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## **Ford Europe Sales Up 16% in June, Boosting Market Share; Strong Sales in First Half of 2015 Propelled by New Vehicles**

- Ford's total vehicle sales\* grew 15.8 percent in June and 10.5 percent in the first half of the year, outpacing industry growth of 15.1 percent and 8.6 percent, respectively
- Ford's total vehicle market share in Europe was 8.1 per cent in June and year-to-date, up by 0.1 percentage points and 0.2 percentage points, respectively
- Sales of all-new Mondeo up 55 percent. Commercial vehicle sales rose 33 percent in first half of 2015
- European customers have ordered more than 6,700 new Ford Mustangs as the iconic sports car arrives to dealerships in Europe for the first time in its 50-year history
- Sales of the Transit commercial vehicle range and Ranger pickup surged 33 percent in the first half of the year. Commercial vehicle market share of 12.5 percent the highest in nearly two decades
- Titanium (high series) take rates for passenger cars up 8.6 percent on average
- Ford sales in the desirable retail and fleet segments accounted for 71.3 percent of its passenger car sales in the first half, 2.3 percentage points above industry average
- Ford new product momentum continues as new Mustang, S-MAX, C-MAX, Galaxy and Mondeo Vignale have started to reach dealerships
- Enhanced EcoSport compact SUV now available to order in Europe

**COLOGNE, Germany, July 14, 2015** – Ford of Europe sales growth outpaced the overall industry in June and the first half of the year on the back of strong demand for its new models, led by the all-new Mondeo sedan, Kuga and EcoSport SUVs, and Transit commercial vehicles.

Ford sold 126,800 vehicles in total in its 20 traditional European markets\* last month, and 668,800 vehicles in the first six months of the year – a year-over-year increase of 15.8 percent and 10.5 percent, respectively. This compares to an industry growth of 15.1 percent in June and 8.6 percent in the first half of the year.

The company's total vehicle market share was 8.1 per cent both for June and the first half of the year, up 0.1 percentage point and 0.2 percentage points, respectively.

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 71.3 percent of its passenger car sales in the first six months, 2.3 percentage points better than industry average for the period. Sales to fleet customers improved particularly with the introduction of the new Mondeo and new Focus.

"We delivered a strong first half of 2015 and expect to continue our momentum with a host of new vehicles – including S-MAX, Galaxy, C-MAX, Mondeo Vignale and Mustang -- reaching dealerships this summer," said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. "This historic product push is well timed as we have started opening a network of flagship FordStores in cities across Europe, offering a truly modern and world class experience for customers."



More than 100 FordStores have opened across Europe, and Ford and its dealer partners are on target to open another 100 FordStores by the end of 2015. Ford plans to grow the network to 500 FordStores over time.

### **Sales Highlights and Order Bank**

More than 6,700 customers in Europe have ordered the all-new Mustang, which is going on sale in Europe this summer for the first time in its 50-year history.

Sales of the all-new Mondeo rose 55 percent year-over-year in the first half and customer orders were up almost four-fold in June compared to the same period last year. Customer orders of the new C-MAX grew by 42 per cent, and of the Fiesta – Europe's best-selling small car in 2012, 2013, and 2014 - by 24 per cent in June.

### **SUVs**

Ford's SUV sales also continue to gain momentum. Kuga sales were up 24 percent year-to-date, the highest since the launch of the first-generation Kuga in 2008. Sales and customer orders of the EcoSport compact SUV, available now in an enhanced version, more than doubled in June compared to the same point in time last year.

### **Commercial Vehicles**

Ford continued to grow its commercial vehicles sales and market share, leveraging its redesigned and expanded Transit range – including Transit, Transit Custom, Transit Connect and Transit Courier – and the Ranger pick-up. Sales of the Ranger reached the highest level since the model's launch in 1999.

Ford's total commercial vehicle sales climbed 19 percent in June and 33 percent year-to-date. Commercial vehicle market share rose by 0.2 and 2.0 percentage points to 11.8 and 12.5 per cent in June and year-to-date, respectively, the best shares in almost two decades.

### **Series Mix**

Titanium (high series) take rates for passenger cars were up 8.6 percent on average year-to-date. High series take rates range from 50 percent for the new Focus, to 79 percent for the Kuga SUV. The Ranger Wildtrack – the highest series version of the model - improved from 25 percent to 33 percent of total Ranger sales year-to-date.

### **No. 2 best-selling brand**

Ford remained the No. 2 brand in Europe for passenger car, commercial vehicle and total vehicle sales in the first half of year. Ford gained the No 2 best-selling commercial vehicle brand position earlier this year, up from No. 7 in 2012.

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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](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 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





**Top 5 Markets ranked by Ford's share in June**

Market	June '15			
	Share	o/(u) '14	Volume	o/(u) '14
1. Ireland	17.1 %	(0.1) ppts	400	-
2. Britain	14.5 %	0.2	43,200	5,700
3. Hungary	11.8 %	1.4	1,100	300
4. Turkey	11.6 %	(1.0)	10,400	2,400
5. Finland	9.1 %	(0.8)	900	(100)

Market	YTD June '15			
	Share	o/(u) '14	Volume	o/(u) '14
1. Britain	14.4 %	(0.1) ppts	228,100	16,300
2. Hungary	12.7 %	1.9	6,100	1,500
3. Turkey	12.7 %	2.7	57,400	27,000
4. Ireland	12.0 %	0.6	11,800	3,100
5. Finland	9.0 %	0.8	5,800	400

**June Sales by vehicle line (Euro 20) \*\*\***

Model	June '15	o/(u) June '14	YTD June '15	o/(u) YTD June '14
Ka	4,000	(1,100)	26,100	(3,300)
Fiesta	33,400	6,200	172,900	6,200
B-MAX	3,800	(1,200)	24,900	(6,200)
Ecosport	3,800	2,300	18,300	15,400
Focus	24,800	3,300	126,000	4,900
C-MAX	8,400	(1,200)	42,800	(6,800)
Kuga	10,600	2,200	51,600	10,100
Mondeo	7,900	3,800	40,700	14,400
S-MAX	900	(1,700)	6,900	(10,200)
Galaxy	1,000	(700)	4,700	(6,000)
Tourneo Courier	1,200	900	7,000	6,700
Tourneo Connect	1,700	400	8,100	3,900
Tourneo Custom	900	(100)	5,300	1,300
Transit Courier	1,500	1,100	8,600	8,200
Transit Connect	4,200	500	21,800	5,900
Transit Custom	8,200	-	49,700	11,100
Transit ***	7,400	(2,100)	35,300	(4,500)
Ranger	2,300	700	12,600	3,200
Other ****	800	(200)	5,700	200
<b>Total Sales</b>	<b>126,800</b>	<b>17,300</b>	<b>668,800</b>	<b>63,400</b>

\*\*\* 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.