

# SUV Sales are on the Rise



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:

All-new Edge

New Kuga



Next generation Fiesta Active

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](http://www.jato.com)