



NEWS

# Ford Market Share Rises with SUVs up 19% and Commercial Vehicle Sales at 25-Year High



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## OCTOBER 2018 SALES

	Total Vehicle Sales	Total Vehicle Market Share	Passenger Vehicle Sales	Passenger Vehicle Market Share	Commercial Vehicle Sales	Commercial Vehicle Market Share
<b>Euro 20*</b>	<b>108,200</b>	<b>8.2%</b>	<b>75,800</b>	<b>7.0%</b>	<b>32,500</b>	<b>14.0%</b>
Versus Oct. 2017	<b>+3.4%</b>	<b>+0.6 ppt</b>	<b>-2.5%</b>	<b>+0.3 ppt</b>	<b>+20.1%</b>	<b>+1.6 ppt</b>

## HIGHLIGHTS

- **Ford total vehicle sales rose 3.4 percent** to 108,200 units in its European 20 markets\* in October
- **Ford achieved its best October total vehicle market share since 2009**, rising 0.6 percentage points versus October 2017 to 8.2 percent
- **Ford commercial vehicle sales grew more than 20 percent** in the company's European 20 markets in October year over year, making Ford again the No. 1 commercial vehicle brand in Europe
- **CVs at 25-year high:** Ford commercial vehicle sales in its European 20 markets hit their highest October level since 1993, with commercial share at its best since 1995
- **Ford Sports Utility Vehicle (SUV) sales grew more than 19 percent** in October year over year in Ford's European 20 markets, and SUVs now account for more than one in five Ford vehicles sold in Europe
- **High-series vehicles – including Titanium, Vignale, Active, ST-Line, ST and RS – made up 70 percent of Ford passenger car sales** in Ford's traditional 20 European markets in October, up 2.3 percentage points year over year
- **Retail and fleet customer sales account for 79 percent of Ford passenger vehicle sales** in Ford's top five European markets in October, better than industry average
- **Ford grew market share in 14 of its traditional 20 European markets** in October compared with a year ago, with notable gains in Germany (up 1.3 percentage points), Italy (up 0.9 percentage points), Spain (up 0.8 percentage points) and France (up 0.7 percentage points)

\* 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



“Ford October total vehicle market share in our main European markets is at its best level since 2009, with commercial vehicle sales at a 25-year high. Our sales momentum continues with strong customer demand for our SUVs – especially EcoSport and Kuga – plus the Transit family and Ranger.”

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

## VEHICLE AND MARKET NEWS



Ford's Transit family set a new October sales record in Ford's Euro 20 markets. Transit leads the one- and two-tonne segment for the year to date based on the latest data from the end of September. Transit Custom was Britain's No. 2 vehicle in October, only outsold by Fiesta.



Ford passenger car market share in Germany grew to 8.8 percent last month – the highest October market share this millennium. Ford continues to grow sales in Germany significantly faster than the industry average, up 3.5 percent year to date versus 2017.



EcoSport set a new October sales record, with sales more than doubling compared with October 2017. New customer orders for EcoSport are up 98 percent in October compared with October 2017.



Ranger continues to lead as Europe's best-selling pickup truck, based on latest available data from the end of September. Ford sold 4,500 Ranger trucks in its Euro 20 markets last month, making it the best October for Ranger since it was introduced.

**Ford of Europe October Sales 2018**

# OCTOBER 2018 SALES

## October 2018 Sales Volume (registrations)

	October '18	YTD October '18
<b>Euro 20<sup>1</sup></b>		
<b>Industry</b>	1,315,300 down 69,600 / (5.0) % vs. Oct.'17	15,155,900 up 258,100 / 1.7 % vs. YTD '17
<b>Ford</b>	108,200 up 3,500 / 3.4 % vs. Oct.'17	1,154,600 up 1,600 / 0.1 % vs. YTD '17
<b>Euro 22<sup>2</sup></b>		
<b>Industry</b>	1,501,500 down 128,700 / (7.9) % vs. Oct.'17	17,142,100 up 202,400 / 1.2 % vs. YTD '17
<b>Ford</b>	115,000 down 4,600 / (3.8) % vs. Oct.'17	1,252,900 down 25,100 / (2.0) % vs. YTD '17
<b>Total Euro 50<sup>3</sup></b>		
<b>Industry</b>	1,554,400 down 128,400 / (7.6) % vs. Oct.'17	17,715,800 up 272,800 / 1.6 % vs. YTD '17
<b>Ford</b>	118,100 down 4,500 / (3.7) % vs. Oct.'17	1,280,800 down 28,400 / (2.2) % vs. YTD '17

<sup>1</sup> 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.

<sup>2</sup> The Euro 22 markets are: Euro 20 plus Russia and Turkey.

<sup>3</sup> 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

## Oct 2018 Market Share \*

	October '18	YTD October '18
<b>Euro 20</b>	8.2% up 0.6 ppts vs. Oct.'17	7.6% down 0.1 ppts vs. YTD '17
<b>Total Euro 22</b>	7.7% up 0.4 ppts vs. Oct.'17	7.3% down 0.2 ppts vs. YTD '17
<b>Total Euro 50</b>	7.6% up 0.3 ppts vs. Oct.'17	7.2% 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.

## \*\* Oct 2018 Retail Market Share

	October '18	YTD October '18
<b>Key European markets</b>	8.0% up 0.2 ppts vs YAGO	7.5% equal 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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# OCTOBER 2018 SALES

## Ford Top 5 Markets ranked by Oct volume (registrations)

Market	October '18			
	Volume	o/(u) '17	Share	o/(u) '17
1. Germany	27,600	2,500	9.5 %	1.3 ppts
2. Britain	26,300	(1,200)	14.1 %	(0.5)
3. Italy	12,700	400	7.7 %	0.9
4. France	10,700	1,600	4.9 %	0.8
5. Spain	7,400	500	6.8 %	0.9

Market	YTD October '18			
	Volume	o/(u) '17	Share	o/(u) '17
1. Britain	332,500	(22,800)	13.8 %	0.0 ppts
2. Germany	253,600	11,200	7.8 %	0.2
3. Italy	129,200	(3,000)	7.2 %	0.1
4. France	96,200	1,600	4.3 %	(0.2)
5. Spain	77,600	1,600	5.8 %	(0.5)

## Top 5 Markets ranked by Ford's share in Oct

Market	October '18			
	Share	o/(u) '17	Volume	o/(u) '17
1. Britain	14.1 %	(0.5) ppts	26,300	(1,200)
2. Hungary	13.7 %	2.2	1,800	300
3. Turkey	10.6 %	(0.1)	2,300	(7,700)
4. Germany	9.5 %	1.3	27,600	2,500
5. Denmark	9.3 %	2.4	2,000	500

Market	YTD October '18			
	Share	o/(u) '17	Volume	o/(u) '17
1. Britain	13.8 %	0.0 ppts	332,500	(22,800)
2. Hungary	11.8 %	0.4	16,500	3,500
3. Ireland	11.3 %	0.0	17,200	(500)
4. Turkey	11.2 %	(0.4)	55,700	(29,600)
5. Finland	9.1 %	0.3	11,100	900

## Oct Sales by vehicle line (Euro 20)

Model	October '18	o/(u) October '17	YTD October '18	o/(u) YTD October '17
KA		-		(100)
KA+	3,900	900	43,800	400
Fiesta	20,800	400	236,400	21,000
B-MAX		(3,400)	3,400	(36,400)
Ecosport	10,500	5,400	95,100	38,900
Focus	14,600	(1,300)	162,300	(16,300)
C-MAX	3,800	(1,500)	46,600	(10,300)
Kuga	11,200	(1,200)	134,700	7,800
Mondeo	3,600	(1,000)	42,300	(6,100)
S-MAX	2,300	400	18,200	(8,300)
Galaxy	1,000	(600)	11,800	(3,900)
Mustang	800	-	8,500	(2,700)
Edge	300	(600)	9,000	(5,100)
Tourneo Courier	1,800	500	14,300	1,200
Tourneo Connect	1,100	200	9,700	(3,200)
Tourneo Custom	1,400	500	14,400	3,300
Transit Courier	2,000	400	16,900	900
Transit Connect	4,800	(200)	44,600	(1,500)
Transit Custom	10,700	2,500	111,000	8,600
Transit	8,900	2,100	86,800	11,400
Ranger	4,500	300	41,800	5,700
Other ****	200	(200)	2,900	(3,600)
<b>Total Sales</b>	<b>108,200</b>	<b>3,500</b>	<b>1,154,600</b>	<b>1,600</b>

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