



Ford Continues to Strengthen Commercial Vehicle Brand in Europe; Total Vehicle Sales Grow 6.0% Year-To-Date

- Ford sales volume up 6.0% at 1,144,200 October year-to-date in its 20 traditional European markets*; sales volume in October down 1.2% at 99,900
- Ford year-to-date market share marginally down by 0.1 ppt at 8.0% in the European 20, and flat at 7.7% in October
- **Sales channels:** 74.9% of Ford passenger car sales were in higher value retail and fleet segments in the first ten months, and 78.6% in October – 5.0 ppts and 6.3 ppts above industry average respectively
- **CVs:** Ford remains Europe's No. 1 CV brand year-to-date and in October; Ford CV sales up 17.2% in the first ten months and up 5% in October; best Ford Ranger pickup sales for October and year-to-date since launch
- **SUVs:** Best-ever year-to-date sales for Ford Kuga; Ford EcoSport sales up nearly 60% in the first ten months; overall SUV sales up by 38% year to date and 12.0% in October
- **Performance cars:** Combined sales of Fiesta ST, Focus ST, Focus RS and Mustang up 73% year-to-date, and up 17% in October
- **High series models:** Sales of Ford Titanium and other high series models including Mondeo Vignale, Fiesta ST, Focus ST, Fiesta and Focus Red/Black Editions accounted for nearly 60% of all Ford passenger car sales in the first ten months of 2016, up 1.4 ppts vs same period year ago

COLOGNE, Germany, Nov 18, 2016 – Growing demand for Ford's performance cars and SUV vehicles as well as continued strong sales of commercial vehicles drove Ford of Europe's total vehicle sales year-to-date up 6.0 percent at 1,144,200 in its 20 traditional European markets. Ford's October sales in the same markets accounted for 99,900 vehicles, down 1.2 percent compared with the same period last year.

Ford market share in the first ten months was marginally down 0.1 percentage point at 8 percent, while market share for October was flat at 7.7 percent in the Europe 20 markets.

Across all of Ford's 50 markets** in Europe, sales volume was up 4.8 percent at 1,289,700 year-to-date, and flat at 116,100 vehicles in October. Ford market share in these markets was flat in the first ten months at 7.7 percent, and flat at 7.5 percent in October.

Commercial Vehicles:

Ford was Europe's No. 1 commercial vehicle brand yet again in October and remained the market leader year-to-date in its European 20 markets, with sales rising by 17.2 percent and with 272,020 vehicles sold in the first ten months. Commercial vehicle sales in October were up 5 percent at 24,885 units sold. Market share grew 0.8 percentage points to 12.7 percent in October, and 0.6 percentage points to 13.3 percent year-to-date.

The Ranger enjoyed its best year-to-date and October sales since launch, and remains Europe's No.1 top-selling pickup as of end of September, according to most recent industry data. So far this year, 31,429 Rangers have been sold, and year-to-date September share of its segment is 26.4 percent.

Sports Utility Vehicles (SUVs):

Ford sold 159,560 SUVs in the first ten months of 2016 – a 38 percent improvement on the same period last year. EcoSport compact SUV sales were up nearly 60 per cent in the first ten months with more than 49,200 sold.

Ford Kuga medium SUV sales year-to-date were up 24 percent with 104,100 units sold, making it the best year-to-date Kuga sales since launch.

**Performance cars:**

Combined sales of Ford's performance line-up – Fiesta ST, Focus ST, Focus ST diesel, Focus RS and Mustang – were up 73 percent in the first ten months at 37,907 units sold. In October, performance model sales were up 17 percent at 2,927 vehicles.

High Specification model sales:

Sales of higher specification Ford models continue to be strong in the first ten months of the 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 nearly 60 percent of the sales year-to-date, up 1.4 percentage points. Titanium models alone accounted for 39 percent of car sales year-to-date, up 2.1 percentage points versus same period last year.

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** Ford of Europe reports its sales for the European traditional markets where it is represented through National Sales Companies. They are: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Romania, Sweden and Switzerland*

*** 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*

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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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**October 2016 Sales Volume (registrations)**

Euro 20¹	October '16	YTD October '16
Industry	1,300,400 down 11,300 / (0.9) % vs. Oct.'15	14,366,700 up 977,200 / 7.3 % vs. YTD '15
Ford	99,900 down 1,200 / (1.2) % vs. Oct.'15	1,144,200 up 64,500 / 6.0 % vs. YTD '15
Euro 22²		
Industry	1,514,800 up 4,400 / 0.3 % vs. Oct.'15	16,274,400 up 780,200 / 5.0 % vs. YTD '15
Ford	112,900 down 600 / (0.5) % vs. Oct.'15	1,264,000 up 58,000 / 4.8 % vs. YTD '15
Total Euro 50³		
Industry	1,556,200 down 1,400 / (0.1) % vs. Oct.'15	16,716,600 up 778,600 / 4.9 % vs. YTD '15
Ford	116,100 flat / 0.0 % vs. Oct.'15	1,289,700 up 59,600 / 4.8 % 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, 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

Oct 2016 Market Share *

	October '16	YTD October '16
Euro 20	7.7% flat 0.0 ppts vs. Oct.'15	8.0% down 0.1 ppts vs. YTD '15
Total Euro 22	7.5% flat 0.0 ppts vs. Oct.'15	7.8% flat 0.0 ppts vs. YTD '15
Total Euro 50	7.5% flat 0.0 ppts vs. Oct.'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.

**** Oct 2016 Retail Market Share**

	October '16	YTD October '16
Key European markets	7.6% down 0.3 ppts vs YAGO	7.9% 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 Oct volume (registrations)

Market	October '16			
	Volume	o/(u) '15	Share	o/(u) '15
1. Britain	29,600	(600)	14.0 %	(0.3) ppts
2. Germany	22,600	(1,300)	7.8 %	0.1
3. Italy	12,100	2,000	7.3 %	0.4
4. Turkey	9,300	900	11.0 %	(1.7)
5. France	8,000	(200)	4.2 %	0.1

Market	YTD October '16			
	Volume	o/(u) '15	Share	o/(u) '15
1. Britain	375,800	(500)	13.9 %	(0.4) ppts
2. Germany	238,000	24,400	7.7 %	0.5
3. Italy	122,700	21,700	7.2 %	0.2
4. France	87,300	1,200	4.4 %	(0.1)
5. Turkey	85,300	(10,600)	11.6 %	(1.1)

Top 5 Markets ranked by Ford's share in Oct

Market	October '16			
	Share	o/(u) '15	Volume	o/(u) '15
1. Britain	14.0 %	(0.3) ppts	29,600	(600)
2. Hungary	12.7 %	2.3	1,300	200
3. Ireland	11.0 %	(3.8)	400	(200)
4. Turkey	11.0 %	(1.7)	9,300	900
5. Finland	8.6 %	(0.7)	900	(100)

Market	YTD October '16			
	Share	o/(u) '15	Volume	o/(u) '15
1. Britain	13.9 %	(0.4) ppts	375,800	(500)
2. Ireland	12.5 %	0.3	21,900	3,800
3. Hungary	12.4 %	0.4	12,300	2,500
4. Turkey	11.6 %	(1.1)	85,300	(10,600)
5. Finland	9.6 %	0.4	11,100	1,600

Oct Sales by vehicle line (Euro 20)

Model	October '16	o/(u) October '15	YTD October '16	o/(u) YTD October '15
KA	300	(3,600)	20,900	(21,700)
KA+	3,200	3,200	5,000	5,000
Fiesta	22,700	1,600	251,800	(15,500)
B-MAX	2,800	(700)	34,800	(4,500)
Ecosport	4,600	600	49,200	17,800
Focus	13,400	(3,300)	178,700	(19,500)
C-MAX	6,000	(1,600)	69,200	(1,000)
Kuga	8,700	(300)	104,100	20,000
Mondeo	4,900	(1,500)	61,300	(5,300)
S-MAX	2,500	1,200	34,600	21,700
Galaxy	1,500	800	17,500	9,300
Mustang	700	100	13,600	10,600
Edge	1,200	1,200	6,200	6,200
Tourneo Courier	1,200	-	12,000	200
Tourneo Connect	1,200	(100)	13,300	1,300
Tourneo Custom	600	-	6,600	(1,800)
Transit Courier	1,300	-	13,400	(100)
Transit Connect	4,400	500	42,400	6,700
Transit Custom	8,800	500	98,900	17,300
Transit	5,500	(400)	70,500	9,400
Ranger	3,600	700	31,400	8,600
Other ****	700	(200)	8,800	(300)
Total Sales	99,900	(1,200)	1,144,200	64,500

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