



## Ford Europe Sales Rise 11.5% in May; Best May Car Sales Since 2011 and Best Commercial Vehicle Sales Since 2007

- Ford's best May total vehicle sales and passenger car since 2011; and best commercial vehicle sales since 2007\*
- Ford sales in May rose 11.5% to 111,700 vehicles in the European 20 traditional markets\*, up 10.1% to 125,800 vehicles in Europe 22\*\* and up 9.9% to 128,500 vehicles in its European 50 total markets\*\*\*
- **Sales channels:** 73% of Ford passenger car sales in higher value retail and fleet segments – 1 ppt better year-over-year in May, and 4.2 ppts above industry average
- **CVs:** Ford is Europe's No. 1 CV brand both in May and for the first five months of 2016; Ford CV sales rose 26% in May; best Ranger sales for the month of May since launch
- **SUVs:** Best-ever sales for Kuga; EcoSport sales doubled; nearly 3,100 Edge customer orders confirmed
- **Performance cars:** Combined sales of Fiesta ST, Focus ST, Focus RS and Mustang up 145% in May and 118% year-to-date;
- **High series models:** Increase in sale of Titanium specification to 41% from 36%; Titanium and other high series models including Mondeo Vignale, Fiesta ST, Focus ST, Fiesta and Focus Red/Black Editions accounted for 57% of Ford passenger car sales in May\*\*

**COLOGNE, Germany, June 15, 2016** – Ford's total vehicle sales and passenger car sales in May in its European 20 traditional markets\* were its best for the month since 2011 while May commercial vehicles sales reached highest levels since 2007.

Ford's total vehicle sales in its European 22 markets rose 10.1% to 125,800 vehicles in May, with market share down 0.2 percentage point in May at 7.4% and up 1 percentage point year to date at 7.8%.

Across all of 50 European markets\*\*\*, Ford vehicles sales increased by 9.9 % to 128,500 vehicles in May. Market share was down 0.2 of a percentage point for the month at 7.4 percent, and flat at 7.7 percent for the first five months of the year.

Ford total vehicle sales in its European 20 traditional markets in May rose 11.5 percent to 111,700 vehicles, with market share down 0.2 of a percentage point at 7.6 percent, and down for year-to-date 0.1ppts at 8.0 percent.

“Our total sales continue to grow by leveraging the healthiest sales channels, such as private retail, fleet and commercial vehicles, and by expanding our sales of nicer trim levels and performance vehicles across the range,” said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe.

“We already have one of the freshest vehicle line-ups in the industry and are continuing to strengthen our range. Still this year we will bring out the new Kuga mid-size SUV; expand our most premium line with the S-MAX Vignale, Edge Vignale and Kuga Vignale; launch the new Fiesta ST200 hot hatch and all-new KA+ small car; plus offer a freshened Ranger pickup.”

Ford's sales in higher value sales channels improved in May versus the same month last year, with retail and fleet sales accounting for 73 percent of Ford's car sales in the month, 1 percentage point up on last year and 4.2 percentage points better than the industry average.

**Commercial vehicles:**

Ford was Europe's No.1 commercial vehicle brand in May and in the first five months of the year. Ford commercial vehicle sales in May rose 26 percent and market share rose by 1.3 percentage points to 12.8 percent on increased demand for the expanded Transit range and the Ranger pickup. Ranger sales were up 58 percent, making May 2016 the best May sales result ever for the pickup since its launch in, 1998 and making it the best-selling pick-up in Europe for the month. In total, Ford sold 25,800 commercial vehicles in May in its European 20 traditional markets.

**SUVs:**

Kuga had its best-ever May sales with sales of 10,800 – a 45 percent increase on May 2015. EcoSport sales in the month stood at 5,200, doubling sales compared with the same month last year. To date, about 3,100 European customers have ordered a Ford Edge prior to the SUV arriving at their local Ford dealerships.

**Performance cars:**

Combined sales of Ford's performance line-up – the Fiesta ST, Focus ST, Focus ST diesel, Focus RS and Mustang – rose 145 percent in May and 118 percent year-to-date. Focus RS customer order take now stands at 7,600 since last September, while 18,700 orders for Mustang have been placed since the third quarter of 2015.

**High Specification model sales:**

Sales of higher specification Ford models continued to increase in May. Titanium specification models' sales rose 5 percentage points in Ford's European 22 traditional markets\*\*, to 41 percent from 36 percent. Ford's high series models – the Titanium models plus other high series models including Mondeo Vignale, Fiesta ST, Focus ST petrol and diesel, and Fiesta and Focus Red/Black Editions – accounted for 57 percent of Ford's passenger car sales, up by 2 percentage points from May 2015. The latest additions of high specification sporty models, the Fiesta ST-Line and the Focus ST-Line are now available to order for the first time, with further two ST-Line models to follow before the end of the 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 of Europe's 20 main markets plus Russia and Turkey.

\*\*\* The 50 markets include the traditional 20 markets (see above), plus Turkey, Russia, as well as 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.

**Ford Motor Company** is a global automotive and mobility company based in Dearborn, Mich. With about 199,000 employees and 67 plants worldwide, the company's core business includes designing, manufacturing, marketing financing and servicing a full line of Ford cars, trucks, SUVs and electrified vehicles, as well as Lincoln luxury vehicles. At the same time, Ford is aggressively pursuing emerging opportunities through Ford Smart Mobility, the company's plan to be a leader in connectivity, mobility, autonomous vehicles, the customer experience and data and analytics. For more information regarding Ford, its products worldwide or Ford Motor Credit Company, 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 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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**May 2016 Sales Volume (registrations)**

	May '16	YTD May '16
<b>Euro 20<sup>1</sup></b>		
<b>Industry</b>	1,479,300 up 194,000 / 15.1 % vs. May '15	7,390,000 up 665,800 / 9.9 % vs. YTD '15
<b>Ford</b>	111,700 up 11,500 / 11.5 % vs. May '15	588,500 up 46,600 / 8.6 % vs. YTD '15
<b>Euro 22<sup>2</sup></b>		
<b>Industry</b>	1,692,100 up 193,800 / 12.9 % vs. May '15	8,312,000 up 570,400 / 7.4 % vs. YTD '15
<b>Ford</b>	125,800 up 11,600 / 10.1 % vs. May '15	647,200 up 47,800 / 8.0 % vs. YTD '15
<b>Total Euro 50<sup>3</sup></b>		
<b>Industry</b>	1,737,700 up 191,200 / 12.4 % vs. May '15	8,528,600 up 571,400 / 7.2 % vs. YTD '15
<b>Ford</b>	128,500 up 11,600 / 9.9 % vs. May '15	659,200 up 48,500 / 7.9 % vs. YTD '15

<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, Spain, Romania, 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 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 2016 Market Share \***

	May '16	YTD May '16
<b>Euro 20</b>	7.6% down 0.2 ppts vs. May '15	8.0% down 0.1 ppts vs. YTD '15
<b>Total Euro 22</b>	7.4% down 0.2 ppts vs. May '15	7.8% up 0.1 ppts vs. YTD '15
<b>Total Euro 50</b>	7.4% down 0.2 ppts vs. May '15	7.7% flat 0.0 ppts vs. YTD '15

\* 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 2016 Retail Market Share**

	May '16	YTD May '16
<b>Key European markets</b>	7.4% down 0.6 ppts vs YAGO	8.0% down 0.3 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 '16			
	Volume	o/(u) '15	Share	o/(u) '15
1. Britain	32,900	1,200	13.9 %	0.2 ppts
2. Germany	22,600	3,500	7.2 %	0.4
3. Italy	14,500	3,700	7.2 %	0.4
4. Turkey	10,600	(700)	11.0 %	(2.3)
5. France	8,800	400	4.2 %	(0.8)

Market	YTD May '16			
	Volume	o/(u) '15	Share	o/(u) '15
1. Britain	190,200	5,300	14.2 %	(0.1) ppts
2. Germany	115,900	12,700	7.5 %	0.3
3. Italy	70,100	15,700	7.4 %	0.4
4. France	47,100	1,100	4.5 %	(0.3)
5. Turkey	41,600	(5,400)	11.7 %	(1.3)

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

Market	May '16			
	Share	o/(u) '15	Volume	o/(u) '15
1. Britain	13.9 %	0.2 ppts	32,900	1,200
2. Ireland	12.7 %	1.0	1,100	100
3. Hungary	12.2 %	(0.7)	1,300	300
4. Turkey	11.0 %	(2.3)	10,600	(700)
5. Finland	9.6 %	(0.4)	1,100	100

Market	YTD May '16			
	Share	o/(u) '15	Volume	o/(u) '15
1. Britain	14.2 %	(0.1) ppts	190,200	5,300
2. Ireland	12.3 %	0.4	14,600	3,300
3. Hungary	12.2 %	(0.7)	5,700	700
4. Turkey	11.7 %	(1.3)	41,600	(5,400)
5. Finland	9.3 %	0.3	5,800	900

**May Sales by vehicle line (Euro 20)**

Model	May '16	o/(u) May '15	YTD May '16	o/(u) YTD May '15
<b>Ka</b>	2,100	(1,800)	15,100	(7,000)
<b>Fiesta</b>	23,300	(2,000)	129,000	(10,400)
<b>B-MAX</b>	3,200	(300)	19,100	(2,000)
<b>Ecosport</b>	5,200	2,700	24,700	10,200
<b>Focus</b>	18,300	(1,800)	97,100	(4,200)
<b>C-MAX</b>	7,200	1,300	38,400	4,000
<b>Kuga</b>	10,800	3,400	51,400	10,500
<b>Mondeo</b>	5,200	(1,900)	33,300	500
<b>S-MAX</b>	3,700	2,900	18,200	12,100
<b>Galaxy</b>	2,100	1,500	9,100	5,400
<b>Mustang</b>	1,700	1,700	7,700	7,500
<b>Tourneo Courier</b>	1,200	(100)	6,000	100
<b>Tourneo Connect</b>	1,500	200	6,200	(200)
<b>Tourneo Custom</b>	100	(700)	1,700	(2,700)
<b>Transit Courier</b>	1,500	100	7,100	-
<b>Transit Connect</b>	4,000	900	21,800	4,200
<b>Transit Custom</b>	9,400	2,400	47,400	5,900
<b>Transit</b>	7,300	1,400	36,100	8,200
<b>Ranger</b>	2,700	1,000	13,700	3,600
<b>Other ***</b>	1,300	700	5,300	800
<b>Total Sales</b>	<b>111,700</b>	<b>11,500</b>	<b>588,500</b>	<b>46,600</b>

\*\*\* Figures largely include vehicles such as Car Derived Vans and imports.



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