



NEWS

# Ford Best-Ever Commercial Vehicle Sales Month in March; Continues to Lead Total Vehicle Sales in UK



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## FORD FIRST QUARTER 2019 SALES HIGHLIGHTS

- Ford maintained its position as the UK's No.1 brand in the first quarter, as it enters what could be its 43<sup>rd</sup> successive year of new passenger car sales leadership, and 54th consecutive year of commercial vehicle sales leadership
- **Best-ever Ford commercial vehicle sales month in March**, with more than 24,000 registrations. Fiesta van, Transit Courier, Transit Custom, Tourneo Custom, and Transit 2.0-tonne all No.1 in their respective segments
- **Transit Custom and Tourneo Custom sales continue to grow**, with combined sales of 18,076 year to date
- **Ranger pickup maintained its market segment leadership** in the first quarter, with 4,735 registered
- **Fiesta was the UK's top-selling vehicle in the first quarter**, with 23,831 sold. In March, nearly 13 percent of Fiesta sales were of the recently launched, sports utility vehicle-inspired Fiesta Active crossover
- **High-series vehicles – including Titanium, Vignale, ST-Line, ST and RS – accounted for 76 percent** of Ford passenger vehicle sales in the UK in the first quarter
- **Ford No.1 in the consumer passenger vehicle retail segment**, with a 11.3% market share in the first three months of the year



“Ford had a good start to the year, especially in higher value market segments, such as retail sales and commercial vehicle sales. New models, such as the Fiesta

and Focus Active, are gaining strong traction with our customers. Despite the economic uncertainty in large part caused by Brexit, we continue to expect a strong sales year for Ford in the UK.”

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

## FORD NEW VEHICLE NEWS



The SUV-inspired Focus Active crossover was recently launched in the UK. Focus Active is expected to become an important contributor to total Focus sales



The Transit Custom range continues to lead the UK commercial vehicle market. Later this year, Plug-in Hybrid versions of both the van and people mover go on sale



Ford continues to strengthen its SUV portfolio. The all-new Kuga SUV will feature three levels of hybrid technology, making it Ford's most electrified model ever

**Ford of Britain First Quarter Sales 2019**