



Ford's European Sales Volume and Market Share Rise in April; Ford Outpaces Industry Growth for Fifth Straight Month

- Ford's European sales rose 6.6 percent in April, marking the fifth straight month of year-over-year market share improvement and 11th straight month of sales improvement
- Ford total market share up by 0.2 of a percentage point to 7.9 percent
- Ford sales in healthier sales channels, such as retail and fleet, continue to be better than the industry average
- Ford Transit is Europe's best-selling commercial vehicle in the combined one- and two-tonne market segment*

COLOGNE, Germany, May 14, 2014 – Ford said its sales in Europe rose in April, marking the 11th straight month of year-over-year sales improvement and fifth successive month of market share gains.

Overall, Ford sold 99,700 vehicles in April in its European 20** main markets, an increase of 6,200 compared with April 2013. Ford's 6.6 per cent improvement outpaced total industry growth of 4.2 percent in Europe, and boosted Ford's market share up by 0.2 of a percentage point to 7.9 per cent.

“Vehicle sales in Western Europe are starting to improve modestly, and we have been consistently outpacing the industry thanks to a very fresh product line,” said Roelant de Waard, vice president, Marketing, Sales and Service, Ford of Europe. “At the same time, we continue to focus on sales to retail and fleet customer, which are healthiest for our brand and resale values.”

The Fiesta remained Ford's best-selling car in April with 29,000 registrations – its best April sales performance since 2010. The Ford Ranger – International Pickup of the Year – posted its best-ever April sales since the Ranger was introduced in Europe in 1999.

Ford's commercial vehicle sales continue to improve – up 7 percent year-to-date. Ford's commercial vehicle market share in Europe – 10.2 percent through April – is at its highest level since 1998. Transit is now the No.1 best-seller in the combined one- and two-tonne commercial vehicle segment in Europe.*

Ford sales in the UK – its largest European market by sales volume – rose 11.6 percent in April, further extending its lead in the market. Sales in Germany, Ford's second-largest European market, were equal to last year while the overall industry down for the month. Year-to-date, Ford sales volume in Germany is up 16 percent, outpacing industry growth of 3.2 percent.

* Data available for January to March 2014

** 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.

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April and April Year-to-Date 2014 sales volume (registrations)

Euro 20 ¹	April '14	YTD April '14
Industry	1.260.500 up 51,100 / 4.2 % vs. Apr.'13	5.002.000 up 328,800 / 7.0 % vs. YTD '13
Ford	99.700 up 6,200 / 6.6 % vs. Apr.'13	397.600 up 36,300 / 10.0 % vs. YTD '13
Euro 22²		
Industry	1.542.000 up 5,500 / 0.4 % vs. Apr.'13	6.021.300 up 230,100 / 4.0 % vs. YTD '13
Ford	110.500 down 1,100 / (1.0) % vs. Apr.'13	436.600 up 13,900 / 3.3 % vs. YTD '13
Total Euro 50³		
Industry	1.595.600 down 13,800 / (0.9) % vs. Apr.'13	6.206.900 up 191,700 / 3.2 % vs. YTD '13
Ford	112.700 down 1,500 / (1.3) % vs. Apr.'13	445.300 up 14,100 / 3.3 % 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

April and April Year-to-Date 2014 market share*

	April '14	YTD April '14
Euro 20	7,9% up 0.2 ppts vs. Apr.'13	7,9% up 0.2 ppts vs. YTD '13
Total Euro 22	7,2% down 0.1 ppts vs. Apr.'13	7,3% flat 0.0 ppts vs. YTD '13
Total Euro 50	7,1% flat 0.0 ppts vs. Apr.'13	7,2% flat 0.0 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.

April and April Year-to-Date 2014 retail market share**

	April '14	YTD April '14
Key European markets	8.2% equal to Apr '13	8.3% equal to YTD '13

** Key European markets: Britain, Germany, France, Italy and Spain. Ford volume in these markets represents 75 to 80% of the Europe 20 volume.

Ford Top 5 markets ranked by April and April Year-to-Date 2014 volume

Market	April '14			
	Volume	o/(u) '13	Share	o/(u) '13
1, Britain	31.100	3,200	15,5 %	0.8 ppts
2, Germany	21.600	-	7,2 %	0.3
3, France	9.700	600	4,8 %	0.1
4, Italy	8.900	(600)	6,9 %	(0.7)
5, Spain	6.500	1,900	7,0 %	0.4
7, Russia	5.400	(3,200)	2,4 %	(1.0)

Market	YTD April '14			
	Volume	o/(u) '13	Share	o/(u) '13
1, Britain	145.300	14,400	14,9 %	0.0 ppts
2, Germany	77.000	10,600	7,1 %	0.8
3, Italy	35.000	1,400	6,6 %	(0.1)
4, France	32.200	(900)	4,3 %	(0.3)
5, Russia	22.800	(9,500)	2,7 %	(1.0)
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Top 5 markets ranked by Ford's share in April and April Year-to-Date 2014

Market	April '14			
	Share	o/(u) '13	Volume	o/(u) '13
1, Britain	15,5 %	0.8 ppts	31.100	3,200
2, Hungary	11,2 %	0.8	800	200
3, Ireland	10,0 %	0.2	900	200
4, Turkey	9,6 %	(2.8)	5.400	(4,000)
5, Denmark	9,1 %	0.4	1.700	100

Market	YTD April '14			
	Share	o/(u) '13	Volume	o/(u) '13
1, Britain	14,9 %	0.0 ppts	145.300	14,400
2, Ireland	11,1 %	0.4	7.400	1,900
3, Hungary	11,1 %	0.6	3.000	700
4, Turkey	9,1 %	(3.2)	16.200	(12,800)
5, Denmark	9,0 %	0.4	6.600	900

April and April Year-to-Date 2014 sales by vehicle line (Europe 22 markets)

Model	April '14	o/(u) April '13	YTD April '14	o/(u) YTD Apr. '13
Ka	4,600	400	19,600	900
Fiesta	29,000	3,500	115,500	9,400
B-MAX	5,000	(2,300)	21,800	(4,500)
Focus	23,900	(2,200)	96,300	(10,400)
C-MAX	8,500	100	30,600	(3,400)
Kuga	8,300	1,500	31,700	9,900
Mondeo	4,500	(1,600)	19,600	4,600
S-MAX	3,000	(300)	11,800	4,600
Galaxy	2,300	400	7,400	3,200
Tourneo Connect	700	700	1,900	1,900
Tourneo Custom	700	300	2,300	1,100
Transit Connect	3,700	300	12,300	(900)
Transit Custom	6,400	3,100	24,900	14,200
Transit ***	6,300	(7,700)	27,600	(20,800)
Ranger	1,700	400	6,600	1,000
Other ****	1,600	-	6,300	-
Total Sales	110.500	(1,100)	436.600	13,900

*** 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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Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 181,000 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 about 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 47,000 employees at its wholly owned facilities and approximately 67,000 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 22 manufacturing facilities (13 wholly owned or consolidated joint venture facilities and nine 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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