



MAY 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	118,000	7.4%	88,200	6.4%	29,800	13.3%
Versus May 2016	+6%	-0.1 ppt	+3%	-0.3 ppt	+16%	+0.7 ppt

HIGHLIGHTS

- **Ford sold 118,000 total vehicles in May, up 6 percent** year over year, in traditional Euro 20 markets*
- **Ford SUV sales up 17 percent to 19,100** in the Euro 20, driven by strong demand for Kuga, EcoSport and Edge
- **Ford grew market share in three of its largest markets by sales volume**, increasing to 7.8 percent share in Germany, 12.9 percent share in Turkey and 4.7 percent share in France
- **More than 70 percent of Ford passenger vehicle sales were to retail and fleet customers** in Ford's top five European markets, beating the industry average by more than 6 percentage points
- **Ford sold 88,200 passenger vehicles, up 3 percent** year over year in the Euro 20 in May
- **High-series vehicles— including Titanium, Vignale, ST-Line, ST and RS – represent 63 percent of passenger vehicles sales** in the Euro 20, up 3 percentage points year over year
- **Ford performance car sales –Fiesta ST, Focus ST, Focus RS, Mustang and GT – up 7percent** to 4,700 in the Euro 20
- **Commercial vehicle market share is 13.3 percent** in the Euro 20 for May, making Ford the No. 1 commercial vehicle brand in Europe
- **Ford sold 29,800 commercial vehicles, up 16 percent**, in the Euro 20

* 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



"The trend of strong Ford SUV sales continued in May, with Kuga, EcoSport and Edge up a combined 17 percent. The Ford Transit lineup and Ford Ranger continued their leadership in the commercial vehicle market in May as well, supporting our total vehicle sales increase of 6 percent and market share growth in three key European markets."

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

KEY VEHICLES



Ford Kuga

Kuga sales rose 9 percent in April to 11,800 vehicles, marking Kuga's best May 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 jumped 16 percent in May to 5,900, setting a record for the vehicle's best May 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 24,175 in May, marking the lineup's best-selling May on record.



Ford Ranger

Ford Ranger remained the best-selling vehicle in its segment through April with a 24.6 percent share year to date. Ranger sales climbed 19 percent to 3,200, setting a record for the truck's best May since launching in 1999.

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May 2017 Sales Volume (registrations)

	May '17	YTD May '17
Euro 20¹		
Industry	1,592,800 up 112,400 / 7.6 % vs. May.'16	7,748,700 up 355,500 / 4.8 % vs. YTD '16
Ford	118,000 up 6,400 / 5.8 % vs. May.'16	617,100 up 28,600 / 4.9 % vs. YTD '16
Euro 22²		
Industry	1,805,600 up 117,600 / 7.0 % vs. May.'16	8,660,200 up 350,300 / 4.2 % vs. YTD '16
Ford	133,200 up 7,500 / 6.0 % vs. May.'16	674,200 up 27,100 / 4.2 % vs. YTD '16
Total Euro 50³		
Industry	1,859,500 up 121,300 / 7.0 % vs. May.'16	8,904,700 up 372,700 / 4.4 % vs. YTD '16
Ford	136,700 up 8,300 / 6.5 % vs. May.'16	689,500 up 30,300 / 4.6 % 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

May 2017 Market Share *

	May '17	YTD May '17
Euro 20	7.4% down 0.1 ppts vs. May.'16	8.0% flat 0.0 ppts vs. YTD '16
Total Euro 22	7.4% flat 0.0 ppts vs. May.'16	7.8% flat 0.0 ppts vs. YTD '16
Total Euro 50	7.4% flat 0.0 ppts vs. May.'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.

** May 2017 Retail Market Share

	May '17	YTD May '17
Key European markets	7.0% down 0.4 ppts vs YAGO	7.9% down 0.1 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

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Ford Top 5 Markets ranked by May volume (registrations)

Market	May '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	29,600	(3,400)	13.6 %	(0.3) ppts
2. Germany	27,500	4,900	7.8 %	0.6
3. Italy	15,700	1,200	7.1 %	(0.1)
4. Turkey	11,300	700	12.9 %	1.9
5. France	10,700	1,800	4.7 %	0.5

Market	YTD May '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	189,900	(300)	14.3 %	0.1 ppts
2. Germany	124,600	8,700	7.8 %	0.3
3. Italy	76,100	6,000	7.4 %	0.0
4. France	52,200	5,100	4.7 %	0.3
5. Turkey	39,700	(1,900)	12.2 %	0.5

Top 5 Markets ranked by Ford's share in May

Market	May '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	13.6 %	(0.3) ppts	29,600	(3,400)
2. Turkey	12.9 %	1.9	11,300	700
3. Hungary	11.7 %	(0.5)	1,500	200
4. Finland	9.2 %	(0.4)	1,200	-
5. Ireland	8.8 %	(3.8)	700	(400)

Market	YTD May '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	14.3 %	0.1 ppts	189,900	(300)
2. Turkey	12.2 %	0.5	39,700	(1,900)
3. Hungary	11.9 %	(0.3)	6,400	600
4. Ireland	11.3 %	(1.0)	12,000	(2,600)
5. Romania	10.1 %	1.8	4,800	1,500

May Sales by vehicle line (Euro 20)

Model	May '17	o/(u) May '16	YTD May '17	o/(u) YTD May '16
KA		(2,100)	100	(15,000)
KA+	4,400	4,400	22,200	22,200
Fiesta	24,600	1,200	133,600	4,500
B-MAX	4,300	1,100	18,900	(300)
Ecosport	5,900	800	29,100	4,400
Focus	16,400	(1,900)	95,000	(2,000)
C-MAX	5,400	(1,800)	32,300	(6,100)
Kuga	11,800	1,000	63,400	12,100
Mondeo	4,900	(300)	26,300	(7,100)
S-MAX	2,900	(800)	15,600	(2,600)
Galaxy	1,600	(500)	8,000	(1,100)
Mustang	1,600	(200)	6,800	(1,000)
Edge	1,400	1,000	7,800	7,300
Tourneo Courier	1,600	500	6,900	900
Tourneo Connect	1,400	(100)	6,200	(100)
Tourneo Custom	1,600	1,500	5,300	3,600
Transit Courier	1,700	200	8,300	1,300
Transit Connect	4,200	400	21,800	200
Transit Custom	10,500	1,200	52,600	5,000
Transit	7,800	300	36,500	400
Ranger	3,200	500	16,400	2,600
Other ****	800	-	4,100	(600)
Total Sales	118,000	6,400	617,100	28,600

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