



NEWS

Ford is Europe's CV Leader for Third Year Running; Ford becomes No. 3 in German Total Vehicle Market



www.youtube.com/FordofEurope



www.twitter.com/FordEU

FULL YEAR 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*	1,358,100	7.7%	1,005,900	6.7%	352,200	13.5%
Versus Full Year 2016	0.5%	-0.2 ppt	-1.6%	-0.3 ppt	7.2%	0.3 ppt

FULL YEAR HIGHLIGHTS

- **Ford sold 1,358,100 vehicles in 2017** in its traditional Euro 20 markets*, up 0.5 percent compared with 2016 – the best sales volume result in these markets since 2009. Across all its 50 European markets, Ford sold 1,562,100 vehicles, an increase of 1.4 percent
- **Total vehicle market share in the Euro 20 for the year was 7.7 percent**, down 0.2 percentage points
- **Ford was Europe's No. 1 commercial vehicle brand for the third consecutive year**, with 352,200 sold, up 7.2 percent. CV market share at 13.5 percent was up 0.3 ppt
- **Transit family sales of 287,600 were the best ever recorded** for this unique range of commercial vehicles
- **Ford Sports Utility Vehicle (SUV) sales up 24.3 percent for the year**, driven by best-ever sales years for the EcoSport, Kuga and Edge. Ford sold 230,600 SUVs in its Euro 20 markets, approaching 1 in 5 of every new Ford vehicle sold in Europe
- **Retail and fleet customer sales accounted for 73 percent of Ford passenger vehicle sales** in Ford's top five traditional European markets in 2017. In Euro 20 markets Ford's passenger vehicle sales were 4.4 percentage points higher than the industry average.
- **High-series vehicles – including Titanium, Vignale, ST-Line, ST and RS – made up 65 percent of passenger car sales** in the Euro 20 for the full year, up 4.5 percentage points
- **Ford's Top Five European markets by total sales volume in 2017 were:** U.K. (407,100); Germany (292,300); Italy (156,000); Turkey (116,200); and France (113,200).
- See December sales highlights in the accompanying tables

* 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 achieved our best yearly sales volume in Europe since 2009; maintained our CV leadership for the third successive year; and became the No. 3 brand in Germany. With new Fiesta and EcoSport production up and running, Fiesta ST and Fiesta Active models coming soon, and an all-new Focus to look forward to, 2018 is set to be a strong year for Ford in Europe."

Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe

VEHICLE AND MARKET NEWS



Ford has been the U.K.'s No. 1 car brand for 41 consecutive years, with Fiesta the country's top-selling new car for the past nine years. Ford has been the best-selling CV brand for 52 successive years, with CV sales in 2017 reaching an all-time record of 124,000



Ford was Germany's No. 3 top-selling brand for total vehicle sales in 2017, with 292,300 vehicles sold, up 8,800 on the previous year. With a market share of 7.7 percent, Ford's market share in Germany increased by 0.1 percentage point



Fiesta Active coming in 2018

More than 86,300 new Fiesta cars have now been sold to customers across Europe. In 2018, the Fiesta range will be strengthened even further with the arrival of the Fiesta ST and Fiesta Active coming later in the year



Ranger pickup

The Ford Ranger continues to cement its position as Europe's favourite pickup, with sales of 44,000 in 2017 – a 15.1 percent increase on 2016. Last year was the Ranger pickup's best-ever year for sales in Europe

Ford of Europe Full Year Sales 2017

DECEMBER AND FULL YEAR 2017 SALES

December 2017 Sales Volume (registrations)

	December '17	YTD December '17
Euro 20¹		
Industry	1,314,800 down 64,500 / (4.7) % vs. Dec.'16	17,649,000 up 534,000 / 3.1 % vs. YTD '16
Ford	96,900 down 6,100 / (5.9) % vs. Dec.'16	1,358,100 up 7,200 / 0.5 % vs. YTD '16
Euro 22²		
Industry	1,627,600 down 45,800 / (2.7) % vs. Dec.'16	20,262,700 up 686,000 / 3.5 % vs. YTD '16
Ford	120,200 down 3,300 / (2.6) % vs. Dec.'16	1,524,700 up 16,500 / 1.1 % vs. YTD '16
Total Euro 50³		
Industry	1,674,900 down 41,300 / (2.4) % vs. Dec.'16	20,862,000 up 754,200 / 3.8 % vs. YTD '16
Ford	123,300 down 3,700 / (2.9) % vs. Dec.'16	1,562,100 up 21,300 / 1.4 % 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, Kyrgyzstan, Kosovo, Latvia, Lithuania, Macedonia, Malta, Moldova, Montenegro, Serbia, Slovakia, Slovenia, Tajikistan, Turkmenistan, Ukraine and Uzbekistan

Dec 2017 Market Share *

	December '17	YTD December '17
Euro 20	7.4% down 0.1 ppts vs. Dec.'16	7.7% down 0.2 ppts vs. YTD '16
Total Euro 22	7.4% flat 0.0 ppts vs. Dec.'16	7.5% down 0.2 ppts vs. YTD '16
Total Euro 50	7.4% flat 0.0 ppts vs. Dec.'16	7.5% down 0.2 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.

** Dec 2017 Retail Market Share

	December '17	YTD December '17
Key European markets	6.4% down 0.5 ppts vs YAGO	7.4% 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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DECEMBER AND FULL YEAR 2017 SALES

Ford Top 5 Markets ranked by Dec volume (registrations)

Market	December '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	24,900	(5,000)	13.5 %	(0.8) ppts
2. Germany	23,500	1,300	8.3 %	0.6
3. Turkey	17,600	1,300	12.6 %	1.3
4. Italy	10,800	(300)	7.5 %	0.2
5. France	9,200	-	3.9 %	0.0

Market	YTD December '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	407,100	(28,800)	13.8 %	(0.2) ppts
2. Germany	292,300	8,800	7.7 %	0.1
3. Italy	156,000	9,900	7.2 %	0.0
4. Turkey	116,200	1,400	11.9 %	0.5
5. France	113,200	8,500	4.4 %	0.1

Top 5 Markets ranked by Ford's share in Dec

Market	December '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Ireland	18.8 %	4.8 ppts	100	-
2. Britain	13.5 %	(0.8)	24,900	(5,000)
3. Turkey	12.6 %	1.3	17,600	1,300
4. Hungary	11.4 %	(1.2)	1,600	(100)
5. Greece	8.4 %	0.9	500	100

Market	YTD December '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	13.8 %	(0.2) ppts	407,100	(28,800)
2. Turkey	11.9 %	0.5	116,200	1,400
3. Ireland	11.4 %	(1.1)	18,000	(4,200)
4. Hungary	11.3 %	(1.0)	16,200	1,000
5. Romania	8.9 %	0.9	11,800	2,300

Dec Sales by vehicle line (Euro 20)

Model	December '17	o/(u) December '16	YTD December '17	o/(u) YTD December '16
KA		-	100	(21,100)
KA+	3,700	1,100	50,600	39,900
Fiesta	17,100	(5,600)	253,600	(43,700)
B-MAX	1,500	(1,000)	43,400	3,500
Ecosport	2,800	(1,000)	62,700	5,500
Focus	14,800	(1,400)	210,500	300
C-MAX	4,600	(900)	67,100	(13,500)
Kuga	12,400	4,500	151,900	32,700
Mondeo	3,400	(900)	55,800	(14,800)
S-MAX	2,200	(300)	31,200	(8,900)
Galaxy	1,400	-	18,600	(1,700)
Mustang	800	(200)	13,100	(2,200)
Edge	1,000	(400)	16,000	6,800
Tourneo Courier	1,500	200	16,000	1,500
Tourneo Connect	1,100	(100)	15,100	(800)
Tourneo Custom	1,200	200	13,400	5,000
Transit Courier	1,800	100	19,600	2,700
Transit Connect	4,500	300	55,900	4,900
Transit Custom	10,700	900	123,100	4,900
Transit	5,900	(1,400)	88,700	3,900
Ranger	4,200	700	44,400	5,800
Other ****	300	(700)	7,100	(3,600)
Total Sales	96,900	(6,100)	1,358,100	7,200

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