



## Ford Ranger celebrates 10 Years as Europe's best-selling pickup

- Ford Ranger was Europe's best-selling pickup for the tenth consecutive year in 2024, maintaining its segment leadership with a commanding 43.6 per cent segment share
- Europe purchased 60,400 Rangers last year – a 4 per cent increase year-on-year. Four markets saw segment share over 50 per cent including record share in Germany
- No-compromise Ranger Plug-in Hybrid (PHEV) joins the Ranger lineup this year with the most torque of any production Ranger and a 43 km EV range

DUNTON, UK, Feb. 13, 2025 – The Ranger pickup from Ford Pro is celebrating a decade of leadership in Europe after recording 10 consecutive years as the best-selling vehicle of its kind.

Ranger accounted for almost half of all pickup sales in Europe in 2024,<sup>1</sup> recording 43.6 per cent segment share – a 1.3 percentage point increase year-on-year – with share of up to 54.2 per cent and growth of up to 18.6 percentage points in individual markets. Ford Pro sold 60,400 Rangers across the region in 2024 – an increase of 4 per cent year-on-year.

Ford Pro is this year revolutionising the pickup experience with another compelling Ranger option for customers across Europe – the all-new Ranger PHEV. The no-compromise electrified model offers full Ranger towing,<sup>2</sup> payload<sup>3</sup> and off-road performance alongside a 43 km EV-only driving range<sup>4</sup> and up to 697 Nm of torque<sup>5</sup> – the most of any production Ranger.

Ranger PHEV also introduces Pro Power Onboard<sup>6</sup> to the Ranger lineup, enabling customers to power up to 6.9 kW of tools or adventure equipment directly from the onboard battery rather than needing a generator. Ranger PHEV production is now underway in Silverton, South Africa, with initial deliveries expected from spring this year.

Learn more about the all-new Ranger PHEV in Ford Pro's new walkaround video, here: <https://youtu.be/FP6NlnzmAro>

"Ranger's decade as Europe's favourite pickup has been built on a deep understanding of our customers and how they use their trucks – and our all-new Ranger PHEV will use electric power to take the pickup experience to the next level," said Hans Schep, general manager, Ford Pro Europe. "Ranger PHEV combines more torque than ever before, the ability to power high-draw tools and equipment whether on a job site or campsite, and EV-only driving capability for a huge step forward in pickup productivity."

Ranger accounted for more than half of all pickup sales in four European markets in 2024: Ireland (54.2 per cent), Germany (a market record 53.9 per cent), Britain (52.4 per cent) and Belgium (51 per cent).

Several markets also recorded significant year-on-year segment share growth, including Poland (18.6 percentage points), Spain (9.3 percentage points), Norway (6.1 percentage points), Britain (5.3 percentage points) and Italy (3.4 percentage points).

First deliveries of the next generation Ranger began in 2023 following a development process in which Ford Pro collaborated with customers around the globe to create a pickup that owners can rely on for their businesses, family lives and adventure.

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<sup>1</sup>Based on S&P Global Mobility sales data 2015-2023 and forecast sales data 2024. Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Romania, Spain, Sweden and Switzerland.

<sup>2</sup>When properly equipped. Max towing varies based on cargo, vehicle configuration, accessories and number of passengers.

<sup>3</sup>Max payload varies and is based on accessories and vehicle configuration. See label on doorjamb for carrying capacity of a specific vehicle. Always properly secure cargo.

<sup>4</sup>In accordance with the Worldwide Harmonized Light Vehicles Test Procedure (WLTP). A range of up to 43 km can be achieved with a fully charged battery - depending on the existing series and battery configuration. The actual range may vary due to various factors (e.g. weather conditions, driving style, route profile, vehicle condition, age and condition of the lithium-ion battery). The declared WLTP fuel/energy consumptions, CO<sub>2</sub>-emissions and electric range are determined according to the technical requirements and specifications of the European Regulations (EC) 715/2007 and (EU) 2017/1151 as last amended. The applied standard test procedures enable comparison between different vehicle types and different manufacturers. CO<sub>2</sub> emission and fuel efficiency ranges may vary according to vehicle variants offered by individual markets.

<sup>5</sup>Horsepower and torque are independent attributes and may not be achieved simultaneously.

<sup>6</sup>See Owner's Manual for important operating instructions.

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