



APRIL 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	100,800	7.3%	76,000	6.4%	24,800	12.4%
Versus April 2016	-11%	-0.3 ppt	-13%	-0.5 ppt	-5%	+0.2 ppt

HIGHLIGHTS

- **Ford sold 100,800 total vehicles in April** in traditional Euro 20 markets, down 11 percent year over year*
- **Ford SUV sales up 17 percent to 17,300** in the Euro 20, driven by strong demand for Kuga, EcoSport and Edge. ST Line models sold especially well, and more than one in five Edge SUVs sold is a Vignale. SUV sales supported the growth of our market share in three of our largest European markets by sales volume – Germany, Turkey and France.”
- **Ford grew market share in three of its largest markets by sales volume**, increasing to 7.8 percent share in Germany, 12.4 percent share in Turkey and 4.5 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 5 percentage points
- **Ford sold 76,000 passenger vehicles** in the Euro 20 in March, down 13 percent year over year
- **High-series vehicles– including Titanium, Vignale, ST-Line, ST and RS – represent 65 percent of passenger vehicles sales** in the Euro 20, up 4 percentage points year over year
- **Ford performance car sales –Fiesta ST, Focus ST, Focus RS, Mustang and GT – down 18 percent** to 4,000 in the Euro 20
- **Commercial vehicle market share is 12.4 percent** in the Euro 20 for April, making Ford the No. 1 commercial vehicle brand in Europe and setting a record for the company’s best commercial vehicle share since 1996
- **Ford sold 24,800 commercial vehicles**, down 5 percent, in the Euro 20



“The strength of our SUV lineup was on full display in April as customers flocked to the complete range made up of Kuga, EcoSport and Edge. ST Line models sold especially well, and more than one in five Edge SUVs sold is a Vignale. SUV sales supported the growth of our market share in three of our largest European markets by sales volume – Germany, Turkey and France.”

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

KEY VEHICLES



Ford Kuga

Kuga sales rose 14 percent in April to 11,200 vehicles, marking Kuga’s best April 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 Ranger

Ford Ranger remained the best-selling vehicle in its segment through March with 26.7 percent share year to date, according to the latest data available.



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 more than 21,900 in April.



Ford Tourneo

The Ford Tourneo line posted gains in April, with Tourneo Courier, Tourneo Connect and Tourneo Custom each growing at least 8 percent year over year.

* 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

APRIL 2017 SALES

April 2017 Sales Volume (registrations)

	April '17	YTD April '17
Euro 20¹		
Industry	1,379,400 down 106,700 / (7.2) % vs. Apr.'16	6,158,200 up 245,300 / 4.1 % vs. YTD '16
Ford	100,800 down 12,500 / (11.0) % vs. Apr.'16	498,800 up 21,900 / 4.6 % vs. YTD '16
Euro 22²		
Industry	1,590,000 down 106,700 / (6.3) % vs. Apr.'16	6,857,700 up 235,800 / 3.6 % vs. YTD '16
Ford	114,500 down 12,300 / (9.7) % vs. Apr.'16	540,700 up 19,300 / 3.7 % vs. YTD '16
Total Euro 50³		
Industry	1,641,300 down 104,400 / (6.0) % vs. Apr.'16	7,041,800 up 247,900 / 3.6 % vs. YTD '16
Ford	117,800 down 11,600 / (9.0) % vs. Apr.'16	552,500 up 21,800 / 4.1 % 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

Apr 2017 Market Share *

	April '17	YTD April '17
Euro 20	7.3% down 0.3 ppts vs. Apr.'16	8.1% flat 0.0 ppts vs. YTD '16
Total Euro 22	7.2% down 0.3 ppts vs. Apr.'16	7.9% flat 0.0 ppts vs. YTD '16
Total Euro 50	7.2% down 0.2 ppts vs. Apr.'16	7.8% 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.

** Apr 2017 Retail Market Share

	April '17	YTD April '17
Key European markets	7.3% equal YAGO	8.2% up 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

APRIL 2017 SALES

Ford Top 5 Markets ranked by Apr volume (registrations)

Market	April '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Germany	24,800	(1,600)	7.8 %	0.2 ppts
2. Britain	23,100	(8,500)	12.9 %	(1.3)
3. Italy	12,700	(600)	7.3 %	0.0
4. Turkey	9,600	(100)	12.4 %	1.3
5. France	9,500	(200)	4.5 %	0.1

Market	YTD April '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	160,400	3,200	14.5 %	0.3 ppts
2. Germany	97,100	3,900	7.8 %	0.2
3. Italy	60,400	4,800	7.5 %	0.1
4. France	41,500	3,200	4.8 %	0.3
5. Spain	30,800	4,500	6.4 %	0.5

Top 5 Markets ranked by Ford's share in Apr

Market	April '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	12.9 %	(1.3) ppts	23,100	(8,500)
2. Turkey	12.4 %	1.3	9,600	(100)
3. Hungary	11.0 %	(1.0)	1,200	(100)
4. Ireland	10.6 %	(1.5)	1,000	(500)
5. Romania	9.3 %	1.3	900	300

Market	YTD April '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	14.5 %	0.3 ppts	160,400	3,200
2. Turkey	12.0 %	0.0	28,400	(2,600)
3. Hungary	11.9 %	(0.3)	4,800	400
4. Ireland	11.5 %	(0.8)	11,300	(2,200)
5. Romania	9.6 %	1.3	3,800	1,200

Apr Sales by vehicle line (Euro 20)

Model	April '17	o/(u) April '16	YTD April '17	o/(u) YTD April '16
KA		(2,600)	100	(12,900)
KA+	3,300	3,300	17,900	17,900
Fiesta	18,000	(4,400)	109,000	3,200
B-MAX	3,700	(600)	14,500	(1,400)
Ecosport	4,800	(100)	22,900	3,400
Focus	15,000	(4,100)	78,600	-
C-MAX	5,400	(2,100)	26,800	(4,300)
Kuga	11,200	1,400	51,800	11,300
Mondeo	4,500	(2,100)	21,300	(6,800)
S-MAX	3,100	(600)	12,700	(1,800)
Galaxy	1,500	(500)	6,400	(600)
Mustang	1,600	(300)	5,300	(800)
Edge	1,300	1,300	6,400	6,300
Tourneo Courier	1,400	100	5,200	400
Tourneo Connect	1,100	100	4,600	(300)
Tourneo Custom	1,000	800	3,800	2,200
Transit Courier	1,300	(100)	6,700	1,100
Transit Connect	3,700	(400)	17,600	(200)
Transit Custom	8,900	(100)	42,000	3,700
Transit	6,300	(1,100)	28,600	-
Ranger	2,800	(100)	13,200	2,200
Other ****	700	(300)	3,500	(500)
Total Sales	100,800	(12,500)	498,800	21,900

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