



NEWS

Ford SUV Sales Up 28.5 Percent in October; Total Vehicle Sales Grow 5.4 Percent



www.youtube.com/FordofEurope



www.twitter.com/FordEU

OCTOBER 2017 SALES

| | Total Vehicle Sales | Total Vehicle Market Share | Passenger Vehicle Sales | Passenger Vehicle Market Share | Commercial Vehicle Sales | Commercial Vehicle Market Share |
|----------------------------|---------------------|----------------------------|-------------------------|--------------------------------|--------------------------|---------------------------------|
| Euro 20* | 104,800 | 7.6% | 77,800 | 6.7% | 27,000 | 12.4% |
| Versus October 2016 | 5.4% | 0.0 ppt | 4.2% | -0.1 ppt | 9.1% | -0.2 ppt |

HIGHLIGHTS

- **Ford sold 104,800 vehicles in October** in its traditional Euro 20 markets*, up 5.4 percent compared with October 2016. Year to date sales of 1,153,000 were 0.8 percent up on last year
- **Ford sold 77,800 passenger cars in October**, up 4.2 percent in the Euro 20 mainly due to Fiesta changeover
- **New Fiesta production ramp-up continues to grow** with 18,800 new Fiestas sold in Ford's traditional Euro 20 markets in October
- **Market share growth in Germany**, Ford sold 25,100 cars in Germany in October, up 2,600 compared with the same month in 2016, and resulting in a market share of 8.3 percent
- **Sports Utility Vehicle (SUV) sales up 28.5 percent to 18,600 in October** driven by strong demand for EcoSport and Kuga. SUV sales in the traditional Euro 20 markets up 23.6 percent for the first ten months of 2017
- **Commercial vehicle (CV) market share** was 13.6 percent in the Euro 20 for YTD October, making Ford the No. 1 CV brand in Europe; Ford CV sales up 9.1 percent in October at 27,000
- **79 percent of Ford passenger vehicle sales were to retail and fleet customers** in Ford's top five traditional European markets in October, and 73 percent year to date. Ford sales in these higher value sales channels were 6 percentage points and 4.7 percentage points better than industry October and year to date respectively
- **High-series vehicles – including Titanium, Vignale, ST-Line, ST and RS – made up 68 percent of passenger car sales** in the Euro 20 in October, up 9.1 percent; year to date high series sales up 3.9 percent to 65 percent

* Ford of Europe reports sales for its 20 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



“Our total vehicles sales in Europe grew by 5.4 percent in October, with Fiesta sales contributing to the sales growth with 20,500 cars sold. Ford SUV sales continue to go from strength to strength, with sales up nearly 29 percent for the Edge, Kuga and EcoSport. We're anticipating a positive momentum in sales across our entire vehicle range as we enter the last two months of the year.”
Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe

VEHICLE AND MARKET NEWS



Ford Ranger Wildtrak

The Ford Ranger pickup had its best October and year to date sales since launch. Close to 36,000 Rangers have been sold in Europe so far this year. Outside North America, Ranger is the world's No.2 top selling pickup, and Europe's best selling pickup year to date September (latest figures)



Fiesta Active coming in 2018

Ford sold 4800 new Fiestas in Germany during October, making it the country's best selling small car for the month. The existing Fiesta range will be strengthened further in 2018 with the arrival of the Fiesta Active crossover



New Kuga Titanium

With sales of 126,900 – up 22 percent – in the first ten months of 2017, Kuga is enjoying its best ever sales year. In October, 12,400 Kugas were sold in the traditional Euro 20 markets – up 44 percent compared with the same month last year



Transit Courier – smallest member of the Transit family

Total Transit family sales – from the 2-tonne Transit, to the small Transit Courier – were 240,316, up 6.7 percent, for the first ten months of the year. In October, Transit family sales were up 9.5 percent to 21,682

Ford of Europe October Sales 2017

OCTOBER 2017 SALES

October 2017 Sales Volume (registrations)

| | October '17 | YTD October '17 |
|----------------------------------|---|--|
| Euro 20¹ | | |
| Industry | 1,385,600 up 84,100 / 6.5 % vs. Oct.'16 | 14,898,100 up 530,100 / 3.7 % vs. YTD '16 |
| Ford | 104,800 up 5,400 / 5.4 % vs. Oct.'16 | 1,153,000 up 9,200 / 0.8 % vs. YTD '16 |
| Euro 22² | | |
| Industry | 1,624,400 up 108,500 / 7.2 % vs. Oct.'16 | 16,933,700 up 657,800 / 4.0 % vs. YTD '16 |
| Ford | 119,700 up 7,200 / 6.4 % vs. Oct.'16 | 1,278,100 up 14,400 / 1.1 % vs. YTD '16 |
| Total Euro 50³ | | |
| Industry | 1,671,700 up 113,300 / 7.3 % vs. Oct.'16 | 17,432,000 up 712,200 / 4.3 % vs. YTD '16 |
| Ford | 122,700 up 7,100 / 6.1 % vs. Oct.'16 | 1,309,300 up 20,000 / 1.6 % vs. YTD '16 |

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 2017 Market Share *

| | October '17 | YTD October '17 |
|----------------------|-----------------------------------|-----------------------------------|
| Euro 20 | 7.6% flat 0.0 ppts vs. Oct.'16 | 7.7% down 0.3 ppts vs. YTD '16 |
| Total Euro 22 | 7.4% flat 0.0 ppts vs. Oct.'16 | 7.5% down 0.3 ppts vs. YTD '16 |
| Total Euro 50 | 7.3% down 0.1 ppts vs. Oct.'16 | 7.5% down 0.2 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.

** Oct 2017 Retail Market Share

| | October '17 | YTD October '17 |
|-----------------------------|-----------------------------|-------------------------------|
| Key European markets | 7.8% up 0.2 ppts vs YAGO | 7.5% down 0.4 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

John Gardiner
Ford of Europe
+49 221 9019985
jgardin2@ford.com

OCTOBER 2017 SALES

Ford Top 5 Markets ranked by Oct volume (registrations)

| Market | October '17 | | | |
|------------|-------------|-----------|--------|-----------|
| | Volume | o/(u) '16 | Share | o/(u) '16 |
| 1. Britain | 27,500 | (2,000) | 14.6 % | 0.7 pts |
| 2. Germany | 25,100 | 2,600 | 8.3 % | 0.5 |
| 3. Italy | 12,200 | 100 | 6.8 % | (0.5) |
| 4. Turkey | 10,000 | 700 | 10.7 % | (0.3) |
| 5. France | 9,100 | 1,100 | 4.1 % | (0.1) |

| Market | YTD October '17 | | | |
|------------|-----------------|-----------|--------|-----------|
| | Volume | o/(u) '16 | Share | o/(u) '16 |
| 1. Britain | 355,300 | (20,400) | 13.8 % | (0.1) pts |
| 2. Germany | 242,400 | 4,400 | 7.6 % | (0.1) |
| 3. Italy | 132,200 | 9,500 | 7.1 % | (0.1) |
| 4. France | 94,600 | 7,300 | 4.5 % | 0.1 |
| 5. Turkey | 85,300 | 100 | 11.6 % | 0.0 |

Top 5 Markets ranked by Ford's share in Oct

| Market | October '17 | | | |
|------------|-------------|-----------|--------|-----------|
| | Share | o/(u) '16 | Volume | o/(u) '16 |
| 1. Britain | 14.6 % | 0.7 pts | 27,500 | (2,000) |
| 2. Hungary | 11.6 % | (1.1) | 1,500 | 300 |
| 3. Turkey | 10.7 % | (0.3) | 10,000 | 700 |
| 4. Ireland | 9.7 % | (1.3) | 300 | (100) |
| 5. Germany | 8.3 % | 0.5 | 25,100 | 2,600 |

| Market | YTD October '17 | | | |
|------------|-----------------|-----------|---------|-----------|
| | Share | o/(u) '16 | Volume | o/(u) '16 |
| 1. Britain | 13.8 % | (0.1) pts | 355,300 | (20,400) |
| 2. Turkey | 11.6 % | 0.0 | 85,300 | 100 |
| 3. Hungary | 11.4 % | (1.0) | 13,000 | 700 |
| 4. Ireland | 11.3 % | (1.2) | 17,700 | (4,200) |
| 5. Romania | 9.1 % | 1.3 | 10,100 | 2,700 |

Oct Sales by vehicle line (Euro 20)

| Model | October '17 | o/(u) October '16 | YTD October '17 | o/(u) YTD October '16 |
|--------------------|----------------|-------------------|------------------|-----------------------|
| KA | | (300) | 100 | (20,900) |
| KA+ | 3,000 | (200) | 43,500 | 38,500 |
| Fiesta | 20,500 | (2,200) | 215,400 | (36,300) |
| B-MAX | 3,400 | 600 | 39,800 | 5,000 |
| Ecosport | 5,200 | 600 | 56,200 | 6,900 |
| Focus | 15,900 | 2,600 | 178,600 | - |
| C-MAX | 5,300 | (700) | 57,000 | (12,100) |
| Kuga | 12,400 | 3,800 | 126,900 | 22,800 |
| Mondeo | 4,700 | (200) | 48,400 | (12,800) |
| S-MAX | 1,900 | (600) | 26,500 | (8,100) |
| Galaxy | 1,600 | - | 15,800 | (1,700) |
| Mustang | 700 | - | 11,200 | (2,400) |
| Edge | 1,000 | (200) | 14,100 | 7,900 |
| Tourneo Courier | 1,300 | 100 | 13,100 | 1,200 |
| Tourneo Connect | 1,000 | (200) | 12,900 | (500) |
| Tourneo Custom | 900 | 200 | 11,000 | 4,400 |
| Transit Courier | 1,600 | 200 | 15,900 | 2,400 |
| Transit Connect | 4,900 | 600 | 46,100 | 3,700 |
| Transit Custom | 8,400 | (100) | 102,600 | 4,000 |
| Transit | 6,800 | 1,200 | 75,500 | 4,900 |
| Ranger | 4,200 | 600 | 36,000 | 4,500 |
| Other **** | 300 | (400) | 6,400 | (2,500) |
| Total Sales | 104,800 | 5,400 | 1,153,000 | 9,200 |

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