



## JANUARY 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>107,700</b>	<b>8.0%</b>	<b>82,200</b>	<b>7.0%</b>	<b>25,600</b>	<b>14.0%</b>
Versus January 2016	<b>+11%</b>	<b>+0.1 ppt</b>	<b>+8%</b>	<b>-0.1 ppt</b>	<b>+21%</b>	<b>+1.4%</b>

## HIGHLIGHTS

- **Ford January sales rise 11 percent to 107,700 total vehicles** in its 20 traditional European markets\*, marking the company's best January for total vehicle sales since 2008
- **Ford total vehicle market share is 8.0 percent** in the Euro 20, up 0.1 percentage point year over year, making Ford the No. 2 single nameplate in Europe
- **Ford total vehicle sales rise to 117,200 in its 50 European markets\*\***, up more than 11 percent year over year
- **Ford has 7.8 percent market share in its 50 European markets**, up 0.2 percentage points compared with January 2016
- **Ford commercial vehicle sales grow 21 percent** to 25,600 vehicles in the Euro 20, setting a record for the company's best January commercial vehicle sales ever
- **Commercial vehicle market share is 14 percent** in the Euro 20, up 1.4 percent year over year, making Ford the No. 1 commercial vehicle brand in Europe
- **High-series vehicles – including Titanium, Vignale, ST-Line, ST and RS – represent 64 percent of sales** in the Euro 20, up 3 percentage points year over year
- **Ford passenger vehicle sales grow 8 percent** to 82,200 in the Euro 20, marking Ford's best January for passenger vehicle sales since 2012
- **Ford SUV sales up 35 percent to 16,700** 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 14 percent** to 3,300 in the Euro 20

\* 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



"The new Kuga – which offers class-leading technology, driving dynamics, fuel efficiency and safety – is off to a very strong start, helping to grow our SUV sales in January by 35 percent. The strength of our SUV sales contributed to our overall sales growth of 11 percent year over year."

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

## KEY VEHICLES



Ford Kuga

The strong 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 24 percent in January to 9,900 vehicles, marking Kuga's best January sales since launching in 2008.



Ford Transit Family

Ford is the leader in commercial vehicles in Europe because of the success of the capable, versatile Ford Transit family. Total Ford Transit and Custom sales grew 16 percent in January to 15,000 vehicles, marking the best January ever.



Ford Ranger

The tough, rugged and technologically advanced Ford Ranger is the best-selling vehicle in its segment for all of 2016. Ranger sales nearly doubled to 3,800 in January 2017, making it the best January for Ranger sales since the vehicle launched in 1999.



Ford EcoSport

Ford EcoSport is attracting customers with its space, modern design and smart technology. EcoSport sales rose 16 percent in January to 5,100 vehicles, for the best January EcoSport sales since the vehicle launched in 2014.

# JANUARY 2017 SALES

## January 2017 Sales Volume (registrations)

	January '17	YTD January '17
<b>Euro 20 <sup>1</sup></b>		
<b>Industry</b>	1,349,800 up 116,200 / 9.4 % vs. Jan.'16	1,349,800 up 116,200 / 9.4 % vs. YTD '16
<b>Ford</b>	107,700 up 10,800 / 11.1 % vs. Jan.'16	107,700 up 10,800 / 11.1 % vs. YTD '16
<b>Euro 22 <sup>2</sup></b>		
<b>Industry</b>	1,464,000 up 113,300 / 8.4 % vs. Jan.'16	1,464,000 up 113,300 / 8.4 % vs. YTD '16
<b>Ford</b>	114,700 up 11,600 / 11.3 % vs. Jan.'16	114,700 up 11,600 / 11.3 % vs. YTD '16
<b>Total Euro 50 <sup>3</sup></b>		
<b>Industry</b>	1,501,800 up 110,800 / 8.0 % vs. Jan.'16	1,501,800 up 110,800 / 8.0 % vs. YTD '16
<b>Ford</b>	116,800 up 11,700 / 11.1 % vs. Jan.'16	116,800 up 11,700 / 11.1 % 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.

## Jan 2017 Market Share \*

	January '17	YTD January '17
<b>Euro 20</b>	8.0% up 0.1 ppts vs. Jan.'16	8.0% up 0.1 ppts vs. YTD '16
<b>Total Euro 22</b>	7.8% up 0.2 ppts vs. Jan.'16	7.8% up 0.2 ppts vs. YTD '16
<b>Total Euro 50</b>	7.8% up 0.2 ppts vs. Jan.'16	7.8% 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.

## \*\* Jan 2017 Retail Market Share

	January '17	YTD January '17
<b>Key European markets</b>	8.1% down 0.4 ppts vs YAGO	8.1% down 0.4 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

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

Market	January '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	30,600	2,100	15.4 %	0.8 ppts
2. Germany	19,400	1,500	7.3 %	(0.1)
3. Italy	14,100	1,800	7.6 %	0.3
4. France	9,200	2,500	4.9 %	1.0
5. Ireland	6,000	-	13.2 %	0.4

Market	YTD January '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	30,600	2,100	15.4 %	0.8 ppts
2. Germany	19,400	1,500	7.3 %	(0.1)
3. Italy	14,100	1,800	7.6 %	0.3
4. France	9,200	2,500	4.9 %	1.0
5. Ireland	6,000	-	13.2 %	0.4

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

Market	January '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	15.4 %	0.8 ppts	30,600	2,100
2. Turkey	13.2 %	1.4	4,800	800
3. Ireland	13.2 %	0.4	6,000	-
4. Hungary	12.5 %	(0.2)	1,000	100
5. Romania	8.3 %	0.7	700	100

Market	YTD January '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	15.4 %	0.8 ppts	30,600	2,100
2. Turkey	13.2 %	1.4	4,800	800
3. Ireland	13.2 %	0.4	6,000	-
4. Hungary	12.5 %	(0.2)	1,000	100
5. Romania	8.3 %	0.7	700	100

## Jan Sales by vehicle line (Euro 20)

Model	January '17	o/(u) January '16	YTD January '17	o/(u) YTD January '16
KA		(3,100)		(3,100)
KA+	4,000	4,000	4,000	4,000
Fiesta	24,700	3,800	24,700	3,800
B-MAX	2,600	(400)	2,600	(400)
Ecosport	5,100	700	5,100	700
Focus	16,600	1,900	16,600	1,900
C-MAX	6,500	(500)	6,500	(500)
Kuga	9,900	1,900	9,900	1,900
Mondeo	4,600	(2,000)	4,600	(2,000)
S-MAX	2,400	(900)	2,400	(900)
Galaxy	900	(600)	900	(600)
Mustang	900	(300)	900	(300)
Edge	1,800	1,800	1,800	1,800
Tourneo Courier	1,100	-	1,100	-
Tourneo Connect	1,100	100	1,100	100
Tourneo Custom	700	300	700	300
Transit Courier	1,600	300	1,600	300
Transit Connect	4,300	300	4,300	300
Transit Custom	8,400	1,200	8,400	1,200
Transit	5,900	600	5,900	600
Ranger	3,800	1,900	3,800	1,900
Other ****	900	(100)	900	(100)
<b>Total Sales</b>	<b>107,700</b>	<b>10,800</b>	<b>107,700</b>	<b>10,800</b>

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