

Ford of Europe Fact Sheet – March 2018

Ford Motor Company is a global company based in Dearborn, Michigan. The company designs, manufactures, markets and services a full line of Ford cars, trucks, SUVs, electrified vehicles and Lincoln luxury vehicles, provides financial services through Ford Motor Credit Company and is pursuing leadership positions in electrification, autonomous vehicles and mobility solutions. Ford employs approximately 202,000 people worldwide. For more information regarding Ford, its products and Ford Motor Credit Company, 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 54,000 employees at its wholly owned facilities and approximately 69,000 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 eight 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.

March 2018 Sales Volume (registrations)

Euro 20 ¹	March '18	YTD March '18
Industry	2,060,900 dow n 112,000 / (5.2) % vs. Mar.'17	4,811,900 up 31,600 / 0.7 % vs. YTD '17
Ford	175,500 dow n 24,800 / (12.4) % vs. Mar.'17	382,900 dow n 15,300 / (3.8) % vs. YTD '17
Euro 22²		
Industry	2,300,600 dow n 88,700 / (3.7) % vs. Mar.'17	5,373,500 up 103,800 / 2.0 % vs. YTD '17
Ford	189,800 dow n 23,300 / (10.9) % vs. Mar.'17	413,700 dow n 12,700 / (3.0) % vs. YTD '17
Total Euro 50³		
Industry	2,356,500 dow n 87,700 / (3.6) % vs. Mar.'17	5,527,000 up 120,300 / 2.2 % vs. YTD '17
Ford	193,100 dow n 23,100 / (10.7) % vs. Mar.'17	422,500 dow n 12,500 / (2.9) % vs. YTD '17

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

Mar 2018 Market Share *

	March '18	YTD March '18
Euro 20	8.5% dow n 0.7 ppts vs. Mar.'17	8.0% dow n 0.3 ppts vs. YTD '17
Total Euro 22	8.3% dow n 0.6 ppts vs. Mar.'17	7.7% dow n 0.4 ppts vs. YTD '17
Total Euro 50	8.2% dow n 0.6 ppts vs. Mar.'17	7.6% dow n 0.4 ppts vs. YTD '17

* 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.

** Mar 2018 Retail Market Share

	March '18	YTD March '18
Key European markets	8.4% dow n 0.5 ppts vs YAGO	8.0% dow n 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 Mar volume (registrations)

Market	March '18			
	Volume	o/(u) '17	Share	o/(u) '17
1. Britain	71,600	(21,200)	13.2 %	(1.5) ppts
2. Germany	30,600	(1,000)	8.0 %	0.0
3. Italy	17,700	(1,300)	7.7 %	0.0
4. France	13,000	100	4.6 %	(0.1)
5. Spain	10,200	(1,100)	6.8 %	(0.9)

Market	YTD March '18			
	Volume	o/(u) '17	Share	o/(u) '17
1. Britain	116,000	(21,400)	14.1 %	(0.7) ppts
2. Germany	74,900	2,700	7.8 %	0.1
3. Italy	46,500	(1,100)	7.5 %	(0.1)
4. France	31,500	(500)	4.6 %	(0.2)
5. Spain	23,900	100	6.0 %	(0.6)

Top 5 Markets ranked by Ford's share in Mar

Market	March '18			
	Share	o/(u) '17	Volume	o/(u) '17
1. Britain	13.2 %	(1.5) ppts	71,600	(21,200)
2. Hungary	13.0 %	(0.1)	2,000	400
3. Turkey	11.5 %	0.1	9,100	500
4. Ireland	11.2 %	(0.3)	2,400	(300)
5. Romania	10.7 %	(3.7)	1,000	(200)

Market	YTD March '18			
	Share	o/(u) '17	Volume	o/(u) '17
1. Britain	14.1 %	(0.7) ppts	116,000	(21,400)
2. Hungary	12.0 %	(0.2)	4,600	1,000
3. Ireland	11.6 %	0.0	9,900	(400)
4. Turkey	11.1 %	(0.7)	18,000	(800)
5. Finland	9.5 %	1.0	3,800	500

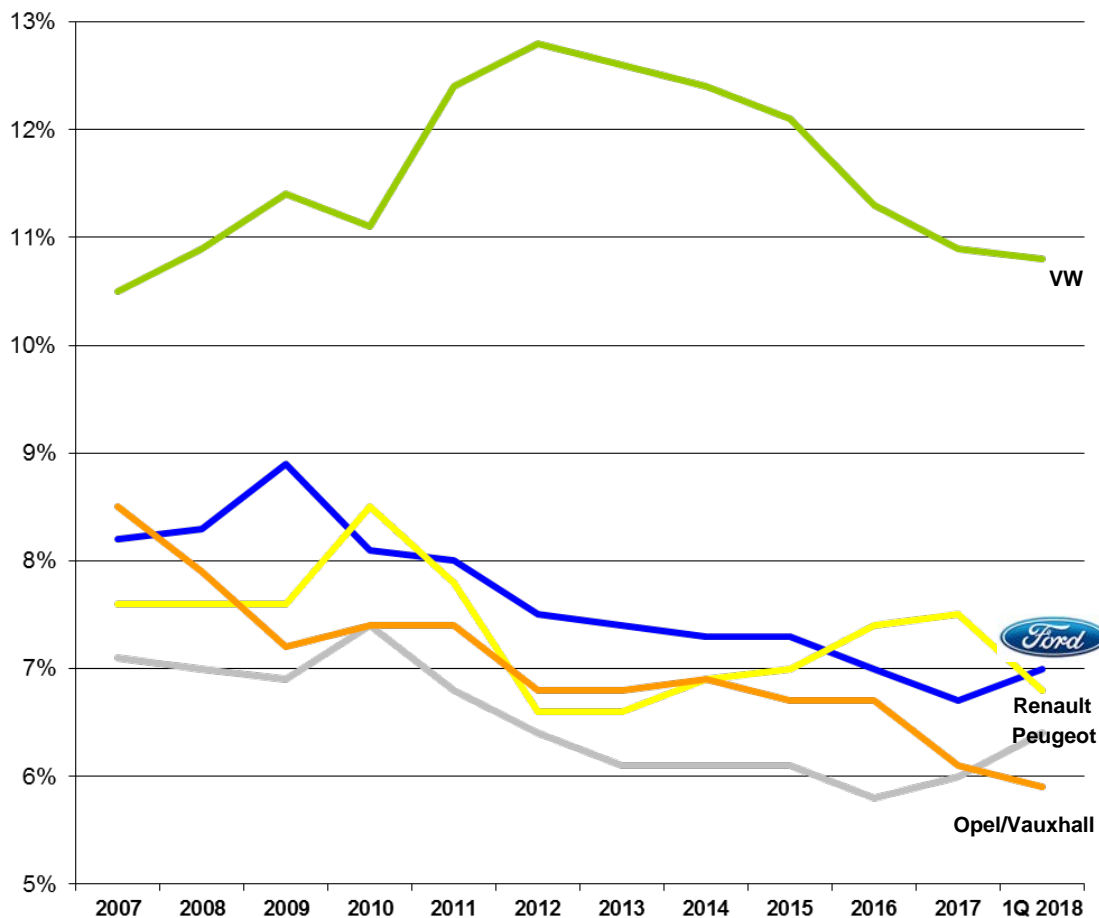
Mar Sales by vehicle line (Euro 20)

Model	March '18	o/(u) March '17	YTD March '18	o/(u) YTD March '17
KA		-		(100)
KA+	6,700	(200)	15,800	1,200
Fiesta	40,100	(7,000)	85,700	(5,300)
B-MAX	800	(4,800)	2,600	(8,200)
Ecosport	13,000	3,700	23,800	5,400
Focus	27,400	(5,800)	60,000	(3,700)
C-MAX	6,500	(3,400)	17,000	(4,400)
Kuga	21,600	400	46,100	5,700
Mondeo	5,900	(2,100)	14,000	(2,800)
S-MAX	2,600	(2,400)	6,600	(2,900)
Galaxy	1,900	(1,000)	4,400	(600)
Mustang	1,100	(900)	1,800	(1,800)
Edge	1,500	(800)	3,600	(1,600)
Tourneo Courier	1,900	300	4,900	1,000
Tourneo Connect	1,500	(100)	3,500	(200)
Tourneo Custom	1,500	-	3,200	400
Transit Courier	2,500	-	5,900	600
Transit Connect	6,400	(100)	14,600	700
Transit Custom	15,800	(1,900)	31,800	(1,500)
Transit	11,900	1,100	25,100	2,700
Ranger	4,800	1,000	11,700	1,400
Other ****	200	(800)	1,000	(1,500)
Total Sales	175,500	(24,800)	382,900	(15,300)

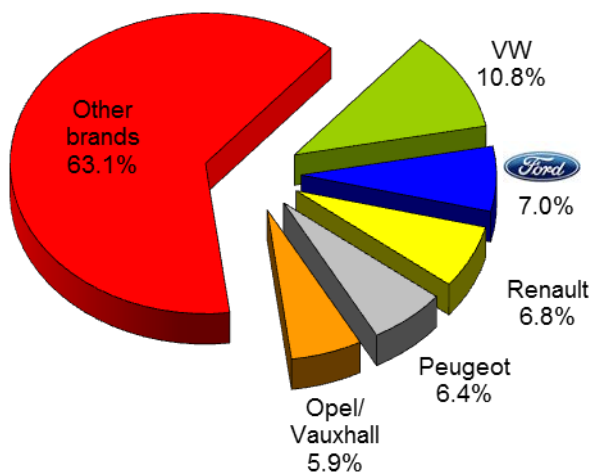
**** Figures largely include vehicles such as Car Derived Vans and imports.

Market Share Development 2007- 1Q 2018

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.



Market Share 1Q 2018



	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	1Q 2018
VW	10.5%	10.9%	11.4%	11.1%	12.4%	12.8%	12.6%	12.4%	12.1%	11.3%	10.9%	10.8%
Ford	8.2%	8.3%	8.9%	8.1%	8.0%	7.5%	7.4%	7.3%	7.3%	7.0%	6.7%	7.0%
Renault	7.6%	7.6%	7.6%	8.5%	7.8%	6.6%	6.6%	6.9%	7.0%	7.4%	7.5%	6.8%
Peugeot	7.1%	7.0%	6.9%	7.4%	6.8%	6.4%	6.1%	6.1%	6.1%	5.8%	6.0%	6.4%
Opel/Vauxhall	8.5%	7.9%	7.2%	7.4%	7.4%	6.8%	6.8%	6.9%	6.7%	6.7%	6.1%	5.9%
Other brands	58.1%	58.3%	58.0%	57.5%	57.6%	59.9%	60.5%	60.4%	60.8%	61.8%	62.8%	63.1%
Top 5 brands	41.9%	41.7%	42.0%	42.5%	42.4%	40.1%	39.5%	39.6%	39.2%	38.2%	37.2%	36.9%
Ford rank	3	2	2	3	2	2	2	2	2	3	3	2

Ford of Europe Manufacturing Facilities

Body & Assembly Plants

Plant	Products
Cologne Body & Assembly (Germany)	Fiesta
Saarlouis Body & Assembly (Germany)	Focus, C-MAX, Grand C-MAX
Valencia Body & Assembly (Spain)	Kuga, Transit Connect, Tourneo Connect, Mondeo, Galaxy, S-MAX
Craiova (Romania)	EcoSport
Ford Otosan Assembly (Turkey); Joint venture includes vehicle assembly at facilities in Kocaeli (Golcık and Yeniköy) and Eskisehir İnönü	Transit, Transit Custom, Tourneo Custom, Transit Courier, Tourneo Courier, Cargo Heavy Truck
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) • Explorer, Kuga, Transit (Elabuga) • Fiesta, EcoSport (Naberezhnye Chelny)

Engine Plants

Plant	Products
Bridgend Engine – South Wales (United Kingdom)	1.5 L I4 EcoBoost – Focus, C-MAX, Grand C-MAX, Kuga, Mondeo, S-MAX, Galaxy 3.0 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 – Focus RS, 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 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; Transit Connect, Tourneo Connect, EcoSport; also supplied to other OEMs 2.2 L I4 Duratorq TDCi – Transit, Transit Custom, Tourneo Custom also supplied to other OEMs 3.0 L V6 Diesel – supplied to other OEMs
Craiova Engine Plant (Romania)	1.0 L I3 EcoBoost – Fiesta, Focus, Transit Connect, Mondeo, EcoSport
Ford Otosan Engine İnönü (Turkey); Joint Venture	9.0 L / 12,7 L I6 Diesel – Cargo Heavy Truck 2.0L / 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
Halewood Transmission (UK) Note: 50/50 JV Ford/Getrag	MT82 Transmissions: Transit B6 Transmissions: Fiesta, B-MAX, C-MAX (Compact and Grand), Focus, Kuga, 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 / Stamping Plant

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
Steven Armstrong	Group Vice President and President, Europe, Middle East and Africa, Ford Motor Company
Joe Bakaj	Vice President, Product Development, Ford of Europe
Birgit Behrendt	Vice President, Joint Ventures, Alliances and Commercial Affairs
Roelant de Waard	Vice President, Marketing, Sales and Service, Ford of Europe
Peter Godsell	Vice President, Human Resources, Ford of Europe
John Harris	Vice President, Legal Affairs, Ford of Europe
Gunnar Hermann	Vice President, Quality, Ford of Europe
Bob Holycross	Global Director Vehicle Homologation & Compliance / Vice President, Sustainability, Environment and Safety Engineering, Ford of Europe
Susan Krusel	Vice President, Communications and Public Affairs, Ford of Europe
Andrew McCall	Vice President, Government and Community Relations, Ford of Europe
Will Periam	Chief Financial Officer, Ford of Europe
Werner Pütz	Vice President, Purchasing, Ford of Europe
Dale Wishnousky	Vice President, Manufacturing, Ford of Europe

Ford of Europe Communications & Public Affairs Contacts

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