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## Ford New Vehicle Sales in Europe Rise 18% in February, Gains Share on Strong SUV, Transit and Large Car Sales

- **February volume and market share:**
  - European 20 markets\*: Ford sold 91,700 units, up 18% compared with February 2015; Ford market share at 7.5%, up 0.3 percentage points
  - European 50 markets\*\*: Ford sold 104,500 units, up 17% versus an industry rise of 10%; Ford's Europe 50 market share up 0.4 percentage points to 7.3%
- **Sales channels:** Ford sales in higher value retail and fleet channels accounted for 75% of its passenger car sales, 7 percentage points above industry average
- **Commercial vehicles:** Up 17%; best February sales since 1993; market share at 11.7%
- **SUVs:** EcoSport and Kuga sales up more than a third; New Kuga and all-new Edge SUV to launch later this year
- **Large cars:** Sales of Mondeo up 19%; S-MAX sales more than tripled; Galaxy sales more than doubled
- **Performance cars:** Combined sales of Fiesta ST, Focus ST, Mustang sales almost tripled
- **Outlook:** This year, Ford will expand its upscale Ford Vignale line, introduce the new Kuga and all-new Edge SUVs, new Fiesta ST200 and Focus RS performance cars, the all-new KA+ in the growing B value segment, as well as the freshened Ranger pick-up

**COLOGNE, Germany, March 10, 2016** – Ford continued to outpace European auto industry growth in February on the strength of rising demand for its SUVs, commercial vehicles and large cars.

Ford sold 91,700 vehicles in February in its 20 traditional European markets, up 18 percent over last year and the company's best February sales since 2010. Outpacing industry growth of 14 percent, Ford saw its market share in February increase by 0.3 percentage points to 7.5 percent.

Across all of its 50 European markets, Ford sold 104,500 vehicles – up 17 percent vs an industry growth of 10 percent – and driving Ford's market share up 0.4 percentage points to 7.3 percent.

“Ford of Europe is off to a very fast start to 2016 and we are growing even faster than the industry,” said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. “We are growing and gaining market share with our fresh cars, SUVs and commercial vehicles, and -- unlike much of the industry -- we are pulling back from rental car sales and dealer self-registrations that can erode brand value and residuals.”

### **Sales channels:**

Ford's sales in higher value sales channels were markedly up in February. Retail and fleet sales accounted for 75 percent of Ford's car sales in February – 7 percentage points better than the industry average.

### **Commercial vehicles:**

Ford CV vehicle sales enjoyed a strong month, increasing by 17 percent in February on growing demand for the new and expanded Transit range and the Ranger pickup. It was the best February for Ford CV sales since 1993. Ranger sales were up 26 percent, and sales of the



Transit Connect increased 54 percent. Our share of the commercial vehicle market was 11.7 percent.

**SUVs:**

Ford's drive to increase its SUV sales continued in February, with the EcoSport compact SUV and Kuga midsize SUV sales increasing by more than one-third. Due to growing demand for its SUVs and with the launch of the all-new Edge large SUV in the first half of 2016, Ford expects its SUV sales to grow by about 30 percent in 2016 compared with 2015, and to break the 200,000 sales barrier for the first time ever in Europe.

**Large Cars:**

Mondeo sales were up 19%, whilst sales of S-MAX more than tripled and Galaxy more than doubled vs the same month last year.

**Performance:**

Combined sales of Ford's current performance line-up – including the Fiesta ST, Focus ST and Focus ST diesel, and Mustang – almost tripled vs February last year. With the launch of the new Focus RS, Ford expects record sales of performance cars in Europe this year. In total, some 40,000 Ford performance cars are expected to be sold in 2016 – a 50 percent improvement on 2015 which itself saw performance car sales rise by 61 percent.

**Year-to-date sales:**

With total vehicle sales of 188,700 vehicles in its 20 traditional European markets, it was the best combined January/February period for Ford since 2010. This was a 13 percent increase compared with the first two months 2015, and about 3 percentage points better than industry growth. Ford market share increased by 0.2 percentage points to 7.7 percent.

Across all of its 50 European markets, Ford sold a total of 209,800 vehicles – up 12.5 percent vs an industry growth of just 6.5 percent – and driving Ford's market share up 0.4 of a percentage point to 7.4 percent.

**Outlook:**

Ford, which gained market share in 2014 and 2015, announced last week at the Geneva Motor Show it is further expanding its line-up in key market segments.

- Ford will bolster its SUV line-up with the launch of new Kuga and Edge in the second half of the year.
- In the performance arena, Ford begins delivering the new Focus RS to dealers this month and the new Fiesta ST200 later in the year.
- Ford is expanding its upscale Vignale line with three new models this year – S-MAX Vignale, Edge Vignale and Kuga Vignale. Mondeo Vignale went on sale last year
- An all-new vehicle called KA+ will go on sale later this year taking to meet growing demand for value-priced small cars.

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\* Ford of Europe reports its sales for the 20 European main markets where it is represented through National Sales Companies. 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.

\*\* The 50 markets include the traditional 20 markets (see above), plus Turkey, Russia, as well as 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.

**Ford Motor Company** is a global automotive and mobility company based in Dearborn, Mich. With about 199,000 employees and 67 plants worldwide, the company's core business includes designing, manufacturing, marketing financing and servicing a full line of Ford cars, trucks, SUVs and electrified vehicles, as well as Lincoln luxury vehicles. At the same time, Ford is aggressively pursuing emerging opportunities through Ford Smart Mobility, the company's



plan to be a leader in connectivity, mobility, autonomous vehicles, the customer experience and data and analytics. For more information regarding Ford, its products worldwide or Ford Motor Credit Company, visit [www.corporate.ford.com](http://www.corporate.ford.com).

**Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 53,000 employees at its wholly owned facilities and approximately 68,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and 8 unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

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#### February 2016 Sales Volume (registrations)

	February '16	YTD February '16
<b>Euro 20<sup>1</sup></b>		
<b>Industry</b>	1,229,600 up 151,400 / 14.0 % vs. Feb.'15	2,460,900 up 229,900 / 10.3 % vs. YTD '15
<b>Ford</b>	91,700 up 13,700 / 17.6 % vs. Feb.'15	188,700 up 22,400 / 13.4 % vs. YTD '15
<b>Euro 22<sup>2</sup></b>		
<b>Industry</b>	1,396,800 up 129,500 / 10.2 % vs. Feb.'15	2,745,200 up 171,000 / 6.6 % vs. YTD '15
<b>Ford</b>	102,300 up 14,700 / 16.8 % vs. Feb.'15	205,500 up 22,900 / 12.5 % vs. YTD '15
<b>Total Euro 50<sup>3</sup></b>		
<b>Industry</b>	1,436,200 up 130,600 / 10.0 % vs. Feb.'15	2,823,300 up 172,900 / 6.5 % vs. YTD '15
<b>Ford</b>	104,500 up 14,900 / 16.7 % vs. Feb.'15	209,800 up 23,400 / 12.5 % vs. YTD '15

<sup>1</sup> 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.

<sup>2</sup> The Euro 22 markets are: Euro 20 plus Russia and Turkey.

<sup>3</sup> 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 2016 Market Share \*

	February '16	YTD February '16
<b>Euro 20</b>	7,5% up 0.3 ppts vs. Feb.'15	7,7% up 0.2 ppts vs. YTD '15
<b>Total Euro 22</b>	7,3% up 0.4 ppts vs. Feb.'15	7,5% up 0.4 ppts vs. YTD '15
<b>Total Euro 50</b>	7,3% up 0.4 ppts vs. Feb.'15	7,4% up 0.4 ppts vs. YTD '15

\* 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 2016 Retail Market Share**

	February '16	YTD February '16
Key European markets	8.1% equal YAGO	8.3% up 0.1 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.

**Ford Top 5 Markets ranked by Feb volume (registrations)**

Market	February '16			
	Volume	o/(u) '15	Share	o/(u) '15
1, Germany	21,000	3,100	7.7 %	0.4 ppts
2, Britain	16,100	2,600	16.1 %	1.6
3, Italy	14,000	3,700	7.5 %	0.4
4, France	9,900	700	4.9 %	(0.2)
5, Turkey	7,200	(1,000)	13.4 %	(0.8)

Market	YTD February '16			
	Volume	o/(u) '15	Share	o/(u) '15
1, Britain	44,500	3,200	15.1 %	0.5 ppts
2, Germany	38,800	5,900	7.5 %	0.6
3, Italy	26,400	5,900	7.4 %	0.3
4, France	16,600	600	4.4 %	(0.3)
5, Spain	11,700	200	5.8 %	(0.7)

**Top 5 Markets ranked by Ford's share in Feb**

Market	February '16			
	Share	o/(u) '15	Volume	o/(u) '15
1, Britain	16.1 %	1.6 ppts	16,100	2,600
2, Turkey	13.4 %	(0.8)	7,200	(1,000)
3, Hungary	11.9 %	(0.7)	1,000	100
4, Ireland	11.3 %	1.0	2,800	1,000
5, Finland	9.4 %	(0.5)	1,000	100

Market	YTD February '16			
	Share	o/(u) '15	Volume	o/(u) '15
1, Britain	15.1 %	0.5 ppts	44,500	3,200
2, Turkey	12.8 %	(1.0)	11,200	(1,900)
3, Hungary	12.3 %	(0.8)	1,900	100
4, Ireland	12.3 %	0.3	8,900	2,500
5, Finland	9.4 %	0.4	2,300	400

**Feb Sales by vehicle line (Euro 20)**

Model	February '16	o/(u) February '15	YTD February '16	o/(u) YTD February '15
Ka	2,800	(1,000)	6,000	(1,500)
Fiesta	20,400	2,000	41,100	1,000
B-MAX	3,000	(300)	6,100	(1,200)
Ecosport	3,900	1,000	8,300	2,400
Focus	14,500	800	29,300	1,200
C-MAX	6,700	1,400	13,600	2,800
Kuga	8,000	2,000	16,100	3,400
Mondeo	5,300	800	11,900	2,600
S-MAX	2,900	2,000	6,300	3,600
Galaxy	1,200	700	2,800	1,200
Mustang	1,000	1,000	2,300	2,200
Tourneo Courier	1,200	200	2,200	200
Tourneo Connect	1,000	300	2,000	200
Tourneo Custom	300	(400)	700	(600)
Transit Courier	1,200	-	2,500	300
Transit Connect	3,800	1,300	7,800	2,100
Transit Custom	6,800	900	14,000	800
Transit ***	4,800	500	10,100	1,400
Ranger	2,100	400	4,000	300
Other ****	700	-	1,600	(100)
<b>Total Sales</b>	<b>91,700</b>	<b>13,700</b>	<b>188,700</b>	<b>22,400</b>

\*\*\* Yoy comparison to be seen in context of expanded CV range now including Transit, Transit Custom, Transit Connect and Transit Courier.

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