

Ford of Europe Fact Sheet – October 2016

Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 203,000 employees and 67 plants worldwide, the company's core business includes designing, manufacturing, marketing, financing and servicing a full line of Ford cars, trucks, SUVs and electrified vehicles, as well as Lincoln luxury vehicles. At the same time, Ford aggressively is pursuing emerging opportunities through Ford Smart Mobility, the company's plan to be a leader in connectivity, mobility, autonomous vehicles, the customer experience, and data and analytics. The company provides financial services through Ford Motor Credit Company. For more information regarding Ford, its products worldwide or Ford Motor Credit Company, 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 53,000 employees at its wholly owned facilities and approximately 68,000 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 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and 8 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.

October 2016 Sales Volume (registrations)

Euro 20 ¹	October '16	YTD October '16
Industry	1,300,400 down 11,300 / (0.9) % vs. Oct.'15	14,366,700 up 977,200 / 7.3 % vs. YTD '15
Ford	99,900 down 1,200 / (1.2) % vs. Oct.'15	1,144,200 up 64,500 / 6.0 % vs. YTD '15
Euro 22²		
Industry	1,514,800 up 4,400 / 0.3 % vs. Oct.'15	16,274,400 up 780,200 / 5.0 % vs. YTD '15
Ford	112,900 down 600 / (0.5) % vs. Oct.'15	1,264,000 up 58,000 / 4.8 % vs. YTD '15
Total Euro 50³		
Industry	1,556,200 down 1,400 / (0.1) % vs. Oct.'15	16,716,600 up 778,600 / 4.9 % vs. YTD '15
Ford	116,100 flat / 0.0 % vs. Oct.'15	1,289,700 up 59,600 / 4.8 % vs. YTD '15

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

Oct 2016 Market Share *

	October '16	YTD October '16
Euro 20	7.7% flat 0.0 ppts vs. Oct.'15	8.0% down 0.1 ppts vs. YTD '15
Total Euro 22	7.5% flat 0.0 ppts vs. Oct.'15	7.8% flat 0.0 ppts vs. YTD '15
Total Euro 50	7.5% flat 0.0 ppts vs. Oct.'15	7.7% flat 0.0 ppts vs. YTD '15

* 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.

**** Oct 2016 Retail Market Share**

	October '16	YTD October '16
Key European markets	7.6% down 0.3 ppts vs YAGO	7.9% down 0.3 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.

Ford Top 5 Markets ranked by Oct volume (registrations)

Market	October '16			
	Volume	o/(u) '15	Share	o/(u) '15
1. Britain	29,600	(600)	14.0 %	(0.3) ppts
2. Germany	22,600	(1,300)	7.8 %	0.1
3. Italy	12,100	2,000	7.3 %	0.4
4. Turkey	9,300	900	11.0 %	(1.7)
5. France	8,000	(200)	4.2 %	0.1

Market	YTD October '16			
	Volume	o/(u) '15	Share	o/(u) '15
1. Britain	375,800	(500)	13.9 %	(0.4) ppts
2. Germany	238,000	24,400	7.7 %	0.5
3. Italy	122,700	21,700	7.2 %	0.2
4. France	87,300	1,200	4.4 %	(0.1)
5. Turkey	85,300	(10,600)	11.6 %	(1.1)

Top 5 Markets ranked by Ford's share in Oct

Market	October '16			
	Share	o/(u) '15	Volume	o/(u) '15
1. Britain	14.0 %	(0.3) ppts	29,600	(600)
2. Hungary	12.7 %	2.3	1,300	200
3. Ireland	11.0 %	(3.8)	400	(200)
4. Turkey	11.0 %	(1.7)	9,300	900
5. Finland	8.6 %	(0.7)	900	(100)

Market	YTD October '16			
	Share	o/(u) '15	Volume	o/(u) '15
1. Britain	13.9 %	(0.4) ppts	375,800	(500)
2. Ireland	12.5 %	0.3	21,900	3,800
3. Hungary	12.4 %	0.4	12,300	2,500
4. Turkey	11.6 %	(1.1)	85,300	(10,600)
5. Finland	9.6 %	0.4	11,100	1,600

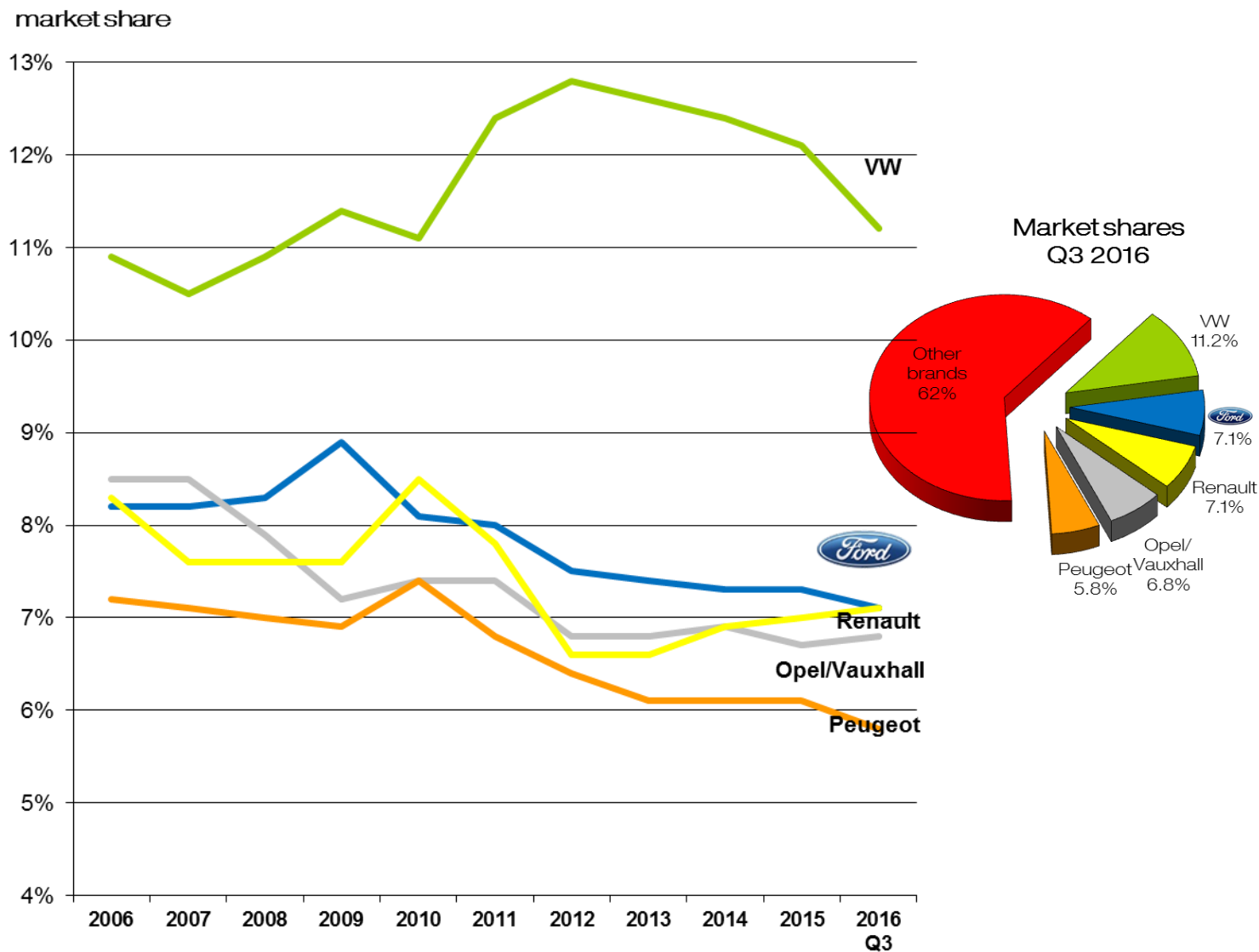
Oct Sales by vehicle line (Euro 20)

Model	October '16	o/(u) October '15	YTD October '16	o/(u) YTD October '15
KA	300	(3,600)	20,900	(21,700)
KA+	3,200	3,200	5,000	5,000
Fiesta	22,700	1,600	251,800	(15,500)
B-MAX	2,800	(700)	34,800	(4,500)
Ecosport	4,600	600	49,200	17,800
Focus	13,400	(3,300)	178,700	(19,500)
C-MAX	6,000	(1,600)	69,200	(1,000)
Kuga	8,700	(300)	104,100	20,000
Mondeo	4,900	(1,500)	61,300	(5,300)
S-MAX	2,500	1,200	34,600	21,700
Galaxy	1,500	800	17,500	9,300
Mustang	700	100	13,600	10,600
Edge	1,200	1,200	6,200	6,200
Tourneo Courier	1,200	-	12,000	200
Tourneo Connect	1,200	(100)	13,300	1,300
Tourneo Custom	600	-	6,600	(1,800)
Transit Courier	1,300	-	13,400	(100)
Transit Connect	4,400	500	42,400	6,700
Transit Custom	8,800	500	98,900	17,300
Transit	5,500	(400)	70,500	9,400
Ranger	3,600	700	31,400	8,600
Other ****	700	(200)	8,800	(300)
Total Sales	99,900	(1,200)	1,144,200	64,500

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

Market Share Development 2005-2016 Q3

Graphic based upon data published by ACEA (European Automobile Manufacturers' Association, www.acea.be); data reflect new passenger car registrations. From January 2010, these figures include all countries of the European Union except Malta, whilst data for the years 2004-2009 are based on Western Europe (EU15). www.acea.be. Graphic updated on a quarterly basis.



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016 Q3
VW	10.9%	10.5%	10.9%	11.4%	11.1%	12.4%	12.8%	12.6%	12.4%	12.1%	11.2%
Ford	8.2%	8.2%	8.3%	8.9%	8.1%	8.0%	7.5%	7.4%	7.3%	7.3%	7.1%
Renault	8.3%	7.6%	7.6%	7.6%	8.5%	7.8%	6.6%	6.6%	6.9%	7.0%	7.1%
Opel/Vauxhall	8.5%	8.5%	7.9%	7.2%	7.4%	7.4%	6.8%	6.8%	6.9%	6.7%	6.8%
Peugeot	7.2%	7.1%	7.0%	6.9%	7.4%	6.8%	6.4%	6.1%	6.1%	6.1%	5.8%
Other brands	56.9%	58.1%	58.3%	58.0%	57.5%	57.6%	59.9%	60.5%	60.4%	60.8%	62.0%
Top 5 brands	43.1%	41.9%	41.7%	42.0%	42.5%	42.4%	40.1%	39.5%	39.6%	39.2%	38.0%
Ford rank	4	3	2	2	3	2	2	2	2	2	2

Ford of Europe Manufacturing Facilities

Body & Assembly Plants

Plant	Products
Cologne Body & Assembly (Germany)	Fiesta, Fiesta ST
Saarlouis Body & Assembly (Germany)	Focus, Focus Electric, Focus ST, Focus RS, C-MAX, Grand C-MAX
Valencia Body & Assembly (Spain)	Mondeo, Kuga, Transit Connect, Tourneo Connect, S-Max, Galaxy, Mondeo Vignale, S-MAX Vignale
Craiova (Romania)	B-MAX
Ford Otosan Assembly (Turkey); Joint Venture Includes vehicle assembly at facilities in Kocaeli (Golcık and Yeniköy) and Eskisehir İnönü	<ul style="list-style-type: none"> Transit, Transit Custom, Tourneo Custom (Golcık) Transit Courier, Tourneo Courier (Yeniköy) Cargo Heavy Truck (Eskisehir İnönü)
Ford Sollers (Russia), 50/50 Joint Venture FordSollers JV includes production facilities close to St. Petersburg (Russia), and two further plants in Elabuga and Naberezhnye Chelny (both Tatarstan),	For local market: <ul style="list-style-type: none"> Focus, Mondeo (St Petersburg) Transit, Kuga, Explorer, (Elabuga) EcoSport, Fiesta (Naberezhnye Chelny)

Engine Plants

Plant	Products
Bridgend Engine – South Wales (United Kingdom)	1.25 L I4 – Fiesta 1.4 L I4 – Fiesta, B-MAX 1.6 L I4 Ti-VCT – Fiesta, B-MAX, EcoSport, Focus, C-MAX, Grand C-MAX 1.5 L I4 EcoBoost – Focus, C-MAX, Grand C-MAX, Kuga, Mondeo 1.6 L I4 EcoBoost – Fiesta ST, Focus, Kuga, C-MAX, Grand C-MAX, Mondeo, also supplied to other OEM 3.0 L Turbo I6 – supplied to other OEMs 3.2 L I6 – supplied to other OEMs 4.0 L V6 SIC – supplied to other OEMs 5.0 L V8 NA/SC – supplied to other OEMs
Valencia Engine (Spain)	2.0 L I4 EcoBoost – Focus ST, Mondeo, Escape/Kuga, Explorer, Edge, Fusion, Taurus, Flex, Falcon, also supplied to other OEMs 2.3L GTDI - I4 EcoBoost - Mustang and Lincoln
Cologne Engine (Germany)	1.0 L I3 EcoBoost – Fiesta, EcoSport, Focus, C-MAX and Grand C-MAX, Transit Courier, Tourneo Courier, Transit Connect, Tourneo Connect 4.7 L V8 – supplied to other OEMs 6.0 L V12 - supplied to other OEMs
Dagenham Engine (United Kingdom)	1.5 L I4 Duratorq TDCI – Fiesta, Focus, Tourneo Courier, Transit Courier 1.6 L I4 Duratorq TDCI – B-MAX, Tourneo Courier, Transit Courier, Tourneo Connect 1.6 L I4 Duratorq TDCi – Fiesta, B-MAX, Focus, C-MAX, Grand C-MAX, Transit Connect, EcoSport (FSAO), also supplied to other OEMs 2.2 L I4 Duratorc TDCi – Transit, Transit Custom, Tourneo Custom also supplied to other OEMs 2.7 L /3.0 L V6 Diesel – supplied to other OEMs
Craiova Engine Plant (Romania)	1.0 L I3 EcoBoost – Fiesta, B-MAX, Focus, Transit Connect, Mondeo
Ford Otosan Engine İnönü (Turkey); Joint Venture	7.3 L / 9.0 L I6 Diesel – Cargo Heavy Truck 2.2 L I4 Duratorq TDCi – Transit, Transit Custom, Tourneo Custom
Ford Sollers Engine Elabuga (Russia); Joint Venture	1.6 L I4 Ti-VCT – Fiesta, EcoSport, Focus (all models produced in Russia for Russian market)

Transmission Plants

Plant	Products
Bordeaux Automatic Transmission (France)	Machining and assembly of several component parts, including 6F35 automatic 6-speed transmission, DC 500 dual clutch transmission and Fox engine carter
Bordeaux Transmission (France) Note: 50/50 JV Ford/Getrag	IB5 Transmissions: Fiesta, B-MAX, Focus, C-MAX, Mondeo, also supplied to other OEM
Cologne Transmission (Germany) Note: 50/50 JV Ford/Getrag	MTX75 Transmissions: Focus, Transit Connect, also supplied to other OEM VMT6 Transmissions: Transit MMT6 Transmissions: Mondeo, Focus, C-MAX, Kuga, Transit Connect M66 Transmissions : Mondeo, Kuga, also transmissions for other OEMs
Halewood Transmission (UK) Note: 50/50 JV Ford/Getrag	MT82 Transmissions: Transit B6 Transmissions: B-MAX, C-MAX (Compact and Grand), Focus, Mondeo, also supplier to other OEM
Kechnec Transmission Kechnec/Kosice (Slovakia) Note: 50/50 JV Ford/Getrag	MPS6 Transmissions: Ford Focus, C-MAX, Kuga, Mondeo, also transmissions for other OEM SPS6 Transmissions – only supplied to other OEM

Tool & Die Plants / Stamping Plants

Plant	Products
Cologne Tool & Die (Germany)	Stamping dies, fixtures, jigs, soft tooling and die repairs for all Ford vehicles

Casting/Forging Aluminum Plants

Plant	Products
Cologne Die Cast Plant (Germany)	Aluminum die castings for transmissions and engines
Cotarko Cologne GmbH Note: completely owned by Ford (formerly 50/50 JV Ford/Neumayer)	Gears, ring gears, shafts, chassis and engine components

Product Development / Research Centers

Ford European Research & Innovation Center, Aachen (Germany) , majority of employees based in Aachen; plus Cologne Merkenich	Global responsibility for R&A diesel engines, vehicle dynamics, driver assistance & active safety systems. Other R&A activities: <ul style="list-style-type: none"> • Connectivity including car-to-x communication • New combustion engines, electrification technologies, fuel cell technologies • Lightweight, new materials, vehicle interior concepts
Dunton (United Kingdom)	Centre of Excellence for Powertrain Engineering Commercial Vehicle Centre of Excellence/ Global Lead for Commercial Vehicles <ul style="list-style-type: none"> • Global engineering Lead for: Exhaust Systems • Powertrain Mounting Systems and Powertrain Controls • Manual Transmission, Clutch and Dual Mass Flywheel (DMF)
Cologne Merkenich (Germany)	Centre of Excellence for Passenger Cars (Global B-/ C-Cars), Product Planning and Design <ul style="list-style-type: none"> • Global engineering Lead for Chassis & Vehicle Engineering, Active Safety, HMI (Human Machine Interface), Craftsmanship
Sancaktepe, Istanbul - Ford Otosan R&D Center (Turkey) ; Joint Venture	Center of Excellence for Heavy Trucks and Heavy Duty Diesel Powertrain <ul style="list-style-type: none"> • Global engineering lead for Cargo heavy trucks and related powertrains • Global support for diesel powertrain engineering • Global support for light commercial vehicle development (B- & C-car derived Integrated Style Vans)

Ford of Europe Leadership Team:

Name	Position
Jim Farley	Executive Vice President and President, Europe, Middle East and Africa, Ford Motor Company, effective January 1, 2015

Joe Bakaj	Vice President, Product Development, Ford of Europe
Linda Cash	Vice President, Manufacturing, Ford of Europe
John Harris	Vice President, Legal Affairs, Ford of Europe
Gunnar Hermann	Vice President, Quality, Ford of Europe
Andrew McCall	Vice President, Government and Community Relations, Ford of Europe, effective January 1, 2015
Bob Holycross	Global Director Vehicle Homologation & Compliance / Vice President, Sustainability, Environment and Safety Engineering, Ford of Europe
Werner Puetz	Vice President, Purchasing, Ford of Europe
Nick Rothwell	Chairman, Ford Credit Europe
Steven Armstrong	Vice President and Chief Operating Officer, Ford of Europe
Greg Dawson	Vice President, Communications & Public Affairs, Ford of Europe
Donya Urwin	Vice President, Human Resources, Ford of Europe
David Buttery	IT Director, Ford of Europe
Roelant de Waard	Vice President, Marketing, Sales and Service, Ford of Europe
Will Periam	Chief Financial Officer, Ford of Europe

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