



Ford's European Sales In February Outpace Market Growth

- Ford European sales rose 11.6 percent in February, outpacing the industry's 8 percent improvement year over year. It was Ford of Europe's ninth straight month of year-over-year sales increase
- Ford increased total market share, retail market share and commercial vehicle market share in February
- Ford's commercial vehicle (CV) sales volume rose 15.8 percent in February; Ford's CV market share at 9.7 percent for the first two months of the year was its highest in 16 years
- New Transit two-tonne now on sale – one of 10 new Ford vehicles being launched in 2014

COLOGNE, Germany, March 14, 2014 – Ford vehicle sales volume and all key market shares – total vehicle, retail, and commercial vehicle – improved again in February compared to a year ago.

“Our sales and share performance in February marked another step forward for Ford as we progress in our plan to return to profitability in Europe in 2015,” said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe.

“We recently just started selling our all-new Transit two-tonne van and we just unveiled the new Focus, which goes on sale later this year. These are just two of the 10 new vehicles we will launch in Europe in 2014. It's this constant new vehicle momentum that is driving our business in a positive direction.”

In a total industry that saw sales grow by 8 percent, Ford outpaced the overall market with an 11.6 percent increase in sales*. February marked the ninth successive month of Ford sales volume growth in Europe, while Ford total vehicle share also was up by 0.2 of a percentage point to 7.0 percent.

Ford's focus on improving its sales and share in the key retail segment of the market continued to reap benefits in February with retail sales volume growing by 9.7 percent, and retail share up 0.1 of a percentage point to 7.2 percent**. February was the 13th successive month of retail share growth for Ford in Europe.

Ford CV sales volume rose by 15.8 percent, and CV share at 9.7 percent for the first two months of the year was the company's highest for the period since 1998. Year-to-date, Ford is Europe's No.4 best-selling CV brand, compared with No. 7 in the same period last year.

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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.

February and February year-to-date 2014 sales volume (registrations)

Euro 20 ¹		February '14	YTD February '14
Industry		1.002.500 up 74,500 / 8.0 % vs. Feb.'13	2.083.100 up 123,100 / 6.3 % vs. YTD '13
Ford		69.900 up 7,300 / 11.6 % vs. Feb.'13	150.800 up 14,200 / 10.4 % vs. YTD '13
Euro 22 ²		February '14	YTD February '14
Industry		1.251.100 up 56,500 / 4.7 % vs. Feb.'13	2.521.800 up 92,600 / 3.8 % vs. YTD '13
Ford		79.600 up 3,600 / 4.7 % vs. Feb.'13	168.200 up 6,700 / 4.1 % vs. YTD '13
Total Euro 50 ³		February '14	YTD February '14
Industry		1.291.900 up 50,900 / 4.1 % vs. Feb.'13	2.607.300 up 86,000 / 3.4 % vs. YTD '13
Ford		81.900 up 4,000 / 5.1 % vs. Feb.'13	172.700 up 7,500 / 4.6 % 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

February and February year-to-date 2014 market share*

		February '14	YTD February '14
Euro 20		7,0% up 0.2 ppts vs. Feb.'13	7,2% up 0.2 ppts vs. YTD '13
Total Euro 22		6,4% flat 0.0 ppts vs. Feb.'13	6,7% up 0.1 ppts vs. YTD '13
Total Euro 50		6,3% flat 0.0 ppts vs. Feb.'13	6,6% 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.

February and February year-to-date 2014 retail market share**

		February '14	YTD February '14
Key European markets		7,2% up 0.1 ppts vs Feb '13	7,5% up 0.2 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 February and February year-to-date 2014 volume

Market	February '14			
	Volume	o/(u) '13	Share	o/(u) '13
1, Germany	16.700	2,400	7,2 %	0.7 ppts
2, Britain	12.700	-	15,4 %	(0.8)
3, Italy	8.200	900	6,4 %	0.1
4, France	7.000	(400)	4,0 %	(0.2)
5, Russia	6.300	(700)	3,0 %	(0.3)

Market	YTD February '14			
	Volume	o/(u) '13	Share	o/(u) '13
1, Britain	39.500	2,700	15,3 %	0.1 ppts
2, Germany	33.500	7,100	7,3 %	1.2
3, Italy	16.200	1,800	6,3 %	0.3
4, France	12.800	(1,300)	3,9 %	(0.3)
5, Russia	10.600	(2,900)	2,9 %	(0.6)

Top 5 markets ranked by Ford's share in February and February year-to-date 2014

Market	February '14			
	Share	o/(u) '13	Volume	o/(u) '13
1, Britain	15,4 %	(0.8) pts	12.700	-
2, Romania	11,4 %	6.2	500	300
3, Ireland	11,0 %	1.0	1.600	400
4, Hungary	10,7 %	0.0	700	100
5, Denmark	9,8 %	1.7	1.700	500

Market	YTD February '14			
	Share	o/(u) '13	Volume	o/(u) '13
1, Britain	15,3 %	0.1 pts	39.500	2.700
2, Ireland	11,1 %	0.0	4.500	1.000
3, Hungary	11,0 %	0.8	1.300	300
4, Romania	10,0 %	4.6	1.000	500
5, Turkey	9,6 %	(3.6)	6.800	(4.600)

February and February year-to-date 2014 sales by vehicle line (Europe 22 markets)

Model	February '14	o/(u) February '13	YTD February '14	o/(u) YTD Feb. '13
Ka	4,100	900	7,300	(200)
Fiesta	18,900	2,600	41,600	4,100
B-MAX	4,100	(1,000)	9,000	(1,600)
Focus	18,800	(1,600)	37,700	(5,300)
C-MAX	5,400	(1,300)	11,400	(2,300)
Kuga	5,700	1,700	12,400	4,800
Mondeo	3,700	800	7,900	2,700
S-MAX	2,100	800	4,800	2,500
Galaxy	1,200	600	2,600	1,400
Tourneo Connect	400	400	700	700
Tourneo Custom	300	200	900	600
Transit Connect	2,300	(500)	4,700	(1,400)
Transit Custom	4,300	2,600	9,600	6,100
Transit ***	5,500	(2,700)	12,300	(5,300)
Ranger	1,600	300	2,700	(100)
Other ****	1,300	-	2,700	-
Total Sales	79.600	3.600	168.200	6.700

*** 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.

Contact: Adrian Schmitz, Ford of Europe, +49 (0) 221 9019929, aschmi24@ford.com