



**RELEASE AT 14:00 CET ON 14 SEPTEMBER 2015**

## **Ford Europe Sales Rise 12% in August on Demand for Mondeo, SUVs; Ford Takes No. 1 in Commercial Vehicles**

- Ford's total vehicle sales\* grew 12 percent in August and 10 percent year-to-date
- Ford's total vehicle market share in August and year-to-date was 7.9 percent and 8.0 percent, up 0.1 of a percentage point in each period
- Mondeo sales more than doubled year-over-year in August; EcoSport compact SUV up 81 percent; Ranger sales rose 44 percent; Mustang orders top 8,000 in Europe
- Ford was No. 1 in commercial vehicle sales in August and year-to-date; market share in August totalled 14.3 percent, up 2.3 percentage points on Transit, Ranger sales
- Ford sales in higher value retail and fleet segments accounted for 81 percent of its passenger car sales in August – 8 percentage points above industry average
- Ford sales in Russia increased 17 percent in August while the overall market fell 19 percent; Ford sales in Germany increased 13 percent, outpacing the industry
- Ford announced this week at Frankfurt Motor Show plans to significantly expand its SUV lineup in the coming years starting with all new Ford Edge early next year

**FRANKFURT, Germany, Sept. 14, 2015** – Ford Motor Company sales in Europe rose 12 percent in August fuelled by increasing demand for the new Mondeo and strengthening sales of SUVs and commercial vehicles.

Ford sold a total of 69,000 vehicles in its 20 traditional European markets\* last month, and 838,900 vehicles in the first eight months of the year – a year-over-year increase of 12 percent and 10 percent, respectively.

The company's total vehicle market share rose a tenth of a point to 7.9 percent in August and 8 percent year-to-date. Ford was the No.1 selling brand for commercial vehicles sales in Europe in both August and year-to-date, and remains Europe's No. 2 selling brand in Europe for total vehicle and passenger car sales.

"Ford is becoming a much more vibrant, emotionally appealing brand in Europe -- from the new Mondeo Vignale, S-MAX and Mustang to our new flagship FordStores opening across Europe -- and customers are responding," said Jim Farley, chairman and CEO, Ford of Europe. "We look forward to building on this momentum with the fully refreshed EcoSport SUV arriving now to the upscale new Edge large SUV early next year."

The company's combined sales in the retail and fleet market accounted for 81 percent of its passenger car sales in August and 73 percent in the first eight months, 8 percentage points and 3 percentage points better than industry average, respectively. Ford said it was also seeing a strong take rate for more upscale and well-equipped versions of its vehicles, such as Titanium series.

### **Passenger Car Sales**

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

More than 8,000 European customers have ordered the all-new Ford Mustang which went on-sale in Europe this summer for the first time in the iconic Muscle car's 51-year history.



Sales of the all-new Mondeo doubled year-over-year in August and were up 61 percent year-to-date. Customer orders for the new Focus were up nearly 60 percent in August.

Ford's SUV range also continued to increase sales. Kuga sales in August and year-to-date were the highest since the launch of the first-generation Kuga in 2008. Sales of the EcoSport compact SUV rose 81 percent in August compared to August 2014.

### **Commercial Vehicle Sales**

Ford was No.1 in commercial vehicles sales in August and year-to-date as demand continued to grow for its completely new and expanded Transit range – including Transit, Transit Custom, Transit Connect and Transit Courier – and the Ranger pickup. Commercial vehicle share was up 2.3 percentage points and 1.7 percentage points at 14.3 percent and 12.5 percent, respectively – the best share performance in almost two decades.

Demand for the Ranger pickup continued to grow with August sales up 44 percent, the best August since the model's launch in 1999. The Ranger claimed the No.1 sales position in the European pickup market from January to July this year, according to the latest available data. Customer orders for Transit Courier more than doubled in August and customer orders for Transit grew 75 percent.

### **Market highlights**

Ford closed a strong August across many markets in Europe. Thanks to new product introductions, Ford's Russian joint venture, Ford Sollers, saw a 17 percent sales growth in August compared to the same month last year, in a market that declined by 19 percent.

In Germany, passenger car and commercial vehicle sales grew double digit, outperforming industry growth.

Ford was market leader in the UK in total vehicle sales, with Fiesta and Focus the No.1 and No. 2 in the passenger vehicle chart, respectively, while Transit led the commercial vehicle industry sales.

Ford also was market leader in total vehicle sales in Ireland and in Hungary, and achieved market share improvements in 11 of its 20 traditional European markets.

### **Ford at 2015 Frankfurt IAA**

At the 2015 Frankfurt IAA, Ford will reaffirm that it is launching five all-new or redesigned vehicles that will compete in the SUV and crossover space in Europe in the next three years, starting early next year with the Edge large SUV.

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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 195,000 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 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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#### August 2015 Sales Volume (registrations)

Euro 20 <sup>1</sup>	August '15	YTD August '15
Industry	875,100 up 85,800 / 10.9 % vs. Aug.'14	10,494,800 up 856,800 / 8.9 % vs. YTD '14
Ford	69,000 up 7,300 / 11.7 % vs. Aug.'14	838,900 up 76,100 / 10.0 % vs. YTD '14
<b>Euro 22<sup>2</sup></b>		
Industry	1,100,800 up 73,100 / 7.1 % vs. Aug.'14	12,190,800 up 507,000 / 4.3 % vs. YTD '14
Ford	84,500 up 11,300 / 15.4 % vs. Aug.'14	939,400 up 90,300 / 10.6 % vs. YTD '14
<b>Total Euro 50<sup>3</sup></b>		
Industry	1,140,000 up 64,100 / 6.0 % vs. Aug.'14	12,547,200 up 422,500 / 3.5 % vs. YTD '14
Ford	86,600 up 11,400 / 15.1 % vs. Aug.'14	958,200 up 91,800 / 10.6 % vs. YTD '14

<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, Romania, Spain, 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 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

#### Aug 2015 Market Share \*

	August '15	YTD August '15
Euro 20	7.9% up 0.1 ppts vs. Aug.'14	8.0% up 0.1 ppts vs. YTD '14
Total Euro 22	7.7% up 0.6 ppts vs. Aug.'14	7.7% up 0.4 ppts vs. YTD '14
Total Euro 50	7.6% up 0.6 ppts vs. Aug.'14	7.6% 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.

#### \*\* Aug 2015 Retail Market Share

	August '15	YTD August '15
Key European markets	8.1% down 0.5 ppts vs YAGO	8.1% down 0.2 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 Aug volume (registrations)**

Market	August '15			
	Volume	o/(u) '14	Share	o/(u) '14
1. Germany	18,700	2,200	7.6 %	0.6 ppts
2. Britain	15,900	1,200	16.4 %	(0.4)
3. Turkey	10,900	3,300	12.9 %	0.8
4. Italy	5,000	900	7.7 %	0.6
5. France	5,000	-	4.6 %	(0.4)

Market	YTD August '15			
	Volume	o/(u) '14	Share	o/(u) '14
1. Britain	274,800	17,600	14.5 %	(0.2) ppts
2. Germany	168,900	8,900	7.2 %	0.0
3. Italy	80,800	13,400	7.0 %	0.3
4. Turkey	78,800	32,200	12.6 %	1.7
5. France	69,000	5,200	4.6 %	0.1

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

Market	August '15			
	Share	o/(u) '14	Volume	o/(u) '14
1. Britain	16.4 %	(0.4) ppts	15,900	1,200
2. Hungary	13.0 %	(0.2)	800	-
3. Turkey	12.9 %	0.8	10,900	3,300
4. Ireland	12.4 %	0.4	1,000	300
5. Finland	9.6 %	0.4	900	100

Market	YTD August '15			
	Share	o/(u) '14	Volume	o/(u) '14
1. Britain	14.5 %	(0.2) ppts	274,800	17,600
2. Turkey	12.6 %	1.7	78,800	32,200
3. Hungary	12.4 %	1.3	7,800	1,500
4. Ireland	11.9 %	0.2	16,400	4,200
5. Finland	9.1 %	0.7	7,700	600

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

Model	August '15	o/(u) August '14	YTD August '15	o/(u) YTD August '14
Ka	2,900	100	33,700	(2,500)
Fiesta	12,900	(600)	208,300	4,600
B-MAX	2,600	(400)	31,400	(7,400)
Ecosport	1,600	700	22,900	18,000
Focus	11,200	(700)	157,000	6,300
C-MAX	4,700	(500)	54,600	(7,500)
Kuga	5,300	200	65,500	11,300
Mondeo	5,000	2,700	53,100	20,200
S-MAX	1,500	300	9,100	(11,700)
Galaxy	800	100	6,100	(7,000)
Mustang	800	800	1,300	1,300
Tourneo Courier	1,200	800	9,500	8,400
Tourneo Connect	600	(400)	9,700	3,300
Tourneo Custom	900	400	6,900	1,700
Transit Courier	1,000	500	10,700	9,300
Transit Connect	2,500	(300)	27,400	5,100
Transit Custom	5,900	1,000	61,700	11,000
Transit ***	5,400	(2,100)	46,300	(7,700)
Ranger	1,700	500	16,700	4,400
Other ****	900	(400)	2,300	11,400
<b>Total Sales</b>	<b>69,000</b>	<b>7,300</b>	<b>838,900</b>	<b>76,100</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.