

Ford of Europe Fact Sheet – July 2010

Ford Motor Company, a global automotive industry leader based in Dearborn, Mich., manufactures or distributes automobiles across six continents. With about 176,000 employees and about 80 plants worldwide, the company's automotive brands include Ford, Lincoln and Mercury, production of which has been announced by the company to be ending in the fourth quarter of 2010, and, until its sale, Volvo. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford's products, please visit www.ford.com.

Ford of Europe is responsible for producing, selling and servicing Ford brand vehicles in 51 individual markets and employs approximately 66,000 employees. Also in 2009, Ford was Europe's No.2 best-selling vehicle brand. In addition to Ford Motor Credit Company, Ford of Europe operations include Ford Customer Service Division and 22 manufacturing facilities, including joint ventures. The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.

June and first half 2010 sales volume (in registrations):

Euro 19 ¹	June '10	YTD June '10
Industry	1,513,900 down 74,000 / (4.7) % vs. Jun.'09	8,272,400 up 121,700 / 1.5 % vs. YTD '09
Ford	118,800 down 24,400 / (17.0) % vs. Jun.'09	716,900 down 29,300 / (3.9) % vs. YTD '09
Euro 21²		
Industry	1,737,600 down 37,000 / (2.1) % vs. Jun.'09	9,355,000 up 138,800 / 1.5 % vs. YTD '09
Ford	137,900 down 18,300 / (11.7) % vs. Jun.'09	800,500 down 31,800 / (3.8) % vs. YTD '09
Total Euro 51³		
Ford	142,300 down 18,100 / (11.4) % vs. Jun.'09	820,300 down 32,900 / (3.9) % vs. YTD '09

¹ The Euro 19 markets are: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden and Switzerland. Ford reports sales for Estonia, Latvia and Lithuania through our Finish National Sales Company, so sales data for the Baltic states is also included within Euro 19.

² The Euro 21 markets are: Euro 19 plus Russia and Turkey.

³ Total Euro 51 composed of EURO 21 registrations and EDM 30 retail sales, as total EDM 30 registrations figures are not available. Industry retail sales data not available.

⁴ EDM 30 or European Direct Markets are: Albania, Algeria, Andorra, Armenia, Azerbaijan, Belarus, Bosnia, Bulgaria, Croatia, Cyprus, Egypt, Georgia, Gibraltar, Kazakhstan, Kyrgyzstan, Lybia, Macedonia, Malta, Moldova, Montenegro, Morocco, Romania, Serbia, Slovakia, Slovenia, Tajikistan, Turkmenistan, Tunisia, Ukraine, Uzbekistan.

June and first half 2010 market share⁵:

	June '10	YTD June '10
Euro 19	7.8% down 1.2 ppts vs. Jun.'09	8.7% down 0.5 ppts vs. Jun.'09
Total Euro 21	7.9% down 0.9 ppts vs. Jun.'09	8.6% down 0.5 ppts vs. Jun.'09

⁵ Not available for EDM, where we base our share on non-domestic sales volumes.

Feel the difference



June and first half 2010 sales by vehicle line (Euro 19 registrations)⁶:

Model	June '10	o/(u) June '09	YTD June '10	o/(u) YTD Jun. '09
New Ka	9,700	(200)	58,800	7,000
Total Ka (prev./new)	9,700	(200)	58,800	5,300
New Fiesta	33,300	(10,200)	237,300	(600)
Total Fiesta (prev./new)	33,800	(9,700)	237,900	(4,200)
Fusion	3,500	(1,600)	21,500	(8,100)
Focus	21,600	(9,100)	145,100	(9,700)
Focus CC	600	(500)	2,300	(3,300)
C-Max	5,900	(2,800)	33,300	(7,800)
Kuga	8,800	3,000	38,900	9,300
Mondeo	8,400	(5,300)	52,100	(8,700)
S-Max	5,500	1,400	21,700	100
Galaxy	3,300	300	12,900	(1,200)
Transit	12,400	400	63,600	1,500
Transit Connect	3,300	(100)	18,400	(1,000)
Ranger	600	(700)	3,500	(3,900)

⁶ Figures do not include vehicles such as the Fiesta Van, Maverick, Explorer imports and Turkish-built Cargo heavy trucks.

Ford Top 5 markets ranked by June and first half 2010 volume (in regs.), plus Russia:

Market	June '10				YTD June '10			
	Volume	o/(u) '09	Share	o/(u) '09	Volume	o/(u) '09	Share	o/(u) '09
1. Britain	29,200	(6,900)	13.3 %	(5.0) ppts	188,000	(400)	15.2 %	(2.9) ppts
2. Germany	20,400	(12,100)	6.5 %	(0.7)	109,700	(53,200)	6.9 %	(0.6)
3. Italy	14,500	(6,100)	7.8 %	(1.2)	123,500	2,900	9.7 %	(0.1)
4. France	14,400	(1,800)	5.2 %	(0.6)	76,400	100	5.4 %	(0.3)
5. Spain	10,400	400	7.7 %	(1.5)	57,500	14,000	8.5 %	(0.3)
6... Russia	9,800	5,300	6.1 %	2.4	39,300	(9,700)	5.0 %	(1.3)

Top 5 markets ranked by Ford's share in June and first half 2010:

Market	June '10				YTD June '10			
	Share	o/(u) '09	Volume	o/(u) '09	Share	o/(u) '09	Volume	o/(u) '09
1. Ireland	15.4 %	(2.3) ppts	1,400	400	14.2 %	(1.4) ppts	10,800	2,400
2. Turkey	14.7 %	1.2	9,300	800	15.3 %	2.1	44,200	7,100
3. Britain	13.3 %	(5.0)	29,200	(6,900)	15.2 %	(2.9)	188,000	(400)
4. Denmark	11.4 %	(1.2)	1,900	200	11.1 %	1.1	8,800	2,300
5. Hungary	11.2 %	(0.0)	600	(200)	12.8 %	(1.2)	3,400	(3,200)

Feel the difference



Ford of Europe

Corporate:

- 2009 and First Quarter 2010:
 - The first quarter was another very solid quarter for Ford Motor Company as we made \$2 billion in **global** pre-tax operating profits – our highest level in six years – and an improvement of \$4 billion from last year. This included a **Ford of Europe** profit of \$107 million, an improvement of \$692 million. Q1 2010 was Ford of Europe's fourth consecutive quarterly profit. Our global Q1 profit follows a \$454 million profit in 2009 despite the economic headwinds, and is more proof that our ONE Ford strategy is increasing momentum and yielding benefits.
 - Thanks to its strong product portfolio – led by the new Fiesta – Ford remained No.2 best-selling brand in the first quarter 2010 (*No. 2 since 2008; see graphics on next page*). 2010 first quarter sales volume was up 9.1 per cent vs Q1 2009, with a market share of 9.4 per cent unchanged from last year (Euro 19 markets).
- As a result of the ending of many scrappage schemes in Europe, total industry sales in April in Ford's traditional 19 markets fell by 5.3 per cent – the first monthly decline in the industry this year when compared to 2009. This shows that the underlying market remains weak.
- We will continue to take any necessary decisive measures to sustain a viable business for the future, including adjusting our production capacity in line with demand and reducing structural costs to safeguard future product plans.
- Based upon the strategy that has been so successful in Europe in recent years, and on the decisive measures taken so far to address the economic crisis since it appeared, we are confident that we are in a position to emerge as a stronger and more competitive business once the economic situation improves and to sustain a viable business for the future.

Product:

- Between 2006 and 2008 we refreshed or renewed every model in our car portfolio. In 2009 we focused on establishing our new small cars (Fiesta and Ka) in the market place, plus launching the new Focus RS performance model, new ECONetic versions of the Transit and Focus and a freshened Transit Connect.
- Given the weak economic climate this was a good time to introduce smaller, fuel-efficient cars like the new Fiesta and new Ka – both a hit in Europe.
- In 2010, FoE will reveal more than 11 new models or derivatives, plus an unprecedented range of new technologies and innovative features across its product line-up.
- The all-new C-MAX and Grand C-MAX are the first products to be launched off Ford's new global C-Platform, from which we plan to introduce 10 distinct new models or derivatives by 2012 and we ultimately expect to achieve volume of more than two million vehicles a year around the world based on it. The next model of the global C-Platform model will be the next-generation Ford Focus, due for launch early in 2011.
- The new S-MAX and Galaxy models – currently being introduced across Europe – feature the first global application of our all-new Ford EcoBoost 2.0 direct-injection turbo-charged petrol engine.
- Earlier this year we started production of the new-generation 4-cylinder EcoBoost direct-injection 2.0-litre engine at our engine plant in Valencia, available for our Galaxy, S-MAX and Mondeo models. Production for another EcoBoost engine, the 1.6-litre version, has already started at Bridgend plant. Market availability for this engine will start with the launch of the new C-MAX and Grand C-MAX later this year. A smaller EcoBoost engine will follow in the near future and be built both at Ford's Cologne Engine Plant and the Craiova Plant in Romania
- Earlier this year, Ford also revealed the limited-edition Focus RS500 performance model for Europe.

Sustainability:

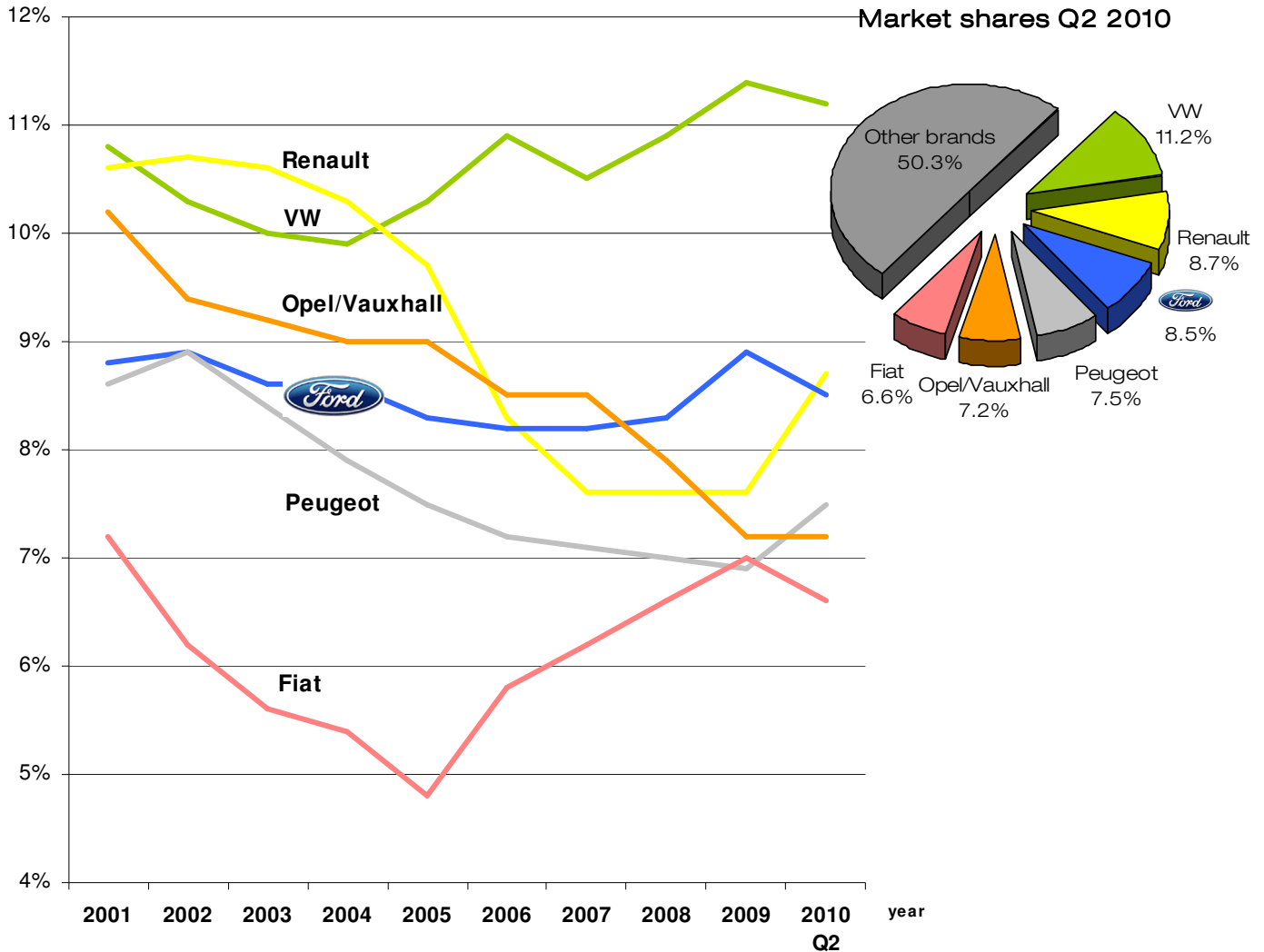
- By offering high-volume environmentally advanced, yet affordable solutions for millions of customers, we can make a real difference, to the customer and to the environment. Our goal is to reduce CO2 emissions from our US and European new vehicles by 30 per cent by 2020, relative to a 2006 model year baseline.
- Portfolio of solutions: Ford (continues to) work on a portfolio of technologies, fully recognizing there is no single solution. In the near and mid term, our focus will be on the electrification of vehicles, as well as on the further optimization of conventional technologies that have the potential to deliver positive effects on the carbon footprint for millions of customers in the foreseeable future.
- Part of this is our global electric vehicles plan extending to Europe, with the launch of two zero-emission full battery-electric vehicles, including the Transit Connect Electric light commercial vehicle in 2011, followed by the Ford Focus Electric in 2012. A hybrid and a plug-in hybrid derivative of the all-new C-MAX, plus another hybrid-electric model (to be announced at a later time), will follow by 2013. In addition Ford of Europe participates in the German research project *cognE-mobil* and UK Low Carbon Vehicle scheme and to evaluate Battery Electric Vehicle technology and its suitability under real world conditions.
- Already available today:
 - Ford ECONetic line of vehicles, with best-in-class to amongst-best-in-class low fuel consumption/CO2 emissions. (ECONetic versions available across the heard of our product range: Fiesta, Focus, and Mondeo, Transit).
 - EcoBoost: Ford of Europe will introduce 1.6 l and 2.0 l EcoBoost engines in the new S-MAX and Galaxy (2.0 l) in spring 2010 and in the Ford C-MAX and Grand C-MAX (1.6 l) in autumn 2010. An advanced small-capacity EcoBoost engine will follow. The turbocharged direct injection petrol engines deliver up to 20 percent better fuel economy and less CO2 emissions compared to conventional petrol engines.
 - Depending on local market conditions: With factory fitted CNG/LPG variants of Fiesta, Focus, C-MAX, Mondeo and Transit., as well as bioethanol (E85) powered Focus, Mondeo, Galaxy and S-MAX, Ford is offering one of the broadest alternative fuel powered vehicle portfolios in Europe.



BEST-SELLING CARMAKERS IN EUROPE: MARKET SHARE DEVELOPMENT 2001 – Q2 2010

- Updated on a quarterly basis
- Source: ACEA (European Automobile Manufacturers' Association, www.acea.be), figures on new passenger car registrations; from January 2010 on these figures include all countries of the European Union except Malta and Cyprus, whilst market shares for the years 2001-2009 are based on Western Europe (EU15).

market share



	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010 Q2
VW	10.8%	10.3%	10.0%	9.9%	10.3%	10.9%	10.5%	10.9%	11.4%	11.2%
Renault	10.6%	10.7%	10.6%	10.3%	9.7%	8.3%	7.6%	7.6%	7.6%	8.7%
Ford	8.8%	8.9%	8.6%	8.6%	8.3%	8.2%	8.2%	8.3%	8.9%	8.5%
Peugeot	8.6%	8.9%	8.4%	7.9%	7.5%	7.2%	7.1%	7.0%	6.9%	7.5%
Opel/Vauxhall	10.2%	9.4%	9.2%	9.0%	9.0%	8.5%	8.5%	7.9%	7.2%	7.2%
Fiat	7.2%	6.2%	5.6%	5.4%	4.8%	5.8%	6.2%	6.6%	7.0%	6.6%
Other brands	43.8%	45.6%	47.6%	48.9%	50.4%	51.1%	51.9%	51.7%	51.0%	50.3%
Top brands	56.2%	54.4%	52.4%	51.1%	49.6%	48.9%	48.1%	48.3%	49.0%	49.7%
Ford rank	4	4	4	4	4	4	3	2	2	3

Feel the difference



Ford of Europe Manufacturing Facilities:

Body & Assembly Plants

Plant / Employees	Products
Cologne Body & Assembly (Germany) 4,375 employees	Fiesta, Fusion
Ford Vsevolozhsk Assembly Leningrad Region / St. Petersburg (Russia) 2,665 employees	Focus, Mondeo
Ford Otosan Assembly (Joint Venture), (Turkey) 7,534 employees	Transit, Transit Connect
Genk Body & Assembly (Belgium) 4,518 employees	Mondeo, S-MAX, Galaxy
Saarlouis Body & Assembly (Germany) 6,287 employees	Focus, Focus ST, C-MAX*, Kuga * will be transferred to Valencia after summer shut down
Southampton Body & Assembly (United Kingdom) 538 employees	Transit
Valencia Body & Assembly (Spain) 5,760 employees	Fiesta, Focus
Craiova (Romania) 3,600 employees	Ford acquired legal ownership on March 21, 2008 Transit Connect as of September 2009

Engine Plants

Plant / Employees	Products
Bridgend Engine – South Wales (United Kingdom) 1,934 employees	1.25 L 4-cyl. Zetec SE – Fiesta 1.4 L 4-cyl. Zetec SE – Fiesta, Fusion, Focus 1.6 L 4-cyl. Zetec SE – Fusion, Focus, C-MAX, supplied to Volvo C30, Volvo S40, Volvo V50 1.6 L Zetec SE-VCT – Fiesta, Focus, Mondeo 3.0 L Turbo I6 – supplied to Volvo S80, V70, XC70 3.2 L I6 – supplied to Volvo S80, V70, XC60, XC70, XC90, also engines for Jaguar & Land Rover 5.0 L V8 NA/SC – supplied to Jaguar and Land Rover
Valencia Engine (Spain) 471 employees	1.8 L 4-cyl. Duratec HE – Focus, C-MAX, supplied to Volvo C30, S40, V50 2.0 L 4-cyl. Duratec HE – Mondeo, S-MAX, Galaxy, Focus, C-MAX, Transit Connect, supplied to Volvo C30, S40, V50, V70, S80 2.0 L 4-cyl. EcoBoost SCTI – Mondeo, S-MAX, Galaxy 2.3 L 4-cyl. Duratec HE – Mondeo, S-MAX, Galaxy, Transit
Cologne Engine (Germany) 863 employees	4.0 L V-6 SOHC - Explorer, Ranger, Mustang, Explorer Sport Trac, Mazda B-Series also engines for Land Rover, Mercury Mountaineer (North America only)
Dagenham Engine (United Kingdom) 1,898 employees	1.4 L TDCi – Fiesta, Focus 1.6 L TDCi – Fiesta, Fusion, Focus, C-MAX, Ecosport (FSAO), Mazda 2, Mazda 3, supplied to Volvo C30, S40, V50, S80 1.8 L TDCi – Focus, C-MAX, Transit Connect, Galaxy, Mondeo, S-MAX 2.2 L TDCi – Transit, supplied to Jaguar and Land Rover 2.4 L TDCi – Transit, also supplied to Jaguar and Land Rover 2.7 L V6 Diesel – supplied to Jaguar, Land Rover and PSA 3.0 L V6 Diesel – supplied to Jaguar and Land Rover and PSA 3.6 L V8 Diesel – supplied to Jaguar and Land Rover
Ford Otosan Engine and Transmission Inönü (Joint Venture), (Turkey) 1,149 employees	7.3 L / 9.0 L I6 Diesel – Cargo Van 2.4 L 4-cyl. Duratorq – Transit 3.2 L 5-cyl. Duratorq – Transit MT75 Transmissions – Transit

Transmission Plants

Plant / Employees	Products
Bordeaux Transaxle (France) 840 employees Note: 50/50 JV Ford/Getrag	IB5 Transaxles: Fiesta, Fusion, Focus, C-MAX, Mondeo, supplied to Volvo C30, S40, V50, Mazda 2 IB5 ASM Transaxles: Fiesta, Fusion
Cologne Transmission (Germany) 1,540 employees Note: 50/50 JV Ford/Getrag	MTX75 Transmissions: Focus, C-MAX, Mondeo, Transit Connect, S-MAX, Galaxy, also transmissions for Jaguar, Mazda3, Volvo C30, S40, V50, V70, S80 VXT75/VMT6 Transmissions: Transit MMT6 Transmissions: Mondeo, Focus, C-MAX, Kuga, Galaxy, S-MAX, also transmissions for Volvo, C30, S40, V50, C70, and Jaguar M66: Focus, Mondeo, S-MAX, Galaxy, Kuga, also transmissions for Volvo C30, V50, S60, V70, S80, S40, C70, XC60, XC70, XC90, and for Land Rover
Halewood Transmission (United Kingdom) 688 employees Note: 50/50 JV Ford/Getrag	MT75 Transmissions: Transit MT82 Transmissions: Transit, also transmissions for Land Rover
Kechnec Transmission Kechnec/Kosice (Slovakia) 674 employees Note: 50/50 JV Ford/Getrag	MPS6 Transmissions: Ford Focus, C-MAX, Kuga, Mondeo, S-MAX and Galaxy SPS6 Transmissions: Volvo C30, C70, V50, S40

Tool & Die Plants / Stamping Plants

Plant / Employees	Products
Cologne Tool & Die (Germany) 927 employees	Stamping dies, fixtures, jigs, soft tooling and die repairs for all Ford vehicles
Dagenham Stamping Operations (United Kingdom) 972 employees	Panels, sub-assemblies, wheels

Casting/Forging Aluminum Plants

Plant / Employees	Products
Cologne Die Cast Plant (Germany) 224 employees	Aluminum die castings for transmissions and engines
TEKFOR Cologne GmbH 374 employees Note: 50/50 JV Ford/Neumayer	Gears, ring gears, shafts, chassis and engine components

Ford of Europe Leadership Team:

Name	Position
John Fleming	Executive Vice President and Chairman and CEO, Ford of Europe
Joe Bakaj	Vice President, Global Product Programs and Product Development
Alan Draper	Vice President, Purchasing
Nick Caton	Vice President, Human Resources
Paul Landray	IT Director, Ford of Europe
Bryan Myers	Chief Financial Officer
Ken Macfarlane	Vice President, Manufacturing
Kevin O'Neill	Vice President, Quality
Wolfgang Schneider	Vice President, Legal, Governmental and Environmental Affairs
Bernard Silverstone	Chairman, Ford Financial Europe
Ian Slater	Vice President, Communications & Public Affairs
Ingvar Sviggum	Vice President, Marketing, Sales and Service

Ford of Europe Communications & Public Affairs Contacts:

Ian Slater	Vice President, C&PA Phone 49-221-901-9294 Fax 49-221-901-9938 Mobile 49-160-535-8601 E-mail islater@ford.com
Paul Harrison	Executive Director, C&PA Phone 44-7753-872-886 Fax 44-1268-401-931 Mobile 44-7753-87-2886 E-mail pharris5@ford.com
John Gardiner	Director, News Operations Phone 49-221-901-9985 Fax 49-221-901-9831 Mobile 49-171-768-2975 E-mail jgardin2@ford.com
Tim Holmes	Executive Director, C&PA Ford of Britain Phone 44-1277-25-2506 Fax 44-1277-25-1306 Mobile 44-776-4386561 E-mail tholme13@ford.com
Ralph Caba	Director, C&PA Ford of Germany Phone 49-221-901-6015 Fax 49-221-901-5820 Mobile 49-170-338-0546 E-mail rcaba@ford.com

