



NEWS

Ford is Europe's No. 1 Commercial Vehicle Brand Year to Date: Plug-In Hybrids Account for More Than 50% New Kuga SUV Sales



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SECOND QUARTER SALES

	Total Vehicle Sales	Total Vehicle Market Share	Passenger Vehicle Sales	Passenger Vehicle Market Share	Commercial Vehicle Sales	Commercial Vehicle Market Share
Euro 20*	168,650	7.1%	109,129	5.6%	59,521	13.8%
Versus Q2 2019	-51.4%	0.0 ppt	-56.0%	-0.4 ppt	-40.0%	+0.9 ppt

HIGHLIGHTS

- **Ford sold 168,650 (-51.4%) vehicles in the second quarter** in its traditional 20 European markets*, achieving 7.1% market share
- **Ford remains Europe's No. 1 commercial vehicle brand** for the first half of the year, and in the second quarter grew market share year-over-year in all of its European 20 traditional markets to 13.8%
- **With dealerships now open across Europe**, the industry is showing strong signs of recovery month on month with growth of 78% from May to June 2020. Ford is outpacing the industry with 95% increase in registrations in the same period
- **Ford sold 59,521 (-40.0%) commercial vehicles in the quarter**; the commercial vehicle business was less affected by the COVID-19 pandemic due to high mix of fleet sales
- **Ford sold 109,129 (-56.0%) passenger vehicles in the second quarter**
- **Ford Focus was the top-selling Ford vehicle in the quarter with 30,668 sold**, followed by Fiesta (26,015) and Transit/Tourneo Custom (25,428)
- **Strong start for new Kuga PHEV** which now accounts for 51.1% of total Kuga sales since introduction. Kuga was the best selling car in Denmark in June
- **Germany was Ford's top-selling market** in the second quarter with 45,891 total vehicles sold
- **Ford continues to be the best-selling brand in the U.K.** for both passenger and commercial vehicle sales. Transit was the UK's overall best-selling vehicle in June



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

"The new Ford Puma and Kuga are off to a great start with Hybrid derivatives making up more than 50% of total sales. In Q3 we will continue our drive to electrify the Ford range with the launch of our new Fiesta and Focus EcoBoost Hybrid models."

VEHICLE NEWS



New rugged and rough-road-capable Trail and Active variants of the Transit and Tourneo ranges, are now available. Mechanical limited-slip differential for Transit Custom Trail offers improved traction in tough working conditions.



Strong launch of Ford Kuga with 13,080 units sold in the second quarter. The all new Kuga PHEV reaching 51.1% of the powertrain mix is a clear statement that the market is ready for electrified vehicles.



Focus was the best-selling Ford vehicle in the last quarter and is now available with the new sophisticated 48-volt mild hybrid technology, which enables the new Focus 1.0-litre EcoBoost Hybrid to deliver a 17% fuel efficiency improvement.

* 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

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 Second Quarter 2020 Sales

SECOND QUARTER SALES

Q2/ YTD June 2020 Sales Volume (registrations)

Euro 20 ¹		Q2 '20	YTD June '20
Industry		2,372,208 down 2,483,198 / (51.1) % vs. Q2 '19	5,844,031 down 3,725,591 / (38.9) % vs. YTD '19
Ford		168,650 down 178,564 / (51.4) % vs. Q2 '19	409,738 down 297,667 / (42.1) % 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.

Q2/ YTD June 2020 Market Share *

		Q2 '20	YTD June '20
Euro 20		7.1% flat 0.0 ppts vs. Q2 '19	7.0% down 0.4 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.

** Q2/ YTD June 2020 Retail Market Share

		Q2 '20	YTD June '20
Key European markets		6.8% 0.4 ppts down vs YAGO	6.8% 0.7 ppts down vs YAGO

** The Key European markets are: Britain, Germany, France, Italy and Spain. Ford volume and Industry in these markets represent 70 to 80% of the Europe 20 volume.

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

Market	Q2 '20			
	Volume	o/(u) '19	Share	o/(u) '19
1. Germany	45,891	(43,541)	8.0 %	(0.3) ppts
2. Britain	29,623	(61,404)	13.9 %	0.5
3. France	20,129	(10,053)	4.5 %	0.5
4. Italy	19,221	(18,842)	7.2 %	0.8
5. Spain	8,216	(14,459)	5.4 %	0.3

Market	YTD June '20			
	Volume	o/(u) '19	Share	o/(u) '19
1. Germany	105,218	(65,283)	7.7 %	(0.5) ppts
2. Britain	96,299	(97,989)	12.5 %	(0.5)
3. Italy	45,114	(33,240)	6.9 %	0.3
4. France	37,726	(22,795)	4.2 %	(0.0)
5. Spain	20,286	(22,834)	4.9 %	(0.3)

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

Market	Q2 '20			
	Share	o/(u) '19	Volume	o/(u) '19
1. Britain	13.9 %	0.5 ppts	29,623	(61,404)
2. Hungary	11.8 %	(0.0)	3,316	(2,485)
3. Ireland	11.6 %	3.8	544	(1,156)
4. Finland	9.6 %	0.7	2,185	(1,106)
5. Denmark	8.7 %	0.9	4,255	(1,383)

Market	YTD June '20			
	Share	o/(u) '19	Volume	o/(u) '19
1. Britain	12.5 %	(0.5) ppts	96,299	(97,989)
2. Hungary	11.4 %	(1.0)	7,872	(3,603)
3. Ireland	9.4 %	(0.9)	6,055	(3,956)
4. Finland	8.8 %	(0.4)	4,902	(1,641)
5. Denmark	7.9 %	0.1	8,707	(3,215)

SECOND QUARTER SALES

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

Model	Q2 '20	o/(u) Q2 '19	YTD June '20	o/(u) YTD June '19
KA+	9	(11,797)	54	(25,876)
Fiesta	26,015	(34,421)	70,053	(55,641)
EcoSport	9,770	(23,893)	28,168	(37,230)
Puma	17,607	17,607	36,220	36,220
Focus	30,668	(30,472)	82,593	(45,706)
C-MAX	22	(10,468)	94	(20,699)
Kuga	13,080	(21,074)	20,090	(49,977)
Mondeo	3,510	(7,053)	10,175	(10,624)
S-MAX	2,109	(3,864)	5,741	(6,355)
Galaxy	1,172	(2,810)	3,276	(4,575)
Mustang	1,530	(1,571)	3,331	(2,179)
Edge	721	(1,615)	1,749	(2,726)
Explorer	324	324	464	464
Tourneo Courier	1,151	(5,480)	2,780	(9,032)
Tourneo Connect	1,441	(2,304)	4,276	(2,651)
Tourneo Custom	3,993	(3,596)	10,027	(4,281)
Transit Courier	2,413	(2,411)	6,544	(3,076)
Transit Connect	5,992	(4,724)	17,138	(7,391)
Transit Custom	21,435	(11,670)	48,863	(20,739)
Transit	16,622	(11,384)	37,753	(15,103)
Ranger	8,271	(4,768)	18,004	(8,737)
Other ****	795	(1,120)	2,343	(1,753)
Total Sales	168,650	(178,564)	409,736	(297,667)

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

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