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Ford's European Sales Rise 20% in November; Market Share Increases on Strength of New Cars, SUVs, CVs

- Ford's total sales grew 20.4% in November versus a year ago and 9.9% year-to-date (Europe 20) compared with industry increases of 13.9% and 9.0%, respectively
- Ford total vehicle market share increased 0.4 percentage points to 7.9% in Nov, and by 0.1 percentage point to 8.1% year-to-date (Europe 20)
- Across all 50 Ford European markets, Ford market share up 0.7 percentage points to 7.6% in Nov, and up 0.5 percentage points to 7.7% year-to-date
- Ford was No.1 commercial vehicle brand in November and year-to-date
- 78% of Ford car sales in November in higher value retail and fleet segments – 5 percentage points better than industry average
- Fiesta is Europe's best-selling small car; Ranger is Europe's best-selling pick-up; Mondeo sales quadruple; EcoSport sales double; Mustang orders surpass 12,000

COLOGNE, Germany, Dec. 11, 2015 – Ford's European sales rose 20 percent in November and improved its market share on rising demand for its newest passenger cars, SUVs and commercial vehicles. It was Ford's best November in Europe since 2009.

Ford sold 101,500 vehicles in its 20 traditional European markets* last month, and 1,181,200 vehicles in the first 11 months of the year. This marked a year-over-year sales increase of 20.5% and 9.9%, respectively. Industry sales were up 13.9 percent in November, and 9.0 percent year-to-date.

"We are finishing 2015 with a lot of momentum and well positioned for an even better 2016," said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. "The new Ford showroom -- from our new family cars, to our performance line-up, to our SUVs and commercial vehicles – is attracting new customers and really changing our brand image."

Ford's total vehicle market share in the 20 markets grew 0.4 percentage points to 7.9 percent in November, and by 0.1 percentage point to 8.1 percent year-to-date. Across all 50 European markets, Ford's market share improved by 0.7 percentage points to 7.6 percent in November, and by 0.5 percentage points to 7.7 percent year-to-date.

Ford's sales in the higher value retail and fleet market, accounted for 78 percent of its car sales in November, 3 percentage points better than a year ago and 5 percentage points better than the industry average.

Passenger car sales

Ford passenger car market share was 7.0 percent in November, up 0.3 percentage points year-over-year.

More than 12,000 European customers have now ordered the all-new Ford Mustang which went on-sale in Europe this summer for the first time in the icon's 51-year history.

Sales of the all-new Mondeo were up 350 percent in November, and have increased by 76 percent year-to-date. Customer orders in November for the new C-MAX were up 25 percent. Year-to-date sales of the Fiesta – at 288,900 units – were the highest since 2011, and the Fiesta was the No.1 small car in Europe for the first 10 months of 2015, according to the latest data from Jato Dynamics.



Ford's SUV range also continued to increase sales. Kuga sales rose 25 percent in November and 19 percent year-to-date. With sales of 93,000 units so far this year, Kuga is enjoying its best sales year since the first-generation vehicle was launched in 2008. Sales of the EcoSport compact SUV doubled in November compared with the same month last year, and have tripled year-to-date.

Commercial vehicle sales

Ford was Europe's No.1 commercial vehicles brand for sales in November and year-to-date as demand continues to grow for the new and expanded Transit range – including Transit, Transit Custom, Transit Connect and Transit Courier – and the Ranger pickup.

Ford commercial vehicle sales were up 24 percent for both the month and year-to-date. Ford's share of the commercial vehicle market was up 0.7 percentage points to 13.3 percent in November, and rose by 1.3 percentage points to 12.7 percent year-to-date – the best market shares for both periods since 1996. Customer orders for Ford commercial vehicles grew 34 percent year-over-year in November.

Demand for the Ranger pickup also grew with sales up 10 percent in November and 32 percent year-to-date – the best sales figures since the model's launch in 1999. Ranger was the No. 1 pickup in Europe in the first 10 months this year, according to the latest data from Jato Dynamics.

Market highlights

Ford closed a strong November and year-to-date performance across many markets in Europe. Ford was the market leader in total vehicle sales in the UK, Ireland and Hungary in November, and sales leader in the UK and Hungary year-to-date. Ford also achieved November market share improvements in 14 its 20 traditional European markets, including the UK, Germany, France and Italy.

Year-to-date, market share was up in 12 of the 20 markets. In Turkey, Ford Otosan – Ford's joint venture business – has increased its market share by 1.2 ppts so far this 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 197,000 employees and 67 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 68,000 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 24 manufacturing facilities (16 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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**November 2015 Sales Volume (registrations)**

Euro 20¹	November '15	YTD November '15
Industry	1,281,200 up 156,500 / 13.9 % vs. Nov.'14	14,672,500 up 1,206,700 / 9.0 % vs. YTD '14
Ford	101,500 up 17,200 / 20.4 % vs. Nov.'14	1,181,200 up 106,100 / 9.9 % vs. YTD '14
Euro 22²		
Industry	1,502,900 up 59,800 / 4.1 % vs. Nov.'14	16,998,900 up 612,300 / 3.7 % vs. YTD '14
Ford	115,200 up 13,400 / 13.2 % vs. Nov.'14	1,321,200 up 115,500 / 9.6 % vs. YTD '14
Total Euro 50³		
Industry	1,545,100 up 47,300 / 3.2 % vs. Nov.'14	17,491,800 up 500,800 / 2.9 % vs. YTD '14
Ford	117,700 up 13,700 / 13.1 % vs. Nov.'14	1,347,700 up 117,900 / 9.6 % 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

Nov 2015 Market Share *

	November '15	YTD November '15
Euro 20	7.9% up 0.4 ppts vs. Nov.'14	8.1% up 0.1 ppts vs. YTD '14
Total Euro 22	7.7% up 0.6 ppts vs. Nov.'14	7.8% up 0.4 ppts vs. YTD '14
Total Euro 50	7.6% up 0.7 ppts vs. Nov.'14	7.7% 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.

**** Nov 2015 Retail Market Share**

	November '15	YTD November '15
Key European markets	7.8% up 0.2 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 75 to 80% of the Europe 20 volume.



Ford Top 5 Markets ranked by Nov volume (registrations)

Market	November '15			
	Volume	o/(u) '14	Share	o/(u) '14
1, Britain	30,500	4,200	14,3 %	1.3 ppts
2, Germany	23,700	4,400	7,8 %	0.9
3, Italy	11,100	2,800	7,5 %	0.5
4, Turkey	10,100	(800)	11,5 %	(1.5)
5, France	8,000	1,200	4,4 %	0.3

Market	YTD November '15			
	Volume	o/(u) '14	Share	o/(u) '14
1, Britain	406,600	22,000	14,3 %	(0.2) ppts
2, Germany	237,300	16,800	7,3 %	0.2
3, Italy	112,100	18,600	7,1 %	0.3
4, Turkey	105,900	32,100	12,6 %	1.2
5, France	94,100	7,100	4,5 %	0.1

Top 5 Markets ranked by Ford's share in Nov

Market	November '15			
	Share	o/(u) '14	Volume	o/(u) '14
1, Ireland	19,0 %	0.1 ppts	300	-
2, Britain	14,3 %	1.3	30,500	4,200
3, Hungary	11,8 %	(3.2)	1,100	(100)
4, Turkey	11,5 %	(1.5)	10,100	(800)
5, Finland	9,7 %	1.8	1,000	300

Market	YTD November '15			
	Share	o/(u) '14	Volume	o/(u) '14
1, Britain	14,3 %	(0.2) ppts	406,600	22,000
2, Turkey	12,6 %	1.2	105,900	32,100
3, Ireland	12,2 %	0.2	18,400	4,700
4, Hungary	12,0 %	0.0	10,900	1,300
5, Finland	9,2 %	0.7	10,500	1,000

Nov Sales by vehicle line (Euro 20)

Model	November '15	o/(u) November '14	YTD November '15	o/(u) YTD November '14
Ka	3,100	(100)	45,700	(4,200)
Fiesta	21,700	800	288,900	1,300
B-MAX	3,300	400	42,600	(7,600)
Ecosport	4,300	2,300	35,800	24,500
Focus	15,900	1,800	214,200	8,700
C-MAX	6,800	300	77,100	(5,700)
Kuga	8,800	1,800	92,900	14,600
Mondeo	6,400	5,000	73,000	31,500
S-MAX	1,800	(1,000)	14,700	(15,400)
Galaxy	900	(700)	9,100	(9,100)
Mustang	800	800	3,700	3,600
Tourneo Courier	1,300	700	13,100	10,200
Tourneo Connect	1,200	400	13,200	4,000
Tourneo Custom	800	100	9,900	1,500
Transit Courier	1,400	300	14,900	10,300
Transit Connect	4,400	1,300	40,200	6,900
Transit Custom	9,400	2,100	90,100	14,000
Transit ***	5,600	(700)	66,700	(11,000)
Ranger	2,500	200	25,500	6,100
Other ****	900	1,200	4,800	15,400
Total Sales	101,500	17,200	1,181,200	106,100

*** 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.