Ford Grows European Market Share in September on Strength of Record Commercial Vehicle Sales

**SEPTEMBER 2018 SALES**

<table>
<thead>
<tr>
<th></th>
<th>Euro 20*</th>
<th>Total Vehicle Sales</th>
<th>Passenger Vehicle Sales</th>
<th>Commercial Vehicle Sales</th>
<th>Market Share</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
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</tr>
<tr>
<td><strong>Passenger</strong></td>
<td>119,000</td>
<td>9.0%</td>
<td>77,500</td>
<td>41,500</td>
<td>7.1%</td>
</tr>
<tr>
<td><strong>Vehicle</strong></td>
<td></td>
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<td></td>
<td></td>
<td>18.7%</td>
</tr>
<tr>
<td><strong>Share</strong></td>
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</tr>
<tr>
<td><strong>Passenger</strong></td>
<td>77,500</td>
<td>7.1%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Vehicle</strong></td>
<td>41,500</td>
<td>18.7%</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Market</strong></td>
<td>18.7%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Share</strong></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Passenger</strong></td>
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<tr>
<td><strong>Vehicle</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>Market</strong></td>
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</tr>
<tr>
<td><strong>Passenger</strong></td>
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<td></td>
</tr>
<tr>
<td><strong>Vehicle</strong></td>
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<td></td>
<td></td>
</tr>
<tr>
<td><strong>Market</strong></td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

**HIGHLIGHTS**

- **Ford total vehicle sales reached 119,000 units** in its European 20 markets* in September

- **Ford remains the No. 1 commercial vehicle brand in Europe**, with commercial vehicle sales hitting a record high of 285,800 for the first three quarters of the year

- **Ford commercial vehicle market share in the UK rose to 38 percent** in September, continuing the Ford brand’s 53rd year of UK CV leadership

- **Ford Sports Utility Vehicle (SUV) sales grew nearly 9 percent** in September year over year in Ford’s European 20 markets, and SUVs now account for more than one in five Ford vehicles sold in Europe

- **High-series vehicles** – including Titanium, Vignale, Active, ST-Line, ST and RS – **made up 74 percent of Ford passenger car sales** in Ford’s traditional 20 European markets in September, up 4.6 percentage points year over year

- **Retail and fleet customer sales account for 79 percent of Ford passenger vehicle sales** in Ford’s top five European markets in September, better than industry average

- **Ford grew market share in 19 of its traditional 20 European markets** in September compared with a year ago, with notable gains in Germany (up 1.5 percentage points), Britain (up 1.4 percentage points), Italy (up 1.2 percentage points) and the Netherlands (up 1.1 percentage points)

* 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

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**VEHICLE AND MARKET NEWS**

- Ford Transit set a new September record with sales of more than 27,800 vehicles in Ford’s European 20 markets. Transit leads the MCV one- and two-tonne segment for the year to date based on the latest available data from the end of August.


- EcoSport set a new September sales record, with sales up 63 percent compared with September 2017. New customer orders for EcoSport are up 94 percent in September compared with September 2017.

- Ranger continues to lead as Europe’s best-selling pickup truck, based on latest available data from the end of August. Ford sold 6,100 Ranger trucks in its Euro 20 markets last month, making it the best September for Ranger since it was introduced.

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"The industry is down in September as a number of manufacturers pulled ahead sales of Stage 6.1 vehicles in August. Ford has free supply of the latest emissions levels and did not need to force-register surplus stock, resulting in the growth of our passenger car and commercial vehicle market share last month. Customer reception of the all-new Ford Focus in particular has been outstanding."

Roelant de Waard, Vice President, Marketing, Sales and Service, Ford of Europe
**September 2018 Sales Volume (registrations)**

<table>
<thead>
<tr>
<th></th>
<th>September '18</th>
<th>YTD September '18</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Euro 20</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry</td>
<td>1,316,800</td>
<td>13,844,200</td>
</tr>
<tr>
<td>Ford</td>
<td>119,000</td>
<td>1,046,500</td>
</tr>
<tr>
<td></td>
<td>down 346,400 / (20.8) % vs. Sep.'17</td>
<td>up 331,300 / 2.5 % vs. YTD '17</td>
</tr>
<tr>
<td></td>
<td>down 10,600 / (8.2) % vs. Sep.'17</td>
<td>down 1,800 / (0.2) % vs. YTD '17</td>
</tr>
<tr>
<td><strong>Euro 22</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry</td>
<td>1,501,300</td>
<td>15,644,200</td>
</tr>
<tr>
<td>Ford</td>
<td>126,100</td>
<td>1,138,100</td>
</tr>
<tr>
<td></td>
<td>down 387,100 / (20.5) % vs. Sep.'17</td>
<td>up 334,700 / 2.2 % vs. YTD '17</td>
</tr>
<tr>
<td></td>
<td>down 16,100 / (11.3) % vs. Sep.'17</td>
<td>down 20,400 / (1.8) % vs. YTD '17</td>
</tr>
<tr>
<td><strong>Total Euro 50</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Industry</td>
<td>1,551,700</td>
<td>16,166,500</td>
</tr>
<tr>
<td>Ford</td>
<td>128,700</td>
<td>1,162,800</td>
</tr>
<tr>
<td></td>
<td>down 384,500 / (19.9) % vs. Sep.'17</td>
<td>up 406,300 / 2.6 % vs. YTD '17</td>
</tr>
<tr>
<td></td>
<td>down 16,600 / (11.4) % vs. Sep.'17</td>
<td>down 23,800 / (2.0) % vs. YTD '17</td>
</tr>
</tbody>
</table>

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.

**Sep 2018 Market Share **

<table>
<thead>
<tr>
<th></th>
<th>September '18</th>
<th>YTD September '18</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Euro 20</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>9.0%</td>
<td>7.6%</td>
</tr>
<tr>
<td></td>
<td>up 1.2 ppts vs. Sep.'17</td>
<td>down 0.2 ppts vs. YTD '17</td>
</tr>
<tr>
<td><strong>Total Euro 22</strong></td>
<td>8.4%</td>
<td>7.3%</td>
</tr>
<tr>
<td></td>
<td>up 0.9 ppts vs. Sep.'17</td>
<td>down 0.3 ppts vs. YTD '17</td>
</tr>
<tr>
<td><strong>Total Euro 50</strong></td>
<td>8.3%</td>
<td>7.2%</td>
</tr>
<tr>
<td></td>
<td>up 0.8 ppts vs. Sep.'17</td>
<td>down 0.3 ppts vs. YTD '17</td>
</tr>
</tbody>
</table>

* 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.

** Sep 2018 Retail Market Share **

<table>
<thead>
<tr>
<th></th>
<th>September '18</th>
<th>YTD September '18</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Key European markets</strong></td>
<td>8.7%</td>
<td>7.5%</td>
</tr>
<tr>
<td></td>
<td>equal vs YAGO</td>
<td></td>
</tr>
</tbody>
</table>

** 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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Ford of Europe
+49 221 9018213
jenoch@ford.com
## Ford Top 5 Markets ranked by Sep volume (registrations)

<table>
<thead>
<tr>
<th>Market</th>
<th>September '18</th>
<th>YTD September '18</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Volume o/(u) '17</td>
<td>Share o/(u) '17</td>
</tr>
<tr>
<td>1. Britain</td>
<td>53,800 (5,500)</td>
<td>13.6 % 1.5 ppts</td>
</tr>
<tr>
<td>2. Germany</td>
<td>19,300 (2,400)</td>
<td>8.4 % 1.6</td>
</tr>
<tr>
<td>3. Italy</td>
<td>10,500 (1,200)</td>
<td>7.6 % 1.2</td>
</tr>
<tr>
<td>4. France</td>
<td>8,200 (300)</td>
<td>4.4 % 0.4</td>
</tr>
<tr>
<td>5. Spain</td>
<td>6,000 (300)</td>
<td>7.0 % 0.7</td>
</tr>
</tbody>
</table>

## Top 5 Markets ranked by Ford’s share in Sep

<table>
<thead>
<tr>
<th>Market</th>
<th>September '18</th>
<th>YTD September '18</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Share o/(u) '17</td>
<td>Volume o/(u) '17</td>
</tr>
<tr>
<td>1. Ireland</td>
<td>16.6 % 3.6 ppts</td>
<td>800 100</td>
</tr>
<tr>
<td>2. Hungary</td>
<td>15.8 % 4.2</td>
<td>1,800 400</td>
</tr>
<tr>
<td>3. Britain</td>
<td>13.6 % 1.5</td>
<td>53,800 (5,500)</td>
</tr>
<tr>
<td>4. Turkey</td>
<td>10.4 % (0.4)</td>
<td>2,500 (5,500)</td>
</tr>
<tr>
<td>5. Austria</td>
<td>10.1 % 3.3</td>
<td>2,200 (100)</td>
</tr>
</tbody>
</table>

## Sep Sales by vehicle line (Euro 20)

<table>
<thead>
<tr>
<th>Model</th>
<th>September '18</th>
<th>o/(u) September '17</th>
<th>YTD September '18</th>
<th>o/(u) YTD September '17</th>
</tr>
</thead>
<tbody>
<tr>
<td>KA</td>
<td></td>
<td>(100)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>KA+</td>
<td>5,000</td>
<td>(900) 40,000</td>
<td>13.8 % (100)</td>
<td></td>
</tr>
<tr>
<td>Fiesta</td>
<td>22,500</td>
<td>3,700 215,700</td>
<td>20,700 3,700</td>
<td></td>
</tr>
<tr>
<td>B-MAX</td>
<td></td>
<td>(5,000) 3,400</td>
<td></td>
<td>(33,000) 1,600</td>
</tr>
<tr>
<td>Ecosport</td>
<td>11,100</td>
<td>4,300 84,600</td>
<td>33,600 4,300</td>
<td></td>
</tr>
<tr>
<td>Focus</td>
<td>12,500</td>
<td>(8,400) 147,800</td>
<td>14,900 (8,400)</td>
<td></td>
</tr>
<tr>
<td>C-MAX</td>
<td>4,000</td>
<td>(1,600) 42,800</td>
<td>(8,800) 1,600</td>
<td></td>
</tr>
<tr>
<td>Kuga</td>
<td>13,500</td>
<td>(1,100) 123,500</td>
<td>9,000 (1,100)</td>
<td></td>
</tr>
<tr>
<td>Mondeo</td>
<td>3,500</td>
<td>(1,200) 38,600</td>
<td>(5,200) 1,200</td>
<td></td>
</tr>
<tr>
<td>S-MAX</td>
<td>1,200</td>
<td>(900) 15,900</td>
<td>(8,700) 900</td>
<td></td>
</tr>
<tr>
<td>Galaxy</td>
<td>600</td>
<td>(1,000) 10,900</td>
<td>(3,300) 1,000</td>
<td></td>
</tr>
<tr>
<td>Mustang</td>
<td>800</td>
<td>(200) 7,800</td>
<td>(2,700) 200</td>
<td></td>
</tr>
<tr>
<td>Edge</td>
<td>500</td>
<td>(1,200) 8,700</td>
<td>(4,500) 1,200</td>
<td></td>
</tr>
<tr>
<td>Tourneo Courier</td>
<td>1,300</td>
<td>400 12,500</td>
<td>700 (400) 1,300</td>
<td></td>
</tr>
<tr>
<td>Tourneo Connect</td>
<td>900</td>
<td>(300) 8,700</td>
<td>(3,300) 300</td>
<td></td>
</tr>
<tr>
<td>Tourneo Custom</td>
<td>1,800</td>
<td>600 13,000</td>
<td>2,800 (600) 1,800</td>
<td></td>
</tr>
<tr>
<td>Transit Courier</td>
<td>1,800</td>
<td>100 14,900</td>
<td>500 (100) 1,800</td>
<td></td>
</tr>
<tr>
<td>Transit Connect</td>
<td>5,600</td>
<td>(100) 39,900</td>
<td>(1,200) 500</td>
<td></td>
</tr>
<tr>
<td>Transit Custom</td>
<td>15,800</td>
<td>1,400 100,200</td>
<td>6,000 1,400</td>
<td></td>
</tr>
<tr>
<td>Transit</td>
<td>10,200</td>
<td>400 77,900</td>
<td>9,200 400</td>
<td></td>
</tr>
<tr>
<td>Ranger</td>
<td>6,100</td>
<td>400 37,200</td>
<td>5,400 400</td>
<td></td>
</tr>
<tr>
<td>Other ****</td>
<td>200</td>
<td>(200) 2,700</td>
<td>(3,400) 200</td>
<td></td>
</tr>
<tr>
<td>Total Sales</td>
<td>119,000</td>
<td>(10,600) 1,046,500</td>
<td>(1,800) 10,600</td>
<td></td>
</tr>
</tbody>
</table>

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