



NEWS

Ford European Sales Volume Up in July; Records for EcoSport, Kuga, and Transit



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JULY 2018 SALES

	Total Vehicle Sales	Total Vehicle Market Share	Passenger Vehicle Sales	Passenger Vehicle Market Share	Commercial Vehicle Sales	Commercial Vehicle Market Share
Euro 20*	101,800	7.0%	74,300	5.9%	27,500	13.5%
Versus July 2017	+1.7%	-0.4 ppt	+1.4%	-0.5 ppt	+2.5%	+0.1 ppt

HIGHLIGHTS

- **Ford Sports Utility Vehicle (SUV) sales grew more than 31 percent** in July year over year in Ford's European 20 markets*, and SUVs now account for more than one in five Ford vehicles sold in Europe
- **EcoSport and Kuga set new July sales records** – up 110 percent and 5 percent, respectively, compared with July 2017
- **All-new Focus production ramp-up continues** and is expected to contribute to increased market share in the coming months
- **Ford is the No. 1 commercial vehicle brand in Europe**, with sales up 2.5 percent in July, making last month Ford's best July since 1993 for commercial vehicle sales and market share in its European 20 markets
- **Total sales of Transit and Transit Custom** of 18,300 were up 9.8 percent from July 2017
- **Transit leads the MCV one- and two-tonne segment** for the year to date based on the latest available data from the end of June
- **High-series vehicles – including Titanium, Vignale, Active, ST-Line, ST and RS – made up 71 percent of Ford passenger car sales** in Ford's traditional 20 European markets in July, up 5.1 percentage points year over year
- **Retail and fleet customer sales account for 74 percent of Ford passenger vehicle sales** in Ford's top five European markets in July, better than July 2017 and better than the industry average
- **Ford sales grew in 10 of its traditional 20 European markets** in July compared with a year ago, with notable gains in Germany (total vehicle sales up 5.9 percent), Spain (up 17.2 percent) and France (up 11 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 European sales grew in July, based in large part on the strength of our SUV and commercial vehicle line-ups. Fiesta sales also climbed more than 60 percent last month – with sales of the fun-to-drive Fiesta ST performance derivative accounting for 5 percent of all Fiestas sold.”

Roelant de Waard, Vice President, Marketing, Sales and Service, Ford of Europe

VEHICLE AND MARKET NEWS



Fiesta ST sales accounted for 5 percent of all Fiesta sales in July in Ford's traditional 20 European markets, up from 3.8 percent of total Fiesta sales in July 2017. The all-new Fiesta ST is the most responsive, engaging and fun-to-drive performance Fiesta ever.



Sales of Fiesta – Ford's best-selling vehicle in Europe – are up 63 percent in July compared with July 2017. Fiesta Active is the first in a new family of Active crossover models inspired by sports utility vehicles.



EcoSport sales more than doubled last month compared with July 2017, marking the vehicle's best-ever July. Demand remains strong with new customer orders for EcoSport up 110 percent in July compared with July 2017.



Ranger continues to lead as Europe's best-selling pickup truck, based on the latest available data from the end of June. Ford sold 3,500 Ranger trucks in its Euro 20 markets last month, making it the best July for Ranger since it was introduced.

Ford of Europe July Sales 2018

JULY 2018 SALES

July 2018 Sales Volume (registrations)

	July '18	YTD July '18
Euro 20¹		
Industry	1,456,800 up 113,200 / 8.4 % vs. Jul.'17	11,216,100 up 393,800 / 3.6 % vs. YTD '17
Ford	101,800 up 1,700 / 1.7 % vs. Jul.'17	843,800 down 1,700 / (0.2) % vs. YTD '17
Euro 22²		
Industry	1,657,900 up 97,500 / 6.2 % vs. Jul.'17	12,646,400 up 463,300 / 3.8 % vs. YTD '17
Ford	111,800 down 2,600 / (2.3) % vs. Jul.'17	920,300 down 10,500 / (1.1) % vs. YTD '17
Total Euro 50³		
Industry	1,714,500 up 105,400 / 6.5 % vs. Jul.'17	13,054,400 up 514,000 / 4.1 % vs. YTD '17
Ford	114,100 down 3,600 / (3.0) % vs. Jul.'17	940,200 down 12,700 / (1.3) % vs. YTD '17

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

Jul 2018 Market Share *

	July '18	YTD July '18
Euro 20	7.0% down 0.4 ppts vs. Jul.'17	7.5% down 0.3 ppts vs. YTD '17
Total Euro 22	6.7% down 0.6 ppts vs. Jul.'17	7.3% down 0.3 ppts vs. YTD '17
Total Euro 50	6.7% down 0.6 ppts vs. Jul.'17	7.2% down 0.4 ppts vs. YTD '17

* 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 2018 Retail Market Share

	July '18	YTD July '18
Key European markets	6.8% up 0.3 ppts vs YAGO	7.4% 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 75 to 80% of the Europe 20 volume.

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JULY 2018 SALES

Ford Top 5 Markets ranked by Jul volume (registrations)

Market	July '18			
	Volume	o/(u) '17	Share	o/(u) '17
1. Germany	25,400	1,400	7.3 %	(0.4) ppts
2. Britain	24,100	(800)	12.7 %	(0.4)
3. Italy	11,300	(500)	6.8 %	(0.5)
4. Spain	9,500	1,400	6.2 %	0.0
5. France	8,000	800	3.8 %	(0.2)

Market	YTD July '18			
	Volume	o/(u) '17	Share	o/(u) '17
1. Britain	235,200	(18,700)	13.7 %	(0.4) ppts
2. Germany	183,500	8,400	7.7 %	0.0
3. Italy	99,100	(2,900)	7.2 %	(0.1)
4. France	70,600	(900)	4.3 %	(0.3)
5. Spain	57,500	(200)	5.7 %	(0.6)

Top 5 Markets ranked by Ford's share in Jul

Market	July '18			
	Share	o/(u) '17	Volume	o/(u) '17
1. Britain	12.7 %	(0.4) ppts	24,100	(800)
2. Turkey	11.3 %	(0.8)	6,100	(4,100)
3. Hungary	10.9 %	0.7	1,600	400
4. Ireland	10.2 %	(1.2)	3,200	(400)
5. Romania	8.7 %	0.4	1,200	100

Market	YTD July '18			
	Share	o/(u) '17	Volume	o/(u) '17
1. Britain	13.7 %	(0.4) ppts	235,200	(18,700)
2. Turkey	11.3 %	(0.7)	47,000	(12,300)
3. Hungary	11.3 %	(0.2)	11,200	2,200
4. Ireland	11.2 %	(0.1)	15,300	(500)
5. Finland	9.4 %	0.5	8,600	1,000

Jul Sales by vehicle line (Euro 20)

Model	July '18	o/(u) July '17	YTD July '18	o/(u) YTD July '17
KA		-		(100)
KA+	3,200	(1,300)	32,100	700
Fiesta	20,700	8,000	178,000	9,900
B-MAX	100	(4,000)	3,400	(24,600)
Ecosport	10,500	5,500	65,100	25,100
Focus	10,000	(6,200)	125,800	(7,400)
C-MAX	4,400	(400)	36,000	(7,500)
Kuga	12,800	600	99,400	8,700
Mondeo	5,100	100	31,400	(4,100)
S-MAX	1,700	(700)	13,900	(6,400)
Galaxy	1,900	400	9,200	(2,100)
Mustang	900	-	6,200	(2,700)
Edge	1,000	(300)	7,500	(3,000)
Tourneo Courier	1,600	300	9,900	300
Tourneo Connect	500	(1,000)	6,800	(2,500)
Tourneo Custom	1,600	300	10,000	1,800
Transit Courier	1,900	400	11,900	400
Transit Connect	3,400	(1,400)	31,900	400
Transit Custom	9,100	600	75,600	3,300
Transit	7,600	700	60,000	7,200
Ranger	3,500	200	27,300	4,200
Other ****	400	(100)	2,300	(3,100)
Total Sales	101,800	1,700	843,800	(1,700)

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