NEWS

Ford of Europe Grows Sales of SUVs, Commercial Vehicles, Performance Cars

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FEBRUARY 2017 SALES

	Total Vehicle Sales	Total Vehicle Market Share	Passenger Vehicle Sales	Passenger Vehicle Market Share	Commercial Vehicle Sales	Commercial Vehicle Market Share
Euro 20	**90,300**	**7.2%**	**69,300**	**6.4%**	**20,900**	**12.0%**
Versus February 2016	-2%	-0.2 ppt	-4%	-0.4 ppt	+6%	+0.4%

HIGHLIGHTS

- **Ford sold 90,300 total vehicles in February** in its 20 traditional European markets, down 2 percent year over year*
- **Ford total vehicle market share is 7.2 percent** in the Euro 20, down 0.2 percentage points year over year, making Ford the No. 3 single nameplate in Europe
- **Ford sold 101,500 total vehicles in its 50 European markets****, down 3 percent year over year
- **Ford has 7.0 percent market share in its 50 European markets,** down 0.2 percentage points compared with February 2016
- **More than 76 percent of Ford passenger vehicle sales were to retail and fleet customers,** beating the industry average by 9 percentage points
- **Ford sold 69,300 passenger vehicles** in the Euro 20 in February, down 4 percent year over year
- **Ford commercial vehicle sales grow 6 percent** to 20,900 vehicles in the Euro 20, setting a record for the company's best February commercial vehicle sales ever
- **Commercial vehicle market share is 12.0 percent** in the Euro 20 for February and 13.0 percent year to date, making Ford the No. 1 commercial vehicle brand in Europe year to date
- **High-series vehicles – including Titanium, Vignale, ST-Line, ST and RS – represent 57 percent of sales** in the Euro 20, up 1 percentage point year over year
- **Ford SUV sales up 20 percent to 14,300** in the Euro 20, driven by strong demand for Kuga, EcoSport and Edge
- **Ford performance car sales –Fiesta ST, Focus ST, Focus RS, Mustang and GT – up 1 percent** to 2,200 in the Euro 20

* 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

"February was another solid month that demonstrates our ongoing strength in SUVs and commercial vehicles. Customers continue to respond to Ford performance cars and high-series vehicles, and we are outperforming the industry on retail/fleet mix."

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

KEY VEHICLES

Ford Kuga

The continued growth in Ford SUV sales is driven largely by robust demand for the new Kuga, with the introduction of the ST-Line and Vignale series. Kuga sales rose 15 percent in February to 9,200 vehicles, marking Kuga's best February sales since launching in 2008.

Ford Transit Family

Ford's strength in commercial vehicles in Europe is built on the success of the capable, versatile Ford Transit family. Ford Transit, Transit Custom, Transit Courier and Transit Connect sales grew to 16,900 vehicles in February, setting a record.

Ford Ranger

The tough, rugged and technologically advanced Ford Ranger was the best-selling vehicle in its segment in January, according to the latest data available. Ranger sales rose 29 percent in February 2017, making it the best February for Ranger sales since the vehicle launched in 1999.

Ford EcoSport

Ford EcoSport is winning new customers with its space, modern design and smart technology. EcoSport sales rose 3 percent in February to 4,000 vehicles, for the best February EcoSport sales since the vehicle launched in 2014.

FEBRUARY 2017 SALES

February 2017 Sales Volume (registrations)

Euro 20 [1]	February '17	YTD February '17
Industry	1,251,700 up 19,100 / 1.5 % vs. Feb.'16	2,601,000 up 134,700 / 5.5 % vs. YTD '16
Ford	90,300 down 1,500 / (1.7) % vs. Feb.'16	198,700 up 9,900 / 5.3 % vs. YTD '16
Euro 22 [2]		
Industry	1,407,500 up 7,100 / 0.5 % vs. Feb.'16	2,872,100 up 121,000 / 4.4 % vs. YTD '16
Ford	98,700 down 3,800 / (3.7) % vs. Feb.'16	214,100 up 8,600 / 4.2 % vs. YTD '16
Total Euro 50 [3]		
Industry	1,449,200 up 5,600 / 0.4 % vs. Feb.'16	2,953,700 up 119,200 / 4.2 % vs. YTD '16
Ford	101,500 down 3,100 / (3.0) % vs. Feb.'16	219,400 up 9,700 / 4.6 % vs. YTD '16

[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, Kyrgysztan, Kosovo, Latvia, Lithuania, Macedonia, Malta, Moldova, Montenegro, Serbia, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan

Feb 2017 Market Share *

	February '17	YTD February '17
Euro 20	7.2% down 0.2 ppts vs. Feb.'16	7.6% down 0.1 ppts vs. YTD '16
Total Euro 22	7.0% down 0.3 ppts vs. Feb.'16	7.5% flat 0.0 ppts vs. YTD '16
Total Euro 50	7.0% down 0.2 ppts vs. Feb.'16	7.4% flat 0.0 ppts vs. YTD '16

* 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.

**** Feb 2017 Retail Market Share**

	February '17	YTD February '17
Key European markets	7.7% down 0.4 ppts vs YAGO	7.9% 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.

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FEBRUARY 2017 SALES

Ford Top 5 Markets ranked by Feb volume (registrations)

Market	February '17 Volume	o/(u) '16	Share	o/(u) '16
1. Germany	21,200	200	7.9 %	0.3 ppts
2. Italy	14,600	500	7.3 %	(0.2)
3. Britain	14,200	(1,900)	14.3 %	(1.8)
4. France	10,000	100	5.0 %	0.1
5. Spain	6,400	(100)	5.6 %	(0.2)

Market	YTD February '17 Volume	o/(u) '16	Share	o/(u) '16
1. Britain	44,800	200	15.1 %	0.0 ppts
2. Germany	40,600	1,700	7.6 %	0.1
3. Italy	28,700	2,300	7.4 %	0.0
4. France	19,200	2,600	5.0 %	0.6
5. Spain	12,400	700	5.8 %	0.0

Top 5 Markets ranked by Ford's share in Feb

Market	February '17 Share	o/(u) '16	Volume	o/(u) '16
1. Britain	14.3 %	(1.8) ppts	14,200	(1,900)
2. Turkey	11.4 %	(2.0)	5,500	(1,800)
3. Hungary	11.0 %	(0.8)	1,100	100
4. Finland	8.7 %	(0.7)	900	(100)
5. Romania	8.5 %	(0.9)	900	200

Market	YTD February '17 Share	o/(u) '16	Volume	o/(u) '16
1. Britain	15.1 %	0.0 ppts	44,800	200
2. Turkey	12.2 %	(0.6)	10,200	(900)
3. Hungary	11.7 %	(0.5)	2,100	100
4. Ireland	11.6 %	(0.7)	7,700	(1,200)
5. Romania	8.4 %	(0.1)	1,500	300

Feb Sales by vehicle line (Euro 20)

Model	February '17	o/(u) February '16	YTD February '17	o/(u) YTD February '16
KA		(2,800)	100	(5,900)
KA+	3,600	3,600	7,600	7,600
Fiesta	19,300	(1,100)	43,900	2,600
B-MAX	2,600	(400)	5,100	(1,000)
Ecosport	4,000	100	9,100	800
Focus	13,900	(500)	30,700	1,600
C-MAX	5,000	(1,700)	11,500	(2,000)
Kuga	9,200	1,200	19,300	3,300
Mondeo	4,200	(1,100)	9,000	(2,900)
S-MAX	2,200	(700)	4,700	(1,600)
Galaxy	1,100	(200)	2,100	(700)
Mustang	700	(300)	1,700	(600)
Edge	1,100	1,100	2,800	2,800
Tourneo Courier	1,200	-	2,300	-
Tourneo Connect	1,100	-	2,100	-
Tourneo Custom	600	300	1,300	600
Transit Courier	1,300	100	2,900	400
Transit Connect	3,200	(500)	7,500	(200)
Transit Custom	6,900	100	15,300	1,200
Transit	5,500	600	11,500	1,300
Ranger	2,700	600	6,600	2,500
Other ****	600	-	1,500	(100)
Total Sales	90,300	(1,500)	198,700	9,900

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