



NEWS

Fiesta Tops UK Vehicle Sales for 11th Successive Year; Custom Range UK's No.3 Best-Selling Vehicle

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FORD FULL YEAR 2019 SALES HIGHLIGHTS

- **Ford maintained its position as the UK's No.1 brand in both passenger and commercial vehicle sales; 43rd successive year of new passenger car sales leadership, and 54th consecutive year of commercial vehicle sales leadership**
- **Fiesta is the UK's top-selling vehicle again, a position it has now held for the past 11 years. Ford has sold 1,233,485 Fiestas in the country since 2009**
- **Transit and Tourneo Custom sales combined equate to the UK's third-best selling vehicle, with total sales of 57,494 in 2019**
- **Best-ever year for EcoSport sales in the UK, with 25,451 sold – up 10.5% on 2018. EcoSport is the UK's best-selling Sub-JS sports utility vehicle**
- **Ranger – the International Pick-Up Award 2020 winner – remains the UK's top-selling pick-up, with 16,458 sold last year**
- **High-series vehicles – including Titanium, Active, Vignale, ST-Line and ST accounted for 81% of Ford passenger vehicle sales in the UK in 2019**
- **Ford was the No.1 brand in the consumer passenger vehicle retail segment, with a 11.5% market share in 2019**



“We thank our customers for again showing that they have confidence in Ford and our dealer network across the UK. We will work hard to continue to build on their

trust as we launch an unprecedented range of 14 electrified vehicles in the UK by the end of 2020. The auto industry is on the precipice of a technological revolution, and Ford will be here to support our customers as we go on this exciting journey together.”

Andy Barratt, Managing Director, Ford of Britain

FORD NEW VEHICLE NEWS



The SUV-inspired Ford Puma crossover is now on-sale in the UK. Puma is one of eight Ford passenger vehicles with a 5-star Euro NCAP safety rating for customers



Ford will have 14 electrified vehicles available for UK customers by the end of 2020, including the all-electric Mustang Mach-E with its sub-five second 0-62mph time



Ford continues to strengthen its SUV portfolio in 2020. The all-new Kuga SUV will feature three levels of hybrid technology, making it Ford's most electrified model ever

Ford of Britain Full Year Sales 2019