



## JUNE 2017 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>128,400</b>	<b>7.5%</b>	<b>95,600</b>	<b>6.5%</b>	<b>32,800</b>	<b>13.1%</b>
Versus June 2016	<b>-1%</b>	<b>-0.2 ppt</b>	<b>-5%</b>	<b>-0.4 ppt</b>	<b>+10%</b>	<b>+0.8 ppt</b>

## HIGHLIGHTS

- **Ford sold 128,400 total vehicles in June**, down 1 percent year over year, but up 3.7 percent for the first half of 2017 versus 2016 in its traditional Euro 20 markets\*
- **Ford SUV sales up more than 29 percent to 122,800 in the Euro 20 in the first half of 2017**, with June SUV sales up nearly 21 percent to 22,500 in the Euro 20, driven by strong demand for Kuga, EcoSport and Edge, including record June volume and share for Kuga and EcoSport
- **Ford grew market share in each of its five largest European markets in the first half**, to 14.2 percent share in Britain, 7.7 percent in Germany, 7.3 percent in Italy, 6.3 percent in Spain and 4.7 percent in France
- **More than 70 percent of Ford passenger vehicle sales were to retail and fleet customers** in Ford's top five European markets in the first half of 2017, beating the industry average by more than 5 percentage points
- **Ford sold 95,600 passenger vehicles in June**, down 5 percent year over year for the month in the Euro 20 in June, but up 2.0 percent for the first half versus 2016 for the best first half performance since 2011
- **High-series vehicles – including Titanium, Vignale, ST-Line, ST and RS – represent 64 percent of passenger vehicles sales** in the Euro 20, up 3 percentage points year over year; June high-series sales up 5 percentage points to 67 percent
- **Ford performance car sales – Fiesta ST, Focus ST, Focus RS, Mustang and GT – up 5 percent** to 26,300 in the Euro 20 in the first half of 2017
- **Commercial vehicle market share was 13.1 percent** in the Euro 20 for June, making Ford the No. 1 commercial vehicle brand in Europe, and Ford commercial vehicle sales are up more than 9 percent in the first half versus 2016

\* 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



“June was a strong month for SUVs, especially Kuga, and commercial vehicles. All-new Fiesta deliveries begin in July, and we're confident customers will love it. Fiesta sales were very strong in the early months of this year, making it Europe's best-selling car in March and running down stocks of the prior Fiesta model. Overall, we've had a robust first half in 2017.”

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

## KEY VEHICLES



Ford Kuga

Kuga sales jumped 28 percent in June to 15,100 vehicles, marking Kuga's best June sales since launching in 2008. 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.



Ford EcoSport

Ford EcoSport sales rose 9 percent in June to 6,000, setting a record for the vehicle's best June sales since launching in 2014. EcoSport delivers the fuel efficiency of a small family car with the flexibility and go-anywhere appeal of an SUV.



Ford Transit Family

Ford's strength in commercial vehicles in Europe is built on the success of the capable, versatile Ford Transit lineup. Ford Transit family sales totaled 32,700 in June in the combined Europe 20, Russian and Turkish markets, the lineup's best-ever June sales.



Ford Ranger

Ford Ranger remained the best-selling vehicle in its segment through May with nearly 25 percent market share. Ranger sales climbed around 3 percent to 3,700 in June. Year to date and June were best-ever sales records for Ranger.

# JUNE 2017 SALES

## June 2017 Sales Volume (registrations)

	June '17	YTD June '17
<b>Euro 20<sup>1</sup></b>		
<b>Industry</b>	1,720,300 up 32,100 / 1.9 % vs. Jun.'16	9,469,600 up 388,200 / 4.3 % vs. YTD '16
<b>Ford</b>	128,400 down 1,800 / (1.4) % vs. Jun.'16	745,200 up 26,500 / 3.7 % vs. YTD '16
<b>Euro 22<sup>2</sup></b>		
<b>Industry</b>	1,951,400 up 43,800 / 2.3 % vs. Jun.'16	10,614,700 up 397,300 / 3.9 % vs. YTD '16
<b>Ford</b>	142,500 down 3,300 / (2.2) % vs. Jun.'16	816,300 up 23,400 / 3.0 % vs. YTD '16
<b>Total Euro 50<sup>3</sup></b>		
<b>Industry</b>	2,006,000 up 46,400 / 2.4 % vs. Jun.'16	10,916,700 up 425,000 / 4.1 % vs. YTD '16
<b>Ford</b>	146,100 down 2,400 / (1.6) % vs. Jun.'16	835,200 up 27,600 / 3.4 % vs. YTD '16

<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

## Jun 2017 Market Share \*

	June '17	YTD June '17
<b>Euro 20</b>	7.5% down 0.2 ppts vs. Jun.'16	7.9% flat 0.0 ppts vs. YTD '16
<b>Total Euro 22</b>	7.3% down 0.3 ppts vs. Jun.'16	7.7% down 0.1 ppts vs. YTD '16
<b>Total Euro 50</b>	7.3% down 0.3 ppts vs. Jun.'16	7.7% 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.

## \*\* Jun 2017 Retail Market Share

	June '17	YTD June '17
<b>Key European markets</b>	6.8% down 0.7 ppts vs YAGO	7.7% 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.

## CONTACT

Jessica Enoch  
Ford of Europe  
+49 221 9018213  
[jenoch@ford.com](mailto:jenoch@ford.com)

# JUNE 2017 SALES

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

Market	June '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	39,100	(2,400)	13.7 %	(0.3) ppts
2. Germany	26,400	(2,200)	7.4 %	(0.2)
3. Italy	14,100	1,900	6.9 %	0.1
4. France	12,000	700	4.4 %	0.2
5. Spain	10,300	1,400	6.7 %	0.5

Market	YTD June '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	228,900	(2,900)	14.2 %	0.1 ppts
2. Germany	151,000	6,600	7.7 %	0.1
3. Italy	90,200	7,900	7.3 %	0.0
4. France	64,200	5,800	4.7 %	0.3
5. Spain	49,500	6,600	6.3 %	0.4

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

Market	June '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	13.7 %	(0.3) ppts	39,100	(2,400)
2. Ireland	11.7 %	(3.6)	300	(100)
3. Hungary	11.5 %	(1.7)	1,500	(100)
4. Turkey	11.2 %	(1.4)	9,500	(2,300)
5. Finland	9.7 %	(0.1)	1,200	-

Market	YTD June '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	14.2 %	0.1 ppts	228,900	(2,900)
2. Turkey	12.0 %	0.1	49,200	(4,300)
3. Hungary	11.8 %	(0.6)	7,900	600
4. Ireland	11.3 %	(1.0)	12,300	(2,700)
5. Romania	9.7 %	1.3	5,700	1,800

## Jun Sales by vehicle line (Euro 20)

Model	June '17	o/(u) June '16	YTD June '17	o/(u) YTD June '16
KA		(2,500)	100	(17,500)
KA+	4,600	4,600	26,900	26,900
Fiesta	22,200	(6,600)	155,700	(2,200)
B-MAX	5,100	1,400	23,900	1,000
Ecosport	6,000	500	35,100	5,000
Focus	22,100	1,000	117,100	(1,000)
C-MAX	6,600	(1,300)	38,800	(7,400)
Kuga	15,100	3,300	78,500	15,400
Mondeo	4,400	(2,900)	30,600	(9,900)
S-MAX	2,400	(1,500)	18,000	(4,100)
Galaxy	1,700	(300)	9,700	(1,400)
Mustang	1,200	(300)	8,000	(1,200)
Edge	1,400	-	9,200	7,400
Tourneo Courier	1,400	200	8,300	1,000
Tourneo Connect	1,400	(400)	7,600	(500)
Tourneo Custom	1,600	1,200	6,900	4,800
Transit Courier	1,800	300	10,100	1,600
Transit Connect	5,300	600	27,000	800
Transit Custom	11,600	900	63,700	5,400
Transit	8,200	100	45,400	1,100
Ranger	3,700	100	19,800	2,500
Other ****	600	(300)	4,700	(900)
<b>Total Sales</b>	<b>128,400</b>	<b>(1,800)</b>	<b>745,200</b>	<b>26,500</b>

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

\* 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