



Q2 / YTD June 2021 Sales Volume (registrations)

Euro 20 ¹	Q2 '21	YTD June '21
Industry	3,942,090 up 1,564,060 / 65.8 % vs. Q2 '20	7,569,461 up 1,719,638 / 29.4 % vs. YTD '20
Ford	242,618 up 73,746 / 43.7 % vs. Q2 '20	502,677 up 92,656 / 22.6 % vs. YTD '20

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.

Q2 / YTD June 2021 Market Share *

Euro 20	Q2 '21	YTD June '21
	6,2% down 0.9 ppts vs. Q2 '20	6,6% down 0.4 ppts vs. YTD '20

* 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.

**** Q2 / YTD June 2021 Retail Market Share**

Key European markets	Q2 '21	YTD June '21
	5,8% 1.0 ppts down vs YAGO	6,1% 0.7 ppts down vs YAGO

** The Key European markets are: Britain, Germany, France, Italy and Spain. Ford volume and Industry in these markets represent 70 to 80% of the Europe 20 volume.

Ford Top 5 Markets ranked by Q2 / YTD June volume (registrations)

Market	Q2 '21			
	Volume	o/(u) '20	Share	o/(u) '20
1, Britain	68.107	38,446	11,6 %	(2.3) ppts
2, Germany	46.725	818	5,6 %	(2.3)
3, Italy	28.115	8,894	5,7 %	(1.5)
4, France	20.180	51	3,3 %	(1.2)
5, Spain	14.554	6,338	4,5 %	(0.9)

Market	YTD June '21			
	Volume	o/(u) '20	Share	o/(u) '20
1, Britain	138.303	41,898	12,3 %	(0.2) ppts
2, Germany	92.896	(12,330)	5,9 %	(1.8)
3, Italy	64.021	18,907	6,5 %	(0.5)
4, France	44.216	6,490	3,8 %	(0.4)
5, Spain	26.623	6,337	4,8 %	(0.1)

Top 5 Markets ranked by Ford's share in Q2 / YTD June

Market	Q2 '21			
	Share	o/(u) '20	Volume	o/(u) '20
1, Ireland	11,7 %	0.1 ppts	2.590	2,049
2, Britain	11,6 %	(2.3)	68.107	38,446
3, Hungary	11,4 %	(0.4)	4.606	1,290
4, Romania	8,6 %	1.3	2.882	1,009
5, Norway	8,2 %	3.0	4.916	3,027

Market	YTD June '21			
	Share	o/(u) '20	Volume	o/(u) '20
1, Britain	12,3 %	(0.2) ppts	138.303	41,898
2, Hungary	12,2 %	0.8	9.702	2,030
3, Ireland	11,3 %	2.0	9.332	3,282
4, Romania	9,6 %	2.5	5.690	1,503
5, Denmark	8,5 %	0.6	10.579	1,870



Q2 / YTD June Sales by vehicle line (Euro 20)

Model	Q2 '21	o/(u) Q2 '20	YTD June '21	o/(u) YTD June '20
KA+	0	-8	0	-53
Fiesta	27.098	1.092	63.078	-6.961
EcoSport	7.004	-2.740	14.390	-13.699
Puma	43.677	26.066	83.246	46.971
Focus	20.999	-9.667	48.651	-33.938
C-MAX	0	-22	2	-92
Kuga	31.347	18.307	61.994	41.933
Mondeo	2.791	-756	6.818	-3.420
S-MAX	2.086	-28	4.795	-949
Galaxy	1.543	378	3.040	-230
Mustang	1.378	-156	2.022	-1.312
Edge	89	-646	167	-1.596
Explorer	1.329	1.003	2.531	2.064
Tourneo Courier	676	-482	1.970	-831
Tourneo Connect	2.159	692	4.909	586
Tourneo Custom	6.141	1.517	12.945	2.326
Transit Courier	4.349	2.027	8.581	2.111
Transit Connect	8.745	2.868	20.809	3.816
Transit Custom	32.767	11.983	70.604	22.293
Transit	26.244	9.234	54.673	16.577
Ranger	15.879	7.566	29.910	11.867
Other ****	6.317	5.518	7.542	5.193
Total Sales	242.618	73.746	502.677	92.656

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

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