



Ford's European New Vehicle Sales Rise 11% in 2015; Europe's No. 1 CV Brand; More New Models Set for 2016

- Ford sold 1.3 million vehicles in 2015 (Europe 20), up 124,000 units on 2014 and Ford's best volume since 2011; Ford sales rose 11%, topping industry growth of 9%
- Across all 50 Ford European markets, Ford sold almost 1.5 million units, up 10%, against an industry increase of 3%; Ford's market share increased by 0.5 pts to 7.7%
- Ford market share at 8.0% was up 0.1 percentage point over the previous year; second year in a row of market share improvement
- Ford was Europe's No. 1 commercial vehicle brand in 2015 for the first time in 18 years; Ford's CV share of 12.6% was up 1.2 pts up versus 2014
- SUVs sales were up 31%, and in 2016 are expected to grow by about 30% and break the 200,000 barrier for the first time
- Sales of Ford performance cars were up 62% in 2015
- 2016 set to be a record year for Ford Performance product sales in Europe, including Focus ST and ST diesel sales, Fiesta ST, the new Focus RS, and Mustang
- 74% of Ford sales in higher value retail and fleet segments; 3 pts better than industry
- Momentum continues in 2016, including new Edge SUV and Focus RS performance car

COLOGNE, Germany, Jan. 12, 2016 – Ford Motor Company sales in Europe increased 11 percent in 2015, and the company became Europe's No.1 commercial vehicle brand last year for the first time in 18 years.

Ford sold a total of 1.3 million vehicles in its 20 traditional European markets* last year. Ford's market share increased by 0.1 percentage point in 2015 to 8.0 percent, marking Ford's second straight year of share growth in Europe.

Across all 50 European markets, Ford sold 1.5 million units, up 10 percent, driving Ford's market share up by 0.5 percentage points to 7.7 percent.

"In 2015, we showed our customers a more emotional, vibrant and upmarket vision of Ford with cars like the new Mustang and Mondeo Vignale, and we're poised for an exciting 2016 with vehicles such as the all-new Edge SUV and RS Focus performance car," said Jim Farley, chairman and CEO, Ford of Europe.

"We're especially proud that our commercial vehicle customers have made Ford Europe's No.1 CV brand. We'll continue to grow and serve customers in 2016, including offering our top-selling Transit and Transit Custom with an all new powertrain and new technology."

Ford's commercial vehicle sales grew 23 percent last year on growing demand for the new and expanded Transit range and the Ranger pickup. Market share rose by 1.2 percentage points to an industry-leading 12.6 percent (Europe 20).

For both total vehicle and passenger car sales, 2015 was the best year since 2011. For commercial vehicle sales, it was the best year since 2007 (Europe 20).



Sales channels

Ford's sales in the higher value retail and fleet market, accounted for 74 percent of its car sales in 2015, 3 percentage points better than the industry average.

Series mix

Titanium (high series) passenger car sales were up 7 percentage points on average year-over-year. High series sales range from 78 percent for the S-MAX, to 27 percent for the Fiesta. Ranger Wildtrack – the highest series version of the model – improved from 25 percent to 34 percent of total Ranger sales last year.

Vehicle highlights

Sales of the all-new Mondeo increased by 75 percent last year versus 2014.

With sales of 311,700 units, the Fiesta is expected to have been the No. 1 top-selling small car in Europe, and the No. 2 best-selling car overall, for the fourth consecutive year.

Ford SUVs sales were up 31 percent. Kuga sales rose 19 percent to 102,800 units last year, its highest annual volume since the first generation vehicle was launched in 2008. Sales of the EcoSport compact SUV more than tripled last year.

Sales of Ford performance cars – including the Fiesta ST, Focus ST, Focus ST diesel, and the Mustang – were up 62 percent in 2015 (Europe 20). Sales of the Focus ST – launched in 2015 – were at 12,200 units, 47 percent of which of the diesel variant offered for the first time as a Focus ST model. More than 13,000 customers to date have ordered the all-new Ford Mustang which went on sale in Europe last summer for the first time in the icon's 51-year history; 4,700 units of the 13,000 were sold in 2015.

Sales of the Transit range of commercial vehicles rose by 24 percent to 233,000 units. Plus, with sales of 27,300 units, the Ford Ranger became the No. 1 pickup in Europe last year.

December sales

Ford's December sales rose 22 percent in Ford's traditional European 20 markets, and were up 13 percent across all 50 European markets. Ford's Euro 20 market share improved by 0.5 percentage points to 7.7 percent in December, whilst its Euro 50 share was up by 0.8 percentage points to 7.8 percent.

2016 Outlook

"We're expecting great things from our SUVs in 2016 as we will soon have a complete range of vehicles in this dynamic growth segment," said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. "We'll have a full year of the enhanced EcoSport; the all-new Edge coming on stream midway through 2016; and our popular Kuga as well. Across the main European markets, we expect to surpass 200,000 SUV sales for the first time in Ford's history in Europe – a growth of more than 30 percent on 2015."

"We also anticipate that 2016 will be a record year for Ford Performance product sales including a full year of Focus ST and ST Diesel sales, continued strong sales of Fiesta ST, arrival of the new Focus RS and a full year of Mustang sales across Europe."

In total, Ford will launch eight new or updated vehicles in Europe in 2016 – one more than in 2015 when more than 50 percent of Ford's model range by sales was freshened.



* 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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December 2015 Sales Volume (registrations)

Euro 20 ¹	December '15	YTD December '15
Industry	1,322,500 up 179,200 / 15.7 % vs. Dec.'14	15,997,400 up 1,388,300 / 9.5 % vs. YTD '14
Ford	102,400 up 18,600 / 22.2 % vs. Dec.'14	1,283,400 up 124,500 / 10.7 % vs. YTD '14
Euro 22²		
Industry	1,635,300 up 62,000 / 3.9 % vs. Dec.'14	18,636,600 up 676,700 / 3.8 % vs. YTD '14
Ford	127,900 up 15,100 / 13.4 % vs. Dec.'14	1,448,900 up 130,400 / 9.9 % vs. YTD '14
Total Euro 50³		
Industry	1,678,800 up 44,400 / 2.7 % vs. Dec.'14	19,169,800 up 544,400 / 2.9 % vs. YTD '14
Ford	130,400 up 15,200 / 13.2 % vs. Dec.'14	1,478,000 up 133,000 / 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

Dec 2015 Market Share *

	December '15	YTD December '15
Euro 20	7,7% up 0.4 ppts vs. Dec.'14	8,0% up 0.1 ppts vs. YTD '14
Total Euro 22	7,8% up 0.6 ppts vs. Dec.'14	7,8% up 0.5 ppts vs. YTD '14
Total Euro 50	7,8% up 0.8 ppts vs. Dec.'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.



**** Dec 2015 Retail Market Share**

	December '15	YTD December '15
Key European markets	8.1% up 1.1 ppts vs YAGO	8.1% down 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 Dec volume (registrations)

Market	December '15			
	Volume	o/(u) '14	Share	o/(u) '14
1, Britain	31,300	6,800	14,5 %	1.7 ppts
2, Germany	22,500	3,800	8,1 %	0.8
3, Turkey	20,600	700	12,6 %	(0.3)
4, France	9,100	800	4,0 %	(0.1)
5, Italy	8,400	2,100	6,8 %	0.6

Market	YTD December '15			
	Volume	o/(u) '14	Share	o/(u) '14
1, Britain	438,100	28,900	14,3 %	(0.1) ppts
2, Germany	259,900	20,700	7,3 %	0.2
3, Turkey	126,500	32,900	12,6 %	0.9
4, Italy	120,600	20,600	7,0 %	0.3
5, France	103,200	7,800	4,5 %	0.1

Top 5 Markets ranked by Ford's share in Dec

Market	December '15			
	Share	o/(u) '14	Volume	o/(u) '14
1, Ireland	22,7 %	6.4 ppts	100	100
2, Britain	14,5 %	1.7	31,300	6,800
3, Hungary	13,8 %	(0.7)	1,400	100
4, Turkey	12,6 %	(0.3)	20,600	700
5, Romania	9,7 %	2.8	900	400

Market	YTD December '15			
	Share	o/(u) '14	Volume	o/(u) '14
1, Britain	14,3 %	(0.1) ppts	438,100	28,900
2, Turkey	12,6 %	0.9	126,500	32,900
3, Ireland	12,3 %	0.3	18,500	4,700
4, Hungary	12,2 %	(0.1)	12,300	1,400
5, Finland	9,2 %	0.8	11,300	1,200

Dec Sales by vehicle line (Euro 20)

Model	December '15	o/(u) December '14	YTD December '15	o/(u) YTD December '14
Ka	2,900	(200)	48,600	(4,400)
Fiesta	22,600	3,800	311,700	5,300
B-MAX	2,900	(300)	45,500	(7,900)
Ecosport	4,100	2,500	39,800	26,900
Focus	16,400	1,500	230,300	9,900
C-MAX	6,700	700	83,900	(5,000)
Kuga	8,900	1,700	101,800	16,400
Mondeo	5,900	2,300	78,800	33,600
S-MAX	3,000	1,100	17,700	(14,300)
Galaxy	1,400	100	10,500	(9,000)
Mustang	1,000	900	4,700	4,600
Tourneo Courier	1,300	300	14,300	10,500
Tourneo Connect	1,300	200	14,500	4,100
Tourneo Custom	800	100	9,700	2,100
Transit Courier	1,600	600	16,500	10,800
Transit Connect	4,000	600	43,900	7,100
Transit Custom	8,300	1,400	99,700	15,200
Transit ***	6,200	(1,200)	73,000	(12,200)
Ranger	1,900	(300)	27,300	5,800
Other ****	1,700	(600)	6,500	14,800
Total Sales	102,400	18,600	1,283,400	124,500

*** 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.