



Ford Market Share and Sales Volumes up in July in Europe; Ford Remains Europe's No. 1 CV brand

- Ford market share in July up 0.5 points at 8.1% in Europe 20 in its European 20 traditional markets*
- Ford sales in July up 4.5% to 105,200 vehicles in Europe 20, and up 7.1% at 826,800 year to date
- Best July total vehicle sales for Ford since 2009, best passenger car sales since 2011, and best commercial vehicle sales since 1993*
- **Sales channels:** 76% of Ford passenger car sales in higher value retail and fleet segments in July (4.7 points above industry average), and 74% since beginning of the year (4.8 points above industry average)
- **CVs:** Ford is Europe's No. 1 CV brand for July and year to date; Ford CV sales rose 21% in July and 18% year-to-date; best Ranger pickup sales for July and year-to-date since launch
- **SUVs:** Best-ever July sales for Kuga; EcoSport sales up 63%; nearly 5,500 Edge orders confirmed since going on sale in Europe
- **Performance cars:** Combined sales of Fiesta ST, Focus ST, Focus RS and Mustang up 63% in July and more than double year-to-date
- **High series models:** Increase in sales of Titanium specification models to 41% year to date July ; Titanium and other high series models including Mondeo Vignale, Fiesta ST, Focus ST, Fiesta and Focus Red/Black Editions accounted for 59% of all Ford passenger car sales in July*

COLOGNE, Germany, Aug 12, 2016 – Ford posted its best July total vehicle sales since 2009, best July passenger car sales since 2011 and best commercial vehicle sales since 1993 in its 20 traditional European markets.

Ford total vehicle sales in the Europe 20 markets rose 5 percent to 105,200 vehicles in July, with Ford's market share up 0.5 percentage points to 8.1 percent for the month.

"The Ford vehicle range has never been stronger in Europe, and in July our CVs, SUVs, performance cars and high spec models all showed their strength by winning over more customers," said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe.

"We still have more great new vehicles to come in the second half of 2016, including Vignale versions of the S-MAX, Kuga and Edge, the Fiesta ST200 performance car, the KA+ which is a new nameplate for us in the affordable B-segment market, plus a freshened Ford Kuga compact SUV."

Ford sales in higher value sales channels were 76 percent in July, slightly down compared with the same month last year but 4.7 percentage points better than the industry average. Retail and fleet sales accounted for 78 percent of Ford car sales year to date, an increase of two percentage points compared with the same period last year, and 4.8 percentage points better than the industry average.

Commercial vehicles:

Ford was Europe's No. 1 commercial vehicle brand in July and year-to-date in its European 20 traditional markets, with sales in July rising 21 percent to 24,339 vehicles. Ford's commercial vehicle market share was up 1.7 percentage points to 12.9 percent on increased demand for the expanded Transit range and the Ranger pickup. Year-to-date, Ford's commercial vehicle sales volume is up 18 percent at 186,863 vehicles with a market share of 13 percent, up 0.7 percentage points.

Sales of the Ranger pickup increased 45 percent in July, on the back of strong demand for the new Ford Ranger, making it the best July sales since it was launched in 1998. Ranger sales for the first seven months of the year were up 39 percent. Transit sales rose 23 percent in July, and 17 per cent year-to-date.

**SUVs:**

In the mini-SUV segment, EcoSport sales rose 63 percent to 4,900 vehicles in July. In the compact SUV market, the Kuga had its best July sales with 10,018 vehicles sold – a 16 percent increase on the same period last year. Since going on sale in Europe earlier this summer nearly 5,500 European customers have ordered a Ford Edge. .

Performance cars:

Combined sales of Ford's performance line-up – Fiesta ST, Focus ST, Focus ST diesel, Focus RS and Mustang – were up 63 percent in July and more than doubled year-to-date. Since last September, 8,400 Focus RS customer orders have been taken and 2,921 units delivered to date. Customer orders for the Ford Mustang stands at now more than 19,500 since the car was launched in Europe in the third quarter of 2015.

High Specification model sales:

Sales of higher specification Ford models continued to increase in July. Titanium specification model sales rose 5 percentage points in the Europe 20 markets to 41 percent of total sales year to date July, compared to the same period last year. Ford's high series models – Titanium specification models, Mondeo Vignale, Fiesta ST, Focus ST petrol and diesel, and Fiesta and Focus Red/Black Editions – accounted for 59 percent of Ford's passenger car sales, up 2 percentage points year to date July. The Fiesta ST-Line, the Focus ST-Line and Mondeo ST-Line sporty models are now available to order, with more ST-Line models to follow before the end of the year, including the Kuga ST-Line.

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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** is a global automotive and mobility company based in Dearborn, Michigan. With about 203,000 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 aggressively is 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. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford, its products worldwide or Ford Motor Credit Company, 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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July 2016 Sales Volume (registrations)

	July '16	YTD July '16
Euro 20¹		
Industry	1,305,500 down 13,700 / (1.0) % vs. Jul.'15	10,387,300 up 767,100 / 8.0 % vs. YTD '15
Ford	105,200 up 4,600 / 4.5 % vs. Jul.'15	823,800 up 54,400 / 7.1 % vs. YTD '15
Euro 22²		
Industry	1,479,300 down 59,800 / (3.9) % vs. Jul.'15	11,697,300 up 606,700 / 5.5 % vs. YTD '15
Ford	115,200 up 400 / 0.4 % vs. Jul.'15	907,900 up 53,400 / 6.3 % vs. YTD '15
Total Euro 50³		
Industry	1,522,200 down 65,100 / (4.1) % vs. Jul.'15	12,013,600 up 608,800 / 5.3 % vs. YTD '15
Ford	117,800 up 500 / 0.4 % vs. Jul.'15	925,300 up 54,100 / 6.2 % vs. YTD '15

¹ 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.

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 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

Jul 2016 Market Share *

	July '16	YTD July '16
Euro 20	8.1% up 0.5 ppts vs. Jul.'15	7.9% down 0.1 ppts vs. YTD '15
Total Euro 22	7.8% up 0.3 ppts vs. Jul.'15	7.8% up 0.1 ppts vs. YTD '15
Total Euro 50	7.7% up 0.3 ppts vs. Jul.'15	7.7% up 0.1 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.

**** Jul 2016 Retail Market Share**

	July '16	YTD July '16
Key European markets	7.8% up 0.1 ppts vs YAGO	7.9% 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 Jul volume (registrations)

Market	July '16			
	Volume	o/(u) '15	Share	o/(u) '15
1. Britain	29,800	(1,000)	14.4 %	(0.4) ppts
2. Germany	24,300	2,600	7.9 %	1.1
3. Italy	10,800	900	7.0 %	0.2
4. Spain	8,200	-	6.6 %	(0.2)
5. France	7,100	(200)	4.4 %	0.2

Market	YTD July '16			
	Volume	o/(u) '15	Share	o/(u) '15
1. Britain	261,500	2,700	14.2 % (0.2) ppts	
2. Germany	168,700	18,800	7.6 %	0.5
3. Italy	93,100	17,300	7.3 %	0.3
4. France	65,500	1,500	4.4 %	(0.2)
5. Turkey	60,100	(7,800)	11.8 %	(0.8)

Top 5 Markets ranked by Ford's share in Jul

Market	July '16			
	Share	o/(u) '15	Volume	o/(u) '15
1. Britain	14.4 % (0.4) ppts		29,800	(1,000)
2. Ireland	13.2 %	1.8	4,600	1,000
3. Hungary	12.8 %	2.6	1,300	400
4. Turkey	11.2 % (1.0)		6,700	(3,900)
5. Finland	10.6 %	1.2	1,000	100

Market	YTD July '16			
	Share	o/(u) '15	Volume	o/(u) '15
1. Britain	14.2 % (0.2) ppts		261,500	2,700
2. Ireland	12.5 %	0.7	19,600	4,200
3. Hungary	12.5 %	0.2	8,600	1,600
4. Turkey	11.8 % (0.8)		60,100	(7,800)
5. Finland	9.6 %	0.5	8,000	1,200



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

Model	July '16	o/(u) July '15	YTD July '16	o/(u) YTD July '15
KA	1,700	(3,000)	19,300	(11,500)
KA+		-		-
Fiesta	22,000	(600)	179,800	(15,500)
B-MAX	2,800	(1,000)	25,700	(3,100)
Ecosport	4,900	1,900	35,000	13,700
Focus	17,300	(2,300)	135,400	(10,300)
C-MAX	7,000	(300)	53,300	3,300
Kuga	10,000	1,400	73,100	12,900
Mondeo	5,200	(2,100)	45,800	(2,200)
S-MAX	3,400	2,800	25,500	17,800
Galaxy	1,600	1,100	12,700	7,600
Mustang	1,300	1,000	10,500	9,900
Edge	1,000	1,000	2,900	2,900
Tourneo Courier	1,100	(100)	8,400	100
Tourneo Connect	1,500	500	9,500	400
Tourneo Custom	1,200	500	3,400	(2,700)
Transit Courier	1,100	-	9,700	(100)
Transit Connect	3,700	500	29,900	4,900
Transit Custom	8,700	2,500	66,900	11,300
Transit	5,600	-	49,900	9,000
Ranger	3,200	1,000	20,600	5,800
Other ****	800	(100)	6,500	200
Total Sales	105,200	4,600	823,800	54,400

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