

Ford of Europe Fact Sheet – December 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 200,000 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 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 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.

December 2018 Sales Volume (registrations)

Euro 20 ¹	December '18	YTD December '18
Industry	1.218.000 down 97,400 / (7.4) % vs. Dec.'17	17.721.400 up 67,700 / 0.4 % vs. YTD '17
Ford	93.700 down 2,800 / (2.9) % vs. Dec.'17	1.351.000 down 6,900 / (0.5) % vs. YTD '17
Euro 22²		
Industry	1.482.200 down 143,800 / (8.8) % vs. Dec.'17	20.202.300 down 62,500 / (0.3) % vs. YTD '17
Ford	107.300 down 12,500 / (10.5) % vs. Dec.'17	1.473.000 down 51,400 / (3.4) % vs. YTD '17
Total Euro 50³		
Industry	1.532.500 down 141,600 / (8.5) % vs. Dec.'17	20.884.600 up 16,000 / 0.1 % vs. YTD '17
Ford	110.500 down 12,400 / (10.1) % vs. Dec.'17	1.507.400 down 54,500 / (3.5) % 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

Dec 2018 Market Share *

	December '18	YTD December '18
Euro 20	7,7% up 0.4 ppts vs. Dec.'17	7,6% down 0.1 ppts vs. YTD '17
Total Euro 22	7,2% down 0.2 ppts vs. Dec.'17	7,3% down 0.2 ppts vs. YTD '17
Total Euro 50	7,2% down 0.1 ppts vs. Dec.'17	7,2% down 0.3 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.

** Dec 2018 Retail Market Share

	December '18	YTD December '18
Key European markets	7.4% up 1.0 ppts vs YAGO	7.5% up 0.1 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 Dec volume (registrations)

Market	December '18			
	Volume	o/(u) '17	Share	o/(u) '17
1, Britain	26.100	1,400	14,9 %	1.5 ppts
2, Germany	21.600	(1,900)	8,1 %	(0.1)
3, Italy	10.200	(700)	7,0 %	(0.5)
4, France	9.100	(100)	4,4 %	0.5
5, Turkey	7.800	(9,800)	9,9 %	(2.7)

Market	YTD December '18			
	Volume	o/(u) '17	Share	o/(u) '17
1, Britain	382.000	(24,800)	13,7 %	(0.1) ppts
2, Germany	303.000	10,700	7,9 %	0.2
3, Italy	150.900	(5,100)	7,2 %	0.0
4, France	114.500	1,300	4,3 %	(0.1)
5, Spain	91.800	1,000	5,9 %	(0.3)

Top 5 Markets ranked by Ford's share in Dec

Market	December '18			
	Share	o/(u) '17	Volume	o/(u) '17
1, Britain	14,9 %	1.5 ppts	26.100	1,400
2, Hungary	14,4 %	3.0	1.900	300
3, Ireland	10,3 %	(8.5)	0	(100)
4, Romania	10,0 %	3.4	1.200	600
5, Turkey	9,9 %	(2.7)	7.800	(9,800)

Market	YTD December '18			
	Share	o/(u) '17	Volume	o/(u) '17
1, Britain	13,7 %	(0.1) ppts	382.000	(24,800)
2, Hungary	12,1 %	0.8	20.100	3,900
3, Ireland	11,3 %	(0.1)	17.400	(600)
4, Turkey	10,9 %	(1.0)	68.800	(47,400)
5, Finland	9,1 %	0.4	12.700	700

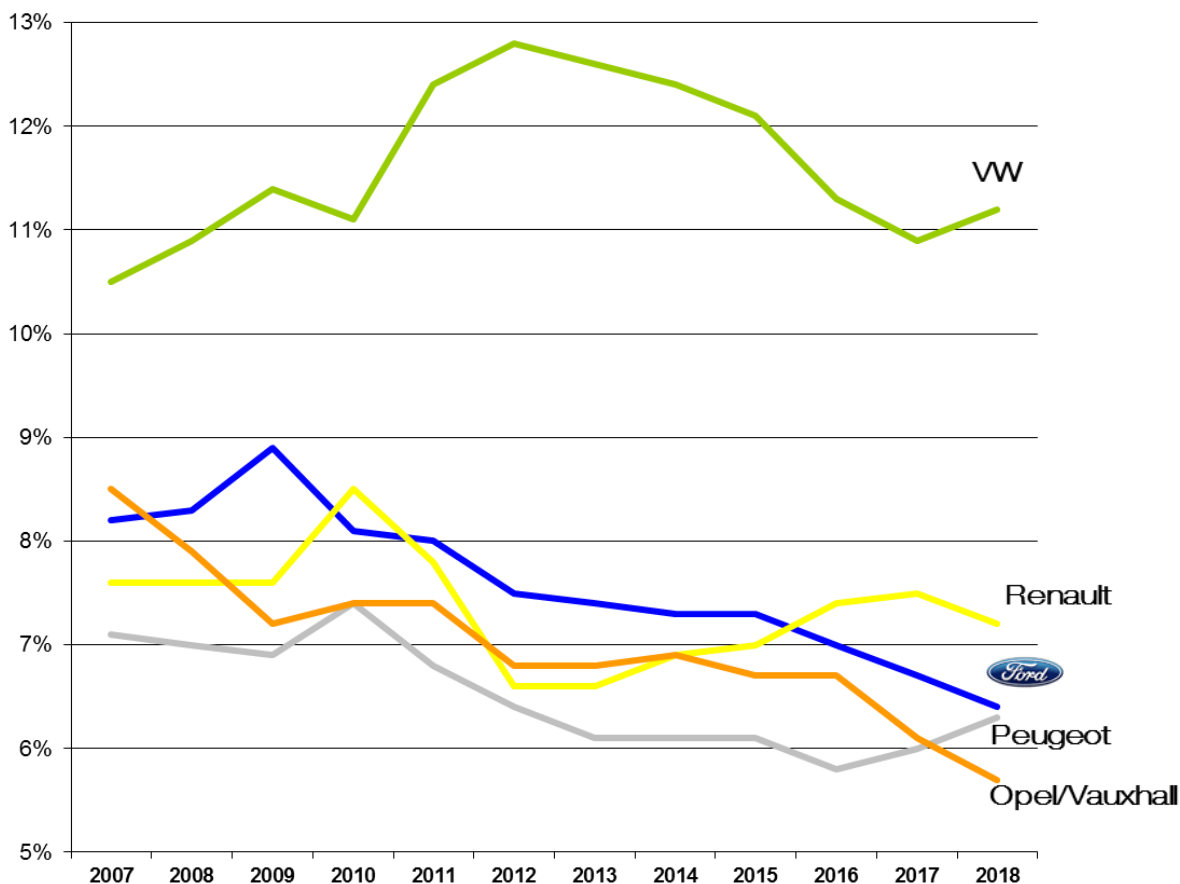
Dec Sales by vehicle line (Euro 20)

Model	December '18	o/(u) December '17	YTD December '18	o/(u) YTD December '17
KA+	3,200	(600)	50,300	(300)
Fiesta	16,600	(500)	270,500	16,900
B-MAX		(1,500)	3,500	(39,900)
Ecosport	7,200	4,400	111,700	49,000
Focus	15,600	1,100	193,600	(16,500)
C-MAX	2,600	(2,000)	53,000	(14,100)
Kuga	8,500	(3,900)	153,800	1,900
Mondeo	3,700	200	49,600	(6,300)
S-MAX	1,900	(400)	22,000	(9,300)
Galaxy	700	(700)	13,400	(5,100)
Mustang	500	(300)	9,600	(3,500)
Edge	300	(700)	9,500	(6,500)
Tourneo Courier	1,500	-	17,400	1,400
Tourneo Connect	1,000	-	12,000	(3,100)
Tourneo Custom	1,300	100	17,100	3,700
Transit Courier	1,900	100	20,600	1,000
Transit Connect	4,400	(400)	53,400	(2,700)
Transit Custom	9,800	(600)	131,800	9,000
Transit	8,000	2,100	103,000	14,200
Ranger	4,800	700	51,500	7,000
Other ****	400	100	3,500	(3,600)
Total Sales	93.700	(2,800)	1.351.000	(6,900)

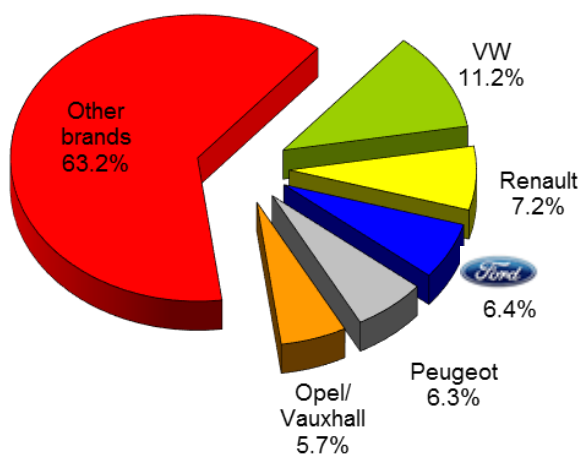
**** Figures largely include vehicles such as Car Derived Vans and imports.

Market Share Development 2007 – 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 2018



	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	YTD 3Q 2018
VW	10,5%	10,9%	11,4%	11,1%	12,4%	12,8%	12,6%	12,4%	12,1%	11,3%	10,9%	11,2%
Renault	7,6%	7,6%	7,6%	8,5%	7,8%	6,6%	6,6%	6,9%	7,0%	7,4%	7,5%	7,3%
Ford	8,2%	8,3%	8,9%	8,1%	8,0%	7,5%	7,4%	7,3%	7,3%	7,0%	6,7%	6,4%
Peugeot	7,1%	7,0%	6,9%	7,4%	6,8%	6,4%	6,1%	6,1%	6,1%	5,8%	6,0%	6,2%
Opel/Vauxhall	8,5%	7,9%	7,2%	7,4%	7,4%	6,8%	6,8%	6,9%	6,7%	6,7%	6,1%	5,8%
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	3

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 1.5 L I3 EcoBoost – Fiesta ST, Focus 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 – 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 2.0 L I4 new Duratorq TDCi – Transit, Focus, Galaxy, Kuga, Mondeo, S-Max, Edge 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 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/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
Jörg Beyer	Executive Director, 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
Casper Dirk Hohage	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

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