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Strong Demand for New Models Continues to Drive Ford's European Sales Growth

- Ford's total vehicle sales* grew 1.5 percent in May and 9.3 percent in the first five months
- Ford's total vehicle market share in Europe was level in May at 7.8 per cent and up 0.2 percentage points for the first five months of the year at 8.1 percent
- Strong new model sales were led by all-new Mondeo up 75 percent and commercial vehicle range up 16 percent in May
- Customers already have ordered nearly 5,000 new Ford Mustangs as the iconic sports car is prepared for sale in Europe for the first time in its 50-year history
- Ford passenger car sales in healthier sales channels in May and the first five months – including retail and fleet – accounted for 72 percent of Ford sales, 3 percentage points above industry average
- May and year-to-date commercial vehicle shares rise to best level in nearly two decades
- Ford product onslaught continues as new S-MAX, C-MAX and Galaxy start to reach dealerships in June

COLOGNE, Germany, June 12, 2015 – Ford of Europe's vehicle sales increased again in May on the back of strong demand for its all-new and updated models, led by the all-new Mondeo, EcoSport SUV and Transit commercial vehicle range.

Ford sold 99,900 vehicles in total in its 20 traditional European markets* last month, and 541,900 vehicles in the first five months of the year – a year-over-year increase of 1.5 percent and 9.3 percent, respectively.

The company's total vehicle market share was flat at 7.8 per cent in May and rose by 0.2 percentage points to 8.1 percent year-to-date. Ford remained the No. 2 best-selling brand in Europe for both passenger car and total vehicle sales for both periods.

“New products are driving our sales growth in 2015 and we expect to continue building momentum as the year goes on and we launch even more new models,” said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. “Our new Mondeo and new Transit commercial vehicle line-up are helping us to reach new customers. Now we are shipping all-new S-MAX, new C-MAX, Mondeo Vignale and Mustang to dealers.”

Ford said nearly 5,000 customers in Europe have already ordered the all-new Mustang, which will go on sale this summer for the first time in its 50-year history.

Ford's positive momentum in Europe is largely driven by sales in higher value sales channels including the private retail and the fleet segments. The company's combined sales in the retail and fleet market accounted for 72 percent of its passenger car sales in May and in the first five months, 3 percentage points better than industry average for both periods.



Vehicle Highlights in May

Ford's momentum comes on the back of growth across the company's product range, led by new model introductions.

Sales of the all-new Mondeo were up 75 percent year-over-year and customer orders were up 14 percent in May. Customer orders for the new Focus grew by 45 per cent in May. This includes 4,700 new Focus ST models, 40 per cent of which were the new Focus ST diesel. Customer orders for the Fiesta – Europe's best-selling small car in 2012, 2013, and 2014, were up by almost 23 per cent in May.

Ford's SUV sales also are growing. Kuga sales in May and year-to-date were the highest since the launch of the first-generation Kuga in 2008. The EcoSport compact SUV saw a three-fold increase in customer orders in May.

Thanks to strong demand for its completely new and expanded Transit range – including Transit, Transit Custom, Transit Connect and Transit Courier – Ford continued to grow its commercial vehicles sales and market share. Ford is now Europe's No 2 best-selling commercial vehicle brand year to date, a position it gained earlier this year, up from No 7 in 2012. Demand for the Ranger pick-up continued to grow with May volume being the best since the model's launch in 1999.

Ford's total commercial vehicle sales were up 16 percent in May and 36 percent year-to-date. Commercial vehicle market share rose by 1.1 and 2.5 percentage points to 11.5 and 12.7 per cent in May and year-to-date, respectively, the best shares in almost two decades. May customer orders for Ford commercial vehicles were up 73 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.

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 194,000 employees and 66 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 53,000 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 23 manufacturing facilities (15 wholly owned or consolidated joint venture facilities and 8 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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**May 2015 Sales Volume (registrations)**

Euro 20 ¹	May '15	YTD May '15
Industry	1,282,600 up 21,200 / 1.7 % vs. May.'14	6,720,100 up 453,800 / 7.2 % vs. YTD '14
Ford	99,900 up 1,500 / 1.5 % vs. May.'14	541,900 up 46,000 / 9.3 % vs. YTD '14
Euro 22²		
Industry	1,500,800 down 27,900 / (1.8) % vs. May.'14	7,742,700 up 183,300 / 2.4 % vs. YTD '14
Ford	113,900 up 5,400 / 5.0 % vs. May.'14	599,500 up 54,400 / 10.0 % vs. YTD '14
Total Euro 50³		
Industry	1,548,700 down 34,000 / (2.1) % vs. May.'14	7,957,700 up 121,100 / 1.5 % vs. YTD '14
Ford	116,600 up 5,900 / 5.4 % vs. May.'14	610,800 up 54,900 / 9.9 % 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, 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

May 2015 Market Share *

	May '15	YTD May '15
Euro 20	7.8% flat 0.0 ppts vs. May.'14	8.1% up 0.2 ppts vs. YTD '14
Total Euro 22	7.6% up 0.5 ppts vs. May.'14	7.7% up 0.5 ppts vs. YTD '14
Total Euro 50	7.5% up 0.5 ppts vs. May.'14	7.7% 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.

**** May 2015 Retail Market Share**

	May '15	YTD May '15
Key European markets	8.0% down 0.3 ppts vs YAGO	8.3% up 0.1 ppts vs YAGO

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

Ford Top 5 Markets ranked by May volume (registrations)

Market	May '15			
	Volume	o/(u) '14	Share	o/(u) '14
1. Britain	31,700	2,700	13.7 %	0.6 ppts
2. Germany	19,000	(3,600)	6.8 %	(0.7)
3. Turkey	11,300	5,100	13.3 %	3.3
4. Italy	10,800	600	6.8 %	(0.3)
5. France	8,400	(1,000)	5.0 %	(0.3)

Market	YTD May '15			
	Volume	o/(u) '14	Share	o/(u) '14
1. Britain	184,900	10,600	14.3 %	(0.2) ppts
2. Germany	103,100	3,500	7.2 %	0.0
3. Italy	54,400	9,200	7.0 %	0.4
4. Turkey	47,000	24,600	13.0 %	3.7
5. France	46,000	4,400	4.8 %	0.3



Top 5 Markets ranked by Ford's share in May

Market	May '15			
	Share	o/(u) '14	Volume	o/(u) '14
1. Britain	13.7 %	0.6 ppts	31,700	2,700
2. Turkey	13.3 %	3.3	11,300	5,100
3. Hungary	12.9 %	2.4	1,000	200
4. Ireland	11.7 %	(1.4)	1,000	-
5. Finland	10.0 %	2.1	1,000	100

Market	YTD May '15			
	Share	o/(u) '14	Volume	o/(u) '14
1. Britain	14.3 %	(0.2) ppts	184,900	10,600
2. Turkey	13.0 %	3.7	47,000	24,600
3. Hungary	12.9 %	2.0	5,000	1,200
4. Ireland	11.9 %	0.6	11,400	3,100
5. Finland	9.0 %	1.2	4,900	500

May Sales by vehicle line (Euro 20)

Model	May '15	o/(u) May '14	YTD May '15	o/(u) YTD May '14
Ka	4,000	(800)	22,100	(2,300)
Fiesta	25,300	(500)	139,700	300
B-MAX	3,500	(1,000)	21,000	(5,200)
Ecosport	2,500	1,500	14,500	13,100
Focus	20,100	1,900	101,300	1,600
C-MAX	5,900	(4,000)	34,300	(5,600)
Kuga	7,400	300	41,000	7,900
Mondeo	7,100	3,000	32,800	10,700
S-MAX	800	(2,100)	6,000	(8,600)
Galaxy	600	(1,100)	3,700	(5,300)
Tourneo Courier	1,300	1,200	5,800	5,700
Tourneo Connect	1,200	200	6,400	3,500
Tourneo Custom	900	100	4,400	1,300
Transit Courier	1,400	1,300	7,100	7,100
Transit Connect	3,500	400	18,100	5,800
Transit Custom	6,700	-	41,200	10,800
Transit ***	5,600	-(1,200)	27,600	-(2,200)
Ranger	1,700	-	10,300	2,500
Other ****	600	(300)	4,700	300
Total Sales	99,900	1,500	541,900	46,000

*** 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.