

Ford of Europe Fact Sheet – February 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.

February 2017 Sales Volume (registrations)

Euro 20 ¹	February '17	YTD February '17
Industry	1,251,700 up 19,100 / 1.5 % vs. Feb.'16	2,601,000 up 134,700 / 5.5 % vs. YTD '16
Ford	90,300 down 1,500 / (1.7) % vs. Feb.'16	198,700 up 9,900 / 5.3 % vs. YTD '16
Euro 22²		
Industry	1,407,500 up 7,100 / 0.5 % vs. Feb.'16	2,872,100 up 121,000 / 4.4 % vs. YTD '16
Ford	98,700 down 3,800 / (3.7) % vs. Feb.'16	214,100 up 8,600 / 4.2 % vs. YTD '16
Total Euro 50³		
Industry	1,449,200 up 5,600 / 0.4 % vs. Feb.'16	2,953,700 up 119,200 / 4.2 % vs. YTD '16
Ford	101,500 down 3,100 / (3.0) % vs. Feb.'16	219,400 up 9,700 / 4.6 % 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

Feb 2017 Market Share *

	February '17	YTD February '17
Euro 20	7.2% down 0.2 ppts vs. Feb.'16	7.6% down 0.1 ppts vs. YTD '16
Total Euro 22	7.0% down 0.3 ppts vs. Feb.'16	7.5% flat 0.0 ppts vs. YTD '16
Total Euro 50	7.0% down 0.2 ppts vs. Feb.'16	7.4% flat 0.0 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.

**** Feb 2017 Retail Market Share**

	February '17	YTD February '17
Key European markets	7.7% down 0.4 ppts vs YAGO	7.9% 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 Feb volume (registrations)

Market	February '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Germany	21,200	200	7.9 %	0.3 ppts
2. Italy	14,600	500	7.3 %	(0.2)
3. Britain	14,200	(1,900)	14.3 %	(1.8)
4. France	10,000	100	5.0 %	0.1
5. Spain	6,400	(100)	5.6 %	(0.2)

Market	YTD February '17			
	Volume	o/(u) '16	Share	o/(u) '16
1. Britain	44,800	200	15.1 %	0.0 ppts
2. Germany	40,600	1,700	7.6 %	0.1
3. Italy	28,700	2,300	7.4 %	0.0
4. France	19,200	2,600	5.0 %	0.6
5. Spain	12,400	700	5.8 %	0.0

Top 5 Markets ranked by Ford's share in Feb

Market	February '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	14.3 %	(1.8) ppts	14,200	(1,900)
2. Turkey	11.4 %	(2.0)	5,500	(1,800)
3. Hungary	11.0 %	(0.8)	1,100	100
4. Finland	8.7 %	(0.7)	900	(100)
5. Romania	8.5 %	(0.9)	900	200

Market	YTD February '17			
	Share	o/(u) '16	Volume	o/(u) '16
1. Britain	15.1 %	0.0 ppts	44,800	200
2. Turkey	12.2 %	(0.6)	10,200	(900)
3. Hungary	11.7 %	(0.5)	2,100	100
4. Ireland	11.6 %	(0.7)	7,700	(1,200)
5. Romania	8.4 %	(0.1)	1,500	300

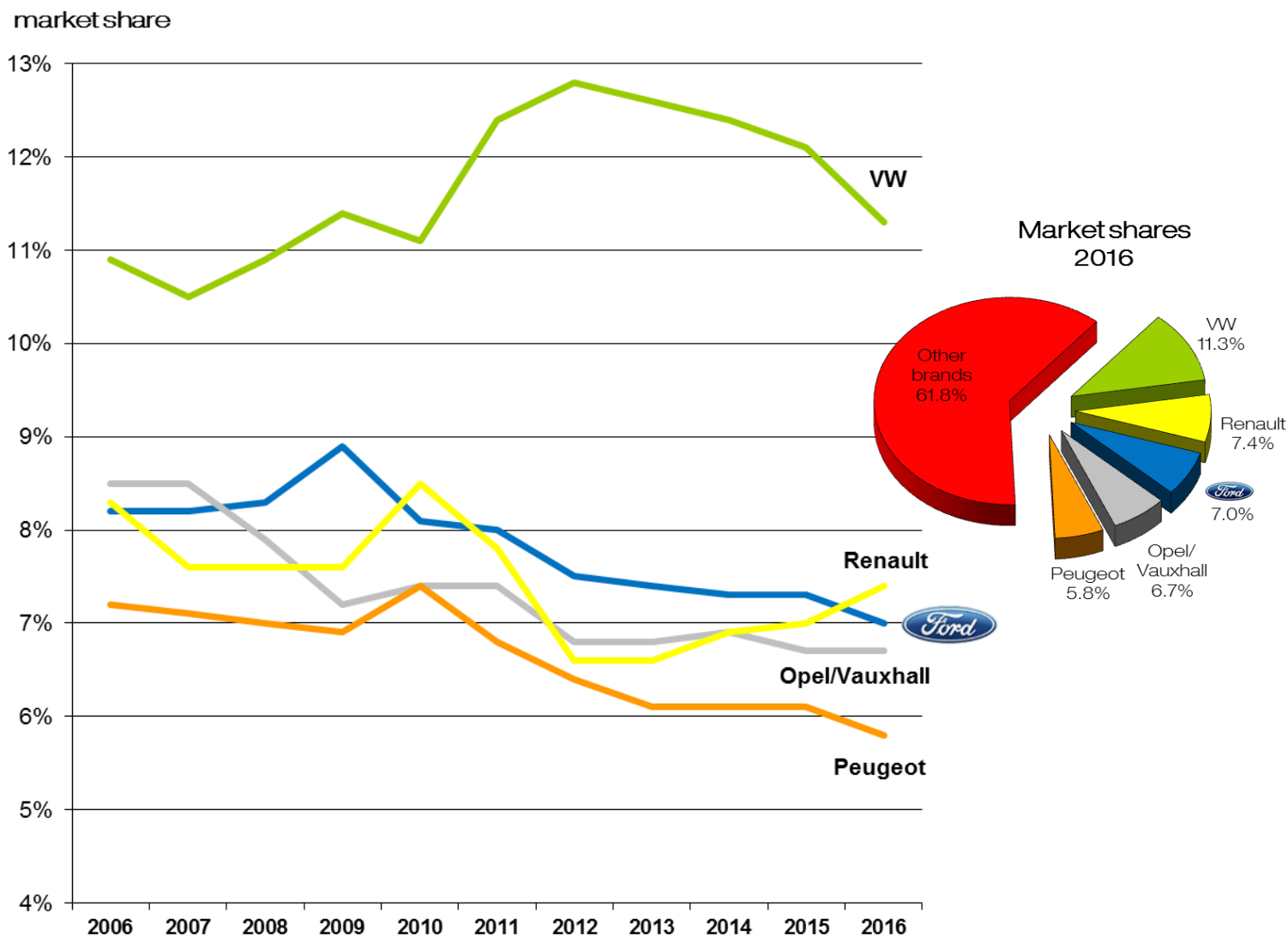
Feb Sales by vehicle line (Euro 20)

Model	February '17	o/(u) February '16	YTD February '17	o/(u) YTD February '16
KA		(2,800)	100	(5,900)
KA+	3,600	3,600	7,600	7,600
Fiesta	19,300	(1,100)	43,900	2,600
B-MAX	2,600	(400)	5,100	(1,000)
Ecosport	4,000	100	9,100	800
Focus	13,900	(500)	30,700	1,600
C-MAX	5,000	(1,700)	11,500	(2,000)
Kuga	9,200	1,200	19,300	3,300
Mondeo	4,200	(1,100)	9,000	(2,900)
S-MAX	2,200	(700)	4,700	(1,600)
Galaxy	1,100	(200)	2,100	(700)
Mustang	700	(300)	1,700	(600)
Edge	1,100	1,100	2,800	2,800
Tourneo Courier	1,200	-	2,300	-
Tourneo Connect	1,100	-	2,100	-
Tourneo Custom	600	300	1,300	600
Transit Courier	1,300	100	2,900	400
Transit Connect	3,200	(500)	7,500	(200)
Transit Custom	6,900	100	15,300	1,200
Transit	5,500	600	11,500	1,300
Ranger	2,700	600	6,600	2,500
Other ****	600	-	1,500	(100)
Total Sales	90,300	(1,500)	198,700	9,900

**** 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, Kuga 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), Joint venture includes production facilities close to St. Petersburg, and two plants in Tatarstan (Elabuga and Naberezhnye Chelny)	For local market: <ul style="list-style-type: none"> Focus, Mondeo (St. Petersburg) Transit, Kuga, Explorer (Elabuga) 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, S-MAX, Galaxy 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 5.2 L V12 – 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 – Fiesta, B-MAX, Focus, C-MAX, Grand C-MAX, Transit Connect, Transit Courier, Tourneo Connect, Tourneo Courier, 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 the 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 1.0 L I3 EcoBoost engine front cover
Bordeaux Transmission (France) Note: 50/50 JV Ford/Getrag	IB5 Transmissions: Fiesta, B-MAX, Focus, C-MAX, Mondeo, also supplied to other OEMs MX65 Transmissions: EcoSport, Fiesta, Focus, Transit Courier
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 supplied to other OEMs
Kechnec Transmission Kechnec/Kosice (Slovakia) Note: 50/50 JV Ford/Getrag	MPS6 Transmissions: Ford Focus, C-MAX, Kuga, Mondeo, also transmissions for other OEMs

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 and 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

Ford of Europe Communications & Public Affairs Contacts:

Greg Dawson	Vice President, C&PA, Ford of Europe Phone 49-221-901-9294 Mobile 49-152-54707157 E-mail gdawso22@ford.com
Michael Baumann	Executive Director, C&PA, Ford of Europe Phone 49-221-901-4882 Mobile 49-152-54952780 E-mail mbauman9@ford.com
John Gardiner	Director, News Operations, Ford of Europe Phone 49-221-901-9985 Mobile 49-152-09341079 E-mail jgardin2@ford.com
Jay Ward	Director, Product Communications, Ford of Europe Phone 44-1268-401926 Mobile 44-7500-224191 E-Mail jward35@ford.com
Tim Holmes	Executive Director, C&PA, Ford of Britain Phone 44-1277-25-2506 Mobile 44-776-4386561 E-mail tholme13@ford.com
Ralph Caba	Director, C&PA, Ford of Germany Phone 49-221-901-6015 Mobile 49-170-3380546 E-mail rcaba@ford.com