



Ford Sales and Market Share Increase in Europe in August; Confirms Significant Acceleration in New Vehicle Launches

- Ford's August total vehicle sales volume rose 2.3 percent in its traditional 19 European markets, while total industry vehicle sales fell by 5.7 per cent
- Acceleration in Ford new vehicle launches in Europe, with at least 25 now being launched in the five year period from September 2012 instead of 15 previously stated
- Fifth consecutive month of total share increase for Ford; August total share was 7.0 percent, up 0.5 ppts from August 2012
- Retail market share (five largest Western European markets*) up 1.1 ppts to 6.5 percent; Ford has now gained retail share in Europe for seven straight months
- Highest August commercial vehicle share for Ford in 15 years; share grew by 2.2 ppts to 10.2 percent, and commercial vehicle sales volume was up 18 percent
- New product momentum continues with introduction of Transit Connect, Tourneo Connect, and EcoSport later this year

FRANKFURT IAA, Germany, Sept. 10, 2013 – Ford's European sales in August again outpaced the overall industry in a traditionally slower month, driven by strong demand for the new B-MAX, Kuga and Transit Custom.

Ford also confirmed that it is accelerating significantly the number of new vehicle introductions in Europe.

"Ford's sales volume and share momentum is continuing in Europe thanks to our customers' response to our ever-strengthening product line-up," said Stephen Odell, president, Ford of Europe, Middle East and Africa.

"Now we are going even further. Last September, we announced we would bring more than 15 global vehicles to Europe within five years. Today, we are confirming that we are accelerating our new vehicle introductions and now expect to introduce at least 25 new vehicles in Europe in the five year period from September 2012," said Odell.

Ford market share and sales volumes continue to rise

In its traditional 19 markets, Ford sales rose 2.3 per cent to 53,400 vehicles, while the total industry declined 5.7 percent. Ford's market share in Europe grew by half a percentage point to 7.0 per cent. August marked Ford's fifth consecutive month of total market share gain for the company.

Ford passenger car retail market share in its five largest Western European markets (the U.K., Germany, France, Italy and Spain) was 6.5 percent in August, up 1.1 percentage points. Ford

retail share for the first eight months of the year was 8.2 percent, an increase of 1.1 percent compared to the same period last year.

“This was Ford’s best August and August year-to-date figures since Ford started tracking retail share in 2010, and August also marked the seventh consecutive month of retail share increase for Ford,” said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe.

Ford’s share of the fleet market also grew in August, up 1.1 percentage points to 8.3 percent, and was the fifth consecutive month of fleet share increase for Ford.

“Compared to August 2012, Ford sales to retail and fleet customers increased 10 percentage points to 77 percent of total sales – 5 percentage points better than industry average,” de Waard said. “At the same time, we reduced sales to rental companies and dealer self-registrations – which are generally less healthy for brand reputation and residual values – to 23 percent from 33 percent a year ago.”

Ford’s August commercial vehicle market share was 10.2 percent, up 2.2 percentage points, and was Ford’s best result for an August sales month for 15 years. Commercial vehicle sales volume for the month was up 18 percent. Year-to-date, Ford’s commercial vehicles share has increased by 0.9 of a percentage point to 9.3 percent.

Ford was the No.2 brand in Europe in terms of sales in August in its traditional 19 European markets, and strengthened further its year-to-date No.2 best-selling brand position.

Market highlights

In Germany, Ford’s largest sales market in August, Ford achieved total sales of 16,000 units, up 8.5 percent in an industry that was down 5.9 percent. Ford’s total vehicle market share grew 0.9 of a percentage point to 6.8 percent for the month, while Ford’s retail share was 6.1 percent, up 3.2 percentage points. Ford’s commercial vehicle share in Germany increased significantly by 3.8 percentage points to 11.8 percent.

In the UK, Ford’s largest European market by sales year-to-date and second-largest in August, the traditionally slow August market ahead of the license plate change in September, Ford extended its market lead. Ford total share rose by 0.6 of a percentage point to 15.2 percent. Ford retail share was up 0.3 percentage points to 11.3 percent. Fiesta topped the industry sales charts for both August and year-to-date.

In Turkey, Ford saw monthly sales of 7,400 units, and so far this year 67,000 Ford vehicles have been sold in the country. Turkey was Ford’s fourth largest European market in August and in the first eight months of the year, while Russia was the third-largest Ford market in August and year-to-date with 69,400 vehicles sold. Italy, with sales in the first eight months of 63,700 vehicles, was Ford’s fifth-largest market in August and year-to-date.

Across its total 51 European markets, Ford sold 74,700 vehicles in August, down 900 or 1.2 percent versus last year.

Vehicle sales highlights

In August, Ford sold 3,600 all-new B-MAX multi-activity vehicles, with 47,800 B-MAX vehicles having been registered so far throughout the year. B-MAX remains Europe’s best-selling small MAV July year-to-date with a segment share of 15.8 percent (based on Ford’s analysis of latest available Polk registration data).

Kuga sales increased 7 percent to 3,300, giving Kuga its best August and year-to-date share ever since the previous generation Kuga first went on sale in 2010. Ford is increasing Kuga production to meet the strong demand, and will for the first time this year exceed 100,000 vehicles built in Europe.

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Ford registered 12,000 commercial vehicles in August, and 120,800 year-to-date, an increase of 18 percent and 2.9 percent, respectively. The increase was driven by strong demand for Transit Custom and Ranger pickup. Ranger year-to-date sales 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.

August and YTD 2013 sales volume

| Euro 19 ¹ | August '13 | YTD August '13 |
|----------------------------------|---|---|
| Industry | 761,900 dow n 46,000 / (5.7) % vs. Aug.'12 | 9,025,900 dow n 540,900 / (5.7) % vs. YTD '12 |
| Ford | 53,400 up 1,200 / 2.3 % vs. Aug.'12 | 709,400 dow n 42,400 / (5.6) % vs. YTD '12 |
| Euro 22² | | |
| Industry | 1,070,900 dow n 70,700 / (6.2) % vs. Aug.'12 | 11,446,300 dow n 641,400 / (5.3) % vs. YTD '12 |
| Ford | 70,200 dow n 1,500 / (2.1) % vs. Aug.'12 | 848,600 dow n 58,800 / (6.5) % vs. YTD '12 |
| Total Euro 51³ | | |
| Ford | 74,700 dow n 900 / (1.2) % vs. Aug.'12 | 883,800 dow n 58,000 / (6.2) % vs. YTD '12 |

¹ 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.

² The Euro 22 markets are: Euro 19 plus Russia, Turkey and Romania.

³ 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.

August and YTD 2013 market share⁴

| | August '13 | YTD August '13 |
|----------------------|---------------------------------|------------------------------------|
| Euro 19 | 7.0% up 0.5 ppts vs. Aug.'12 | 7.9% flat 0.0 ppts vs. Aug.'12 |
| Total Euro 22 | 6.6% up 0.3 ppts vs. Aug.'12 | 7.4% dow n 0.1 ppts vs. Aug.'12 |

⁴ 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.

August and YTD 2013 retail market share (UK, Germany, France, Italy and Spain)⁵

| | August '13 | YTD August '13 |
|-----------------------------|-----------------------------------|------------------------------|
| Key European markets | 6.5% up 1.1 ppts vs August '12 | 8.2% up 1.1 vs August '12 |

⁵ Preliminary data. The Key European markets are: Britain, Germany, France, Italy and Spain. Ford volume in these marke 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 August and YTD 2013 volume

| Market | August '13 | | | |
|------------|------------|-----------|--------|-----------|
| | Volume | o/(u) '12 | Share | o/(u) '12 |
| 1. Germany | 16,000 | 1,200 | 6.8 % | 0.9 ppts |
| 2. Britain | 12,100 | 1,700 | 15.2 % | 0.6 |
| 3. Russia | 8,900 | (1,800) | 3.8 % | (0.2) |
| 4. Turkey | 7,400 | (800) | 11.1 % | (2.4) |
| 5. Italy | 3,600 | (700) | 6.4 % | (0.6) |

| Market | YTD August '13 | | | |
|------------|----------------|-----------|--------|-----------|
| | Volume | o/(u) '12 | Share | o/(u) '12 |
| 1. Britain | 242,000 | 23,300 | 15.3 % | 0.1 ppts |
| 2. Germany | 147,200 | (12,000) | 6.8 % | (0.1) |
| 3. Russia | 69,400 | (15,100) | 3.8 % | (0.5) |
| 4. Turkey | 67,000 | 600 | 12.5 % | (1.3) |
| 5. Italy | 63,700 | (11,200) | 6.7 % | (0.3) |

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

| Market | August '13 | | | |
|------------|------------|-----------|--------|-----------|
| | Share | o/(u) '12 | Volume | o/(u) '12 |
| 1. Britain | 15.2 % | 0.6 ppts | 12,100 | 1,700 |
| 2. Ireland | 11.4 % | 0.5 | 500 | 100 |
| 3. Turkey | 11.1 % | (2.4) | 7,400 | (800) |
| 4. Hungary | 9.7 % | (1.1) | 500 | - |
| 5. Finland | 8.7 % | 1.2 | 800 | (200) |

| Market | YTD August '13 | | | |
|------------|----------------|-----------|---------|-----------|
| | Share | o/(u) '12 | Volume | o/(u) '12 |
| 1. Britain | 15.3 % | 0.1 ppts | 242,000 | 23,300 |
| 2. Turkey | 12.5 % | (1.3) | 67,000 | 600 |
| 3. Ireland | 11.6 % | (0.2) | 9,200 | (800) |
| 4. Hungary | 10.6 % | (0.1) | 4,800 | (100) |
| 5. Finland | 8.9 % | 1.5 | 7,300 | (2,300) |

August and YTD 2013 sales by vehicle line (Euro 19)

| Model | August '13 | o/(u) August '12 | YTD August '13 | o/(u) YTD Aug. '12 |
|--------------------|---------------|------------------|----------------|--------------------|
| Ka | 2,800 | 100 | 34,100 | (8,600) |
| Fiesta | 12,200 | (400) | 186,500 | (17,300) |
| B-MAX | 3,700 | 3,600 | 47,800 | 47,500 |
| Focus | 9,700 | (200) | 149,300 | (13,600) |
| C-MAX | 5,100 | (2,300) | 66,500 | (13,400) |
| Kuga | 3,300 | 200 | 40,700 | (200) |
| Mondeo | 2,600 | (800) | 32,300 | (16,300) |
| S-MAX | 1,300 | (400) | 19,100 | (10,100) |
| Galaxy | 800 | (200) | 12,100 | (5,700) |
| Tourneo Custom | 400 | 400 | 3,500 | 3,500 |
| Transit Connect | 1,300 | (100) | 13,900 | (3,700) |
| Transit Custom | 2,200 | 2,200 | 20,900 | 20,900 |
| Transit *** | 7,000 | (500) | 66,700 | (21,300) |
| Ranger | 600 | (100) | 9,600 | 4,700 |
| Other **** | 500 | (300) | 6,500 | (8,800) |
| Total Sales | 53,400 | 1,200 | 709,400 | (42,400) |

*** 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.

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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