



JUNE 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*	126,600	7.0%	88,500	5.8%	38,100	13.9%
Versus June 2017	-1.4%	-0.5 ppt	-7.2%	-0.7 ppt	+15.5%	+0.9 ppt

HIGHLIGHTS

- **Ford Sports Utility Vehicle (SUV) sales grew more than 21 percent** in June year over year in Ford's European 20 markets*, and SUVs now account for more than one in five Ford vehicles sold in Europe
- **EcoSport and Kuga set new year-to-date sales records** – up 56 percent and 10 percent, respectively, compared with the first half of last year
- **Ford is the No. 1 commercial vehicle brand in Europe**, with sales up more than 15 percent in June, making last month Ford's best-ever June for commercial vehicle sales in its European 20 markets
- **The Ford Transit family set a new June record** with sales of 30,900 vehicles
- **Transit leads the MCV one- and two-tonne segment** for the year to date based on the latest available data from the end of May
- **High-series vehicles – including Titanium, Vignale, Active, ST-Line, ST and RS – made up 71 percent of Ford passenger car sales** in Ford's traditional 20 European markets in June, up 4.8 percentage points year over year
- **ST-Line sales grew 36 percent** year to date June compared with 2017
- **Retail and fleet customer sales account for 73 percent of Ford passenger vehicle sales** in Ford's top five European markets in June, better than industry average
- **Ford sales grew in 13 of its traditional 20 European markets** in June compared with a year ago, with notable gains in Germany (total vehicle sales up 10.3 percent), the Netherlands (up 7.5 percent) and Belgium (up 4 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



“With thousands of highly anticipated new Focus cars on the way to customers, we experienced a drop in passenger vehicle share during the transition. We expect to come back strongly, building on our success in SUVs. At the same time, we continue to grow our leadership in commercial vehicles.”

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

VEHICLE AND MARKET NEWS



Mustang sales in Ford's Euro 20 markets rose 20 percent in June compared with June 2017. The increase reflects strong demand for the special edition Mustang Bullitt, which pays homage to the iconic 1968 movie and is available in Europe for the first time.



Sales of Fiesta – Ford's best-selling vehicle in Europe – are up 15 percent in June compared with June 2017. Fiesta Active is the first in a new family of Active crossover models inspired by sports utility vehicles.



EcoSport sales more than doubled last month compared with June 2017, marking the vehicle's best-ever June and its best ever year-to-date performance. New customer orders for EcoSport are up 110 percent in June compared with June 2017.



Ranger continues to lead as Europe's best-selling pickup truck, based on latest available data from the end of May. Ford sold 4,900 Ranger trucks in its Euro 20 markets last month, making it the best June for Ranger since it was introduced.

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June 2018 Sales Volume (registrations)

	June '18	YTD June '18
Euro 20¹		
Industry	1,813,400 up 91,200 / 5.3 % vs. Jun.'17	9,756,400 up 277,800 / 2.9 % vs. YTD '17
Ford	126,600 down 1,800 / (1.4) % vs. Jun.'17	741,800 down 3,500 / (0.5) % vs. YTD '17
Euro 22²		
Industry	2,025,300 up 73,000 / 3.7 % vs. Jun.'17	10,985,600 up 362,900 / 3.4 % vs. YTD '17
Ford	137,100 down 5,400 / (3.8) % vs. Jun.'17	808,500 down 8,000 / (1.0) % vs. YTD '17
Total Euro 50³		
Industry	2,083,900 up 71,200 / 3.5 % vs. Jun.'17	11,325,400 up 394,200 / 3.6 % vs. YTD '17
Ford	138,900 down 7,100 / (4.9) % vs. Jun.'17	826,000 down 9,300 / (1.1) % 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

Jun 2018 Market Share *

	June '18	YTD June '18
Euro 20	7.0% down 0.5 ppts vs. Jun.'17	7.6% down 0.3 ppts vs. YTD '17
Total Euro 22	6.8% down 0.5 ppts vs. Jun.'17	7.4% down 0.3 ppts vs. YTD '17
Total Euro 50	6.7% down 0.6 ppts vs. Jun.'17	7.3% down 0.3 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.

** Jun 2018 Retail Market Share

	June '18	YTD June '18
Key European markets	6.9% up 0.1 ppts vs YAGO	7.5% down 0.2 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.

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Ford Top 5 Markets ranked by Jun volume (registrations)

Market	June '18			
	Volume	o/(u) '17	Share	o/(u) '17
1. Britain	35,600	(3,500)	13.0 %	(0.7) ppts
2. Germany	29,100	2,700	7.8 %	0.5
3. Italy	13,400	(700)	7.0 %	0.1
4. France	10,400	(1,600)	3.5 %	(0.9)
5. Spain	8,200	(2,100)	4.9 %	(1.8)

Market	YTD June '18			
	Volume	o/(u) '17	Share	o/(u) '17
1. Britain	210,900	(18,100)	13.9 %	(0.3) ppts
2. Germany	158,100	7,000	7.8 %	0.1
3. Italy	87,800	(2,400)	7.2 %	(0.1)
4. France	62,500	(1,700)	4.3 %	(0.4)
5. Spain	48,000	(1,600)	5.6 %	(0.7)

Top 5 Markets ranked by Ford's share in Jun

Market	June '18			
	Share	o/(u) '17	Volume	o/(u) '17
1. Ireland	14.2 %	2.6 ppts	300	100
2. Britain	13.0 %	(0.7)	35,600	(3,500)
3. Turkey	11.9 %	0.7	6,200	(3,400)
4. Hungary	10.1 %	(1.3)	1,700	200
5. Finland	9.4 %	(0.3)	1,300	-

Market	YTD June '18			
	Share	o/(u) '17	Volume	o/(u) '17
1. Britain	13.9 %	(0.3) ppts	210,900	(18,100)
2. Ireland	11.5 %	0.2	12,100	(100)
3. Hungary	11.3 %	(0.5)	9,600	1,800
4. Turkey	11.3 %	(0.7)	40,900	(8,300)
5. Finland	9.6 %	0.7	7,700	1,100

Jun Sales by vehicle line (Euro 20)

Model	June '18	o/(u) June '17	YTD June '18	o/(u) YTD June '17
KA				(100)
KA+	3,500	(1,100)	28,900	2,000
Fiesta	25,500	3,200	157,400	1,900
B-MAX	100	(4,900)	3,300	(20,600)
Ecosport	11,900	6,000	54,900	19,800
Focus	16,500	(5,500)	115,800	(1,200)
C-MAX	4,800	(1,600)	31,500	(7,100)
Kuga	14,200	(900)	86,500	8,000
Mondeo	4,100	(300)	26,400	(4,200)
S-MAX	2,400	-	12,200	(5,700)
Galaxy	1,300	(400)	7,300	(2,500)
Mustang	1,400	200	5,300	(2,700)
Edge	1,000	(400)	6,500	(2,700)
Tourneo Courier	900	(600)	8,400	100
Tourneo Connect	800	(700)	6,300	(1,500)
Tourneo Custom	2,100	500	8,400	1,500
Transit Courier	1,300	(500)	10,100	100
Transit Connect	5,700	600	28,400	1,700
Transit Custom	14,000	2,400	66,300	2,500
Transit	9,900	1,400	52,100	6,200
Ranger	4,900	1,100	23,800	4,000
Other ****	300	(400)	1,900	(3,000)
Total Sales	126,600	(1,800)	741,800	(3,500)

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