



## JULY 2017 SALES

	Total Vehicle Sales	Total Vehicle Market Share	Passenger Vehicle Sales	Passenger Vehicle Market Share	Commercial Vehicle Sales	Commercial Vehicle Market Share
<b>Euro 20</b>	<b>99,900</b>	<b>7.4%</b>	<b>73,300</b>	<b>6.4%</b>	<b>26,600</b>	<b>13.3%</b>
Versus July 2016	<b>-4.8%</b>	<b>-0.6 ppt</b>	<b>-9.2%</b>	<b>-0.8 ppt</b>	<b>+9.7%</b>	<b>+0.5 ppt</b>

## HIGHLIGHTS

- **Ford sold 99,900 total vehicles in July**, down 4.8 percent year over year, but year to date total sales of 845,300 are up 2.6 percent and are the best first seven months of the year since 2009 in its traditional Euro 20 markets\*
- **Ford SUV sales up 27.3 percent to 141,200 in the Euro 20 in first seven months**, with July SUV sales up 16.4 percent to 18,500, driven by strong demand for Kuga, EcoSport and Edge
- **Ford's top five markets in July by sales volume were:** UK (25,000); Germany (24,000); Italy (11,800); Turkey (10,200); Spain (8,100)
- **72 percent of Ford passenger vehicle sales were to retail and fleet customers** in Ford's top five European markets in both July and year to date, beating the industry average by 4.7 percentage points in the first seven months and 2 percentage points in July
- **Ford sold 73,300 passenger cars in July**, down 9.2 percent year over year for the month in the Euro 20 mainly due to Fiesta changeover, but up 0.6 percent for the first seven months for the best year to date performance since 2011
- **High-series vehicles – including Titanium, Vignale, ST-Line, ST and RS – represented 66 percent of passenger car sales** in the Euro 20 in July, up 7 percentage points from July 2016; year to date high-series sales up 3 percentage points to 64 percent
- **Ford performance car sales – Fiesta ST, Focus ST, Focus RS, Mustang and GT – up 5 percent** to 26,300 in the Euro 20 in the first half of 2017.
- **Commercial vehicle market share was 13.3 percent** in the Euro 20 for July, making Ford the No. 1 commercial vehicle brand in Europe; Ford commercial vehicle sales up 9.6 percent in the first seven months at 204,700

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



“Despite the summer holiday period, July saw Ford commercial vehicle sales continue to grow by just under 10 percent – a similar rate of growth they’ve experienced year to date. With the new Transit Custom and Tourneo Custom people mover available to order later this year, we expect to maintain our strong CV momentum and market leadership into 2018.”

*Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe*

## KEY VEHICLES



Ford Fiesta Titanium

Titanium models accounted for 35 percent of all Ford passenger car sales in the first seven months of the year, and 42 percent of all sales in July. Latest addition to the Titanium ranges of models is the new Fiesta which continues to be rolled out across Europe



Ford Kuga ST-Line

Ford Kuga sales were up 24 percent year to date at 90,800, making this the best-ever year so far for sales since the SUV was launched in 2008. Kuga sales also were up 24 percent in July to 12,400. Ford's flagship SUV, the Ford Edge, has now sold more than 10,000 units since launch



New Ford Transit Custom

Ford Transit sales were up 10.9 percent at 133,500 for the year to end of July. Transit family sales in July – at 16,600 – were up 6.6 percent for the month. Ranger pickup sales at 23,100 for the year so far are up 12.1 percent and mark the best year for Ranger since launch



Ford KA+

Ford KA+ sales were 4,500 in July, and more than 31,000 have been sold since launch. The KA+ delivers outstanding interior space, excellent fuel efficiency and fun to drive dynamics at an affordable price

# JULY 2017 SALES

## July 2017 Sales Volume (registrations)

	July '17	YTD July '17
<b>Euro 20<sup>1</sup></b>		
<b>Industry</b>	1.345.900 up 37700, / 03 % vs. Jul.'16	10.821.400 up 431800, / 04 % vs. YTD '16
<b>Ford</b>	99.900 down 5100, / (05) % vs. Jul.'16	845.300 up 21500, / 03 % vs. YTD '16
<b>Euro 22<sup>2</sup></b>		
<b>Industry</b>	1.559.400 up 79900, / 05 % vs. Jul.'16	12.179.000 up 482000, / 04 % vs. YTD '16
<b>Ford</b>	114.200 down 800, / (01) % vs. Jul.'16	930.700 up 22800, / 03 % vs. YTD '16
<b>Total Euro 50<sup>3</sup></b>		
<b>Industry</b>	1.608.500 up 84500, / 06 % vs. Jul.'16	12.533.800 up 518200, / 04 % vs. YTD '16
<b>Ford</b>	117.500 down 100, / (00) % vs. Jul.'16	952.800 up 27600, / 03 % vs. YTD '16

<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

## Jul 2017 Market Share \*

	July '17	YTD July '17
<b>Euro 20</b>	7,4% down 01 ppts vs. Jul.'16	7,8% down 00 ppts vs. YTD '16
<b>Total Euro 22</b>	7,3% down 01 ppts vs. Jul.'16	7,6% down 00 ppts vs. YTD '16
<b>Total Euro 50</b>	7,3% down 00 ppts vs. Jul.'16	7,6% down 00 ppts vs. YTD '16

\* 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 2017 Retail Market Share

	July '17	YTD July '17
<b>Key European markets</b>	07% down 1.4 ppts vs YAGO	08% 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.

## CONTACT

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# JULY 2017 SALES

## Ford Top 5 Markets ranked by Jul volume (registrations)

Market	July '17			
	Volume	o/(u) '16	Share	o/(u) '16
1, Britain	25.000	(4700,)	13,1 %	(01) ppts
2, Germany	24.000	(500,)	7,7 %	(00)
3, Italy	11.800	1000,	7,3 %	00
4, Turkey	10.200	3500,	12,1 %	01
5, Spain	8.100	(100,)	6,2 %	(00)

Market	YTD July '17			
	Volume	o/(u) '16	Share	o/(u) '16
1, Britain	254.000	(7400,)	14,1 %	(00) ppts
2, Germany	175.100	6200,	7,7 %	00
3, Italy	102.000	8900,	7,3 %	00
4, France	71.400	5900,	4,6 %	00
5, Turkey	59.400	(700,)	12,0 %	00

## Top 5 Markets ranked by Ford's share in Jul

Market	July '17			
	Share	o/(u) '16	Volume	o/(u) '16
1, Britain	13,1 %	(01) ppts	25.000	(4700,)
2, Turkey	12,1 %	01	10.200	3500,
3, Ireland	11,4 %	(02)	3.600	(900,)
4, Hungary	10,3 %	(03)	1.200	(100,)
5, Finland	8,7 %	(02)	900	(100,)

Market	YTD July '17			
	Share	o/(u) '16	Volume	o/(u) '16
1, Britain	14,1 %	(00) ppts	254.000	(7400,)
2, Turkey	12,0 %	00	59.400	(700,)
3, Hungary	11,6 %	(01)	9.000	400,
4, Ireland	11,3 %	(01)	15.900	(3700,)
5, Romania	9,3 %	01	6.800	2100,

## Jul Sales by vehicle line (Euro 20)

Model	July '17	o/(u) July '16	YTD July '17	o/(u) YTD July '16
KA	.	(1700,)	100,	(19200,)
KA+	4500,	4500,	31300,	31300,
Fiesta	12400,	(9600,)	167900,	(11900,)
B-MAX	4100,	1300,	28000,	2300,
Ecosport	4900,	-	40000,	5000,
Focus	16300,	(900,)	133300,	(2000,)
C-MAX	5000,	(2100,)	43600,	(9600,)
Kuga	12400,	2400,	90800,	17700,
Mondeo	4900,	(300,)	35500,	(10300,)
S-MAX	2400,	(1100,)	20300,	(5200,)
Galaxy	1500,	(100,)	11200,	(1500,)
Mustang	800,	(400,)	8800,	(1700,)
Edge	1200,	200,	10500,	7600,
Tourneo Courier	1300,	300,	9800,	1400,
Tourneo Connect	1500,	-	9300,	(300,)
Tourneo Custom	1300,	-	8200,	4800,
Transit Courier	1600,	500,	11400,	1800,
Transit Connect	4800,	1200,	31600,	1800,
Transit Custom	8600,	(200,)	72400,	5400,
Transit	6800,	1200,	52700,	2800,
Ranger	3200,	-	23100,	2500,
Other ****	400,	(400,)	5300,	(1200,)
<b>Total Sales</b>	<b>99.900</b>	<b>(5100,)</b>	<b>845.300</b>	<b>21500,</b>

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