



NEWS

Ford of Europe May Sales Highest in 9 Years on Strength of Ford SUVs, Commercial Vehicles



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MAY 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* | 118,700 | 7.4% | 87,300 | 6.4% | 31,500 | 13.3% |
| Versus May 2017 | +0.6% | +0.0 ppt | -1.0% | -0.1 ppt | +5.2% | +0.3 ppt |

HIGHLIGHTS

- **Ford sold 118,700 total vehicles** in its Euro 20 markets* last month, marking the brand's strongest May for European total vehicle sales since 2009
- **Ford Sports Utility Vehicle (SUV) sales grew more than 28 percent** in May year over year, and SUVs now account for more than one in five Ford vehicles sold in Europe
- **EcoSport and Kuga set new May sales records** – up 72 percent and 14 percent, respectively – and customer orders for EcoSport are up 73 percent compared with a year ago
- **Ford is the No. 1 commercial vehicle brand in Europe**, following Ford's best May for commercial vehicle sales since 1993 and best May for commercial vehicle market share since 1996
- **The Ford Transit family set a new May record** with sales of 25,600 vehicles, Transit leads the MCV one- and two-tonne segment year to date based on latest available data from the end of April
- **High-series vehicles – including Titanium, Vignale, Active, ST-Line, ST and RS – made up 69 percent of Ford passenger car sales** in Ford's traditional 20 European markets in May, up 6.9 percentage points year over year
- **Retail and fleet customer sales account for 69 percent of Ford passenger vehicle sales** in Ford's top five European markets in May, better than industry average
- **Ford sales grew in 15 of its traditional 20 European markets** in May compared with a year ago, with gains in Britain (total vehicle sales up 5.1 percent), Spain (up 3.1 percent), Portugal (up 11 percent) and the Netherlands (up 10.6 percent)

* 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



“Ford of Europe had its best May for total vehicle sales in nine years, driven by continued growth in SUVs and a strong month for Focus. Ford is again Europe's top-selling commercial vehicle brand, as the Transit family and Ranger continue to deliver record sales.”

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

VEHICLE AND MARKET NEWS



Customers are increasingly choosing Ford's ST-Line trim, with ST-Line sales up 7.7 percent compared with May 2017. The strongest growth is coming from Focus ST-Line (up 9.3 percent), Mondeo ST-Line (up 5.6 percent) and Kuga ST-Line (up 4.8 percent).



Last month marked the best May for Focus sales since 2012. Current-model Focus sales of 20,900 in May are up 27 percent compared with May 2017. The all-new Focus is available for pre-order now and will be on dealer lots this summer.



EcoSport sales are up 72 percent, marking the vehicle's best May since launch. Strong demand for EcoSport is contributing to Ford's success in SUVs, now accounting for more than one in five Ford vehicles sold in Europe.



The Ford Ranger continues to lead as Europe's best-selling pickup truck, based on latest available data from the end of April. Ford sold 3,900 Ranger trucks in its Euro 20 markets last month, making it the best May for Ranger since it was introduced.

Ford of Europe May Sales 2018

MAY 2018 SALES

May 2018 Sales Volume (registrations)

| | May '18 | YTD May '18 |
|----------------------------------|---|---|
| Euro 20¹ | | |
| Industry | 1,608,600 up 11,600 / 0.7 % vs. May.'17 | 7,931,200 up 174,800 / 2.3 % vs. YTD '17 |
| Ford | 118,700 up 700 / 0.6 % vs. May.'17 | 614,600 down 2,400 / (0.4) % vs. YTD '17 |
| Euro 22² | | |
| Industry | 1,833,800 up 22,000 / 1.2 % vs. May.'17 | 8,948,700 up 278,300 / 3.2 % vs. YTD '17 |
| Ford | 131,100 down 2,200 / (1.7) % vs. May.'17 | 670,300 down 3,700 / (0.5) % vs. YTD '17 |
| Total Euro 50³ | | |
| Industry | 1,892,300 up 21,900 / 1.2 % vs. May.'17 | 9,223,500 up 305,000 / 3.4 % vs. YTD '17 |
| Ford | 134,600 down 2,200 / (1.6) % vs. May.'17 | 686,000 down 3,200 / (0.5) % 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

May 2018 Market Share *

| | May '18 | YTD May '18 |
|----------------------|-----------------------------------|-----------------------------------|
| Euro 20 | 7.4% flat 0.0 ppts vs. May.'17 | 7.7% down 0.3 ppts vs. YTD '17 |
| Total Euro 22 | 7.1% down 0.3 ppts vs. May.'17 | 7.5% down 0.3 ppts vs. YTD '17 |
| Total Euro 50 | 7.1% down 0.2 ppts vs. May.'17 | 7.4% down 0.3 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.

** May 2018 Retail Market Share

| | May '18 | YTD May '18 |
|-----------------------------|-------------------------------|-------------------------------|
| Key European markets | 6.6% down 0.4 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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MAY 2018 SALES

Ford Top 5 Markets ranked by May volume (registrations)

| Market | May '18 | | | |
|------------|---------|-----------|--------|-----------|
| | Volume | o/(u) '17 | Share | o/(u) '17 |
| 1. Britain | 31,100 | 1,500 | 13.8 % | 0.2 ppts |
| 2. Germany | 25,600 | (1,900) | 7.6 % | (0.1) |
| 3. Italy | 14,500 | (1,100) | 6.7 % | (0.4) |
| 4. France | 10,700 | - | 4.7 % | 0.0 |
| 5. Turkey | 8,900 | (2,300) | 12.0 % | (0.9) |

| Market | YTD May '18 | | | |
|------------|-------------|-----------|--------|------------|
| | Volume | o/(u) '17 | Share | o/(u) '17 |
| 1. Britain | 175,400 | (14,500) | 14.1 % | (0.2) ppts |
| 2. Germany | 128,900 | 4,200 | 7.8 % | 0.0 |
| 3. Italy | 74,400 | (1,600) | 7.3 % | (0.1) |
| 4. France | 51,700 | (500) | 4.5 % | (0.2) |
| 5. Spain | 39,800 | 600 | 5.8 % | (0.4) |

Top 5 Markets ranked by Ford's share in May

| Market | May '18 | | | |
|------------|---------|-----------|--------|-----------|
| | Share | o/(u) '17 | Volume | o/(u) '17 |
| 1. Britain | 13.8 % | 0.2 ppts | 31,100 | 1,500 |
| 2. Turkey | 12.0 % | (0.9) | 8,900 | (2,300) |
| 3. Ireland | 12.0 % | 3.3 | 1,000 | 300 |
| 4. Hungary | 11.0 % | (0.6) | 1,700 | 100 |
| 5. Finland | 9.7 % | 0.5 | 1,400 | 200 |

| Market | YTD May '18 | | | |
|------------|-------------|------------|---------|-----------|
| | Share | o/(u) '17 | Volume | o/(u) '17 |
| 1. Britain | 14.1 % | (0.2) ppts | 175,400 | (14,500) |
| 2. Hungary | 11.6 % | (0.3) | 7,900 | 1,600 |
| 3. Ireland | 11.4 % | 0.1 | 11,800 | (200) |
| 4. Turkey | 11.2 % | (1.0) | 34,700 | (5,000) |
| 5. Finland | 9.6 % | 0.9 | 6,500 | 1,000 |

May Sales by vehicle line (Euro 20)

| Model | May '18 | o/(u) May '17 | YTD May '18 | o/(u) YTD May '17 |
|--------------------|----------------|---------------|----------------|-------------------|
| KA | | - | | (100) |
| KA+ | 4,600 | 200 | 25,400 | 3,100 |
| Fiesta | 22,300 | (2,200) | 131,900 | (1,500) |
| B-MAX | 200 | (4,100) | 3,200 | (15,700) |
| Ecosport | 10,300 | 4,300 | 43,100 | 14,000 |
| Focus | 20,900 | 4,500 | 99,300 | 4,300 |
| C-MAX | 4,800 | (600) | 26,700 | (5,500) |
| Kuga | 13,300 | 1,500 | 72,200 | 8,800 |
| Mondeo | 4,100 | (800) | 22,300 | (4,000) |
| S-MAX | 1,600 | (1,300) | 9,800 | (5,700) |
| Galaxy | 900 | (600) | 6,000 | (2,000) |
| Mustang | 1,100 | (400) | 3,900 | (2,900) |
| Edge | 1,100 | (400) | 5,500 | (2,400) |
| Tourneo Courier | 1,100 | (500) | 7,500 | 700 |
| Tourneo Connect | 900 | (600) | 5,500 | (800) |
| Tourneo Custom | 1,700 | 200 | 6,300 | 1,000 |
| Transit Courier | 1,500 | (200) | 8,900 | 600 |
| Transit Connect | 4,400 | 400 | 22,900 | 1,300 |
| Transit Custom | 11,000 | 400 | 52,300 | 100 |
| Transit | 8,700 | 700 | 41,900 | 4,500 |
| Ranger | 3,900 | 700 | 18,900 | 2,800 |
| Other **** | 300 | (700) | 1,300 | (2,900) |
| Total Sales | 118,700 | 700 | 614,600 | (2,400) |

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