



NEWS

Ford SUVs Power 8% Sales Growth in Europe; Ford Fiesta, Transit, Ranger Lead Segments



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FEBRUARY 2018 SALES

	Total Vehicle Sales	Total Vehicle Market Share	Passenger Vehicle Sales	Passenger Vehicle Market Share	Commercial Vehicle Sales	Commercial Vehicle Market Share
Euro 20*	97,400	7.5%	74,200	6.6%	23,300	12.6%
Versus February 2017	+8.0%	+0.3 ppt	+7.2%	+0.2 ppt	+10.5%	+0.7 ppt

HIGHLIGHTS

- **Ford sold 97,400 total vehicles** in its Euro 20 markets* in February, up 8.0 percent compared with February 2017, marking Ford's best February in 10 years
- **Ford sold 110,000 vehicles** across all of its 50 European markets, an increase of 8.4 percent compared with February 2017
- **Ford Sports Utility Vehicle (SUV) sales grew nearly 37 percent in February**, driven by record EcoSport sales (up 68 percent), record Kuga sales (up 28 percent) and a strong month for Edge
- **Fiesta – Ford of Europe's most popular vehicle – is the No. 1 car in its segment** with 9.9 percent market share based on the latest available data from the end of January and sales up 3 percent in February year over year
- **High-series vehicles – including Titanium, Vignale, ST-Line, ST and RS – made up 66 percent of passenger car sales** in the Euro 20 for February, up 9.5 percentage points year over year
- **Retail and fleet customer sales accounted for 73 percent of Ford passenger vehicle sales** in Ford's top five European markets in February, nearly 7 percentage points better than the industry average
- **Ford was Europe's No. 1 commercial vehicle brand in February**, with 23,300 sold, up 10.5 percent, making it the best February for Ford CV sales in 25 years
- **Transit family sales of 19,200** are the highest ever for February, increasing 11.4 percent year over year. Transit leads the MCV one- and two-tonne segments based on latest available data from the end of January
- **Ford sales grew in key markets** in February compared with a year ago, with significant gains in Russia (total vehicle sales up 50 percent), Britain (up 24 percent), Spain (up 13.5 percent) and Germany (up 6.9 percent)



"Ford of Europe built momentum in February, continuing our best start to the year since 2008. We are growing sales in key segments, with strong performance in small cars, SUVs and commercial vehicles, including setting new records for Focus, EcoSport, Kuga, Transit and Ranger."

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

VEHICLE AND MARKET NEWS



Focus sales in Ford's traditional 20 European markets grew 6 percent to 32,500 year to date, resulting in the best February for Focus since 2012. The hotly anticipated new Focus will be launched later in 2018.



EcoSport sales reached a February new high of 6,900, up 68 percent from February 2017. Strong EcoSport sales contributed to Ford's overall SUV growth of nearly 37 percent in its Euro 20 markets in February.



The Ford Ranger continues to lead as Europe's best-selling pickup truck, based on latest available data from the end of January. Ford sold 3,000 Ranger trucks in its Euro 20 markets, up nearly 15 percent, making last month Ranger's best February ever.



Ford total vehicle sales in Britain grew 24 percent in February, and the brand grew its market share to 18 percent. Ford is the UK market leader in total vehicle, car and CV registrations, achieving its highest February sales since 2004.

* 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

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February 2018 Sales Volume (registrations)

	February '18	YTD February '18
Euro 20¹		
Industry	1,306,200 up 52,300 / 4.2 % vs. Feb.'17	2,750,700 up 143,300 / 5.5 % vs. YTD '17
Ford	97,400 up 7,200 / 8.0 % vs. Feb.'17	207,300 up 9,300 / 4.7 % vs. YTD '17
Euro 22²		
Industry	1,490,200 up 79,100 / 5.6 % vs. Feb.'17	3,074,900 up 194,600 / 6.8 % vs. YTD '17
Ford	107,200 up 8,600 / 8.7 % vs. Feb.'17	223,800 up 10,400 / 4.9 % vs. YTD '17
Total Euro 50³		
Industry	1,536,500 up 82,900 / 5.7 % vs. Feb.'17	3,169,300 up 206,700 / 7.0 % vs. YTD '17
Ford	110,000 up 8,500 / 8.4 % vs. Feb.'17	229,200 up 10,500 / 4.8 % vs. YTD '17

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

Feb 2018 Market Share *

	February '18	YTD February '18
Euro 20	7.5% up 0.3 ppts vs. Feb.'17	7.5% down 0.1 ppts vs. YTD '17
Total Euro 22	7.2% up 0.2 ppts vs. Feb.'17	7.3% down 0.1 ppts vs. YTD '17
Total Euro 50	7.2% up 0.2 ppts vs. Feb.'17	7.2% down 0.2 ppts vs. YTD '17

* 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.

** Feb 2018 Retail Market Share

	February '18	YTD February '18
Key European markets	7.4% down 0.3 ppts vs YAGO	7.6% down 0.3 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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FEBRUARY 2018 SALES

Ford Top 5 Markets ranked by Feb volume (registrations)

Market	February '18			
	Volume	o/(u) '17	Share	o/(u) '17
1. Germany	22,700	1,500	7.9 %	0.0 ppts
2. Britain	17,600	3,400	18.0 %	3.7
3. Italy	14,600	100	7.4 %	0.1
4. France	9,300	(600)	4.5 %	(0.5)
5. Spain	7,200	900	5.6 %	0.0

Market	YTD February '18			
	Volume	o/(u) '17	Share	o/(u) '17
1. Britain	44,500	(200)	15.6 %	0.7 ppts
2. Germany	44,400	3,700	7.6 %	0.0
3. Italy	28,800	200	7.4 %	0.0
4. France	18,500	(700)	4.6 %	(0.3)
5. Spain	13,600	1,200	5.4 %	(0.4)

Top 5 Markets ranked by Ford's share in Feb

Market	February '18			
	Share	o/(u) '17	Volume	o/(u) '17
1. Britain	18.0 %	3.7 ppts	17,600	3,400
2. Hungary	11.9 %	1.0	1,500	400
3. Turkey	11.1 %	(0.3)	5,300	(100)
4. Ireland	10.9 %	3.0	2,200	600
5. Finland	9.7 %	1.0	1,000	100

Market	YTD February '18			
	Share	o/(u) '17	Volume	o/(u) '17
1. Britain	15.6 %	0.7 ppts	44,500	(200)
2. Ireland	11.7 %	0.1	7,500	(100)
3. Hungary	11.6 %	0.0	2,600	500
4. Turkey	10.6 %	(1.6)	8,900	(1,300)
5. Finland	9.2 %	0.8	2,400	300

Feb Sales by vehicle line (Euro 20)

Model	February '18	o/(u) February '17	YTD February '18	o/(u) YTD February '17
KA		-		(100)
KA+	4,500	800	9,200	1,500
Fiesta	19,800	600	45,700	1,800
B-MAX	700	(1,900)	1,800	(3,400)
Ecosport	6,900	2,800	10,800	1,600
Focus	14,700	800	32,500	2,000
C-MAX	4,800	(100)	10,500	(1,000)
Kuga	11,800	2,600	24,500	5,300
Mondeo	3,500	(700)	8,000	(800)
S-MAX	2,100	(100)	4,100	(500)
Galaxy	1,400	400	2,500	500
Mustang	400	(400)	700	(900)
Edge	1,000	(100)	2,100	(700)
Tourneo Courier	1,600	300	3,000	700
Tourneo Connect	1,000	-	1,900	(200)
Tourneo Custom	800	200	1,700	400
Transit Courier	1,800	500	3,400	500
Transit Connect	4,000	900	8,200	900
Transit Custom	6,500	(500)	15,600	100
Transit	6,600	800	13,200	1,500
Ranger	3,000	400	6,900	500
Other ****	600	(100)	1,100	(400)
Total Sales	97,400	7,200	207,300	9,300

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