



| NEWS

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



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SEPTEMBER 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*	119,000	9.0%	77,500	7.1%	41,500	18.7%
Versus Sept. 2017	-8.2%	+1.2 ppt	-14.7%	+0.7 ppt	+7.0%	+2.4 ppt

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



"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

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.



Ford announced the expansion of the versatile all-new Fiesta line-up with two bold new colour-contrast models: the new Fiesta ST-Line Red Edition and Black Edition. Fiesta sales rose 20 percent last month compared with September 2017.



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.

Ford of Europe September Sales 2018

SEPTEMBER 2018 SALES

September 2018 Sales Volume (registrations)

Euro 20 ¹		September '18	YTD September '18
Industry	1,316,800	13,844,200	
	down 346,400 / (20.8) % vs. Sep.'17		up 331,300 / 2.5 % vs. YTD '17
Ford	119,000	1,046,500	
	down 10,600 / (8.2) % vs. Sep.'17		down 1,800 / (0.2) % vs. YTD '17
Euro 22 ²			
Industry	1,501,300	15,644,200	
	down 387,100 / (20.5) % vs. Sep.'17		up 334,700 / 2.2 % vs. YTD '17
Ford	126,100	1,138,100	
	down 16,100 / (11.3) % vs. Sep.'17		down 20,400 / (1.8) % vs. YTD '17
Total Euro 50 ³			
Industry	1,551,700	16,166,500	
	down 384,500 / (19.9) % vs. Sep.'17		up 406,300 / 2.6 % vs. YTD '17
Ford	128,700	1,162,800	
	down 16,600 / (11.4) % vs. Sep.'17		down 23,800 / (2.0) % 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

Sep 2018 Market Share *

	September '18	YTD September '18
Euro 20	9.0%	7.6%
	up 1.2 ppts vs. Sep.'17	down 0.2 ppts vs. YTD '17
Total Euro 22	8.4%	7.3%
	up 0.9 ppts vs. Sep.'17	down 0.3 ppts vs. YTD '17
Total Euro 50	8.3%	7.2%
	up 0.8 ppts vs. Sep.'17	down 0.3 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.

** Sep 2018 Retail Market Share

	September '18	YTD September '18
Key European markets	8.7%	7.5%
	up 1.1 ppts vs YAGO	equal 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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SEPTEMBER 2018 SALES

Ford Top 5 Markets ranked by Sep volume (registrations)

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

Market	YTD September '18			
	Volume	o/(u) '17	Share	o/(u) '17
1. Britain	306,100	(21,700)	13.8 %	0.1 ppts
2. Germany	225,900	8,700	7.6 %	0.1
3. Italy	116,500	(3,400)	7.2 %	0.0
4. France	85,500		4.3 %	(0.2)
5. Spain	70,200	1,000	5.7 %	(0.6)

Top 5 Markets ranked by Ford's share in Sep

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

Market	YTD September '18			
	Share	o/(u) '17	Volume	o/(u) '17
1. Britain	13.8 %	0.1 ppts	306,100	(21,700)
2. Hungary	11.6 %	0.2	14,700	3,200
3. Ireland	11.4 %	0.0	16,900	(500)
4. Turkey	11.2 %	(0.6)	53,300	(22,000)
5. Finland	9.1 %	0.2	10,300	800

Sep Sales by vehicle line (Euro 20)

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

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