

Ford of Europe Fact Sheet – January 2017

Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 201,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, 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 52,000 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.

January 2017 Sales Volume (registrations)

	January '17	YTD January '17
Euro 20¹		
Industry	1,349,800 up 116,200 / 9.4 % vs. Jan.'16	1,349,800 up 116,200 / 9.4 % vs. YTD '16
Ford	107,700 up 10,800 / 11.1 % vs. Jan.'16	107,700 up 10,800 / 11.1 % vs. YTD '16
Euro 22²		
Industry	1,464,000 up 113,300 / 8.4 % vs. Jan.'16	1,464,000 up 113,300 / 8.4 % vs. YTD '16
Ford	114,700 up 11,600 / 11.3 % vs. Jan.'16	114,700 up 11,600 / 11.3 % vs. YTD '16
Total Euro 50³		
Industry	1,501,800 up 110,800 / 8.0 % vs. Jan.'16	1,501,800 up 110,800 / 8.0 % vs. YTD '16
Ford	116,800 up 11,700 / 11.1 % vs. Jan.'16	116,800 up 11,700 / 11.1 % vs. YTD '16

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

Jan 2017 Market Share *

	January '17	YTD January '17
Euro 20	8.0% up 0.1 ppts vs. Jan.'16	8.0% up 0.1 ppts vs. YTD '16
Total Euro 22	7.8% up 0.2 ppts vs. Jan.'16	7.8% up 0.2 ppts vs. YTD '16
Total Euro 50	7.8% up 0.2 ppts vs. Jan.'16	7.8% up 0.2 ppts vs. YTD '16

* 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.

**** Jan 2017 Retail Market Share**

	January '17	YTD January '17
Key European markets	8.1% down 0.4 ppts vs YAGO	8.1% down 0.4 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 Jan volume (registrations)

Market	January '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	30,600	2,100	15.4 %	0.8 ppts
2. Germany	19,400	1,500	7.3 %	(0.1)
3. Italy	14,100	1,800	7.6 %	0.3
4. France	9,200	2,500	4.9 %	1.0
5. Ireland	6,000	-	13.2 %	0.4

Market	YTD January '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	30,600	2,100	15.4 %	0.8 ppts
2. Germany	19,400	1,500	7.3 %	(0.1)
3. Italy	14,100	1,800	7.6 %	0.3
4. France	9,200	2,500	4.9 %	1.0
5. Ireland	6,000	-	13.2 %	0.4

Top 5 Markets ranked by Ford's share in Jan

Market	January '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	15.4 %	0.8 ppts	30,600	2,100
2. Turkey	13.2 %	1.4	4,800	800
3. Ireland	13.2 %	0.4	6,000	-
4. Hungary	12.5 %	(0.2)	1,000	100
5. Romania	8.3 %	0.7	700	100

Market	YTD January '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	15.4 %	0.8 ppts	30,600	2,100
2. Turkey	13.2 %	1.4	4,800	800
3. Ireland	13.2 %	0.4	6,000	-
4. Hungary	12.5 %	(0.2)	1,000	100
5. Romania	8.3 %	0.7	700	100

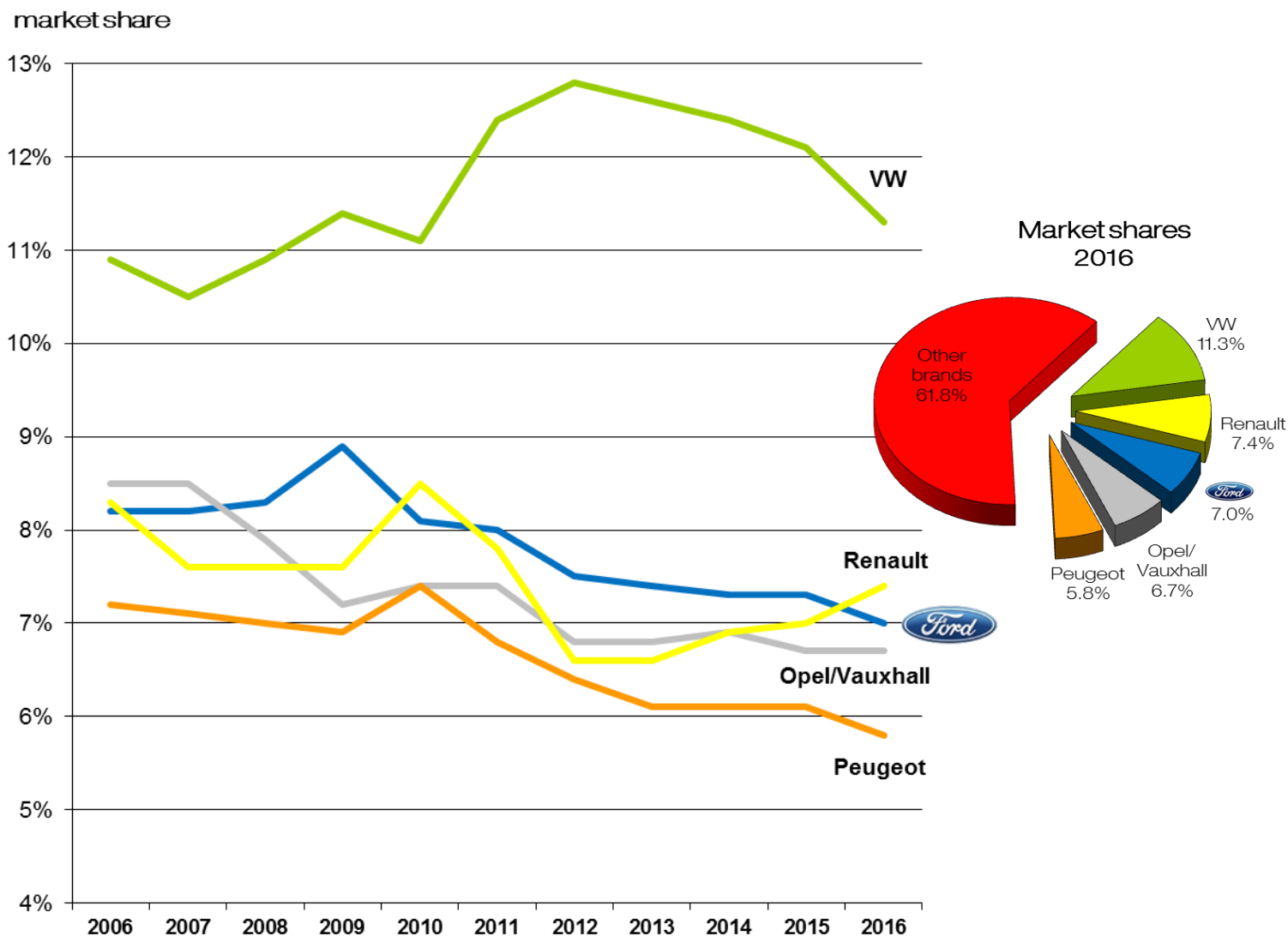
Jan Sales by vehicle line (Euro 20)

Model	January '17	o/(u) January '16	YTD January '17	o/(u) YTD January '16
KA		(3,100)		(3,100)
KA+	4,000	4,000	4,000	4,000
Fiesta	24,700	3,800	24,700	3,800
B-MAX	2,600	(400)	2,600	(400)
Ecosport	5,100	700	5,100	700
Focus	16,600	1,900	16,600	1,900
C-MAX	6,500	(500)	6,500	(500)
Kuga	9,900	1,900	9,900	1,900
Mondeo	4,600	(2,000)	4,600	(2,000)
S-MAX	2,400	(900)	2,400	(900)
Galaxy	900	(600)	900	(600)
Mustang	900	(300)	900	(300)
Edge	1,800	1,800	1,800	1,800
Tourneo Courier	1,100	-	1,100	-
Tourneo Connect	1,100	100	1,100	100
Tourneo Custom	700	300	700	300
Transit Courier	1,600	300	1,600	300
Transit Connect	4,300	300	4,300	300
Transit Custom	8,400	1,200	8,400	1,200
Transit	5,900	600	5,900	600
Ranger	3,800	1,900	3,800	1,900
Other ****	900	(100)	900	(100)
Total Sales	107,700	10,800	107,700	10,800

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

Market Share Development 2005-2016

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. Graphic updated on a quarterly basis.



	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016
VW	10.9%	10.5%	10.9%	11.4%	11.1%	12.4%	12.8%	12.6%	12.4%	12.1%	11.3%
Renault	8.3%	7.6%	7.6%	7.6%	8.5%	7.8%	6.6%	6.6%	6.9%	7.0%	7.4%
Ford	8.2%	8.2%	8.3%	8.9%	8.1%	8.0%	7.5%	7.4%	7.3%	7.3%	7.0%
Opel/Vauxhall	8.5%	8.5%	7.9%	7.2%	7.4%	7.4%	6.8%	6.8%	6.9%	6.7%	6.7%
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%	61.8%
Top 5 brands	43.1%	41.9%	41.7%	42.0%	42.5%	42.4%	40.1%	39.5%	39.6%	39.2%	38.2%
Ford rank	4	3	2	2	3	2	2	2	2	2	3

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 Duratorq 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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