the basis for the strengthened Ford Commercial Vehicle market position in Europe in Q1 2020.



Ford continues to strengthen its SUV sales and range in 2020. The all-new Kuga SUV will feature three levels of hybrid technology, making it Ford's most electrified model ever.



The new Ford Puma crossover with best-in-class luggage space is now on sale across Europe, with strong sales from the start. Available in 125 PS and 155 PS versions.

For news releases, related materials and high-resolution photos and video, visit www.media.ford.com. Follow at www.youtube.com/FordofEurope or www.twitter.com/FordEU

Ford of Europe First Quarter 2020 Sales

FIRST QUARTER 2020 SALES

Q1/ YTD March 2020 Sales Volume (registrations)

Euro 20 ¹		Q1 '20	YTD March '20
Industry		3.473.814	3.473.814
		down 1,240,404 / (26.3) % vs. Q1 '19	down 1,240,404 / (26.3) % vs. YTD '19
Ford		241.006	241.006
		down 119,183 / (33.1) % vs. Q1 '19	down 119,183 / (33.1) % vs. YTD '19

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.

Q1/ YTD March 2020 Market Share *

		Q1 '20	YTD March '20
Euro 20		6,9%	6,9%
		down 0.7 ppts vs. Q1 '19	down 0.7 ppts vs. YTD '19

* 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.

** Q1/ YTD March 2020 Retail Market Share

		Q1 '20	YTD March '20
Key European markets		6.8%	6.8%
		1.0 ppts down vs YAGO	1.0 ppts down 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.

Ford Top 5 Markets ranked by Q1/ YTD March volume (registrations)

Market	Q1 '20			
	Volume	o/(u) '19	Share	o/(u) '19
1, Britain	66.461	(36,800)	11,9 %	(0.7) ppts
2, Germany	59.294	(21,775)	7,5 %	(0.7)
3, Italy	25.893	(14,398)	6,8 %	(0.1)
4, France	17.597	(12,742)	3,8 %	(0.6)
5, Spain	12.070	(8,375)	4,6 %	(0.8)

Market	YTD March '20			
	Volume	o/(u) '19	Share	o/(u) '19
1, Britain	66.461	(36,800)	11,9 %	(0.7) ppts
2, Germany	59.294	(21,775)	7,5 %	(0.7)
3, Italy	25.893	(14,398)	6,8 %	(0.1)
4, France	17.597	(12,742)	3,8 %	(0.6)
5, Spain	12.070	(8,375)	4,6 %	(0.8)

Top 5 Markets ranked by Ford's share in Q1/ YTD March

Market	Q1 '20			
	Share	o/(u) '19	Volume	o/(u) '19
1, Britain	11,9 %	(0.7) ppts	66.461	(36,800)
2, Hungary	11,1 %	(2.0)	4.356	(1,118)
3, Ireland	9,0 %	(2.0)	5.529	(2,782)
4, Finland	8,3 %	(1.3)	2.717	(535)
5, Germany	7,5 %	(0.7)	59.294	(21,775)

Market	YTD March '20			
	Share	o/(u) '19	Volume	o/(u) '19
1, Britain	11,9 %	(0.7) ppts	66.461	(36,800)
2, Hungary	11,1 %	(2.0)	4.356	(1,118)
3, Ireland	9,0 %	(2.0)	5.529	(2,782)
4, Finland	8,3 %	(1.3)	2.717	(535)
5, Germany	7,5 %	(0.7)	59.294	(21,775)

FIRST QUARTER 2020 SALES

Q1/ YTD March Sales by vehicle line (Euro 20)

Model	Q1 '20	o/(u) Q1 '19	YTD March '20	o/(u) YTD March '19
KA+	45	(14,079)	45	(14,079)
Fiesta	44,125	(21,133)	44,125	(21,133)
Ecosport	18,472	(13,263)	18,472	(13,263)
Puma	18,713	18,713	18,713	18,713
Focus	51,899	(15,260)	51,899	(15,260)
C-MAX	72	(10,231)	72	(10,231)
Kuga	7,027	(28,886)	7,027	(28,886)
Mondeo	6,674	(3,562)	6,674	(3,562)
S-MAX	3,626	(2,497)	3,626	(2,497)
Galaxy	2,104	(1,765)	2,104	(1,765)
Mustang	1,780	(629)	1,780	(629)
Edge	1,026	(1,113)	1,026	(1,113)
Explorer	138	138	138	138
Tourneo Courier	1,634	(3,547)	1,634	(3,547)
Tourneo Connect	2,811	(371)	2,811	(371)
Tourneo Custom	2,988	(2,421)	0	(5,409)
Transit Courier	4,153	(643)	4,153	(643)
Transit Connect	11,088	(2,725)	11,088	(2,725)
Transit Custom	30,606	(7,637)	33,594	(4,649)
Transit	20,838	(4,012)	20,838	(4,012)
Ranger	9,676	(4,026)	9,676	(4,026)
Other ****	1,511	(234)	1,511	(234)
Total Sales	241,006	(119,183)	241,006	(119,183)

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

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