

Ford Car Buying Trends

For your reference, here are some highest/lowest highlights, and also some tables providing additional detail behind the Car Buying Trends release.

BRITAIN

Highest take rate of automatic gearboxes in Big 6 – 96%

Highest take rate of red cars – 15%

CZECH REPUBLIC

Highest take rate of 1.0-litre EcoBoost engines – 85%

Joint lowest preference for auto gearboxes – 1%

FINLAND

Joint highest take rate of heated seats – 99%

FRANCE

Highest take rate of sunroofs for Big 6 – 11%

Highest take rate of Cruise control in Big 6 – 73%

Highest take rate of Tow Bars in Big 6 – 30%

GERMANY

Highest take rate of Auto Parking system – 63%

Highest take rate of Active City Stop – 74%

Highest take rate of heated seats in Big 6 – 69%

Highest take rate of Kuga Hands-Free Tailgate in Big 6 – 59%

Highest take rate of Lane Keeping Aid in Big 6 – 14%

Highest take rate of Wagons in Big 6 – 78%

Highest take rate of automatic Powershift gearboxes – 27%

GREECE

Highest take rate of 5-Doors – 95%

IRELAND

Highest take rate of manual air con – 99%

Highest take rate of manual gearboxes – 96%

Highest take rate of silver cars – 27%

Joint lowest preference for auto gearboxes – 1%

ITALY

Highest take rate of grey cars – 41%

Lowest preference for petrol engines – 27%

Joint lowest preference for auto gearboxes – 1%

NETHERLANDS

Highest take rate of Cruise Control – 85%

Highest take rate of Kuga Hands-free tailgate

Highest take rate of Lane Keeping Aid – 26%

Lowest preference for PowerShift gearboxes – 1%

NORWAY

Highest take rate of sunroofs – 15%

Highest take rate of Air Con – 80%

Highest take rate of Lane Keeping Aids

Highest take rate of Tow Bars – 43%

Joint highest take rate of heated seats – 99%

Highest take rate of brown cars – 12%

Highest take rate of orange cars – 4%

POLAND

Joint lowest preference for auto gearboxes – 1%

PORTUGAL

Highest take rate of black cars – 34%

ROMANIA

Highest take rate of blue cars – 19%

Highest take rate of green cars – 4%

RUSSIA

Highest take rate of automatic gearboxes – 45%

Highest take rate of petrol engines – 97%

Lowest preference for manual gearboxes – 52%

Lowest preference for cruise control – 13%

SWEDEN

Joint highest take rate of heated seats – 99%

SPAIN

Highest take rate of Smoking Packs in Big 6 – 53%

Highest take rate of 5-Doors in Big 6 – 87%

Highest take rate of manual gearboxes in Big 6 – 94%

TURKEY

Highest take rate of Smoking Packs – 100%

Highest take rate of white cars – 55%

Highest take rate of diesel engines – 64%

Highest take rate of 4-Doors – 84%

Lowest preference for 1.0-litre EcoBoost engines – 5%

Lowest preference for Wagons – 2%

POSITION	1	2	3	4	5	6	7	8	9	10	11	12
COLOUR	WHITE	BLACK	GREY	SILVER	BLUE	RED	BROWN	GREEN	ORANGE	MAGENTA	GOLD	YELLOW
1	Turkey 55%	Portugal 34%	Italy 41%	Ireland 27%	Romania 19%	Britain 15%	Norway 12%	Romania 3%	Norway 4%	Romania 2%	Czech Rep 3%	Finland 0.95%
2	Greece 36%	Norway 29%	France 31%	Portugal 25%	Czech Rep 14%	Sweden 12%	Hungary 11%	Finland 3%	Czech Rep 4%	France 2%	Finland 3%	Denmark 0.89%
3	Switzerland 33%	Netherlands 27%	Belgium 31%	Turkey 25%	Netherlands 13%	Finland 12%	Russia 11%	Russia 2%	Finland 4%	Czech Rep 2%	Turkey 2%	Czech Rep 0.83%
4	Spain 31%	Denmark 27%	Netherlands 25%	Poland 23%	Greece 12%	Czech Rep 10%	Germany 11%	Sweden 2%	Sweden 3%	Finland 2%	Hungary 2%	Hungary 0.74%
5	Russia 29%	Germany 25%	Ireland 21%	Denmark 20%	Britain 12%	Ireland 9%	Austria 9%	Poland 2%	Switzerland 3%	Hungary 2%	Poland 1%	Germany 0.67%

SUNROOFS

POSITION	COUNTRY	PERCENTAGE
1	NORWAY	15
2	FRANCE	11
3	GERMANY	10
3	SWEDEN	10
5	BELGIUM	8
6	TURKEY	7
7	HUNGARY	7
8	SWITZERLAND	6
9	PORTUGAL	5
9	SPAIN	5
10	AUSTRIA	4
10	BRITAIN	4
10	NETHERLANDS	4
10	ROMANIA	4
11	FINLAND	3
11	ITALY	3
12	DENMARK	2
12	GREECE	2
12	POLAND	2
13	CZECH REPUBLIC	1
13	RUSSIA	1
14	IRELAND	0.4
EURO 22 AVERAGE		6

HEATED SEATS

POSITION	COUNTRY	PERCENTAGE
1	SWEDEN	99
1	FINLAND	99

1	NORWAY	99
4	DENMARK	75
5	AUSTRIA	73
6	GERMANY	69
7	HUNGARY	46
8	SWITZERLAND	44
8	CZECH REP	43
10	RUSSIA	27
10	ROMANIA	27
10	POLAND	27
13	BELGIUM	19
14	IRELAND	17
15	NETHERLANDS	14
16	BRITAIN	10
17	FRANCE	9
18	PORTUGAL	7
19	ITALY	5
20	SPAIN	3
21	GREECE	2
22	TURKEY	1
EURO 22 AVERAGE		34

AIR CONDITIONING

POSITION	COUNTRY	AUTO	MANUAL
1	NORWAY	80	20
2	BELGIUM	77	23
3	NETHERLANDS	71	29
4	HUNGARY	67	33
5	ROMANIA	63	37
6	FRANCE	62	38
7	AUSTRIA	60	40
7	SWEDEN	60	40
9	SWITZERLAND	59	41
10	RUSSIA	57	43
11	GERMANY	54	46
12	POLAND	45	55
13	PORTUGAL	41	59
14	CZECH REPUBLIC	40	60
15	ITALY	39	61
16	GREECE	35	65
17	DENMARK	33	67
18	FINLAND	24	76
19	BRITAIN	18	82
20	SPAIN	8	92
21	TURKEY	4	96
22	IRELAND	1	99
EURO 22 AVERAGE		56	44

AUTOMATED PARKING SYSTEM

POSITION	COUNTRY	PERCENTAGE
1	GERMANY	63
1	SWITZERLAND	63
3	PORTUGAL	53
4	AUSTRIA	50
5	NORWAY	49
6	HUNGARY	36
7	SPAIN	35
8	BELGIUM	33
9	NETHERLANDS	30
10	FRANCE	29
11	TURKEY	22
12	POLAND	20
13	ITALY	18
13	ROMANIA	18
15	FINLAND	17
16	BRITAIN	13
17	CZECH REPUBLIC	12
18	DENMARK	8
19	RUSSIA	5
20	GREECE	4
21	SWEDEN	3
22	IRELAND	2
EURO 22 AVERAGE		28

ACTIVE CITY STOP

POSITION	COUNTRY	PERCENTAGE
1	GERMANY	74
2	BELGIUM	36
3	SWITZERLAND	34
4	NETHERLANDS	28
5	NORWAY	26
6	AUSTRIA	11
7	POLAND	7
7	SPAIN	7
9	SWEDEN	6
10	FINLAND	5
10	ROMANIA	5
12	DENMARK	4
12	FRANCE	4
14	CZECH REPUBLIC	3
14	HUNGARY	3
14	PORTUGAL	3
17	ITALY	2
18	BRITAIN	1
18	GREECE	1
18	TURKEY	1
21	IRELAND	0.1
22	RUSSIA	0

EURO 22 AVERAGE 7

CRUISE CONTROL

POSITION	COUNTRY	PERCENTAGE
1	NETHERLANDS	85
2	FINLAND	78
3	NORWAY	74
4	SWITZERLAND	73
4	FRANCE	73
6	SWEDEN	72
7	TURKEY	67
8	HUNGARY	62
9	AUSTRIA	61
10	SPAIN	60
11	BELGIUM	52
11	DENMARK	52
13	PORTUGAL	46
14	GERMANY	44
15	BRITAIN	38
15	ROMANIA	38
17	ITALY	37
18	POLAND	31
19	IRELAND	27
20	CZECH REP	25
21	GREECE	21
22	RUSSIA	13
EURO 22 AVERAGE		48

KUGA HANDS-FREE TAILGATE

POSITION	COUNTRY	PERCENTAGE
1	NETHERLANDS	93
2	PORTUGAL	88
3	ROMANIA	72
4	IRELAND	71
5	NORWAY	69
6	AUSTRIA	66
7	CZECH REPUBLIC	65
8	FINLAND	64
9	ITALY	61
10	GERMANY	59
11	DENMARK	57
12	BELGIUM	50
12	RUSSIA	50
14	SWITZERLAND	46
15	POLAND	45
16	BRITAIN	42
17	SWEDEN	40
18	FRANCE	35
19	HUNGARY	33

20	TURKEY	31
21	SPAIN	18
22	GREECE	5

LANE KEEPING AIDS

POSITION	COUNTRY	PERCENTAGE
1	NORWAY	26
2	SWITZERLAND	20
3	NETHERLANDS	19
4	CZECH REPUBLIC	15
5	GERMANY	14
6	ITALY	8
6	SWEDEN	8
8	AUSTRIA	7
8	BELGIUM	7
8	FINLAND	7
8	ROMANIA	7
12	FRANCE	6
13	POLAND	5
14	HUNGARY	4
14	SPAIN	4
16	BRITAIN	2
16	DENMARK	2
16	TURKEY	2
19	PORTUGAL	1
20	GREECE	0.2
20	IRELAND	0.2
22	RUSSIA	0
EURO 22 AVERAGE		4

SMOKERS PACK

POSITION	COUNTRY	PERCENTAGE
1	TURKEY	100
2	GREECE	73
3	SPAIN	53
4	ROMANIA	35
5	ITALY	31
6	PORTUGAL	29
7	GERMANY	25
8	FRANCE	13
9	BRITAIN	10
10	NETHERLANDS	4
11	AUSTRIA	2
11	POLAND	2
11	SWEDEN	2
11	SWITZERLAND	2
15	IRELAND	1
16	NORWAY	0.7
17	HUNGARY	0.6

17	RUSSIA	0.6
19	FINLAND	0.5
20	BELGIUM	0.4
21	CZECH REPUBLIC	0.3
21	DENMARK	0.3
EURO 22 AVERAGE		15

TOW BARS

POSITION	COUNTRY	PERCENTAGE
1	NORWAY	43
2	FRANCE	30
3	GERMANY	13
4	SWEDEN	11
5	AUSTRIA	10
5	NETHERLANDS	10
7	BELGIUM	8
8	HUNGARY	5
8	SWITZERLAND	5
10	FINLAND	4
11	CZECH REP	3
12	POLAND	1
13	BRITAIN	0.7
13	ROMANIA	0.7
15	IRELAND	0.4
15	SPAIN	0.4
17	ITALY	0.3
18	GREECE	0.1
19	PORTUGAL	0.04
20	RUSSIA	0.01
21	DENMARK	0
21	TURKEY	0
EURO 22 AVERAGE		4

BODYSTYLES

TOTAL	WAGON	5-DR	4-DR
AUSTRIA	47	53	0.1
BELGIUM	51	48	1
BRITAIN	17	83	0.001
CZECH REP	52	47	1
DENMARK	86	14	0.08
FINLAND	63	34	3
FRANCE	18	81	1
GERMANY	78	21	1
GREECE	4	95	1
HUNGARY	59	35	6
IRELAND	8	69	23

ITALY	63	36	1
NETHERLANDS	79	20	1
NORWAY	67	33	0.03
POLAND	49	46	5
PORTUGAL	70	29	1
ROMANIA	15	43	42
RUSSIA	17	39	44
SPAIN	12	87	1
SWEDEN	63	37	0
SWITZERLAND	50	50	0
TURKEY	2	14	84
TOTAL:	35	50	15

MANUAL GEARBOXES

IRELAND	96
NETHERLANDS	96
GREECE	95
POLAND	95
SPAIN	94
ITALY	94
FRANCE	94
CZECH	94
HUNGARY	93
PORTUGAL	90
BRITAIN	88
DENMARK	88
AUSTRIA	87
BELGIUM	83
TURKEY	83
SWEDEN	82
FINLAND	81
SWITZERLAND	74
NORWAY	72
GERMANY	69
RUSSIA	52

AUTOMATIC GEARBOXES

RUSSIA	45
TURKEY	17
BELGIUM	13
SWITZERLAND	10
BRITAIN	7
FINLAND	5
GERMANY	4
NORWAY	4

GREECE	3
NETHERLANDS	3
SWEDEN	3
AUSTRIA	2
DENMARK	2
FRANCE	2
HUNGARY	2
ROMANIA	2
SPAIN	2
CZECH	1
IRELAND	1
ITALY	1
POLAND	1

AUTOMATIC GEARBOXES THAT ARE POWERSHIFT

GERMANY	27
NORWAY	24
SWITZERLAND	16
SWEDEN	15
FINLAND	14
AUSTRIA	11
DENMARK	10
PORTUGAL	10
ROMANIA	8
BRITAIN	5
CZECH	5
HUNGARY	5
ITALY	5
BELGIUM	4
FRANCE	4
POLAND	4
IRELAND	3
RUSSIA	3
GREECE	2
SPAIN	2
NETHERLANDS	1

PETROL ENGINES

RUSSIA	97
CZECH REP	80
FINLAND	76
SWITZERLAND	72
DENMARK	68
NETHERLANDS	67
GREECE	64

BRITAIN	63
GERMANY	59
SPAIN	53
POLAND	52
AUSTRIA	50
NORWAY	50
SWEDEN	49
BELGIUM	48
HUNGARY	46
ROMANIA	43
IRELAND	42
FRANCE	41
PORTUGAL	39
TURKEY	36
ITALY	27

EURO 22 Totals 58

DIESEL ENGINES

TURKEY	64
ITALY	63
PORTUGAL	61
FRANCE	59
IRELAND	58
ROMANIA	57
HUNGARY	54
BELGIUM	53
AUSTRIA	50
NORWAY	50
SWEDEN	49
POLAND	48
SPAIN	46
GERMANY	41
BRITAIN	37
GREECE	36
NETHERLAND	33
DENMARK	32
FINLAND	23
SWITZERLAND	28
CZECH REP	20
RUSSIA	3

EURO 22 Total 41

PETROL ENGINES THAT ARE 1.0-LITRE ECOBOOST

CZECH REP	85
GREECE	67

ROMANIA	57
NORWAY	48
SWEDEN	48
DENMARK	45
SWITZERLAND	44
NETHERLAND	43
FINLAND	42
FRANCE	39
PORTUGAL	38
BELGIUM	34
BRITAIN	34
GERMANY	33
POLAND	29
AUSTRIA	28
HUNGARY	24
SPAIN	24
ITALY	16
IRELAND	8
TURKEY	5
RUSSIA	0
EURO 22 Total	25