



NEWS

# SUV, Fiesta and Commercial Vehicle Sales Power Ford to No. 2 Brand in Europe in March



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## MARCH 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>199,900</b>	<b>9.2%</b>	<b>156,200</b>	<b>8.3%</b>	<b>43,700</b>	<b>15.0%</b>
Versus March 2016	<b>+14%</b>	<b>+0.3 ppt</b>	<b>16%</b>	<b>+0.4 ppt</b>	<b>+9%</b>	<b>-0.5 ppt</b>

## HIGHLIGHTS

- **Ford sold 199,900 total vehicles in March** in traditional Euro 20 markets, up 14 percent year over year\*
- **Ford is the No. 2 best-selling single nameplate in Europe** with total vehicle market share of 9.2 percent in the Euro 20, up 0.3 percentage points year over year
- **Ford sold 215,900 total vehicles in its 50 European markets\*\***, up 13 percent year over year
- **Ford has 8.9 percent market share in its 50 European markets**, up 0.3 percentage points versus March 2016
- **More than 70 percent of Ford passenger vehicle sales were to retail and fleet customers** year to date in Ford's top five European markets, beating the industry average by 6 percentage points
- **Ford sold 156,200 passenger vehicles** in the Euro 20 in March, up 16 percent year over year
- **Ford SUV sales up 53 percent to 32,000** in the Euro 20, driven by strong demand for Kuga, EcoSport and Edge
- **Ford performance car sales –Fiesta ST, Focus ST, Focus RS, Mustang and GT – up 26 percent** to 7,900 in the Euro 20
- **High-series vehicles– including Titanium, Vignale, ST-Line, ST and RS – represent 68 percent of passenger vehicles sales** in the Euro 20, up 4 percentage points year over year
- **Ford commercial vehicle sales grow 9 percent** to 43,700 vehicles in the Euro 20, setting a record for the company's best March commercial vehicle sales since 1994
- **Commercial vehicle market share is 15.0 percent** in the Euro 20 for March, making Ford the No. 1 commercial vehicle brand in Europe

\* 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



"March was a stand-out month, with progress across the board. Significantly, Ford outpaced the market in the UK and Germany. Our SUVs and commercial vehicles continue to be popular choices for consumers and fleets respectively, and Fiesta is again our best-selling vehicle, growing 12 percent to 47,000 sales."

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

## KEY VEHICLES



Ford Kuga

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. Kuga sales rose 45 percent in March to 21,100 vehicles, marking Kuga's best March sales since launching in 2008.



Ford EcoSport

Ford EcoSport is winning new customers with its space, modern design and smart technology. EcoSport sales rose 46 percent in March to 9,200 vehicles, for the best March EcoSport sales since the vehicle launched in 2014.



Ford Ranger

Ford Ranger remained the best-selling vehicle in its segment in February with 29.5 percent share, according to the latest data available. Ranger sales rose 28 percent in the first three months of 2017, marking the best start to the year for Ranger sales since the vehicle launched in 1999.



Ford Transit Family

Ford's strength in commercial vehicles in Europe is built on the success of the capable, versatile Ford Transit family. Ford Transit, Transit Custom, Transit Courier and Transit Connect sales grew to 58,000 year to date in March, setting a record.

## MARCH 2017 SALES

### March 2017 Sales Volume (registrations)

Euro 20 <sup>1</sup>		March '17	YTD March '17
Industry		2,171,900 up 211,400 / 10.8 % vs. Mar.'16	4,777,400 up 350,600 / 7.9 % vs. YTD '16
Ford		199,900 up 25,100 / 14.3 % vs. Mar.'16	397,800 up 34,200 / 9.4 % vs. YTD '16
Euro 22 <sup>2</sup>			
Industry		2,382,600 up 208,500 / 9.6 % vs. Mar.'16	5,260,800 up 335,600 / 6.8 % vs. YTD '16
Ford		212,700 up 23,600 / 12.5 % vs. Mar.'16	426,000 up 31,300 / 7.9 % vs. YTD '16
Total Euro 50 <sup>3</sup>			
Industry		2,431,100 up 209,700 / 9.4 % vs. Mar.'16	5,391,100 up 343,000 / 6.8 % vs. YTD '16
Ford		215,900 up 24,400 / 12.7 % vs. Mar.'16	434,500 up 33,200 / 8.3 % 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

### Mar 2017 Market Share \*

	March '17	YTD March '17
Euro 20	9.2% up 0.3 ppts vs. Mar.'16	8.3% up 0.1 ppts vs. YTD '16
Total Euro 22	8.9% up 0.2 ppts vs. Mar.'16	8.1% up 0.1 ppts vs. YTD '16
Total Euro 50	8.9% up 0.3 ppts vs. Mar.'16	8.1% up 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.

### \*\* Mar 2017 Retail Market Share

	March '17	YTD March '17
Key European markets	8.9% up 0.5 ppts vs YAGO	8.4% 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](mailto:jenoch@ford.com)

## MARCH 2017 SALES

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

Market	March '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	92,500	11,400	14.6 %	0.8 ppts
2. Germany	31,600	3,700	8.0 %	0.1
3. Italy	19,000	3,100	7.7 %	0.0
4. France	12,900	900	4.7 %	0.0
5. Spain	11,400	3,600	7.7 %	1.7

Market	YTD March '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	137,200	11,500	14.8 %	0.6 ppts
2. Germany	72,200	5,500	7.8 %	0.2
3. Italy	47,700	5,400	7.6 %	0.1
4. France	32,000	3,400	4.8 %	0.2
5. Spain	23,700	4,300	6.6 %	0.7

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

Market	March '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	14.6 %	0.8 ppts	92,500	11,400
2. Hungary	13.2 %	0.8	1,600	400
3. Ireland	11.5 %	(0.8)	2,700	(400)
4. Turkey	11.4 %	(0.6)	8,600	(1,600)
5. Romania	11.2 %	3.1	1,100	400

Market	YTD March '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	14.8 %	0.6 ppts	137,200	11,500
2. Hungary	12.2 %	(0.1)	3,700	500
3. Turkey	11.8 %	(0.6)	18,800	(2,500)
4. Ireland	11.6 %	(0.7)	10,300	(1,600)
5. Romania	9.7 %	1.4	2,900	900

### Mar Sales by vehicle line (Euro 20)

Model	March '17	o/(u) March '16	YTD March '17	o/(u) YTD March '16
KA		(4,400)	100	(10,300)
KA+	6,900	6,900	14,600	14,600
Fiesta	47,000	4,900	90,900	7,500
B-MAX	5,700	-	10,800	(900)
Ecosport	9,200	2,900	18,400	3,800
Focus	33,100	2,700	63,600	4,000
C-MAX	10,000	(100)	21,400	(2,200)
Kuga	21,100	6,500	40,300	9,700
Mondeo	7,900	(1,700)	16,800	(4,800)
S-MAX	4,900	500	9,500	(1,200)
Galaxy	2,900	700	4,900	(100)
Mustang	2,000	100	3,600	(500)
Edge	2,300	2,200	5,100	5,100
Tourneo Courier	1,600	200	3,900	200
Tourneo Connect	1,500	(100)	3,600	(100)
Tourneo Custom	1,500	800	2,800	1,400
Transit Courier	2,500	800	5,300	1,100
Transit Connect	6,600	500	14,000	200
Transit Custom	17,500	2,400	32,700	3,400
Transit	10,600	(400)	22,500	1,300
Ranger	3,900	(100)	10,400	2,300
Other ****	1,100	(300)	2,700	(300)
<b>Total Sales</b>	<b>199,900</b>	<b>25,100</b>	<b>397,800</b>	<b>34,200</b>

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