



Ford's European Sales Outpace Industry Growth in January

- Ford total vehicle sales grew by 9.2 percent in January, outpacing industry growth of 4.7 percent – January was the eighth straight month of sales growth for Ford in Europe
- Ford total vehicle market share up 0.3 percentage points to 7.5 per cent
- Ford retail sales grew 12 percent, and retail market share up 0.4 percentage points to 7.8 percent; 12th consecutive month of retail share growth
- Commercial vehicle sales up 14 percent, and share up 0.9 percentage points to 10.4 percent – highest CV share since 1998
- New product momentum continues in 2014

COLOGNE, Germany, Feb. 14, 2014 – Sales of Ford vehicles surged by 9.2 percent in January compared with the same month last year, and was almost double the industry growth of 4.7 percent in the key 20* European markets Ford tracks.

January marked the eighth consecutive month of sales growth for the company. All key market shares – total, retail and commercial vehicle market shares – rose in January.

Ford's share of the total vehicle market was 7.5 percent, up 0.3 percentage points. Ford share of the retail market – sales to private customers – was 7.8 percent**, up 0.4 percentage points and was the 12th straight month of retail share growth. Ford commercial vehicle market share was 10.4 percent, up 0.9 percentage points – the highest level since 1998.

“Our sales and share growth – particularly in the higher value retail segment of the market – speak to the strength of our new vehicles and products,” said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. “We’ve launched 11 new vehicles over the past 15 months, and we’ll launch more than 10 additional new vehicles in 2014 alone.”

Compared with January 2013, Ford sales to European retail and fleet customers increased 4 percentage points to 78 percent of total sales – 6 percentage points above industry average. Ford sales to rentals and dealer registrations declined to 22 percent from 28 percent in 2013.

Ford sold 80,800 vehicles in the Euro 20 region and 90,700 across all of its 50 European markets in January.

Ford extended its market leadership in the UK – its largest European market – with a total vehicle sales increase of 11 percent, and a share gain of 0.6 percentage points to 15.3 percent. In Germany, Ford sales increased by 38 percent, driving the company's total market share up 1.6 percentage points, to 7.4 percent.

Ford will launch more than 10 new vehicles in 2014, including the Tourneo Courier, Transit Courier, Transit, Mondeo family, Mondeo Hybrid, and the C-MAX Energi plug-in-hybrid.

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* Effective January 2014, Ford of Europe reports its sales for the 20 European markets where it is represented through National Sales Companies. Previously, Ford referenced 19 countries. Romania has been added as the 20th market. Ford of Europe has also introduced a market share for the total of the 50 European markets it operates in. Detailed list of markets see further down.

** UK, Germany, France, Italy, Spain. Italy data are preliminary. See table further down. Both Ford and industry volume in these markets represents 75 to 80% of the Europe 20 volume.

January 2014 sales volume (registrations)

Euro 20 ¹		January '14	YTD January '14
Industry		1.080.500	1.080.500
		up 48,400 / 4.7 % vs. Jan.'13	up 48,400 / 4.7 % vs. YTD '13
Ford		80.800	80.800
		up 6,800 / 9.2 % vs. Jan.'13	up 6,800 / 9.2 % vs. YTD '13
Euro 22 ²			
Industry		1.260.400	1.260.400
		up 25,700 / 2.1 % vs. Jan.'13	up 25,700 / 2.1 % vs. YTD '13
Ford		88.500	88.500
		up 3,000 / 3.5 % vs. Jan.'13	up 3,000 / 3.5 % vs. YTD '13
Total Euro 50 ³			
Industry		1.305.100	1.305.100
		up 24800, / 02 % vs. Jan.'13	up 24800, / 02 % vs. YTD '13
Ford		90.700	90.700
		up 3,500 / 4.0 % vs. Jan.'13	up 3,500 / 4.0 % 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

January 2014 market share*

		January '14	YTD January '14
Euro 20		7,5%	7,5%
		up 0.3 ppts vs. Jan.'13	up 0.3 ppts vs. YTD '13
Total Euro 22		7,0%	7,0%
		up 0.1 ppts vs. Jan.'13	up 0.1 ppts vs. YTD '13
Total Euro 50		6,9%	6,9%
		up 0.1 ppts vs. Jan.'13	up 0.1 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.

January 2014 retail market share**

		January '14	YTD January '14
Key European markets		7.8%	7.8%
		up 0.4 ppts vs Jan '13	up 0.4 vs YTD '13

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

Ford Top 5 markets ranked by January 2014 volume

Market	January '14			
	Volume	o/(u) '13	Share	o/(u) '13
1, Britain	26.800	2,700	15,3 %	0.6 ppts
2, Germany	16.800	4,600	7,4 %	1.6
3, Italy	8.000	900	6,3 %	0.5
4, France	5.800	(900)	3,7 %	(0.5)
5, Russia	4.300	(2,100)	2,9 %	(0.9)

Market	YTD January '14			
	Volume	o/(u) '13	Share	o/(u) '13
1, Britain	26.800	2,700	15,3 %	0.6 ppts
2, Germany	16.800	4,600	7,4 %	1.6
3, Italy	8.000	900	6,3 %	0.5
4, France	5.800	(900)	3,7 %	(0.5)
5, Russia	4.300	(2,100)	2,9 %	(0.9)

Top 5 markets ranked by Ford's share in January 2014

Market	January '14			
	Share	o/(u) '13	Volume	o/(u) '13
1, Britain	15,3 %	0.6 ppts	26.800	2.700
2, Hungary	11,3 %	1.7	600	200
3, Ireland	11,0 %	(0.7)	2.900	600
4, Turkey	10,2 %	(3.8)	3.400	(1.700)
5, Romania	8,8 %	3.3	500	200

Market	YTD January '14			
	Share	o/(u) '13	Volume	o/(u) '13
1, Britain	15,3 %	0.6 ppts	26.800	2.700
2, Hungary	11,3 %	1.7	600	200
3, Ireland	11,0 %	(0.7)	2.900	600
4, Turkey	10,2 %	(3.8)	3.400	(1.700)
5, Romania	8,8 %	3.3	500	200

January 2014 sales by vehicle line (Europe 22 markets)

Model	January '14	o/(u) January '13	YTD January '14	o/(u) YTD Jan. '13
Ka	3,200	(1,000)	3,200	(1,000)
Fiesta	22,700	1,500	22,700	1,500
B-MAX	4,800	(600)	4,800	(600)
Focus	18,900	(3,700)	18,900	(3,700)
C-MAX	6,000	(1,000)	6,000	(1,000)
Kuga	6,700	3,100	6,700	3,100
Mondeo	4,200	1,800	4,200	1,800
S-MAX	2,700	1,800	2,700	1,800
Galaxy	1,300	800	1,300	800
Tourneo Connect	300	300	300	300
Tourneo Custom	600	400	600	400
Transit Connect	2,400	(1,000)	2,400	(1,000)
Transit Custom	5,300	3,600	5,300	3,600
Transit ***	6,800	(2,700)	6,800	(2,700)
Ranger	1,100	(300)	1,100	(300)
Other ****	1,400	-	1,400	-
Total Sales	88.500	3.000	88.500	3.000

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

**** Figures do include vehicles such as Car Derived Vans, Cargo in Turkey, and imports.

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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 181,000 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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