



Ford's European Sales Rise 12% in September as New Cars and Commercial Vehicles Drive Highest Share in Three Years

- Ford's European vehicle sales rose 12 percent in September, while share increased 0.4 percentage points to 9.0 percent – Ford's highest share for any month since March 2012
- Ford of Europe year-to-date market share up 0.2 percentage points to 8.1 percent – best market share for the first nine months of the year since 2011
- Ford was Europe's No.1 commercial vehicle brand in Europe in September and recorded highest CV monthly sales since 1993
- New Focus and Mondeo coming later this year, S-MAX, C-MAX, Mustang, Edge and more coming in 2015

COLOGNE, Germany, Oct. 10, 2014 – Ford sales in Europe climbed sharply in September -- pushing its market share to a three-year high* -- on strong demand for Ford's new passenger cars and commercial vehicles.

Ford's European vehicle sales increased 12 percent to nearly 130,000 vehicles for the month – almost double the industry growth of 6.8 percent. Year-to-date, Ford sales have risen 7.8 percent, outpacing industry growth of 6.1 percent.

The strong pace helped Ford claim 9 percent market share in the European 20 markets*, an increase of 0.4 percentage points over last year and the company's best monthly share since March 2012. Year to date, Ford's market share in Europe is 8.1 percent, up 0.2 percent over last year and the highest level since 2011.

Ford's commercial vehicles sales totalled 28,200 in September, up 42 percent year-over-year. Ford's share of the commercial vehicle market was up 3.3 percentage points to 14.9 percent – making Ford the No.1 top-selling commercial vehicle brand for the month in Europe.*

"It's a great sign of momentum that Ford was No. 1 in commercial vehicles in September on the strength of the redesigned and expanded Ford Transit family of vans," said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. "On the passenger car side, we are entering another busy and exciting period as we introduce the new Focus and Mondeo still this year, followed by C-MAX, S-MAX, Mustang, Edge and more next year."

Ford's sales in higher value channels also remain robust, with its combined retail and fleet sales accounting for 76 percent of Ford's total sales in September – 4 percentage points above the industry average. Year-to-date, these higher value sales comprised 74 percent of total Ford sales, 3 percentage points more than the industry average.

Demand was strong across Ford's entire vehicle range in September, led by the Fiesta, which had its best September since 2010; the Kuga, which enjoyed its best September since the nameplate was launched in 2008; the Ranger with best September sales since launch in 1993; and the Transit family of commercial vehicles – including Transit, Transit Custom, Transit Connect and Transit Courier - with highest monthly sales of the Transit nameplate since 1993.

* Ford of Europe reports its sales for the 20 European main markets where it is represented through National Sales Companies. A detailed list of markets can be found below.

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September and September Year-to-Date 2014 sales volume (registrations)

Euro 20 ¹	Sep '14	YTD Sep '14
Industry	1.433.200 up 91,700 / 6.8 % vs. Sep.'13	11.060.100 up 632,400 / 6.1 % vs. YTD '13
Ford	129.700 up 13,900 / 12.0 % vs. Sep.'13	892.700 up 64,600 / 7.8 % vs. YTD '13
Euro 22²		
Industry	1.704.800 up 40,200 / 2.4 % vs. Sep.'13	13.377.500 up 247,400 / 1.9 % vs. YTD '13
Ford	143.800 up 11,100 / 8.4 % vs. Sep.'13	993.100 up 11,800 / 1.2 % vs. YTD '13
Total Euro 50³		
Industry	1.752.800 up 29,600 / 1.7 % vs. Sep.'13	13.860.700 up 184,400 / 1.3 % vs. YTD '13
Ford	146.000 up 10,900 / 8.1 % vs. Sep.'13	1.012.700 up 9,500 / 0.9 % vs. YTD '13

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

September and September Year-to-Date 2014 market share*

	Sep '14	YTD Sep '14
Euro 20	9,0% up 0.4 ppts vs. Sep.'13	8,1% up 0.2 ppts vs. YTD '13
Total Euro 22	8,4% up 0.4 ppts vs. Sep.'13	7,4% down 0.1 ppts vs. YTD '13
Total Euro 50	8,3% up 0.5 ppts vs. Sep.'13	7,3% flat 0.0 ppts vs. YTD '13

* 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.

September and September Year-to-Date 2014 retail market share**

	Sep '14	YTD Sep '14
Key European markets	9.2% down 0.3 vs September '13	8.4% equal to year ago

** Key European markets: Britain, Germany, France, Italy and Spain. Ford volume in these markets represents 75 to 80% of the Europe 20 volume.

Top 5 markets ranked by Ford sales volume in September and September Year-to-Date 2014

Market	Sep '14			
	Volume	o/(u) '13	Share	o/(u) '13
1, Britain	69.400	7.600	14,4 %	0.8 ppts
2, Germany	19.300	700	6,8 %	0.0
3, Turkey	8.800	100	12,7 %	0.3
4, Italy	8.700	800	7,1 %	0.3
5, France	7.400	1.100	4,0 %	0.4

Market	YTD Sep '14			
	Volume	o/(u) '13	Share	o/(u) '13
1, Britain	326.600	22.800	14,6 %	(0.2) ppts
2, Germany	179.300	13.600	7,1 %	0.3
3, Italy	76.100	4.500	6,8 %	0.1
4, France	71.200	2.100	4,4 %	0.0
5, Turkey	55.500	(20.300)	11,2 %	(1.3)

Top 5 markets ranked by Ford share in September and September Year-to-Date 2014

Market	Sep '14			
	Share	o/(u) '13	Volume	o/(u) '13
1, Hungary	15,1 %	3.9 ppts	1.100	400
2, Ireland	14,6 %	3.7	800	300
3, Britain	14,4 %	0.8	69.400	7.600
4, Turkey	12,7 %	0.3	8.800	100
5, Finland	10,1 %	2.3	1.000	200

Market	YTD Sep '14			
	Share	o/(u) '13	Volume	o/(u) '13
1, Britain	14,6 %	(0.2) ppts	326.600	22.800
2, Ireland	12,1 %	0.5	13.200	3.600
3, Hungary	11,5 %	0.9	7.400	1.900
4, Turkey	11,2 %	(1.3)	55.500	(20.300)
5, Denmark	9,2 %	0.5	15.100	1.600

September and September Year-to-Date 2014 sales by vehicle line (Europe 20 markets)

Model	Sep '14	o/(u) Sep '13	YTD Sep '14	o/(u) YTD Sep. '13
Ka	6,200	300	42,400	2,400
Fiesta	38,400	5,100	242,300	21,900
B-MAX	4,500	(1,900)	43,300	(11,000)
Ecosport	2,300	2,300	7,200	7,200
Focus	22,900	(1,600)	173,600	(1,000)
C-MAX	7,200	(2,000)	69,600	(6,100)
Kuga	9,000	2,300	63,400	15,700
Mondeo	4,900	(200)	37,800	400
S-MAX	3,000	(100)	23,800	1,600
Galaxy	1,600	(300)	14,700	700
Tourneo Courier	500	500	1,600	1,600
Tourneo Connect	1,100	1,100	7,500	7,500
Tourneo Custom	700	300	6,000	2,000
Transit Courier	1,000	1,000	2,400	2,400
Transit Connect	4,500	2,800	26,800	11,100
Transit Custom	11,200	7,400	61,700	37,100
Transit ***	7,100	(4,400)	46,000	(32,900)
Ranger	2,800	1,400	15,000	4,000
Other ****	1,100	-	7,700	(100)
Total Sales	129.700	13.900	892.700	64.600

*** Year-over-year comparison to be seen in context of expanded Transit CV range now including Transit, Transit Custom, Transit Connect, Transit Courier

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

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About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 186,000 employees and 65 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit www.corporate.ford.com.

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 50,000 employees at its wholly owned facilities and approximately 69,000 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 (13 wholly owned or consolidated joint venture facilities and 11 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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