



NEWS

# Ford is Europe's No. 1 in Commercial Vehicle Sales; 2018 Strong Year for Ford's SUV Line-Up



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## Full Year 2018 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>1,351,000</b>	<b>7.6%</b>	<b>970,000</b>	<b>6.5%</b>	<b>380,900</b>	<b>14.1%</b>
<b>Versus Full Year 2017</b>	<b>-0.5%</b>	<b>-0.1 ppt</b>	<b>-3.5%</b>	<b>-0.2 ppt</b>	<b>+8.1%</b>	<b>+0.6 ppt</b>

## HIGHLIGHTS

- **Ford sold more than 1.35 million vehicles** in 2018 in its traditional European 20 markets\*, reaching 7.6 percent market share
- **Ford is Europe's No. 1 commercial vehicle brand for the fourth consecutive year**, based on full year 2018 sales in its European 20 markets
- **Ford delivered its best commercial vehicle sales volume in 25 years**, selling 380,900 commercial vehicles in its European 20 markets in 2018, up more than 8 percent compared with 2017. Market share grew 0.6 percentage points last year to 14.1 percent in Ford's European 20 markets, its highest level since 1995.
- **Ford SUV sales rose 19.3 percent** in 2018, growing to 275,100 vehicles, based on the strength of Kuga and EcoSport
- **Kuga and EcoSport each had their best years ever**, with Kuga sales reaching 153,800 and EcoSport hitting 111,700 sales in Ford's European 20 markets in 2018. High demand for Ford EcoSport continues with December, with orders growing 55 percent versus December 2017
- **High-series models (including Titanium, Vignale, Active, ST-line, ST and RS) comprised more than 70 percent** of Ford's passenger car sales in its traditional European markets, reflecting an increase of 5.1 percentage points
- **Retail and fleet customer sales accounted for 74.1 percent of Ford passenger vehicle sales** in the brand's top five European markets in 2018, beating the industry average

**Note:** Ford of Europe will report 2019 sales quarterly

\* Ford of Europe reports sales for its 20 European traditional markets where it is represented through 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



"We are very proud that Ford is again Europe's No. 1 commercial vehicle brand, achieving our best sales volume since 1993 and our best market share since 1995. Our Ford SUVs continue to build momentum with customers, up nearly 20 percent in 2018."

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

## VEHICLE AND MARKET NEWS



EcoSport sales grew 78 percent in 2018 compared with 2017, making last year the best ever for EcoSport in Ford's European 20 markets. Orders in December were up 55 percent versus the same month in 2017.



Ford was the UK's No. 1 brand in 2018, achieving its 42nd straight year of new passenger car sales leadership, and 53rd consecutive year of commercial vehicle sales leadership. Ford also led the market for the ninth time in Hungary.



**Successful line-up:** In 2018, Ford's commercial vehicle business recorded its best performance in 25 years. With a market share of 14.1 percent in its European 20 markets, Ford became Europe's No. 1 CV brand for the fourth year in a row.



**Jumping to the top:** Ford Ranger is again Europe's No. 1 pickup, according to the latest industry data available from the end of November. In 2018, Ford sold 51,500 Ranger trucks (up 15.7 percent versus 2017) in its European 20 markets.

# Full Year 2018 SALES

## December 2018 Sales Volume (registrations)

	December '18	YTD December '18
<b>Euro 20<sup>1</sup></b>		
<b>Industry</b>	1.218.000 down 97,400 / (7.4) % vs. Dec.'17	17.721.400 up 67,700 / 0.4 % vs. YTD '17
<b>Ford</b>	93.700 down 2,800 / (2.9) % vs. Dec.'17	1.351.000 down 6,900 / (0.5) % vs. YTD '17
<b>Euro 22<sup>2</sup></b>		
<b>Industry</b>	1.482.200 down 143,800 / (8.8) % vs. Dec.'17	20.202.300 down 62,500 / (0.3) % vs. YTD '17
<b>Ford</b>	107.300 down 12,500 / (10.5) % vs. Dec.'17	1.473.000 down 51,400 / (3.4) % vs. YTD '17
<b>Total Euro 50<sup>3</sup></b>		
<b>Industry</b>	1.532.500 down 141,600 / (8.5) % vs. Dec.'17	20.884.600 up 16,000 / 0.1 % vs. YTD '17
<b>Ford</b>	110.500 down 12,400 / (10.1) % vs. Dec.'17	1.507.400 down 54,500 / (3.5) % vs. YTD '17

<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

## Dec 2018 Market Share \*

	December '18	YTD December '18
<b>Euro 20</b>	7,7% up 0.4 ppts vs. Dec.'17	7,6% down 0.1 ppts vs. YTD '17
<b>Total Euro 22</b>	7,2% down 0.2 ppts vs. Dec.'17	7,3% down 0.2 ppts vs. YTD '17
<b>Total Euro 50</b>	7,2% down 0.1 ppts vs. Dec.'17	7,2% down 0.3 ppts vs. YTD '17

\* 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.

## \*\* Dec 2018 Retail Market Share

	December '18	YTD December '18
<b>Key European markets</b>	7.4% up 1.0 ppts vs YAGO	7.5% 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

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# Full Year 2018 SALES

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

Market	December '18			
	Volume	o/(u) '17	Share	o/(u) '17
1, Britain	26.100	1,400	14,9 %	1.5 ppts
2, Germany	21.600	(1,900)	8,1 %	(0.1)
3, Italy	10.200	(700)	7,0 %	(0.5)
4, France	9.100	(100)	4,4 %	0.5
5, Turkey	7.800	(9,800)	9,9 %	(2.7)

Market	YTD December '18			
	Volume	o/(u) '17	Share	o/(u) '17
1, Britain	382.000	(24,800)	13,7 %	(0.1) ppts
2, Germany	303.000	10,700	7,9 %	0.2
3, Italy	150.900	(5,100)	7,2 %	0.0
4, France	114.500	1,300	4,3 %	(0.1)
5, Spain	91.800	1,000	5,9 %	(0.3)

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

Market	December '18			
	Share	o/(u) '17	Volume	o/(u) '17
1, Britain	14,9 %	1.5 ppts	26.100	1,400
2, Hungary	14,4 %	3.0	1.900	300
3, Ireland	10,3 %	(8.5)	0	(100)
4, Romania	10,0 %	3.4	1.200	600
5, Turkey	9,9 %	(2.7)	7.800	(9,800)

Market	YTD December '18			
	Share	o/(u) '17	Volume	o/(u) '17
1, Britain	13,7 %	(0.1) ppts	382.000	(24,800)
2, Hungary	12,1 %	0.8	20.100	3,900
3, Ireland	11,3 %	(0.1)	17.400	(600)
4, Turkey	10,9 %	(1.0)	68.800	(47,400)
5, Finland	9,1 %	0.4	12.700	700

## Dec Sales by vehicle line (Euro 20)

Model	December '18	o/(u) December '17	YTD December '18	o/(u) YTD December '17
KA+	3,200	(600)	50,300	(300)
Fiesta	16,600	(500)	270,500	16,900
B-MAX		(1,500)	3,500	(39,900)
Ecosport	7,200	4,400	111,700	49,000
Focus	15,600	1,100	193,600	(16,500)
C-MAX	2,600	(2,000)	53,000	(14,100)
Kuga	8,500	(3,900)	153,800	1,900
Mondeo	3,700	200	49,600	(6,300)
S-MAX	1,900	(400)	22,000	(9,300)
Galaxy	700	(700)	13,400	(5,100)
Mustang	500	(300)	9,600	(3,500)
Edge	300	(700)	9,500	(6,500)
Tourneo Courier	1,500	-	17,400	1,400
Tourneo Connect	1,000	-	12,000	(3,100)
Tourneo Custom	1,300	100	17,100	3,700
Transit Courier	1,900	100	20,600	1,000
Transit Connect	4,400	(400)	53,400	(2,700)
Transit Custom	9,800	(600)	131,800	9,000
Transit	8,000	2,100	103,000	14,200
Ranger	4,800	700	51,500	7,000
Other ****	400	100	3,500	(3,600)
<b>Total Sales</b>	<b>93.700</b>	<b>(2,800)</b>	<b>1.351.000</b>	<b>(6,900)</b>

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