



NEWS

# Ford Grows Commercial Vehicle Sales and Continues to Lead Total Vehicle Sales in the UK in 2018



www.facebook.com/FordUK



www.twitter.com/FordUK

## FORD FULL YEAR UK SALES AND SHARE 2018

	Total Vehicle Sales	Total Vehicle Market Share	Passenger Vehicle Sales	Passenger Vehicle Market Share	Commercial Vehicle Sales	Commercial Vehicle Market Share
<b>Ford</b>	<b>382,154</b>	<b>14.0%</b>	<b>254,082</b>	<b>10.7%</b>	<b>126,072</b>	<b>35.3%</b>
<b>Versus Full Year 2017</b>	<b>-6.1%</b>	<b>+0.0 ppt</b>	<b>-11.6%</b>	<b>-0.6 ppt</b>	<b>+7.0%</b>	<b>+2.7 ppt</b>

## UK FORD SALES HIGHLIGHTS 2018

- **Ford maintained its position as the UK's No.1 brand in 2018**, achieving its 42<sup>nd</sup> successive year of new passenger car sales leadership, and 53<sup>rd</sup> consecutive year of commercial vehicle sales leadership
- **Best Ford commercial vehicle sales year on record**, with more than 126,00 registrations – up more than 8,200 registrations on previous best-ever year in 2017. Ford market share in the light and medium commercial vehicle market was 35.3 per cent
- **Fiesta the No.1 top-selling vehicle in the UK for the 10<sup>th</sup> consecutive year**, with more than 1.5 million Fiestas sold in the UK in the past 10 years
- **Transit Custom was the UK's No.3 best-selling vehicle in 2018**, only outsold by the Fiesta at No.1 and one other passenger car during the year
- **Transit Custom and Tourneo Custom record-breaking sales year**, with 59,900 sold – up 7 per cent on the full year 2017
- **Ford No.1 in the higher margin retail segment**, with a 12.3 per cent market share – up 0.6 of a percentage point year on year
- **Fastest growing Ford vehicles in terms of sales were:** EcoSport compact SUV with 23,000 sold, up more than 62 per cent; and Ranger pickup, with 16,400 sold, up more than 26 per cent



“I want to thank our customers for again putting their trust in Ford in 2018. Our sales success this past year provides us with a great base to build upon in 2019, and with great new vehicles to come – like the Focus ST and Active, plus the Transit – we are ready to reach new heights this year.”

**Andy Barratt, Chairman and Managing Director, Ford of Britain**

## VEHICLE HIGHLIGHTS



The Ford Transit Custom and Transit Tourneo set new sales records in 2018. Tourneo Custom sales now account for more than 8.8 per cent of total Custom sales and continue to grow



Fiesta is the UK's top-selling vehicle, and the Fiesta ST is the nation's favourite hot hatch. The new Fiesta ST has won numerous awards since its launch in June this year



Ranger continues to lead the UK pickup market. 2019 sees the launch of the Ranger Raptor – the UK's and Europe's first-ever factory-built, off-road performance pickup