



## New Products Drive Ford's European Sales Up 14 Percent in August, Outpacing Industry Growth of 2 Percent

- Ford's total vehicle sales in Europe increased by 14.4 percent in August, outpacing industry growth of 2 percent
- Ford's European market share in August rose to 7.8 percent, up 0.8 percentage points versus a year ago; Ford's year-to-date market share is 7.9 percent, up 0.1 percentage point
- Ford retail sales in Europe rose 35 percent compared with a year ago; retail share rose 2 percentage points to 8.5 per cent, the highest level since 2009
- Ford posted its highest commercial vehicle sales in Europe since 2008 for both August and year-to-date; best commercial vehicle share in 17 years
- Record monthly and year-to-date sales of Ford Kuga SUV
- More than half of Ford sales year-to-date are all-new or significantly refreshed vehicles
- Ford's new product push in Europe continues with the launch of new Focus and Mondeo later this year

**COLOGNE, Germany, Sept. 15, 2014** – Ford Motor Company's total European vehicle sales rose 14.4 per cent in August versus a year ago, outpacing the overall industry sales increase of 2 per cent. Ford's year-to-date sales in Europe have increased 7.1 per cent largely on the strength of new and significantly refreshed vehicles.

Ford's total vehicle market share rose by 0.8 percentage points to 7.8 percent in August and now totals 7.9 percent for the first eight months of the year.

Ford's retail sales in its five largest European markets rose 35 percent, boosting Ford's retail share by 2 percentage points to 8.5 percent in August and to 8.3 percent in the first eight months of the year, the highest levels for both periods since 2009.

Ford's combined retail and fleet sales were at 81 percent of its total sales in August, up 3 percent from August last year and 7 percent above industry average.

"Our fresh, expanded vehicle line-up is helping us grow our sales, including in key sales channels such as retail sales to private customers and commercial vehicles," said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. "With the new Focus coming out soon and the new Mondeo coming later this year, our product portfolio is only gaining strength."

Ford of Europe has sold 763,000 vehicles\* in total so far this year, more than half of which are new or significantly refreshed since the beginning of last year.

Ford's European commercial vehicle sales rose 15.7 percent in August and 12.7 per cent year-to-date. Ford's commercial vehicle market share rose 1.2 percentage points to 12.3 percent in August and 0.6 percentage points to 10.8 percent year-to-date – the highest for both periods in 17 years. Transit remained the top-selling nameplate in the combined one- and two-tonne commercial vehicle segment in Europe.\*

The Ford Kuga sports utility vehicle saw record sales for both the month of August and year-to-date since launch of the first generation model in 2008. Ford Fiesta and Focus sales were the highest since 2011. Sales of the Transit Custom were up 143 percent year-to-date.

### August and August Year-to-Date 2014 sales volume (registrations)

Euro 20 <sup>1</sup>	Aug '14	YTD Aug '14
<b>Industry</b>	786.900 up 15,500 / 2.0 % vs. Aug.'13	9.624.500 up 538,400 / 5.9 % vs. YTD '13
<b>Ford</b>	61.700 up 7,800 / 14.4 % vs. Aug.'13	762.900 up 50,500 / 7.1 % vs. YTD '13
<b>Euro 22<sup>2</sup></b>		
<b>Industry</b>	1.020.000 down 55,300 / (5.1) % vs. Aug.'13	11.665.000 up 199,500 / 1.7 % vs. YTD '13
<b>Ford</b>	73.200 up 2,900 / 4.1 % vs. Aug.'13	849.200 up 500 / 0.1 % vs. YTD '13
<b>Total Euro 50<sup>3</sup></b>		
<b>Industry</b>	1.069.500 down 74,600 / (6.5) % vs. Aug.'13	12.095.200 up 142,000 / 1.2 % vs. YTD '13
<b>Ford</b>	75.200 up 2,000 / 2.7 % vs. Aug.'13	866.400 down 1,700 / (0.2) % vs. YTD '13

<sup>1</sup> 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.

<sup>2</sup> The Euro 22 markets are: Euro 20 plus Russia and Turkey.

<sup>3</sup> 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

### August and August Year-to-Date 2014 market share\*

	Aug '14	YTD Aug '14
<b>Euro 20</b>	7,8% up 0.8 ppts vs. Aug.'13	7,9% up 0.1 ppts vs. YTD '13
<b>Total Euro 22</b>	7,2% up 0.7 ppts vs. Aug.'13	7,3% down 0.1 ppts vs. YTD '13
<b>Total Euro 50</b>	7,0% up 0.6 ppts vs. Aug.'13	7,2% down 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.

### August and August Year-to-Date 2014 retail market share\*\*

Key European markets	Aug '14	YTD Aug '14
	8.5% up 2.0 vs August '13	8.3% up 0.1 vs August '13

\*\* 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 August and August Year-to-Date 2014

Market	Aug '14			
	Volume	o/(u) '13	Share	o/(u) '13
1, Germany	16.500	600	7,0 %	0.2 ppts
2, Britain	14.800	2.700	16,9 %	1.9
3, Turkey	7.600	100	12,1 %	1.0
4, France	5.000	1.400	5,0 %	1.5
5, Italy	4.100	500	7,1 %	0.7

Market	YTD Aug '14			
	Volume	o/(u) '13	Share	o/(u) '13
1, Britain	257.200	15,300	14,7 %	(0.5) ppts
2, Germany	160.000	12,800	7,2 %	0.4
3, Italy	67.400	3,700	6,8 %	0.1
4, France	63.800	1,000	4,5 %	0.0
5, Turkey	46.600	(20,300)	10,9 %	(1.6)

## Top 5 markets ranked by Ford share August and August Year-to-Date 2014

Market	Aug '14			
	Share	o/(u) '13	Volume	o/(u) '13
1, Britain	16,9 %	1.9 ppts	14.800	2,700
2, Hungary	13,2 %	3.6	800	300
3, Ireland	12,1 %	1.0	800	200
4, Turkey	12,1 %	1.0	7.600	100
5, Denmark	9,6 %	1.7	1.700	300

Market	YTD Aug '14			
	Share	o/(u) '13	Volume	o/(u) '13
1, Britain	14,7 %	(0.5) ppts	257.200	15,300
2, Ireland	12,0 %	0.4	12.500	3,400
3, Hungary	11,1 %	0.5	6.300	1,400
4, Turkey	10,9 %	(1.6)	46.600	(20,300)
5, Denmark	9,2 %	0.5	13.500	1,500

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

Model	Aug '14	o/(u) Aug '13	YTD Aug '14	o/(u) YTD Aug. '13
Ka	2,800	-	36,100	2,100
Fiesta	13,300	1,000	203,900	16,900
B-MAX	3,000	(700)	38,900	(9,200)
Ecosport	900	900	4,900	4,900
Focus	12,000	2,100	150,800	700
C-MAX	5,200	100	62,400	(4,100)
Kuga	5,100	1,700	54,300	13,400
Mondeo	2,300	(200)	32,900	500
S-MAX	1,100	(200)	20,800	1,700
Galaxy	800	-	13,100	1,000
Tourneo Courier	200	200	900	900
Tourneo Connect	1,000	1,000	6,300	6,300
Tourneo Custom	500	100	5,200	1,800
Transit Courier	500	500	1,400	1,400
Transit Connect	2,800	1,500	22,400	8,300
Transit Custom	5,100	2,900	50,600	29,800
Transit ***	3,400	(3,700)	39,000	(41,800)
Ranger	1,200	700	12,300	2,600
Other ****	600	-	6,500	13,300
<b>Total Sales</b>	<b>61.700</b>	<b>7,800</b>	<b>762.900</b>	<b>50,500</b>

\*\*\* Transit model excludes new Tourneo Custom and Transit Custom

\*\*\*\* Figures do include vehicles such as Car Derived Vans, Cargo in Turkey, 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](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 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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