



Ford Sales in Europe Rise in First Half of 2014 on Strength of New Vehicles; New Focus and Mondeo Coming in Second Half

- Ford's European sales* rose by 6.6 percent in the first half of 2014, slightly outpacing the overall industry uptick of 6.3 percent; first half market share was level at 7.9 percent
- Ford sold 605,400 vehicles in Europe through June; the company's highest first half sales volume since 2011
- Sales volume rose 2 percent in June, and total share was 8 percent
- Quality of sales mix continues to improve, with retail and fleet sales 2 percent better than industry average in the first half, and 5 percent better in June
- Ford commercial vehicle sales increased more than 10 percent year-to-date, and over 21 percent in June; highest first half commercial vehicles sales in 16 years
- Ford dealer profitability up by around 50 percent in the first half
- Sales of 1.0-litre EcoBoost powered vehicles – International Engine of the Year for the third consecutive year – up 15.3 percent in the first half
- More than 52 percent of Ford sales in the first half were of new or significantly freshened vehicles; several new vehicles to come in the second half, including new Focus and Mondeo

COLOGNE, Germany, June 9, 2014 – Ford's European sales rose 6.6 percent in the first half of 2014 on the strength of new vehicle launches and an uptick in industry-wide sales.

Ford's sales volume in its 20 traditional markets in Europe totalled 605,400 vehicles in the first six months of the year – 37,700 vehicles, or 6.6 percent, more than in the same period in 2013. This compared to a total industry growth in sales of 6.3 percent for the first half of the year. Ford's market share in Europe was level at 7.9 percent.

The number of Ford vehicles sold in June also was up compared to the same month last year. More than 109,000 Ford vehicles were sold in the month, a 2.2 percent increase on June 2013. Market share was down by 0.2 of a percentage point at 8.0 percent.

"The pricing environment in Europe remains extremely competitive," said Stephen Odell, president, Ford of Europe, Middle East and Africa. "But our sales are growing on the strength of our new vehicle line-up, and we continue to beat the industry average in higher value sales channels – retail, fleet, and commercial vehicle sales.

"We've so far launched 15 new or significantly freshened vehicles since we announced our One Ford transformation plan for Europe in October 2012. We still have several new vehicles to come in the second half, including the new Focus and the all-new Mondeo."

Ford's quality of sales mix continued to improve, with retail and fleet sales June year-to-date amounting to 72 percent of total sales, a one percentage point improvement on the same period in 2013, and two percentage points better than the industry average. In June, Ford retail and fleet sales were 73 percent of its total sales, three percentage points better than in the same month last year, and five percentage points better than the industry average.

More than 52 percent of Ford sales in the first six months of the year were of all-new or significantly freshened vehicles. These new products also are helping to improve Ford dealer profitability, which is up around 50 percent in the first half. This profit improvement is helping Ford dealers to make the investments needed to enhance the customer experience with better online portals and new-look dealerships.

Ford commercial vehicle sales at 104,000 vehicles in the first half were up by 10.5 percent, and marked the best June year-to-date sales volume performance since 2011. Ford's commercial vehicle market share for the first half was up 0.3 of a percentage point to 10.5 percent, its best performance since 1998. Last month saw Ford achieve its best commercial sales volume for the month of June since 2008, and its best June commercial vehicle market share since 1996.

Sales of Ford vehicles equipped with the 1.0-litre EcoBoost advanced petrol engine – which recently was awarded the International Engine of the Year award for an unprecedented third successive year – also significantly increased in the first six months of the year, up by 15.3 percent compared to the same period last year.

Launched in 2012 with the Ford Focus, the 1.0-litre EcoBoost is now available in Europe in a further nine vehicles: Fiesta, B-MAX, EcoSport, C-MAX and Grand C-MAX, Tourneo Connect, Tourneo Courier, Transit Connect and Transit Courier. Over 30 percent of Fiesta sales and more than 33 percent of Focus sales were of 1.0-litre-equipped versions in the first half of the year. The 1.0-litre EcoBoost is already available in the Fiesta in North America, and also will feature in the North American Focus at the end of the year.

June year-to-date, Ford has launched three all-new vehicles in Europe – the two-tonne Ford Transit, the Tourneo Courier and Transit Courier – and still has more all-new or significantly freshened vehicles to come in the second half of the year. These comprise of the new Focus range – including the Focus ST with an advanced diesel engine for the first time – the Mondeo family featuring the Mondeo Hybrid, and the C-MAX Energi PHEV.

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* Effective January 2014, Ford of Europe reports its sales for the 20 European main markets where it is represented through National Sales Companies. Previously, Ford referenced 19 countries. Romania has been added as the 20th market. Ford of Europe also has introduced a market share for the total of the 50 European markets within which it operates. A detailed list of markets is below.

June 2014 Sales Volume (registrations)

	June '14	YTD June '14
Euro 20¹		
Industry	1.364.900 up 65,300 / 5.0 % vs. Jun.'13	7.626.100 up 451,900 / 6.3 % vs. YTD '13
Ford	109.200 up 2,400 / 2.2 % vs. Jun.'13	605.400 up 37,700 / 6.6 % vs. YTD '13
Euro 22²		
Industry	1.638.500 up 15,000 / 0.9 % vs. Jun.'13	9.192.700 up 257,200 / 2.9 % vs. YTD '13
Ford	121.800 down 4,600 / (3.6) % vs. Jun.'13	667.100 down 2,300 / (0.3) % vs. YTD '13
Total Euro 50³		
Industry	1.694.800 up 6,400 / 0.4 % vs. Jun.'13	9.518.300 up 230,900 / 2.5 % vs. YTD '13
Ford	124.100 down 5,000 / (3.9) % vs. Jun.'13	680.200 down 2,800 / (0.4) % vs. YTD '13

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.

² The Euro 22 markets are: Euro 20 plus Russia and Turkey.

³ 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

June 2014 Market Share *

	June '14	YTD June '14
Euro 20	8,0% down 0.2 ppts vs. Jun.'13	7,9% flat 0.0 ppts vs. YTD '13
Total Euro 22	7,4% down 0.4 ppts vs. Jun.'13	7,3% down 0.2 ppts vs. YTD '13
Total Euro 50	7,3% down 0.3 ppts vs. Jun.'13	7,1% down 0.3 ppts vs. YTD '13

* 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.

**** June 2014 Retail Market Share**

	June '14	YTD June '14
Key European markets	8.4% equal to yago	8.3% down 0.1 vs YTD '13

** 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.

Ford Top 5 Markets ranked by June volume (registrations)

Market	June '14			
	Volume	o/(u) '13	Share	o/(u) '13
1, Britain	37.400	(100)	14,2 %	(1.2) ppts
2, Germany	22.000	(1,000)	7,2 %	(0.2)
3, France	10.300	(200)	4,5 %	(0.3)
4, Italy	9.800	900	7,1 %	0.3
5, Turkey	8.000	(1,800)	12,6 %	(0.2)
7, Russia	4.500	(5,200)	2,2 %	(1.7)

Market	YTD June '14			
	Volume	o/(u) '13	Share	o/(u) '13
1, Britain	211.700	12,400	14,5 %	(0.5) ppts
2, Germany	121.600	10,600	7,2 %	0.5
3, Italy	55.000	2,300	6,7 %	0.0
4, France	51.900	(400)	4,5 %	(0.2)
5, Spain	35.800	6,300	6,9 %	0.1
7, Russia	31.300	(19,800)	2,5 %	(1.2)

Top 5 Markets ranked by Ford's share in June

Market	June '14			
	Share	o/(u) '13	Volume	o/(u) '13
1, Ireland	17,3 %	6.3 ppts	400	200
2, Britain	14,2 %	(1.2)	37.400	(100)
3, Turkey	12,6 %	(0.2)	8.000	(1,800)
4, Hungary	10,5 %	(1.3)	800	100
5, Finland	9,9 %	(0.1)	1.000	-

Market	YTD June '14			
	Share	o/(u) '13	Volume	o/(u) '13
1, Britain	14,5 %	(0.5) ppts	211.700	12,400
2, Ireland	11,6 %	0.7	8.900	2,200
3, Hungary	10,8 %	0.0	4.600	900
4, Turkey	10,0 %	(2.7)	30.400	(20,200)
5, Denmark	8,9 %	0.0	10.200	900

June Sales by vehicle line (Euro 20)

Model	June '14	o/(u) June '13	YTD June '14	o/(u) YTD Jun. '13
Ka	5,000	700	29,400	1,800
Fiesta	27,200	1,500	166,700	14,200
B-MAX	5,000	(1,500)	31,200	(7,300)
Focus	21,500	(700)	121,200	(200)
C-MAX	9,700	(200)	49,800	(3,600)
Kuga	8,400	1,000	41,500	10,000
Mondeo	4,200	(1,700)	26,300	1,600
S-MAX	2,600	(1,700)	17,200	2,700
Galaxy	1,800	(1,400)	10,700	1,400
Tourneo Connect	1,200	1,200	4,100	4,100
Tourneo Custom	1,000	200	4,000	1,700
Transit Connect	3,600	1,900	16,000	5,200
Transit Custom	8,100	4,700	38,400	22,600
Transit ***	5,400	(3,500)	31,000	(28,700)
Ranger	1,600	(100)	9,400	1,400
Other ****	900	100	4,900	7,200
Total Sales	109.200	2,400	605.400	37,700

*** Transit model excludes new Tourneo Custom and Transit Custom

**** Figures do include vehicles such as Car Derived Vans, Cargo in Turkey, and imports.

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About Ford Motor Company

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 183,000 employees and 65 plants worldwide, the company's automotive brands include Ford and Lincoln. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products worldwide, please visit www.corporate.ford.com.

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 50,000 employees at its wholly owned facilities and approximately 69,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (13 wholly owned or consolidated joint venture facilities and 11 unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

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