

Ford SUV sales grew 31 % in 2016:

Ford EcoSport small SUV = 57,200



Ford Kuga medium SUV = 119.400



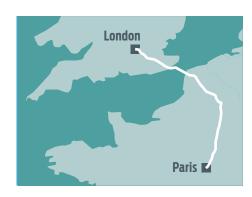
Ford Edge full-size SUV = 9,300



Ford introduced **3** new SUVs in 2016:



Ford will introduce **5** new SUVs by **2020**, including...



... a fully electric SUV, engineered to deliver an estimated range of at least **300 miles** (480 km) – enough to drive from London to Paris

Millennials and SUVs

84% of Millennials think SUVs have become much more fuel-efficient and environmentally friendly over the last 5 years

24 % of Millennials in the market for a new car are considering an SUV







SUV registrations across Europe grew **21%** in 2016. **1 in 4** new cars registered was an SUV

JATO Dynamics results are based on information provided by JATO Consult, the company's bespoke consulting service. Figures are based on 30 European countries. For more information please visit www.jato.com