



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

COLOGNE, Germany, Jan. 18, 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*

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About Ford Motor Company

Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 203,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please visit <http://www.corporate.ford.com>

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 53,000 employees at its wholly owned facilities and approximately 68,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and 8 unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*



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December 2016 Sales Volume (registrations)

	December '16	YTD December '16
Euro 20¹		
Industry	1,374,300 up 46,500 / 3.5 % vs. Dec.'15	17,114,500 up 1,113,800 / 7.0 % vs. YTD '15
Ford	103,000 up 200 / 0.2 % vs. Dec.'15	1,351,000 up 67,300 / 5.2 % vs. YTD '15
Euro 22²		
Industry	1,663,000 up 22,200 / 1.4 % vs. Dec.'15	19,570,900 up 930,900 / 5.0 % vs. YTD '15
Ford	123,600 down 4,300 / (3.4) % vs. Dec.'15	1,508,400 up 59,700 / 4.1 % vs. YTD '15
Total Euro 50³		
Industry	1,705,700 up 21,400 / 1.3 % vs. Dec.'15	20,102,100 up 928,800 / 4.8 % vs. YTD '15
Ford	127,100 down 3,400 / (2.6) % vs. Dec.'15	1,541,000 up 63,200 / 4.3 % vs. YTD '15

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

Dec 2016 Market Share *

	December '16	YTD December '16
Euro 20	7.5% down 0.2 ppts vs. Dec.'15	7.9% down 0.1 ppts vs. YTD '15
Total Euro 22	7.4% down 0.4 ppts vs. Dec.'15	7.7% down 0.1 ppts vs. YTD '15
Total Euro 50	7.5% down 0.2 ppts vs. Dec.'15	7.7% flat 0.0 ppts vs. YTD '15

* 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.

**** Dec 2016 Retail Market Share**

	December '16	YTD December '16
Key European markets	6.9% down 1.2 ppts vs YAGO	7.8% down 0.3 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.



Ford Top 5 Markets ranked by Dec volume (registrations)

Market	December '16			
	Volume	o/(u) '15	Share	o/(u) '15
1. Britain	30,000	(1,200)	14.3 %	(0.3) ppts
2. Germany	22,200	(300)	7.8 %	(0.3)
3. Turkey	16,300	(4,300)	11.3 %	(1.3)
4. Italy	11,100	2,700	7.3 %	0.5
5. France	9,200	100	3.9 %	(0.1)

Market	YTD December '16			
	Volume	o/(u) '15	Share	o/(u) '15
1. Britain	436,000	(2,100)	14.0 %	(0.3) ppts
2. Germany	283,600	23,700	7.6 %	0.3
3. Italy	146,100	25,500	7.2 %	0.2
4. Turkey	114,800	(11,700)	11.4 %	(1.2)
5. France	104,700	1,500	4.3 %	(0.2)

Top 5 Markets ranked by Ford's share in Dec

Market	December '16			
	Share	o/(u) '15	Volume	o/(u) '15
1. Britain	14.3 %	(0.3) ppts	30,000	(1,200)
2. Ireland	14.0 %	(8.8)	100	-
3. Hungary	12.6 %	(1.1)	1,600	200
4. Turkey	11.3 %	(1.3)	16,300	(4,300)
5. Romania	9.2 %	0.3	1,100	100

Market	YTD December '16			
	Share	o/(u) '15	Volume	o/(u) '15
1. Britain	14.0 %	(0.3) ppts	436,000	(2,100)
2. Ireland	12.5 %	0.2	22,200	3,700
3. Hungary	12.3 %	0.1	15,200	2,900
4. Turkey	11.4 %	(1.2)	114,800	(11,700)
5. Finland	9.4 %	0.2	12,900	1,600

Dec Sales by vehicle line (Euro 20)

Model	December '16	o/(u) December '15	YTD December '16	o/(u) YTD December '15
KA	100	(2,900)	21,200	(27,500)
KA+	2,700	2,700	10,600	10,600
Fiesta	22,700	100	297,200	(14,500)
B-MAX	2,500	(400)	39,800	(5,700)
Ecosport	3,800	(300)	57,200	17,300
Focus	16,100	(200)	210,200	(20,100)
C-MAX	5,500	(1,700)	80,700	(3,500)
Kuga	7,900	(1,000)	119,400	17,500
Mondeo	4,200	(1,700)	70,600	(8,300)
S-MAX	2,500	(500)	40,200	22,500
Galaxy	1,400	-	20,200	9,800
Mustang	900	(100)	15,300	10,600
Edge	1,500	1,500	9,300	9,300
Tourneo Courier	1,300	-	14,600	200
Tourneo Connect	1,200	(100)	15,800	1,200
Tourneo Custom	1,100	300	8,400	(1,300)
Transit Courier	1,800	200	16,900	400
Transit Connect	4,100	200	51,000	7,300
Transit Custom	9,800	1,200	118,000	18,200
Transit	7,400	1,100	85,000	12,000
Ranger	3,500	1,600	38,600	11,400
Other ****	1,000	200	10,700	(100)
Total Sales	103,000	200	1,351,000	67,300

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