



NEWS

# Ford Fiesta UK and Germany's No.1 Small Car in November; Total Ford Vehicle Sales Up 4.0 Percent



www.youtube.com/FordofEurope



www.twitter.com/FordEU

## NOVEMBER 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>108,100</b>	<b>7.5%</b>	<b>78,200</b>	<b>6.4%</b>	<b>29,900</b>	<b>13.5%</b>
<b>Versus November 2016</b>	<b>4.0%</b>	<b>-0.1 ppt</b>	<b>2.9%</b>	<b>-0.2 ppt</b>	<b>7.1%</b>	<b>0.4 ppt</b>

## HIGHLIGHTS

- **Ford sold 108,100 vehicles in November** in its traditional Euro 20 markets\*, up 4.0 percent compared with November 2016. Year to date sales of 1,261,000 were 1.1 percent up on last year
- **Ford sold 78,200 passenger cars in November**, up 2.9 percent in the Euro 20 mainly due to Fiesta changeover
- **New Fiesta production ramp-up continues to grow** with 20,100 new Fiestas sold in Ford's traditional Euro 20 markets in November. Fiesta was the UK's best-selling car overall and top-selling small car, and Germany's No.1 small car in November
- **Sports Utility Vehicle (SUV) sales up 32.6 percent to 17,200 in November** driven by strong demand for EcoSport and Kuga and Edge. SUV sales in the traditional Euro 20 markets up 24.2 percent for the first eleven months of 2017
- **Commercial vehicle (CV) market share** was 13.6 percent in the Euro 20 for YTD November, making Ford the No. 1 CV brand in Europe; Ford CV sales up 7.1 percent in November at 29,900
- **76 percent of Ford passenger vehicle sales were to retail and fleet customers** in Ford's top five traditional European markets in November, and 73 percent year to date. Ford sales in these higher value sales channels were 5.2 percentage points and 4.7 percentage points better than industry November and year to date respectively
- **High-series vehicles – including Titanium, Vignale, ST-Line, ST and RS – made up 66 percent of passenger car sales** in the Euro 20 in November, up 7.1 percent; year to date high series sales up 4.3 percent to 65 percent

\* 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



"Sales of our top-selling car – the Ford Fiesta – continue to grow as the production ramp up of the new model reaches its full potential. With the arrival of the Fiesta ST and Active variants next year, we expect Fiesta sales to continue to climb. Kuga also is enjoying a phenomenal year, with more customers than ever before opting to buy our great medium-sized SUV.

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

## VEHICLE AND MARKET NEWS



Ford sold 21,000 passenger cars in Germany in November, up 3,300 compared with the same month a year ago, and resulting in a market share of 7.2 percent. Ford was the fourth top-selling brand in Germany for the month



Mustang GT

The Ford Mustang reached sales of 1,100 in November – up 36.4 percent compared with the same month last year – making it best selling car in the sports cars segment. It was Germany's top-selling sports car in November



Ford Ranger Wildtrak

The Ford Ranger pickup had its best November and year to date sales since launch. Close to 40,200 Rangers have been sold in Europe so far this year. Outside North America, Ranger is the world's No. 2 top selling midsize pickup, and Europe's best selling pickup year to date November



New Kuga Titanium

With sales of 139,400 – up 25 percent – in the first eleven months of 2017, Kuga is enjoying its best ever sales year. In November, 12,500 Kugas were sold in the traditional Euro 20 markets – up 71 percent compared with the same month last year

**Ford of Europe November Sales 2017**

# NOVEMBER 2017 SALES

## November 2017 Sales Volume (registrations)

	November '17	YTD November '17
<b>Euro 20<sup>1</sup></b>		
<b>Industry</b>	1,439,200 up 71,600 / 5.2 % vs. Nov.'16	16,335,700 up 600,000 / 3.8 % vs. YTD '16
<b>Ford</b>	108,100 up 4,200 / 4.0 % vs. Nov.'16	1,261,000 up 13,200 / 1.1 % vs. YTD '16
<b>Euro 22<sup>2</sup></b>		
<b>Industry</b>	1,694,100 up 66,700 / 4.1 % vs. Nov.'16	18,632,900 up 729,600 / 4.1 % vs. YTD '16
<b>Ford</b>	126,400 up 5,400 / 4.4 % vs. Nov.'16	1,404,300 up 19,700 / 1.4 % vs. YTD '16
<b>Total Euro 50<sup>3</sup></b>		
<b>Industry</b>	1,742,500 up 70,600 / 4.2 % vs. Nov.'16	19,184,900 up 793,200 / 4.3 % vs. YTD '16
<b>Ford</b>	129,500 up 5,000 / 4.0 % vs. Nov.'16	1,438,700 up 24,900 / 1.8 % 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

## Nov 2017 Market Share \*

	November '17	YTD November '17
<b>Euro 20</b>	7.5% down 0.1 ppts vs. Nov.'16	7.7% down 0.2 ppts vs. YTD '16
<b>Total Euro 22</b>	7.5% up 0.1 ppts vs. Nov.'16	7.5% down 0.2 ppts vs. YTD '16
<b>Total Euro 50</b>	7.4% flat 0.0 ppts vs. Nov.'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.

## \*\* Nov 2017 Retail Market Share

	November '17	YTD November '17
<b>Key European markets</b>	7.1% down 0.5 ppts vs YAGO	7.5% down 0.3 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

John Gardiner  
Ford of Europe  
+49 221 9019985  
jgardin2@ford.com

# NOVEMBER 2017 SALES

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

Market	November '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	26,900	(3,400)	13.9 %	0.0 ppts
2. Germany	26,400	3,100	7.9 %	0.4
3. Turkey	13,300	100	12.9 %	2.2
4. Italy	13,000	800	7.3 %	0.1
5. France	9,400	1,200	4.2 %	0.2

Market	YTD November '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	382,200	(23,800)	13.8 %	(0.1) ppts
2. Germany	268,800	7,400	7.6 %	0.0
3. Italy	145,200	10,200	7.2 %	0.0
4. France	104,000	8,500	4.4 %	0.1
5. Turkey	98,600	100	11.8 %	0.3

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

Market	November '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	13.9 %	0.0 ppts	26,900	(3,400)
2. Ireland	13.8 %	(1.0)	200	-
3. Turkey	12.9 %	2.2	13,300	100
4. Hungary	11.0 %	0.2	1,700	300
5. Finland	9.1 %	0.1	1,000	100

Market	YTD November '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	13.8 %	(0.1) ppts	382,200	(23,800)
2. Turkey	11.8 %	0.3	98,600	100
3. Ireland	11.3 %	(1.2)	17,900	(4,200)
4. Hungary	11.3 %	(0.9)	14,600	1,000
5. Romania	8.9 %	1.1	11,000	2,700

## Nov Sales by vehicle line (Euro 20)

Model	November '17	o/(u) November '16	YTD November '17	o/(u) YTD November '16
KA		(100)	100	(21,000)
KA+	3,400	400	46,900	38,900
Fiesta	21,100	(1,700)	236,500	(38,100)
B-MAX	2,100	(500)	41,900	4,500
Ecosport	3,800	(400)	59,900	6,500
Focus	17,100	1,800	195,800	1,800
C-MAX	5,600	(400)	62,500	(12,600)
Kuga	12,500	5,200	139,400	28,000
Mondeo	4,000	(1,200)	52,400	(14,000)
S-MAX	2,600	(500)	29,100	(8,600)
Galaxy	1,400	(100)	17,200	(1,800)
Mustang	1,100	300	12,300	(2,100)
Edge	900	(600)	15,000	7,300
Tourneo Courier	1,500	200	14,600	1,400
Tourneo Connect	1,100	(200)	14,000	(600)
Tourneo Custom	1,100	400	12,200	4,800
Transit Courier	2,000	200	17,800	2,600
Transit Connect	5,500	1,000	51,700	4,900
Transit Custom	9,700	-	112,100	3,800
Transit	7,100	200	82,500	5,000
Ranger	4,200	500	40,200	5,000
Other ****	500	(300)	7,000	(2,700)
<b>Total Sales</b>	<b>108,100</b>	<b>4,200</b>	<b>1,261,000</b>	<b>13,200</b>

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