



NEWS

Ford is No. 1 in Europe Commercial Vehicle Sales and Rolled Out 8 Electrified Models to Customers in 2019



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Full Year 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*	1,331,300	7.4%	947,000	6.3%	384,300	13.8%
Versus Full Year 2018	-1.4%	-0.2 ppt	-2.3%	-0.2 ppt	+0.8%	-0.4 ppt

HIGHLIGHTS

- **Ford sold more than 1.33 million vehicles** in 2019 in the company's traditional European 20 markets*, reaching 7.4 per cent market share
- **Best year for Ford commercial vehicle sales in 25 years – and 5th year as Europe's No.1 commercial vehicle brand.** The Ford Transit Custom Hybrids (PHEV and EcoBlue Hybrid) were named 2020 International Van of the Year 2020 and the Ford Ranger won the 2020 International Pick-Up Award
- **Best-ever year for Ranger** with 52,500 vehicles sold
- **Robust passenger vehicle sales resulted** in a 6.3 per cent market share, with strong Ford Focus sales increasing by 15.2 per cent over 2018
- **SUV sales grew year-over-year** in the company's European 20 markets, with the Ford EcoSport and Kuga recording best sales results since launch, selling 121,400 and 161,400 units, respectively
- **High-series models (comprising Titanium, Vignale, Active, ST-line and ST) represent over 70%** of Ford's passenger vehicles in its European 20 markets in 2019
- **Ford maintained its position as the UK's No.1 brand in both passenger and commercial vehicle sales;** 43rd successive year of new passenger car sales leadership, and 54th consecutive year of commercial vehicle sales leadership
- **Successful year for Ford in Germany with a total vehicle market share of 8.3 per cent.** Ford was the third best-selling car brand, enjoying its best passenger vehicle market share since 2002

* 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

“This decade will see major changes in the auto industry. At Ford, we are embracing electrification and will have 14 electrified vehicles this year. To kick it off, we launched our new “Bring on Tomorrow” brand campaign signalling a shift in our business towards the future where all new vehicles will have an electrified option.”

VEHICLE NEWS



The new Ford Puma crossover with best-in-class luggage space is now on sale across Europe. It was awarded a 5-star Euro NCAP safety rating, and is the UK's What Car? Car of the Year 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.



Ford will have 14 electrified vehicles available in Europe by the end of 2020, including the all-electric Ford Mustang Mach-E with a 0-100 km/h time of sub-five seconds.

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

FULL YEAR 2019 SALES

Q4/ YTD December 2019 Sales Volume (registrations)

	Q4 '19	YTD December '19
Euro 20¹		
Industry	4,208,600 up 328,800 / 8.5 % vs. Q4 '18	17,944,000 up 223,200 / 1.3 % vs. YTD '18
Ford	310,800 up 6,600 / 2.2 % vs. Q4 '18	1,331,300 down 19,100 / (1.4) % vs. YTD '18
Euro 22²		
Industry	4,900,900 up 345,500 / 7.6 % vs. Q4 '18	20,221,300 up 24,900 / 0.1 % vs. YTD '18
Ford	336,800 up 2,100 / 0.6 % vs. Q4 '18	1,410,700 down 61,800 / (4.2) % vs. YTD '18
Total Euro 50³		
Industry	5,085,300 up 366,700 / 7.8 % vs. Q4 '18	20,970,200 up 91,400 / 0.4 % vs. YTD '18
Ford	343,400 down 900 / (0.3) % vs. Q4 '18	1,436,600 down 70,300 / (4.7) % 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

Q4/ YTD December 2019 Market Share *

	Q4 '19	YTD December '19
Euro 20	7.4% down 0.4 ppts vs. Q4 '18	7.4% down 0.2 ppts vs. YTD '18
Total Euro 22	6.9% down 0.4 ppts vs. Q4 '18	7.0% down 0.3 ppts vs. YTD '18
Total Euro 50	6.8% down 0.5 ppts vs. Q4 '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.

** Q4/ YTD December 2019 Retail Market Share

	Q4 '19	YTD December '19
Key European markets	7.6% flat 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.

FULL YEAR 2019 SALES

Ford Top 5 Markets ranked by Q4/ YTD December volume (registrations)

Market	Q4 '19			
	Volume	o/(u) '18	Share	o/(u) '18
1. Germany	81,400	4,400	8.4 %	(0.5) ppts
2. Britain	71,100	(4,800)	13.1 %	(0.6)
3. Italy	37,400	3,400	7.4 %	0.3
4. France	27,400	(1,600)	3.9 %	(0.6)
5. Spain	22,200	600	6.3 %	0.0

Market	YTD December '19			
	Volume	o/(u) '18	Share	o/(u) '18
1. Britain	355,100	(26,900)	13.0 %	(0.7) ppts
2. Germany	333,900	30,900	8.3 %	0.4
3. Italy	144,700	(5,500)	6.8 %	(0.4)
4. France	111,500	(2,900)	4.1 %	(0.2)
5. Spain	83,800	(8,000)	5.6 %	(0.3)

Top 5 Markets ranked by Ford's share in Q4/ YTD December

Market	Q4 '19			
	Share	o/(u) '18	Volume	o/(u) '18
1. Hungary	14.2 %	0.8 ppts	7,300	1,900
2. Ireland	13.4 %	3.2	700	300
3. Britain	13.1 %	(0.6)	71,100	(4,800)
4. Turkey	10.9 %	1.2	22,000	6,500
5. Romania	9.5 %	(1.1)	3,200	(200)

Market	YTD December '19			
	Share	o/(u) '18	Volume	o/(u) '18
1. Britain	13.0 %	(0.7) ppts	355,100	(26,900)
2. Hungary	12.4 %	0.3	23,600	3,500
3. Ireland	10.3 %	(1.0)	15,000	(2,500)
4. Turkey	10.1 %	(0.7)	49,500	(19,400)
5. Finland	8.9 %	(0.2)	11,800	(900)

Q4/ YTD December Sales by vehicle line (Euro 20)

Model	Q4 '19	o/(u) Q4 '18	YTD December '19	o/(u) YTD December '18
KA+	14,400	4,600	51,300	1,700
Fiesta	48,400	(6,300)	227,100	(43,100)
Ecosport	26,000	(1,200)	121,400	9,700
Focus	44,900	(1,100)	223,100	29,400
C-MAX	3,900	(6,400)	30,700	(22,400)
Kuga	54,400	24,000	161,400	7,500
Mondeo	8,400	(2,500)	40,300	(9,400)
S-MAX	4,900	(1,300)	23,500	1,500
Galaxy	2,100	(500)	13,200	(300)
Mustang	1,900	100	9,900	300
Edge	1,600	700	8,800	(800)
Tourneo Courier	6,500	1,500	21,800	4,400
Tourneo Connect	3,400	-	14,000	2,000
Tourneo Custom	1,900	(2,200)	21,200	4,100
Transit Courier	5,100	(600)	20,700	100
Transit Connect	11,900	(1,800)	50,300	(3,200)
Transit Custom	34,400	2,400	135,600	3,200
Transit	22,000	(2,500)	97,400	(5,200)
Ranger	12,900	(1,400)	52,500	1,000
Other ****	1,800	1,000	7,100	3,600
Total Sales	310,800	6,600	1,331,300	(19,100)

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

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