



Ford's European Sales Rise 5% in 2016; Strong Ford Transit, Ranger Sales Boost Europe's No. 1 CV Brand

- Ford sales rise 5 percent in 2016 to nearly 1.4 million vehicles in its 20 traditional European markets*
- Ford is the best-selling brand of commercial vehicles in Europe with 13.2 percent market share, based on strong demand for Transit and record Ranger sales
- Ford SUV sales up 31 percent, driven by record sales for Kuga and strong demand for EcoSport
- High series vehicles, including Titanium, Vignale, ST Line, ST and RS, accounted for 59 percent of Ford passenger car sales
- Higher value retail and fleet sales were above industry average at 75 percent of passenger car sales in Ford's traditional top five European markets
- Ford performance car sales – Fiesta ST, Focus ST, Focus RS, Mustang and GT – grow 60 percent

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COLOGNE, Germany, Jan. 16, 2017 – Ford Motor Company sales in Europe increased 5 percent in 2016 to nearly 1.4 million vehicles in its 20 traditional European markets*.

Ford sales in its 50 European markets rose 4 percent in 2016 to 1.5 million vehicles.

Ford market share in its 50 European markets remains at 7.7 percent while its market share in its 20 traditional European markets dropped by 0.1 percentage points to 7.9 percent.

“We are proud of our 2016 performance and the models that we launched, plus the growth of SUVs, performance derivatives and high-series derivatives, which are outperforming the market in terms of a better channel mix,” says Jim Farley, chairman and CEO, Ford of Europe. “There is much more to come in 2017 and beyond, including the next-generation Fiesta and continued progress on electrification – offering Transit Custom as a plug-in hybrid in 2019 and an all-new small utility battery electric vehicle coming by 2020.”

Ford passenger car sales grew 2 percent to more than 1 million, making 2016 the best year for Ford passenger cars in its Euro 20 markets since 2011. Retail and fleet sales together made up 75 percent of Ford's passenger car sales in 2016, putting Ford's mix ahead of the industry average in Ford's traditional top five European markets by 2 percentage points.

More than half – 59 percent – of Ford's passenger car sales in 2016 were high-series vehicles, including Titanium, Vignale, ST Line, ST and RS – up 1 percentage points compared with 2015.

“Customers appreciate the enhanced performance and style in our high-series models,” says Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. “We are excited to launch the next-generation Fiesta with Titanium, Vignale and ST Line editions coming this summer.”

Ford is again the best-selling brand of commercial vehicles in Europe, with market share up 0.6 percentage points to 13.2 percent in the 20 traditional European markets. Ford commercial vehicle sales were up 17 percent in 2016 to a record 328,600 vehicles – driven by strong demand for the Transit range of products and Ford Ranger.

Sales of the larger Ford Transit and Transit Custom models are up 15 percent to 203,000 vehicles, setting a sales record in the combined 1-tonne and 2-tonne segments. Ford Ranger – up 42 percent to a record 38,600 trucks – is the top-selling truck in its segment, according to data through November 2016, the most recent available.

Ford SUV sales rose 31 percent in 2016 to 185,800 vehicles, driven by Kuga (up 17 percent to a record 119,400 vehicles), EcoSport (up 43 percent with a record 57,200 sold) and Edge (which finished the year with 9,300 sold after sales began this summer).

Ford performance car sales – including Fiesta ST, Focus ST, Focus RS, Mustang and GT – grew 60 percent in 2016 to 43,800, continuing the momentum from 2015, when performance car sales were up 62 percent.

December sales

Ford's December sales rose 0.2 percent in Ford's traditional European 20 markets, and were down 2.6 percent across all 50 European markets. Ford's Euro 20 market share fell by 0.2 percentage points to 7.5 percent in December, whilst its Euro 50 share was down 0.2 percentage points to 7.5 percent.

** Ford of Europe reports its sales for the European traditional markets where it is represented through National Sales Companies. They are Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Romania, Sweden and Switzerland*

*** The 50 markets include the traditional 20 markets above, plus Turkey and Russia, as well as 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*