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Ford Sales Growth Continues to Outpace the Market in Europe in First Quarter; Ford Claims No. 1 Spot in CV Sales

- Ford sold* 335,100 vehicles in first quarter – up 12.5 percent, outpacing industry growth of 9 percent
- Ford's total vehicle market share in Europe rose 0.2 percentage points to 8.2 percent year-to-date
- Ford No.1 top-selling commercial vehicle brand in the first quarter for the first time since 1997; CV share at 13.3 percent, the best in almost two decades
- New models power sales gains: Mondeo up 34 percent year-over-year; Kuga up 31 percent; commercial vehicles up 42 percent
- Retail and fleet sales channels accounted for 73 percent of Ford passenger car sales – 4 percentage points above industry average
- 2015 one of Ford's strongest years ever for new model launches, with about half of Ford's sales volume coming from new or significantly freshened models

COLOGNE, Germany, April 14, 2015 – Ford Motor Company's overall sales in Europe continued to outpace industry growth in the first quarter of 2015 and the company has now become the European industry's top commercial vehicle seller.

In total, Ford sold 335,100 vehicles in its 20 traditional European markets* in the first three months of 2015 – a year-over-year increase of 12.5 percent, closing Ford's best first quarter sales performance since 2011. Ford continued to outpace industry growth which was 9 percent year-to-date.

Ford's total vehicle market share reflected its successful new model introductions as it rose by 0.2 percentage points to 8.2 percent year to date, strengthening Ford's position as Europe's No.2 best-selling total vehicle brand. Ford also recorded its best first quarter for passenger car sales since 2012, with 264,440 sold year to date, an increase of 6.5 percent.

“Our strategy of investing to create one of the freshest line-ups in the industry is paying off as we are seeing consistent gains in the passenger car market and huge growth in commercial vehicles,” said Peter Fleet, vice president, Sales, Ford of Europe. “We became the top selling commercial vehicle brand in the industry in the first quarter – up from No. 7 just three years ago – thanks to our completely refreshed and expanded CV line.”

Ford's improvement was powered by strong demand for new models like the Mondeo and Transit vehicle lines, performance cars such as the new Focus ST and Focus ST diesel, as well as improved sales of the Kuga and EcoSport SUVs.

Ford also continued to improve its sales mix in healthier channels in the first quarter, outperforming the industry once again. Retail and fleet sales accounted for 73 percent of Ford's passenger car sales in the first quarter, 4 percentage points better than industry. Ford's retail market share was 8.6 percent in the first quarter, up 0.3 percentage points.

“We expect our momentum to continue this year as we continue to roll out new vehicles,” Fleet said. “Overall, this is one of our strongest years ever for new vehicle launches, with



about half of our sales volume coming from new or significantly refreshed models being launched in 2015.”

Ford is now preparing to launch the new C-MAX and Grand C-MAX, the all-new S-MAX and Galaxy models, and the new Ford Vignale Mondeo in the coming weeks. This summer, Ford will begin selling the all-new Mustang fastback and convertible in Europe for the first time in the iconic car's 50 year history. Near the end of the year, Ford will begin producing the Ford Edge SUV and Focus RS performance hatch.

Commercial vehicles

Ford continued to gain CV sales momentum and improve market share with its all-new and expanded Transit range, making Ford the No.1 top-selling CV brand in Europe in the first quarter, up from No. 7 in 2012. This was the first time since 1997 that Ford has held first quarter CV market leadership in Europe.

Ford CV sales were up 42.4 percent in the first quarter, selling 70,646 units. Market share rose by 2.8 percentage points to 13.3 percentage points – the best market share in almost two decades.

The Transit Custom one-tonne van was the best-selling nameplate with sales up 50 per cent year-on-year. The Ranger pickup also closed a strong quarter as the No.1 top-selling vehicle in its segment year-to-date, selling 6,578 vehicles.

March sales

In March, Ford sold 168,400 vehicles in total in its 20 traditional European markets* – a year-over-year increase of 14.4 percent. Ford continued to outpace industry growth which was 11.6 percent for the month. Total vehicle market share rose by 0.2 percentage points to 9.1 percent in March.

Ford sales in healthier sales channels – including retail and fleet – accounted for 70 percent of Ford passenger car sales in March, in line with industry average. Commercial vehicles market share rose by 2.9 percentage points to 14.3 percentage points in March.

The UK market closed a particularly strong month as total vehicle sales approached the 80,000 mark in March, recorded its all-time best-ever month for commercial vehicle sales. Ford's UK market leadership remains unchallenged with its total vehicle sales share 14.2 percent, 4.3 percentage points ahead of nearest rival

Vehicle highlights in first quarter

First quarter sales and customer orders continued to be strong across Ford's product portfolio, led by new model introductions.

Sales of the all-new Mondeo were up 34 percent year-over-year and customer orders were up 75 percent as the model is currently rolling out to Ford dealerships across Europe. Orders from private customers were almost four times more than in the first quarter last year.

Ford's SUV sales continued to build momentum with Kuga sales up 30.7 percent, the best first quarter for the model since 2008, when the first-generation Kuga was launched. Sales of the EcoSport compact SUV also continued to gain momentum in first quarter sales.

Volume across the Tourneo family of people movers more than doubled compared to the same period last year.



* 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.

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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March 2015 Sales Volume (registrations)

Euro 20 ¹	March '15	YTD March '15
Industry	1,848,600	4,079,900
	up 192,700 / 11.6 % vs. Mar. '14	up 338,000 / 9.0 % vs. YTD '14
Ford	168,400	335,100
	up 21,200 / 14.4 % vs. Mar. '14	up 37,200 / 12.5 % vs. YTD '14
Euro 22²		
Industry	2,079,900	4,654,400
	up 124,900 / 6.4 % vs. Mar. '14	up 174,500 / 3.9 % vs. YTD '14
Ford	181,000	364,000
	up 23,100 / 14.6 % vs. Mar. '14	up 38,000 / 11.7 % vs. YTD '14
Total Euro 50³		
Industry	2,122,400	4,773,100
	up 110,400 / 5.5 % vs. Mar. '14	up 130,100 / 2.8 % vs. YTD '14
Ford	183,400	370,200
	up 23,400 / 14.6 % vs. Mar. '14	up 37,600 / 11.3 % vs. YTD '14

¹ The Euro 20 markets are: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Spain, 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 29 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

**March 2015 Market Share ***

	March '15	YTD March '15
Euro 20	9.1% up 0.2 ppts vs. Mar. '14	8.2% up 0.2 ppts vs. YTD '14
Total Euro 22	8.7% up 0.6 ppts vs. Mar. '14	7.8% up 0.5 ppts vs. YTD '14
Total Euro 50	8.6% up 0.6 ppts vs. Mar. '14	7.8% up 0.6 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.

**** March 2015 Retail Market Share**

	March '15	YTD March '15
Key European markets	9.0% down 0.1 ppts vs YAGO	8.6% up 0.3 ppts vs YAGO

** The Key European markets are: Britain, Germany, France, Italy and Spain. Ford volume and industry in these markets represent 70 to 80% of the Europe 20 volume.

Ford Top 5 Markets ranked by March volume (registrations)

Market	March '15			
	Volume	o/(u) '14	Share	o/(u) '14
1. Britain	80,000	5,200	14.2 %	(0.2) ppts
2. Germany	26,100	4,200	7.4 %	0.6
3. Italy	12,100	2,100	7.0 %	0.3
4. France	12,100	2,300	5.1 %	0.6
5. Turkey	10,800	6,800	12.2 %	4.4

Market	YTD March '15			
	Volume	o/(u) '14	Share	o/(u) '14
1. Britain	121,300	7,100	14.4 %	(0.3) ppts
2. Germany	59,100	3,600	7.1 %	0.0
3. Italy	32,500	6,400	7.1 %	0.6
4. France	28,000	5,500	4.9 %	0.8
5. Turkey	23,900	13,100	13.0 %	4.1

Top 5 Markets ranked by Ford's share in March

Market	March '15			
	Share	o/(u) '14	Volume	o/(u) '14
1. Romania	14.4 %	6.4 ppts	900	400
2. Britain	14.2 %	(0.2)	80,000	5,200
3. Ireland	13.2 %	1.3	2,900	1,000
4. Hungary	12.8 %	1.7	1,100	200
5. Turkey	12.2 %	4.4	10,800	6,800

Market	YTD March '15			
	Share	o/(u) '14	Volume	o/(u) '14
1. Britain	14.4 %	(0.3) ppts	121,300	7,100
2. Turkey	13.0 %	4.1	23,900	13,100
3. Hungary	13.0 %	2.0	2,900	800
4. Ireland	12.3 %	1.1	9,300	2,900
5. Romania	9.0 %	(0.3)	1,600	



March Sales by vehicle line (Euro 22) ***

Model	March '15	o/(u) March '14	YTD March '15	o/(u) YTD Mar. '14
Ka	7,200	(600)	14,600	(400)
Fiesta	47,500	3,100	87,800	2,500
B-MAX	6,300	(1,500)	13,500	(3,100)
Ecosport	4,000	3,900	9,800	9,700
Focus	32,200	1,200	60,500	(1,100)
C-MAX	10,300	(300)	21,200	(400)
Kuga	12,200	3,100	24,900	5,800
Mondeo	9,200	2,600	18,500	4,700
S-MAX	1,400	(2,600)	4,000	(4,700)
Galaxy	1,000	(1,500)	2,500	(2,500)
Tourneo Courier	1,300	1,300	3,300	3,300
Tourneo Connect	1,700	1,100	3,600	2,300
Tourneo Custom	1,200	500	2,500	900
Transit Courier	2,200	2,200	4,400	4,400
Transit Connect	5,200	2,000	10,900	4,500
Transit Custom	13,700	5,100	26,800	9,100
Transit ***	7,700	(400)	16,500	(100)
Ranger	2,800	800	6,600	2,100
Other ****	1,500	400	3,200	500
Total Sales	168,400	21,200	335,100	37,200

*** Yoy comparison to be seen in context of expanded CV range now including Transit, Transit Custom, Transit Connect and Transit Courier.

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