Mustang Claims Title of Best-Selling Sports Coupe in the World for Fourth Straight Year

- Ford celebrates Mustang’s 55th anniversary today – National Mustang Day – as the world’s best-selling sports coupé of 2018 on the strength of 113,066 cars sold
- This marks the fourth consecutive year Mustang claims the title of world’s best-selling sports coupé as well as best-selling sports car in the United States
- Mustang’s market share in the global sports car segment is up half a point for 2018 over the previous year – to 15.4 percent – fueled in part by the hot-selling Bullitt

DEARBORN, Mich., April 17, 2019 – As Ford marks Mustang’s 55th anniversary on this National Mustang Day, enthusiasts everywhere are celebrating the world’s best-selling sports coupé for the fourth consecutive year.

From Australia to Peru, Mustang reigns as the best-selling sports coupé in the world for 2018, selling 113,066 cars, according to data from IHS Markit. 2018 not only marks the fourth straight year of Mustang’s global leadership as world’s best-selling sports coupé, but also as best-selling sports car in the United States, where Ford sold 75,842 Mustangs last year.

“We broke the mold when Ford launched the Mustang 55 years ago,” said Jim Farley, Ford president, global markets. “Nothing says freedom, the wind in your hair and the joy of driving like Mustang; it’s an icon. The roar of its V8 on a spring day, there’s nothing better. No wonder it’s the most popular sports coupé in the world.”

Mustang was available for purchase in 146 countries in 2018, based on worldwide Ford sales data. More than 500,000 sixth-generation Mustangs have been sold worldwide since 2015, with the pony picking up an additional half point of global share last year to capture 15.4 percent of the segment. This was fueled in part by the new Mustang Bullitt, which exceeded global sales forecasts by 25 percent.

Global sales data are based on IHS Markit 2018 total new vehicle registrations for all sports car segments. U.S. sales are based on 2018 industry reported sales.

About Ford Motor Company

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