



NEWS

Ford Rises to No. 2 Brand in Europe; Record Kuga and EcoSport Sales Power 15% SUV Growth in 1Q



www.youtube.com/FordofEurope



www.twitter.com/FordEU

MARCH 2018 SALES

	Total Vehicle Sales	Total Vehicle Market Share	Passenger Vehicle Sales	Passenger Vehicle Market Share	Commercial Vehicle Sales	Commercial Vehicle Market Share
Euro 20*	175,500	8.5%	132,500	7.5%	43,100	15.2%
Versus March 2017	-12.4%	-0.7 ppt	-15.4%	-0.9 ppt	-1.6%	+0.3 ppt

HIGHLIGHTS

- **Ford is the No. 2 most popular brand in Europe**, based on single nameplate total vehicle market share of 8.5 percent in March and 8.0 in the first quarter in its traditional 20 European markets*, and Ford remains the top single nameplate brand in the U.K.
- **Ford Sports Utility Vehicle (SUV) sales grew more than 15 percent in the first quarter**, driven by record EcoSport sales (up 29 percent) record Kuga sales (up 14 percent) and a strong start for Edge. SUVs now account for nearly one of every five Ford vehicles sold in Europe, and more than one of every two Ford vehicles sold in Russia
- **Ford Mustang is named the world's best-selling sports coupe for third straight year** in 2017, and more than 35,000 Mustangs have been sold since launch in Ford's European 20 markets through March 2018
- **Ford is Europe's No. 1 commercial vehicle brand** with 93,200 sold year to date through the end of March, marking the highest first quarter for Ford commercial vehicle sales since 1993 and best first quarter for Ford commercial vehicle market share since 1995
- **High-series vehicles – including Titanium, Vignale, ST-Line, ST and RS – made up 73 percent of passenger car sales** in Ford's traditional 20 European markets in March, up 5.2 percentage points year over year
- **Retail and fleet customer sales account for 72 percent of Ford passenger vehicle sales** in Ford's top five European markets in March, better than industry average
- **Transit family sales of 77,300 are the highest ever for the first quarter**, and Transit leads the MCV one- and two-tonne segments based on latest available data from the end of February
- **Ford sales grew in 13 key markets** in the first quarter compared with a year ago, with gains in Russia (total vehicle sales up 36.1 percent), the Netherlands (up 17.7 percent), Germany (up 3.7 percent) and Spain (up 0.5 percent)

* Ford of Europe reports sales for its 20 European traditional markets where it is represented through National Sales Companies: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Romania, Sweden and Switzerland



“March was another strong month for Ford SUVs and commercial vehicles. Going forward, we expect our passenger car market share to exceed prior year with the increasing deliveries of the new Fiesta, new EcoSport and soon, the eagerly anticipated all-new Focus.”

Roelant de Waard, Vice President, Marketing, Sales and Service, Ford of Europe

VEHICLE AND MARKET NEWS



Customer orders for Fiesta – Ford of Europe's most popular vehicle – are up 28 percent in March 2018 compared with March 2017, showing the all-new version unveiled last year is gaining traction.



Year-to-date Kuga sales grew 14 percent to a new first quarter record of 46,100, proof of strong customer demand more than 10 years after the vehicle was first introduced.



The Ford Ranger continues to lead as Europe's best-selling pickup truck, based on latest available data from the end of February. Ford sold 11,700 Ranger trucks in its Euro 20 markets so far this year, up 14 percent, making it the best first quarter ever for Ranger.



KA+ sales grew 8 percent to 15,800 in Ford's traditional 20 European markets in the first three months of the year, setting a record as the best first quarter ever for the small car.

Ford of Europe March Sales 2018

MARCH 2018 SALES

March 2018 Sales Volume (registrations)

	March '18	YTD March '18
Euro 20¹		
Industry	2,060,900 down 112,000 / (5.2) % vs. Mar.'17	4,811,900 up 31,600 / 0.7 % vs. YTD '17
Ford	175,500 down 24,800 / (12.4) % vs. Mar.'17	382,900 down 15,300 / (3.8) % vs. YTD '17
Euro 22²		
Industry	2,300,600 down 88,700 / (3.7) % vs. Mar.'17	5,373,500 up 103,800 / 2.0 % vs. YTD '17
Ford	189,800 down 23,300 / (10.9) % vs. Mar.'17	413,700 down 12,700 / (3.0) % vs. YTD '17
Total Euro 50³		
Industry	2,356,500 down 87,700 / (3.6) % vs. Mar.'17	5,527,000 up 120,300 / 2.2 % vs. YTD '17
Ford	193,100 down 23,100 / (10.7) % vs. Mar.'17	422,500 down 12,500 / (2.9) % vs. YTD '17

¹ The Euro 20 markets are: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Romania, Sweden and Switzerland.

² The Euro 22 markets are: Euro 20 plus Russia and Turkey.

³ Total Euro 50 composed of EURO 22 registrations and EDM 28 retail sales, as total EDM 28 registrations figures are not available. Industry retail sales data not available. EDM 28 or European Direct Markets are: 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

Mar 2018 Market Share *

	March '18	YTD March '18
Euro 20	8.5% down 0.7 ppts vs. Mar.'17	8.0% down 0.3 ppts vs. YTD '17
Total Euro 22	8.3% down 0.6 ppts vs. Mar.'17	7.7% down 0.4 ppts vs. YTD '17
Total Euro 50	8.2% down 0.6 ppts vs. Mar.'17	7.6% down 0.4 ppts vs. YTD '17

* Ford share calculated with preliminary industry results for some markets. Therefore, industry and share are subject to change slightly due to minor adjustments in some markets as official sources publish their final industry data.

** Mar 2018 Retail Market Share

	March '18	YTD March '18
Key European markets	8.4% down 0.5 ppts vs YAGO	8.0% down 0.4 ppts vs YAGO

** The Key European markets are: Britain, Germany, France, Italy and Spain. Ford volume and Industry in these markets represent 75 to 80% of the Europe 20 volume.

CONTACT

Jessica Enoch
Ford of Europe
+49 221 9018213
jenoch@ford.com

MARCH 2018 SALES

Ford Top 5 Markets ranked by Mar volume (registrations)

Market	March '18			
	Volume	o/(u) '17	Share	o/(u) '17
1. Britain	71,600	(21,200)	13.2 %	(1.5) ppts
2. Germany	30,600	(1,000)	8.0 %	0.0
3. Italy	17,700	(1,300)	7.7 %	0.0
4. France	13,000	100	4.6 %	(0.1)
5. Spain	10,200	(1,100)	6.8 %	(0.9)

Market	YTD March '18			
	Volume	o/(u) '17	Share	o/(u) '17
1. Britain	116,000	(21,400)	14.1 %	(0.7) ppts
2. Germany	74,900	2,700	7.8 %	0.1
3. Italy	46,500	(1,100)	7.5 %	(0.1)
4. France	31,500	(500)	4.6 %	(0.2)
5. Spain	23,900	100	6.0 %	(0.6)

Top 5 Markets ranked by Ford's share in Mar

Market	March '18			
	Share	o/(u) '17	Volume	o/(u) '17
1. Britain	13.2 %	(1.5) ppts	71,600	(21,200)
2. Hungary	13.0 %	(0.1)	2,000	400
3. Turkey	11.5 %	0.1	9,100	500
4. Ireland	11.2 %	(0.3)	2,400	(300)
5. Romania	10.7 %	(3.7)	1,000	(200)

Market	YTD March '18			
	Share	o/(u) '17	Volume	o/(u) '17
1. Britain	14.1 %	(0.7) ppts	116,000	(21,400)
2. Hungary	12.0 %	(0.2)	4,600	1,000
3. Ireland	11.6 %	0.0	9,900	(400)
4. Turkey	11.1 %	(0.7)	18,000	(800)
5. Finland	9.5 %	1.0	3,800	500

Mar Sales by vehicle line (Euro 20)

Model	March '18	o/(u) March '17	YTD March '18	o/(u) YTD March '17
KA		-		(100)
KA+	6,700	(200)	15,800	1,200
Fiesta	40,100	(7,000)	85,700	(5,300)
B-MAX	800	(4,800)	2,600	(8,200)
Ecosport	13,000	3,700	23,800	5,400
Focus	27,400	(5,800)	60,000	(3,700)
C-MAX	6,500	(3,400)	17,000	(4,400)
Kuga	21,600	400	46,100	5,700
Mondeo	5,900	(2,100)	14,000	(2,800)
S-MAX	2,600	(2,400)	6,600	(2,900)
Galaxy	1,900	(1,000)	4,400	(600)
Mustang	1,100	(900)	1,800	(1,800)
Edge	1,500	(800)	3,600	(1,600)
Tourneo Courier	1,900	300	4,900	1,000
Tourneo Connect	1,500	(100)	3,500	(200)
Tourneo Custom	1,500	-	3,200	400
Transit Courier	2,500	-	5,900	600
Transit Connect	6,400	(100)	14,600	700
Transit Custom	15,800	(1,900)	31,800	(1,500)
Transit	11,900	1,100	25,100	2,700
Ranger	4,800	1,000	11,700	1,400
Other ****	200	(800)	1,000	(1,500)
Total Sales	175,500	(24,800)	382,900	(15,300)

**** Figures largely include vehicles such as Car Derived Vans and imports.