



New Models Drive Ford Europe Sales Up 10% in First Three Quarters of 2015; No. 1 Commercial Vehicle Brand

- Ford's total vehicle sales* grew 8 percent in September and 10 percent year-to-date
- Total vehicle market share at 8.9 percent in September, and 8.1 percent year-to-date
- Ford No. 2 in total vehicle and passenger car sales; No.1 for commercial vehicles
- Ford increased market share in 12 of its 20 traditional European markets, including Germany, Spain, France, Italy and others; share also up in Turkey; leads UK market
- Ford sales in higher value retail and fleet segments accounted for 73 percent of its passenger car sales in both periods – 1 and 3 percentage points better than industry
- Mondeo sales up 45 percent in September; EcoSport compact SUV sales doubled; Ranger sales rose 17 percent; Mustang orders at almost 10,000 in Europe
- Commercial vehicle sales up 12 percent in September and 26 percent year-to-date
- One of four cars ordered with Ford EcoBoost direct injection petrol engine; One of five with award-winning 1.0-litre EcoBoost

COLOGNE, Germany, Oct. 7, 2015 – Ford's European vehicle sales increased again in September driven by strong demand for its all-new or significantly freshened vehicle line-up, led by the new Mondeo, the company's SUV range and commercial vehicle family.

Ford sold a total of 140,300 vehicles in its 20 traditional European markets* last month, and 978,800 vehicles in the first nine months of the year – a year-over-year increase of 8 percent and 10 percent, respectively.

The company's total vehicle market share was 8.9 percent September and 8.1 percent year-to-date, the best total vehicle share for the first three quarters since 2011. Ford was the No. 1 brand for commercial vehicles sales in Europe in both September and year-to-date, up from No. 7 in 2012, and remains Europe's No. 2 selling brand in Europe for total vehicle and passenger car sales.

"We offer our customers not only one of the freshest and broadest vehicle line-ups in the industry, but also a wide range of technology options, including our fuel efficient EcoBoost petrol engines," said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. "Today, one of four cars is ordered with Ford EcoBoost technology, and one of five with the multi-award winning 1.0-litre EcoBoost engine."

The company's combined sales in the retail and fleet market accounted for 73 percent of its passenger car sales in September and in the first nine months, 1 percentage points and 3 percentage points better than industry average, respectively.

Ford said it was also seeing a strong take rate for more upscale and well-equipped versions of its vehicles, such as Titanium series.

Passenger Car Sales

Ford's momentum comes on the back of growth across the company's product range, led by new model introductions.

Almost 10,000 European customers have ordered the all-new Ford Mustang which went on-sale in Europe this summer for the first time in the iconic Muscle car's 51-year history.



Sales of the all-new Mondeo were up 45 percent year-over-year in September and up 60 percent year-to-date. Customer orders for the new Focus were up nearly 37 percent in September. The Fiesta continued to be the best-selling small car in Europe for the first eight months of 2015, according to Jato Dynamics.

Ford's SUV range also continued to increase sales. Kuga sales in September and year-to-date were the highest since the launch of the first-generation Kuga in 2008. Sales of the EcoSport compact SUV doubled in September compared to September 2014.

Commercial Vehicle Sales

Ford was No. 1 in commercial vehicles sales in September and year-to-date as demand continued to grow for its completely new and expanded Transit range – including Transit, Transit Custom, Transit Connect and Transit Courier – and the Ranger pickup. Commercial vehicle sales were up 26 percent year-to-date. Market share for the period was up 1.5 percentage points at 12.8 percent, the best share performance in almost two decades. Customer orders for Transit grew 25 percent in September.

Demand for the Ranger pickup continued to grow with September sales up 17 percent, the best September and first three quarters since the model's launch in 1999. Customer orders for Ranger were up 73 percent in September. The Ranger claimed the No. 1 sales position in the European pickup market in the first seven months this year, according to the latest available data.

Market highlights

Ford closed a strong September and year-to-date across many markets in Europe.

Ford was market leader in total vehicle sales in the UK in September and year-to-date, in Ireland in September and in Hungary year-to-date, and achieved market share improvements in 12 of its 20 traditional European markets, including Germany, Spain, France, Italy, Spain, Portugal, Netherlands, Belgium, Switzerland, Sweden, Norway, Ireland, and Poland, plus at its Turkish joint venture, Ford Otosan.

New model announcements

At the recent 2015 Frankfurt IAA, Ford reaffirmed that it is launching five all-new or redesigned vehicles that will compete in the SUV and crossover space in Europe in the next three years, starting early next year with the Edge large SUV.

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* Ford of Europe reports its sales for the 20 European main markets where it is represented through National Sales Companies. 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.

***Ford Motor Company**, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 195,000 employees and 66 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit 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.

September 2015 Sales Volume (registrations)

Euro 20 ¹	September '15	YTD September '15
Industry	1,581,300 up 148,600 / 10.4 % vs. Sep.'14	12,074,900 up 1,003,700 / 9.1 % vs. YTD '14
Ford	140,300 up 10,600 / 8.2 % vs. Sep.'14	978,800 up 86,300 / 9.7 % vs. YTD '14
Euro 22²		
Industry	1,790,400 up 86,400 / 5.1 % vs. Sep.'14	13,980,100 up 591,700 / 4.4 % vs. YTD '14
Ford	153,700 up 10,000 / 6.9 % vs. Sep.'14	1,092,700 up 99,900 / 10.1 % vs. YTD '14
Total Euro 50³		
Industry	1,832,000 up 77,000 / 4.4 % vs. Sep.'14	14,385,200 up 505,000 / 3.6 % vs. YTD '14
Ford	156,300 up 10,300 / 7.1 % vs. Sep.'14	1,114,100 up 101,800 / 10.1 % vs. YTD '14

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

Sep 2015 Market Share *

	September '15	YTD September '15
Euro 20	8.9% down 0.2 ppts vs. Sep.'14	8.1% flat 0.0 ppts vs. YTD '14
Total Euro 22	8.6% up 0.2 ppts vs. Sep.'14	7.8% up 0.4 ppts vs. YTD '14
Total Euro 50	8.5% up 0.2 ppts vs. Sep.'14	7.7% up 0.4 ppts vs. YTD '14

* 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.

** Sep 2015 Retail Market Share

	September '15	YTD September '15
Key European markets	8.7% down 0.5 ppts vs YAGO	8.2% down 0.2 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 Sep volume (registrations)

Market	September '15			
	Volume	o/(u) '14	Share	o/(u) '14
1, Britain	71,300	1,700	13,5 %	(1.0) ppts
2, Germany	21,100	1,800	7,0 %	0.3
3, Italy	10,100	1,400	7,1 %	0.0
4, France	8,900	1,500	4,4 %	0.4
5, Turkey	8,600	(200)	13,0 %	0.3

Market	YTD September '15			
	Volume	o/(u) '14	Share	o/(u) '14
1, Britain	346,000	19,200	14,3 %	(0.3) ppts
2, Germany	189,900	10,600	7,2 %	0.1
3, Italy	90,900	14,800	7,0 %	0.3
4, Turkey	87,400	31,900	12,7 %	1.5
5, France	77,900	6,700	4,6 %	0.2

Top 5 Markets ranked by Ford's share in Sep

Market	September '15			
	Share	o/(u) '14	Volume	o/(u) '14
1, Ireland	16,7 %	2.1 ppts	1,100	300
2, Britain	13,5 %	(1.0)	71,300	1,700
3, Turkey	13,0 %	0.3	8,600	(200)
4, Hungary	11,0 %	(4.2)	900	(200)
5, Finland	9,5 %	(0.6)	900	-

Market	YTD September '15			
	Share	o/(u) '14	Volume	o/(u) '14
1, Britain	14,3 %	(0.3) ppts	346,000	19,200
2, Turkey	12,7 %	1.5	87,400	31,900
3, Hungary	12,2 %	0.7	8,700	1,300
4, Ireland	12,1 %	0.2	17,500	4,500
5, Finland	9,2 %	0.6	8,600	600

Sep Sales by vehicle line (Euro 20)

Model	September '15	o/(u) September '14	YTD September '15	o/(u) YTD September '14
Ka	5,100	(1,100)	38,700	(3,600)
Fiesta	37,800	(600)	246,100	3,900
B-MAX	4,500	-	35,900	(7,300)
Ecosport	4,600	2,300	27,400	20,300
Focus	24,800	2,000	181,600	8,100
C-MAX	8,100	800	62,700	(6,600)
Kuga	9,600	700	75,200	11,900
Mondeo	7,100	2,200	60,200	22,400
S-MAX	2,500	(400)	11,600	(12,100)
Galaxy	1,400	(200)	7,400	(7,400)
Mustang	1,000	1,000	2,300	2,200
Tourneo Courier	1,300	800	10,800	9,200
Tourneo Connect	900	(200)	10,600	3,100
Tourneo Custom	800	100	7,800	1,800
Transit Courier	1,500	600	12,200	9,800
Transit Connect	4,500	100	31,800	5,100
Transit Custom	11,700	500	73,300	11,500
Transit ***	8,800	(1,500)	55,200	(9,300)
Ranger	3,200	500	20,000	5,000
Other ****	1,400	500	3,600	12,000
Total Sales	140,300	10,600	978,800	86,300

*** Yoy comparison to be seen in context of expanded CV range now including Transit, Transit Custom, Transit Connect and Transit Courier.

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