



## **Ford European Sales and Market Share Rise Again in July; New Models Fuel Fourth Straight Month of Share Gains**

- Ford's total vehicle sales volume in July rose 8.7 per cent in its 19 traditional European markets in an industry that grew by 4.3 per cent
- Ford's market share in the 19 markets was 8.0 in July, an increase of 0.4 percentage points compared with July 2012. Ford has gained market share in Europe for the past four consecutive months
- Passenger car retail market share (five largest Western European markets\*) totalled 8.0 per cent, up 1.5 percentage points over July 2012. Ford has gained retail share in Europe for six straight months
- Commercial vehicle share improved 0.4 percentage points to 9.2 per cent; this was Ford's highest CV share since 2007
- New product momentum continues with introduction of Transit Connect, Tourneo Connect, and EcoSport later this year

**COLOGNE, Germany, Aug. 15, 2013** – Ford Motor Company's European sales in July grew more than twice as fast as the overall industry, driven by strong demand for new models such as the Fiesta, Kuga, B-MAX and Transit Custom.

Ford sales rose 8.7 per cent – up 7,200 units to 90,000 vehicles – in its 19 traditional European markets, while overall industry sales increased 4.3 per cent. Ford's market share in Europe grew to 8.0 per cent from 7.6 per cent in July 2012, its fourth consecutive month of market share gains.

"It was welcome news to see overall vehicle sales improved compared with a year ago, and we are especially pleased that Ford's sales rose faster than the industry," said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. "We are seeing signs of stabilisation in the market, but it is too early to say a recovery is underway given the continuing economic uncertainty."

### **Share improvements**

Ford passenger car retail market share in its five largest Western European markets (the U.K., Germany, France, Italy and Spain) was 8.0 per cent in July and 8.3 per cent in the first seven months of the year, up 1.5 percentage points and 1.1 percentage points, respectively. This was Ford's best July and July year-to-date figures since Ford started tracking retail share in 2010, and July also marked the sixth consecutive month of retail share increase for Ford.

Ford's share of the fleet market was 9.1 per cent in July, up 1.1 percentage points. This was the fourth consecutive month of fleet share increase for Ford.

Compared to July last year, Ford sales to retail and fleet customers increased 8 percentage points to 76 per cent of total sales – slightly better than industry average -- while sales to rental companies and dealer registrations decreased to 24 per cent from 32 per cent a year ago.

Ford's commercial vehicle market share in the 19 European markets totaled 9.2 per cent for both July and year-to-date, up 0.4 and 0.8 percentage points year-over-year, respectively. This was Ford's best CV share for July since 2007.

### **Market highlights**

In Germany, Ford increased total sales in July by 4 per cent in an industry that grew 2 per cent. Ford's total vehicle market share rose 0.1 percentage points to 7.2 per cent for the month. Ford's retail share was 7.6 per cent, up by 3.4 percentage points, making Ford the third best-selling auto brand at retail in Germany – after VW and Mercedes, and just ahead of Audi. Ford's commercial vehicle share in Germany increased 1.5 percentage points to 9.1 per cent.

In the UK, Ford extended its market lead as its share rose by 1.9 percentage points to 16.5 per cent – Ford's best July share in four years. With 26 per cent higher sales, Ford more than doubled the industry growth rate of 11 per cent. Ford retail share was up 2.8 percentage points to 13.8 per cent. Fiesta and Focus topped the industry sales charts for both July and year-to-date.

In Turkey, Ford saw monthly sales of 9,000 units, up 3.2 per cent. So far this year, 60,000 Ford vehicles have been sold in the country, an increase of more than 2 per cent on the same period last year.

Across its total 51 European markets, Ford sold 113,700 vehicles in July, up 6 per cent versus last year.

### **Vehicle sales highlights**

In July, Ford sold 5,800 all-new B-MAX multi-activity vehicles, with 44,100 B-MAX units been registered throughout the year. B-MAX continues to be Europe's best-selling small MAV.

Fiesta sales were up almost 2 per cent in July, with 22,000 units sold. Sales of the new Fiesta ST also are exceeding expectations, with almost 10,000 orders placed since the model went on sale in March. To meet demand, Ford is increasing production at the company's assembly plant in Cologne, Germany, by 15 per cent.

Focus sales were up 13.2 per cent in July with 18,700 units sold. Kuga sales increased 33 per cent to 6,000, giving Kuga its best July and year-to-date share since the first generation Kuga entered the market in 2010. Ford will increase Kuga production to meet the strong demand. S-MAX also saw strong July with sales of 3,200, up by more than 4 per cent on July 2012.

Ford registered 15,200 commercial vehicles in July, and 108,700 year-to-date, an increase of 3.6 per cent and 1.4 per cent, respectively. The increase was driven by strong demand for Transit Custom and Ranger. Ranger sales increased by 17 per cent in July, the highest July for the nameplate since 2007, and year-to-date almost doubled versus the same period last year.

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\* UK, Germany, France, Italy, Spain. Italy data preliminary. See table further down. Ford volume in these markets represents 80% of the Europe 19 volume.

## July and YTD 2013 sales volume

Euro 19 <sup>1</sup>		July '13	YTD July '13
Industry		1,129,900 up 46,800 / 4.3 % vs. Jul.'12	8,266,500 down 492,500 / (5.6) % vs. YTD '12
Ford		90,000 up 7,200 / 8.7 % vs. Jul.'12	655,700 down 43,900 / (6.3) % vs. YTD '12
Euro 22 <sup>2</sup>			
Industry		1,450,600 up 32,600 / 2.3 % vs. Jul.'12	10,384,700 down 561,300 / (5.1) % vs. YTD '12
Ford		108,800 up 6,100 / 6.0 % vs. Jul.'12	778,100 down 57,600 / (6.9) % vs. YTD '12
Total Euro 51 <sup>3</sup>			
Ford		113,700 up 6,300 / 6.0 % vs. Jul.'12	808,900 down 57,400 / (6.6) % vs. YTD '12

<sup>1</sup> The Euro 19 markets are: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden and Switzerland. Ford reports sales for Estonia, Latvia and Lithuania through our Finish National Sales Company, so sales data for the Baltic states are also included within Euro 19.

<sup>2</sup> The Euro 22 markets are: Euro 19 plus Russia, Turkey and Romania.

<sup>3</sup> Total Euro 51 composed of EURO 22 registrations and EDM 29 retail sales, as total EDM 29 registrations figures are not available. Industry retail sales data not available. EDM 29 or European Direct Markets are: Albania, Algeria, Andorra, Armenia, Azerbaijan, Belarus, Bosnia, Bulgaria, Croatia, Cyprus, Egypt, Georgia, Gibraltar, Kazakhstan, Kyrgyzstan, Libya, Macedonia, Malta, Moldova, Montenegro, Morocco, Serbia, Slovakia, Slovenia, Tajikistan, Tunisia, Turkmenistan, Ukraine, and Uzbekistan.

## July and YTD 2013 market share<sup>4</sup>

		July '13	YTD July '13
Euro 19		8.0% up 0.4 ppts vs. Jul.'12	7.9% down 0.1 ppts vs. Jul.'12
Total Euro 22		7.5% up 0.3 ppts vs. Jul.'12	7.5% down 0.1 ppts vs. Jul.'12

<sup>4</sup> Data is not available for EDM, where we base our share on non-domestic sales volumes. 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.

## July and YTD 2013 retail market share (UK, Germany, France, Italy and Spain)<sup>5</sup>

		July '13	YTD July '13
Key European markets		8.0% up 1.5 ppts vs. Jul. '12	8.3% up 1.1 ppts vs. Jul. '12

<sup>5</sup> Preliminary data. The Key European markets are: Britain, Germany, France, Italy and Spain. Ford volume in these markets represents 80% of the Europe 19 volume. Industry and share are subject to change slightly due to minor adjustments in some markets as official sources publish their final industry data.

## Ford Top 5 markets ranked by July and YTD 2013 volume

Market	July '13			
	Volume	o/(u) '12	Share	o/(u) '12
1. Britain	30,600	6,300	16.5 %	1.9 ppts
2. Germany	20,200	700	7.2 %	0.1
3. Russia	9,300	(1,100)	3.9 %	(0.1)
4. Turkey	9,000	300	12.2 %	(1.3)
5. Italy	7,400	(900)	6.4 %	(0.6)

Market	YTD July '13			
	Volume	o/(u) '12	Share	o/(u) '12
1. Britain	229,800	21,600	15.3 %	0.1 ppts
2. Germany	131,200	(13,300)	6.8 %	(0.2)
3. Russia	60,400	(13,300)	3.8 %	(0.5)
4. Italy	60,000	(10,500)	6.7 %	(0.3)
5. Turkey	59,500	1,300	12.7 %	(1.1)

## Top 5 markets ranked by Ford's share – July and YTD 2013

Market	July '13			
	Share	o/(u) '12	Volume	o/(u) '12
1. Britain	16.5 %	1.9 ppts	30,600	6,300
2. Ireland	15.2 %	3.0	2,000	1,300
3. Turkey	12.2 %	(1.3)	9,000	300
4. Hungary	10.2 %	(0.4)	600	-
5. Finland	10.0 %	2.9	1,000	100

Market	YTD July '13			
	Share	o/(u) '12	Volume	o/(u) '12
1. Britain	15.3 %	0.1 ppts	229,800	21,600
2. Turkey	12.7 %	(1.1)	59,500	1,300
3. Ireland	11.6 %	(0.3)	8,600	(1,000)
4. Hungary	10.7 %	0.0	4,300	(100)
5. Finland	9.0 %	1.6	6,600	(2,000)

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## July and YTD 2013 sales by vehicle line (Euro 19)

Model	July '13	o/(u) July '12	YTD July '13	o/(u) YTD Jul. '12
<b>Ka</b>	3,700	(1,100)	31,300	(8,700)
<b>Fiesta</b>	22,100	300	174,200	(17,000)
<b>B-MAX</b>	5,800	5,600	44,100	43,900
<b>Focus</b>	18,700	2,200	139,600	(13,400)
<b>C-MAX</b>	8,100	(1,300)	61,400	(11,100)
<b>Kuga</b>	6,000	1,500	37,400	(400)
<b>Mondeo</b>	5,100	(100)	29,700	(15,500)
<b>S-MAX</b>	3,200	100	17,700	(9,700)
<b>Galaxy</b>	2,000	(100)	11,300	(5,500)
<b>Tourneo Custom</b>	700	700	3,100	3,100
<b>Transit Connect</b>	2,000	100	12,700	(3,500)
<b>Transit Custom</b>	3,000	3,000	18,700	18,700
<b>Transit ***</b>	7,500	(3,600)	59,500	(21,100)
<b>Ranger</b>	1,100	200	9,000	4,800
<b>Other ****</b>	1,000	(200)	6,000	(8,500)
<b>Total Sales</b>	90,000	7,200	655,700	-43,900

\*\*\* Transit model includes only current model year excluding new Tourneo Custom and Transit Custom

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

### Notes to Editors:

- Ford of Europe's market share refers to the 19 European markets (Euro 19) - excluding Russia, Turkey and Romania (as the other main markets) and excluding the 29 European Direct Markets (EDM), where we base our share on non-domestic sales volume and hence no total industry share figures are available. Sales data (reference: registrations) for specific car lines refer to Euro 19.
- We also report our sales performance (passenger cars and commercial vehicles) for the total region for which Ford of Europe is responsible (51 markets in total), here however as retail sales (as total industry registrations numbers are not available).
- The Euro 19 markets are: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden and Switzerland. Ford reports sales for Estonia, Latvia and Lithuania through our Finnish National Sales Company, so sales data for the Baltic states is also included within Euro 19.
- EDM 29 or European Direct Markets are Albania, Algeria, Andorra, Armenia, Azerbaijan, Belarus, Bosnia, Bulgaria, Croatia, Cyprus, Egypt, Georgia, Gibraltar, Kazakhstan, Kyrgyzstan, Libya, Macedonia, Malta, Moldova, Montenegro, Morocco, Serbia, Slovakia, Slovenia, Tajikistan, Tunisia, Turkmenistan, Ukraine, Uzbekistan.
- Retail share referenced in this release are preliminary and refer to key European markets UK, Germany, France, Italy and Spain. These five markets represent approximately 80 per cent of private customer purchases of the Euro 19 market region.

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**Ford Motor Company**, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 177,000 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 about Ford and its products worldwide please 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 47,000 employees at its wholly owned facilities and approximately 67,000 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 22 manufacturing facilities (13 wholly owned or consolidated joint venture facilities and nine 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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