



## Ford Delivers Best November Year-to-Date Sales Since 2009 Driven by Growth in Commercial Vehicles, Passenger Cars

- Ford sales volume up 6 percent to record 1,248,800 for November year to date in its 20 traditional European markets\*; sales volume in November up 4 percent at 104,700
- Customers buy a new Fiesta in Europe every two minutes on average, and that popularity is poised to continue with the next-generation Fiesta – the world’s most technologically advanced small car – offering an expanded range with upscale Vignale, sporty ST-Line, stylish Titanium and Active crossover
- **Sales channels:** 75 percent of Ford passenger car sales were in higher value retail and fleet segments in the first 11 months, and 78 percent in November – 5 percentage points above each respective industry average
- **CVs:** Ford remains Europe’s No. 1 CV brand year to date and in November; Ford CV sales up 17 percent in the first 11 months and up 13 percent in November; record November sales for the total Transit family, Ranger and total Ford commercial vehicles
- **SUVs:** Best-ever year-to-date sales streak for Ford Kuga continues; Ford EcoSport sales up nearly 50 percent in the first 11 months; overall SUV sales up by 35 percent year to date
- **Performance cars:** Combined sales of Fiesta ST, Focus ST, Focus RS and Mustang up 67 percent year to date, and up 18 percent in November
- **High-series models:** Sales of Ford Titanium and other high-series models – including the Vignale family, Fiesta ST, Focus ST, and ST-Line derivatives – accounted for nearly 60 percent of all Ford passenger car sales in the first 11 months of 2016, up 1 percentage point versus the same period a year ago

**COLOGNE, Germany, Dec. 13, 2016** – Growing demand for Ford’s passenger cars and SUVs as well as continued strong sales of commercial vehicles drove Ford total vehicle sales in Europe for the first 11 months of the year to their highest level since 2009.

Ford total vehicle sales are up 6 percent to 1,248,800 in its 20 traditional European markets for November year to date. Ford’s November sales in the same markets accounted for 104,700 vehicles, up 4 percent compared with the same period last year.

Ford market share in the first 11 months was marginally down 0.1 percentage point at 7.9 percent, while market share for November was down 0.2 percentage points at 7.7 percent in the Europe 20 markets.

Across all of Ford’s 50 markets\*\* in Europe, sales volume was up 5 percent at 1,414,800 year to date, and up at 125,300 vehicles in November. Ford market share in these markets was flat in the first 11 months at 7.7 percent, and down marginally at 7.5 percent in November.

“November was another strong month for Ford as we continued making progress towards increasing high-revenue sales, such as commercial vehicles, SUVs, performance cars and higher-spec vehicles,” said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. “Our strategy helps build a sustainable business, strengthen the Ford brand and improve residual values.”

### Passenger cars

Ford passenger car sales grew 2.7 percent to 948,900 year to date through November, marking their best first 11 months of the year since 2011. Ford has sold 274,300 Fiesta cars in Europe this year through November, meaning customers buy a new Fiesta every two minutes on average. That popularity is poised to continue with the next-generation Fiesta – the world’s most technologically advanced small car – offering an expanded range with upscale Vignale, sporty ST-Line, stylish Titanium and Active crossover.



### Commercial vehicles

Ford was Europe's No. 1 commercial vehicle brand yet again in November and remained the market leader year to date in its European 20 markets. Sales rose by 17 percent with 300,000 commercial vehicles sold in the first 11 months, setting a record for Ford year-to-date CV sales. Commercial vehicle sales in November were up 13 percent at 28,000 units sold. Market share grew 0.2 percentage points to 13.2 percent in November – setting a record as Ford's best CV November market share – and 0.6 percentage points to 13.3 percent year to date.

Ranger enjoyed its best year-to-date and November sales since launch, and remains Europe's No.1 top-selling pickup as of end of October, according to the most recent industry data. So far this year, 35,300 Rangers have been sold, and year-to-date October share of its segment is 26.8 percent. The total Transit family also set records, with 247,800 sold through November year to date and 22,700 in November.

### Sport Utility Vehicles (SUVs)

Ford sold 173,300 SUVs in the first 11 months of 2016 – a 35 percent improvement compared with the same period last year. EcoSport compact SUV sales were up nearly 50 percent in the first 11 months with more than 53,400 sold. Ford Kuga medium SUV sales year to date were up 21 percent with 112,200 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 67 percent in the first 11 months at 40,800 units sold. In November, performance model sales were up 18 percent at 3,000 vehicles.

### High-specification model sales

Sales of higher-specification Ford models continue to be strong in the first 11 months of the year. Ford's high series models – Titanium specification models, the Vignale family, Fiesta ST, Focus ST petrol and diesel, and ST-Line derivatives – accounted for nearly 60 percent of the sales year to date, up 1.3 percentage points. Titanium models alone accounted for 38.9 percent of car sales year to date, up 1.5 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 above, plus Turkey and 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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### About Ford Motor Company

*Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 203,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please 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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**November 2016 Sales Volume (registrations)**

	November '16	YTD November '16
<b>Euro 20<sup>1</sup></b>		
<b>Industry</b>	1,363,400 up 80,000 / 6.2 % vs. Nov.'15	15,729,900 up 1,057,100 / 7.2 % vs. YTD '15
<b>Ford</b>	104,700 up 3,600 / 3.6 % vs. Nov.'15	1,248,800 up 68,000 / 5.8 % vs. YTD '15
<b>Euro 22<sup>2</sup></b>		
<b>Industry</b>	1,621,900 up 116,900 / 7.8 % vs. Nov.'15	17,896,100 up 896,800 / 5.3 % vs. YTD '15
<b>Ford</b>	121,800 up 7,100 / 6.2 % vs. Nov.'15	1,385,700 up 64,900 / 4.9 % vs. YTD '15
<b>Total Euro 50<sup>3</sup></b>		
<b>Industry</b>	1,664,100 up 113,100 / 7.3 % vs. Nov.'15	18,382,100 up 893,100 / 5.1 % vs. YTD '15
<b>Ford</b>	125,300 up 8,000 / 6.8 % vs. Nov.'15	1,414,800 up 67,400 / 5.0 % 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

**Nov 2016 Market Share \***

	November '16	YTD November '16
<b>Euro 20</b>	7.7% down 0.2 ppts vs. Nov.'15	7.9% down 0.1 ppts vs. YTD '15
<b>Total Euro 22</b>	7.5% down 0.1 ppts vs. Nov.'15	7.7% down 0.1 ppts vs. YTD '15
<b>Total Euro 50</b>	7.5% down 0.1 ppts vs. Nov.'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.

**\*\* Nov 2016 Retail Market Share**

	November '16	YTD November '16
<b>Key European markets</b>	7.5% down 0.3 ppts vs YAGO	7.8% 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 Nov volume (registrations)**

Market	November '16			
	Volume	o/(u) '15	Share	o/(u) '15
1. Britain	30,700	300	14.1 %	(0.2) ppts
2. Germany	23,500	(200)	7.6 %	(0.2)
3. Turkey	13,300	3,200	10.7 %	(0.8)
4. Italy	12,200	1,100	7.2 %	(0.3)
5. France	8,200	200	4.1 %	(0.2)

Market	YTD November '16			
	Volume	o/(u) '15	Share	o/(u) '15
1. Britain	406,400	(300)	14.0 %	(0.3) ppts
2. Germany	261,700	24,400	7.7 %	0.4
3. Italy	134,900	22,800	7.2 %	0.1
4. Turkey	98,500	(7,400)	11.5 %	(1.1)
5. France	95,500	1,400	4.3 %	(0.2)

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

Market	November '16			
	Share	o/(u) '15	Volume	o/(u) '15
1. Ireland	14.9 %	(4.1) ppts	200	(100)
2. Britain	14.1 %	(0.2)	30,700	300
3. Hungary	11.0 %	(0.7)	1,300	300
4. Turkey	10.7 %	(0.8)	13,300	3,200
5. Finland	9.6 %	(0.1)	1,000	-

Market	YTD November '16			
	Share	o/(u) '15	Volume	o/(u) '15
1. Britain	14.0 %	(0.3) ppts	406,400	(300)
2. Ireland	12.5 %	0.3	22,100	3,700
3. Hungary	12.3 %	0.3	13,600	2,700
4. Turkey	11.5 %	(1.1)	98,500	(7,400)
5. Finland	9.6 %	0.4	12,100	1,600

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

Model	November '16	o/(u) November '15	YTD November '16	o/(u) YTD November '15
KA	200	(2,900)	21,100	(24,600)
KA+	3,000	3,000	8,000	8,000
Fiesta	22,600	900	274,300	(14,700)
B-MAX	2,500	(800)	37,400	(5,300)
Ecosport	4,100	(200)	53,400	17,600
Focus	15,600	(200)	194,200	(19,800)
C-MAX	6,000	(800)	75,100	(1,800)
Kuga	7,900	(900)	112,200	19,200
Mondeo	5,200	(1,100)	66,400	(6,500)
S-MAX	3,100	1,400	37,700	23,000
Galaxy	1,500	600	18,900	9,800
Mustang	800	-	14,400	10,700
Edge	1,500	1,500	7,800	7,700
Tourneo Courier	1,300	-	13,300	200
Tourneo Connect	1,300	100	14,600	1,400
Tourneo Custom	700	100	7,300	(1,700)
Transit Courier	1,800	400	15,200	300
Transit Connect	4,600	500	47,000	7,200
Transit Custom	9,400	(300)	108,000	16,700
Transit	6,900	1,100	77,600	10,800
Ranger	3,800	1,300	35,300	9,900
Other ****	800	-	9,700	(200)
<b>Total Sales</b>	<b>104,700</b>	<b>3,600</b>	<b>1,248,800</b>	<b>68,000</b>

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