

Ford Secures No.1 Position for Commercial Vehicle Sales in Europe; New Transit Range Drives Best Share in 20 Years

- Ford was Europe's No.1 commercial vehicle brand in the first quarter of 2015, primarily driven by demand for the renewed and expanded Transit range
- More than 70,000 Ford commercial vehicle sales result in highest market share for 20 years
- Ford commercial vehicle sales up 42 per cent and market share increases 2.8 percentage points

COLOGNE, Germany, April 14, 2015 – Ford was Europe's No.1 top-selling commercial vehicle brand in the first quarter of 2015, as accelerating customer demand for its completely new and expanded Transit range resulted in the company's best market share in 20 years.

Ford sold 70,646 commercial vehicles in total in its 20 traditional European markets* in the first three months – a year-over-year increase of 42.4 per cent. Market share rose by 2.8 percentage points to 13.3 per cent.

“The strong momentum of our commercial vehicle sales growth has continued into the first quarter, fuelled by demand for the all-new four-model Transit range,” said Peter Fleet, vice president, Sales, Ford of Europe. “Ford has totally renewed its commercial vehicle line-up, and the rise in market position from No.7 in 2012 to top spot in 2015 shows we are giving customers what they want.”

Ford's Transit family of vehicles – which this year celebrates its 50th anniversary – has led the sales growth. Combined demand for the Transit and Transit Custom models grew by 27 per cent with more than 45,000 units sold in the first quarter, while sales of the Transit Connect rose by 69 per cent. Transit Courier, the first-ever small Transit, sold 4,400 units.

The Ford Ranger pickup also closed a strong quarter, being the top best-selling vehicle in its segment year-to-date, selling 6,578 vehicles, up 46 per cent year-on-year. First quarter customer orders for Ford commercial vehicles were up 87 per cent year on year.

March sales

Ford was Europe's No.1 commercial vehicle brand in March, as market share rose by 2.9 percentage points to 14.3 per cent. The U.K. market closed a particularly strong month, recording its all-time best-ever month for commercial vehicle sales with 16,497 registrations.

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* Ford of Europe reports its sales for the 20 European main markets where it is represented through National Sales Companies. 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.

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 187,000 employees and 62 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 47,000 employees at its wholly owned facilities and approximately 66,000 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 23 manufacturing facilities (12 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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