



Q3 2020 SALES

	Total Vehicle Sales	Total Vehicle Market Share	Passenger Vehicle Sales	Passenger Vehicle Market Share	Commercial Vehicle Sales	Commercial Vehicle Market Share
Euro 20*	299,632	7.6%	205,067	6.2%	94,565	15.1%
Versus Q3 2019	-4.2%	+0.1 ppt	-7.5%	-0.1 ppt	+3.8%	+0.5 ppt

HIGHLIGHTS

- **Ford sold 299,632 (-4.2 per cent) vehicles in Q3 2020** in its traditional European 20 markets*, achieving 7.6 per cent market share
- **Ford remains Europe’s No. 1 commercial vehicle brand for Q3** and grew market share year-over-year in its European 20 traditional markets to 15.1 per cent
- **Sold 94,565 (+3.8 per cent) commercial vehicles in Q3**, a quarterly record since 1993. Increased CV demand was accelerated by the increase in home deliveries
- **Ford sold 64,651 Transit, Transit Custom and Tourneo Custom vehicles**, also a record since 1993, and a 10.3 per cent increase compared with Q3 2019
- **Ford sold 205,067 (-7.5 per cent) passenger cars** in the third quarter of 2020
- **Ford SUV sales climb by one-third to 92,685 units** compared with same period a year ago
- **New Ford Puma sales account for nearly half of all Ford SUV sales**, with 42,362 sold
- **Signs of recovery in many European 20 markets in Q3**, especially those with market stimulus packages
- **Electrified variants of passenger cars gain traction in Q3**. Puma production shows strongest mHEV take rate with 74 per cent mix

* Ford of Europe reports sales for its 20 European traditional markets with 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



“Many markets across Europe have bounced back stronger than expected though still below Q3 last year, with commercial vehicles particularly benefitting from growing societal trends like home deliveries and online shopping. The new Puma is exceeding our sales expectations, with a remarkable 74% of customers choosing the super-efficient and powerful EcoBoost Hybrid engine.”

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

VEHICLE NEWS



The all-new Ford Puma ST introduces acclaimed Ford Performance driving dynamics to the compact SUV segment for the very first time in Europe



Home delivery trend is pushing the CV segment to new records and Ford to increased market share. The new Active and Trail series for the Ford Transit range add toughness and flexibility



Ford Explorer PHEV launched across Europe offers electrified efficiency, 7-seat luxury and off-road capability. With more than 1,000 units sold, it crowns Ford’s SUV line-up with charisma and an unprecedented road presence

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Q3/ YTD September 2020 Sales Volume (registrations)

	Q3 '20	YTD September '20
Euro 20¹		
Industry	3.940.072 down n 228,807 / (5.5) % vs. Q3 '19	9.789.845 down n 3,948,656 / (28.7) % vs. YTD '19
Ford	299.632 down n 13,258 / (4.2) % vs. Q3 '19	709.548 down n 310,144 / (30.4) % vs. YTD '19

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.

Q3/ YTD September 2020 Market Share *

	Q3 '20	YTD September '20
Euro 20	7,6% up 0.1 ppts vs. Q3 '19	7,2% down n 0.2 ppts vs. YTD '19

* 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.

** Q3/ YTD September 2020 Retail Market Share

	Q3 '20	YTD September '20
Key European markets	6.8% 1.0 ppts down n vs YAGO	6.8% 0.8 ppts down n vs YAGO

** The Key European markets are: Britain, Germany, France, Italy and Spain. Ford volume and Industry in these markets represent 70 to 80% of the Europe 20 volume.

Ford Top 5 Markets ranked by Q3/ YTD September volume (registrations)

Market	Q3 '20			
	Volume	o/(u) '19	Share	o/(u) '19
1, Britain	90.313	570	13,1 %	0.2 ppts
2, Germany	67.103	(14,863)	7,3 %	(1.0)
3, Italy	32.065	3,103	7,5 %	0.7
4, France	24.258	678	4,3 %	0.2
5, Spain	16.356	(2,128)	5,3 %	(0.3)

Market	YTD September '20			
	Volume	o/(u) '19	Share	o/(u) '19
1, Britain	186.599	(96,831)	12,8 %	(0.1) ppts
2, Germany	172.336	(80,131)	7,5 %	(0.7)
3, Italy	77.179	(30,137)	7,2 %	0.5
4, France	61.984	(22,117)	4,2 %	0.0
5, Spain	36.642	(24,962)	5,1 %	(0.3)

Top 5 Markets ranked by Ford's share in Q3/ YTD September

Market	Q3 '20			
	Share	o/(u) '19	Volume	o/(u) '19
1, Britain	13,1 %	0.2 ppts	90.313	570
2, Hungary	13,1 %	2.6	5.319	287
3, Ireland	12,6 %	2.6	5.139	945
4, Denmark	10,9 %	3.9	7.200	2,782
5, Romania	8,7 %	0.5	3.115	(1,796)

Market	YTD September '20			
	Share	o/(u) '19	Volume	o/(u) '19
1, Britain	12,8 %	(0.1) ppts	186.599	(96,831)
2, Hungary	12,0 %	0.3	12.991	(3,316)
3, Ireland	10,6 %	0.4	11.190	(3,015)
4, Denmark	9,0 %	1.4	15.909	(431)
5, Finland	8,6 %	(0.4)	7.364	(1,913)

Q3/ YTD September Sales by vehicle line (Euro 20)

Model	Q3 '20	o/(u) Q3 '19	YTD September '20	o/(u) YTD September '19
KA+	12	-10.917	66	-36.793
Fiesta	46.494	-6.531	116.528	-62.191
EcoSport	13.064	-16.949	41.224	-54.187
Puma	42.362	42.350	78.569	78.557
Focus	46.237	-3.810	128.829	-49.517
C-MAX	21	-6.003	115	-26.702
Kuga	35.470	-1.434	55.535	-51.436
Mondeo	5.660	-5.397	15.847	-16.009
S-MAX	4.214	-2.334	9.963	-8.681
Galaxy	2.628	-598	5.896	-5.181
Mustang	2.212	1	5.551	-1.569
Edge	725	-1.826	2.487	-4.539
Explorer	1.064	1.055	1.531	1.522
Tourneo Courier	1.874	-3.215	4.670	-12.231
Tourneo Connect	3.030	-1.062	7.310	-3.709
Tourneo Custom	7.101	848	17.754	-2.807
Transit Courier	4.485	81	10.925	-3.099
Transit Connect	10.931	-2.420	27.975	-9.905
Transit Custom	32.565	2.846	80.692	-18.629
Transit	24.983	2.482	63.186	-12.171
Ranger	12.802	-114	30.848	-8.809
Other ****	1.698	-311	4.047	-2.058
Total Sales	299.632	-13.258	709.548	-310.144

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

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