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Ford's European Sales and Market Share Increase Again in February Driven by Strong Demand for its New Vehicles

- Ford's total vehicle sales* grew 11.7 percent in February and 10.4 percent in the first two months, outpacing industry growth of 7.1 percent and 6.8 percent, respectively
- Ford's total vehicle market share in Europe rose 0.3 percentage points for both periods, to 7.3 percent and 7.5 percent, respectively
- Mondeo sales up 33 percent year-over-year; Kuga up 40 percent; commercial vehicles up 40 percent; customer orders of new Focus up 30 percent
- Ford sales in healthier sales channels – including retail and fleet – accounted for 74 percent of Ford passenger car sales, 6 percentage points above industry average
- February and year-to-date commercial vehicle shares the best in almost two decades
- 2015 is one of the busiest years ever for Ford new model introductions, with about half of Ford's sales volume coming from new or significantly refreshed models

COLOGNE, Germany, March 12, 2015 – Ford of Europe's all-new and refreshed models – led by the Mondeo, Kuga, EcoSport and Transit commercial vehicle range – helped the company increase sales and market share again in February.

Ford sold 78,100 vehicles in total in its 20 traditional European markets* in February, and 166,600 vehicles in the first two months of the year – a year-over-year increase of 11.7 percent and 10.4 percent, respectively. This compares to industry-wide growth of 7.1 percent in February, and 6.8 percent year-to-date.

The company's total vehicle market share rose by 0.3 percentage points in both periods, to 7.3 percent in February and to 7.5 percent year to date.

“We are seeing very healthy customer response to our newest vehicles – from the Mondeo, Focus and EcoSport to our all-new line of Transit commercial vehicles,” said Peter Fleet, vice president, Sales, Ford of Europe. “The market is strengthening gradually and we expect to continue to build momentum this year with exciting new vehicles like the Focus ST, Mustang, S-MAX and the launch of our new upscale Vignale line.”

Ford's improvement in Europe is largely driven by strong sales in higher value sales channels including the private retail and the fleet sector. Ford's retail market share jumped by a full percentage point to 8.1 percent in February, and by 0.7 percentage points to 8.2 percent year to date. The company's combined sales in the retail and fleet market accounted for 74 percent of its passenger car sales in February, 6 percentage points better than industry average.

Vehicle Highlights in February

Sales and customer orders were strong across Ford's product portfolio, led by new model introductions.

Sales of the all-new Mondeo were up 33 percent year-over-year and customer orders were up 70 percent as the Mondeo line-up is currently rolling out to Ford dealerships across Europe. Also customer orders of the new Focus were up by 30 percent compared to the same month last year.



Ford's SUV sales surged with Kuga sales up 40 percent, the best February for the model since the launch of the first-generation Kuga in 2008. Customer orders were up 38 percent year-over-year. Sales of the EcoSport compact SUV were the highest for any month since launch of the model mid-last year.

With a completely new and expanded Transit range – including Transit, Transit Custom, Transit Connect and Transit Courier – Ford continued to gain commercial vehicle sales momentum and improve market share. Commercial vehicle sales were up 40 percent in February and 36 percent year-to-date. Market share rose by 2.7 and 2.6 percentage points to 11.6 and 12.5 percentage points in February and year-to-date, respectively, the best shares in almost two decades and making Ford the No 2 best-selling commercial vehicle brand in Europe in the first two months this year. February customer orders for Ford commercial vehicles were up 86 percent year on year.

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* Ford of Europe reports its sales for the 20 European main markets where it is represented through National Sales Companies. 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.

February and February Year-to-Date 2015 sales volume (registrations)

Euro 20 ¹	Feb '15	YTD Feb '15
Industry	1,075,500 up 71,500 / 7.1 % vs. Feb.'14	2,228,200 up 142,100 / 6.8 % vs. YTD '14
Ford	78,100 up 8,200 / 11.7 % vs. Feb.'14	166,600 up 15,800 / 10.4 % vs. YTD '14
Euro 22²		
Industry	1,254,100 up 1,300 / 0.1 % vs. Feb.'14	2,560,600 up 35,700 / 1.4 % vs. YTD '14
Ford	87,800 up 8,200 / 10.3 % vs. Feb.'14	182,900 up 14,700 / 8.7 % vs. YTD '14
Total Euro 50³		
Industry	1,292,900 down 14,400 / (1.1) % vs. Feb.'14	2,635,300 up 4,300 / 0.2 % vs. YTD '14
Ford	89,800 up 7,800 / 9.6 % vs. Feb.'14	186,700 up 13,900 / 8.1 % vs. YTD '14

¹ Euro 20 markets: see above

² 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 2015 market share*

	Feb '15	YTD Feb '15
Euro 20	7,3% up 0.3 ppts vs. Feb.'14	7,5% up 0.3 ppts vs. YTD '14
Total Euro 22	7,0% up 0.6 ppts vs. Feb.'14	7,1% up 0.4 ppts vs. YTD '14
Total Euro 50	6,9% up 0.6 ppts vs. Feb.'14	7,1% up 0.5 ppts vs. YTD '14

* 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 2015 retail market share****

	Feb '15	YTD Feb '15
Key European markets	8.1%	8.2%
	up 1.0 ppts vs YAGO	up 0.7 ppts vs YAGO

** 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 February and February Year-to-Date 2015

Market	Feb '15			
	Volume	o/(u) '14	Share	o/(u) '14
1, Germany	17,800	1,100	7,3 %	0.1 ppts
2, Britain	13,500	900	14,5 %	(0.9)
3, Italy	10,300	2,100	7,1 %	0.7
4, France	9,200	2,200	5,1 %	1.1
5, Turkey	8,300	4,900	14,2 %	5.1

Market	YTD Feb '15			
	Volume	o/(u) '14	Share	o/(u) '14
1, Britain	41,300	1,900	14,6 %	(0.7) ppts
2, Germany	32,900	(700)	6,9 %	(0.4)
3, Italy	20,400	4,200	7,1 %	0.8
4, France	15,900	3,100	4,7 %	0.8
5, Turkey	13,100	6,300	13,8 %	4.2

Top 5 markets ranked by Ford share in February and February Year-to-Date 2015

Market	Feb '15			
	Share	o/(u) '14	Volume	o/(u) '14
1, Britain	14,5 %	(0.9) ppts	13,500	900
2, Turkey	14,2 %	5.1	8,300	4,900
3, Hungary	12,6 %	1.9	1,000	300
4, Ireland	10,3 %	(0.6)	1,900	300
5, Finland	9,9 %	1.8	900	100

Market	YTD Feb '15			
	Share	o/(u) '14	Volume	o/(u) '14
1, Britain	14,6 %	(0.7) ppts	41,300	1,900
2, Turkey	13,8 %	4.2	13,100	6,300
3, Hungary	13,0 %	2.0	1,900	600
4, Ireland	12,0 %	1.0	6,400	1,900
5, Finland	9,0 %	1.7	1,800	200

February and February Year-to-Date 2015 sales by vehicle line (Europe 20 markets)

Model	Feb '15	o/(u) Feb '14	YTD Feb '15	o/(u) YTD Feb. '14
Ka	3,800	(300)	7,500	200
Fiesta	18,400	(200)	40,200	(700)
B-MAX	3,400	(700)	7,300	(1,600)
Ecosport	2,900	2,900	5,800	5,800
Focus	13,700	(900)	28,100	(2,500)
C-MAX	5,300	100	11,000	(100)
Kuga	6,000	1,700	12,700	2,700
Mondeo	4,400	1,100	9,300	2,200
S-MAX	900	(1,200)	2,600	(2,100)
Galaxy	500	(700)	1,500	(1,000)
Tourneo Courier	1,000	1,000	2,000	2,000
Tourneo Connect	800	400	1,800	1,200
Tourneo Custom	700	400	1,300	400
Transit Courier	1,200	1,200	2,200	2,200
Transit Connect	2,500	800	5,700	2,500
Transit Custom	5,900	1,800	13,200	4,000
Transit ***	4,300	-(500)	8,800	(600)
Ranger	1,700	100	3,800	1,100
Other ****	700	100	1,700	100
Total Sales	78,100	8,200	166,600	15,800

*** Year-over-year comparison to be seen in context of expanded Transit CV range now including Transit, Transit Custom, Transit Connect, Transit Courier

**** Figures largely include commercial vehicles such as Car Derived Vans and imports.

**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 187,000 employees and 62 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

***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 66,000 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 23 manufacturing facilities (12 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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