

## **FORD OF EUROPE INCREASES MARKET SHARE IN DIFFICULT ECONOMIC ENVIRONMENT**

- **Ford strengthens market position thanks to strong product portfolio**
- **October market share in 19 markets climbed by 0.4 tenths to 8.4 per cent**
- **Market share in Germany grew for the sixth consecutive month, culminating in a one percentage point rise to 7.4 per cent in October**
- **Year-to-date sales in European Direct Markets rose by more than 36 per cent to 72,800 units**

**COLOGNE, November 13, 2008** – Ford of Europe sold 1,257,400 vehicles in its main 19 European markets in the first ten months of this year, while market share for October rose to 8.4 per cent from 8.0 per cent in the same month last year.

Although sales volume for the year so far is down 5.1 per cent compared to the same period last year, explained by credit tightening and falling consumer confidence across the industry, the company's year-to-date market share remained stable at 8.6 per cent.

"We are very pleased to see that our October market share has grown in our main 19 markets, in particular in Germany where Ford was the only brand among the top ten carmakers with increased passenger car registrations, against the industry trend," said Ingvar Sviggum, vice president, marketing, sales and service, Ford of Europe.

"This is further evidence that, despite the continuing economic uncertainty, customers continue to be attracted to Ford's outstanding vehicle portfolio, led by our all-new small cars, the Fiesta and the Ka. Thanks to this, we are well positioned to navigate our way successfully through the current downturn and emerge even stronger when the economy rebounds", Sviggum added.

### **October**

Ford of Europe sold 107,600 vehicles in October across its main 19 European markets. This was down 12.4 per cent vs October 2007, but the company outperformed the industry by improving its market share by 4 tenths, to 8.4 per cent.

In its 51 European markets, Ford sold 133,200 vehicles, down 12.8 per cent versus the same month last year.

The top selling Euro 19 models were the Focus (25,900), the new Fiesta (14,600) and the Mondeo (13,900). In the UK, for example, for every Fiesta registered in October, two further customers are in the order bank.

Britain's strong October performance took the company's share to a market-leading 17.0 per cent (15.1 per cent at the same point in 2007). In Ireland, market share soared by 8.0 percentage points in October to 21 per cent.

For the sixth consecutive month in 2008, Germany achieved market share gains, amounting to a total vehicle market share in October of 7.4 per cent, up 1.0 percentage points compared with the same month last year.

In France, Fiesta, S-MAX and C-MAX were the best-selling imported vehicles in their segments. In Italy, Ford was the leading imported brand and Fiesta was the best-selling imported car with 7,200 vehicles sold.

## 2008 Year-to-date

Across all of its 51 European markets, the Company has sold 1,547,700 units so far this year, down 2.4 per cent when compared to the same period last year.

Britain has been the company's top performing market so far this year, selling 361,800 vehicles and giving it a market share of 16.2 per cent. Germany has sold 201,400 vehicles (up 5.1 per cent) and France 121,400 (an increase of 9.2 per cent). Spain has achieved a year-to-date market share of 9.3 per cent, in line with 2007, the same market share as Norway, which increased year-over-year by a strong 1.5 percentage points.

Ford sales in Russia and the European Direct Markets continued to be strong. Year-to-date sales in Russia increased by 13.3 per cent, to 154,000, and in the EDM markets by more than 36 per cent to 72,800 vehicles.

### October 2008 total sales volume

	<b>October 08</b>	<b>October YTD 08</b>
<b>Euro 19 1</b>	107,600	1,257,400
changes vs. 07	down 15,200 / (12.4) % vs. Oct. 07	down 67,100 / (5.1) % vs. Oct. YTD 07
<b>Euro 21 (Euro 19 + Russia and Turkey)</b>	126,400	1,474,900
changes vs. 07	down 20,900 / (14.2) % vs. Oct. 07	down 57,100 / (3.7) % vs. Oct. YTD 07
<b>EDM 30 2</b>	6,800	72,800
changes vs. 07	up 1,200 / 21.7 % vs. Oct. 07	up 19,500 / 36.5 % vs. Oct. YTD 07
<b>Total EURO 51 (EURO 21 + EDM 30)</b>	133,200	1,547,700
changes vs. 07	down 19,600 / (12.8) % vs. Oct. 07	down 37,700 / (2.4) % vs. Oct. YTD 07

1 The Euro 19 markets are: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden and Switzerland.

2 European Direct Markets are: Albania, Algeria, Andorra, Armenia, Azerbaijan, Belarus, Bosnia, Bulgaria, Croatia, Cyprus, Egypt, Georgia, Gibraltar, Kazakhstan, Kyrgyzstan, Libya, Macedonia, Malta, Moldova, Montenegro, Morocco, Romania, Serbia, Slovakia, Slovenia, Tajikistan, Turkmenistan, Tunisia, Ukraine, Uzbekistan.

### October 2008 total market share 3

	<b>October 08</b>	<b>October YTD 08</b>
<b>Euro 19</b>	8.4 %	8.6 %
changes vs. 07	up 0.4 ppts. vs. Oct. 07	+/- 0.0 ppts. vs. Oct. YTD 07
<b>Euro 21 (incl. Russia and Turkey)</b>	8.1 %	8.4 %
changes vs. 07	up 0.1 ppts. vs. Oct. 07	down 0.1 ppts. vs. Oct. YTD 07

3 Not available for EDM, where we base our share on non-domestic sales volumes.

### October sales by vehicle line (Euro 19) 4

<b>Model</b>	<b>October 08</b>	<b>o(u) October 07</b>	<b>October YTD 08</b>	<b>o(u) October YTD 07</b>
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<b>Ka</b>	1,400	(2,600)	41,800	(4,000)
<b>New Ka</b>	100	100	100	100
<b>Fiesta</b>	11,100	(14,100)	255,000	(51,800)
<b>New Fiesta</b>	14,600	14,600	24,100	24,100
<b>Fusion</b>	4,800	(500)	59,500	(8,100)
<b>Focus</b>	25,900	(2,400)	310,500	(22,900)
<b>Focus Coupé-Cabriolet</b>	600	(200)	10,500	2,900
<b>C-MAX</b>	7,900	(1,800)	95,000	(10,100)
<b>Kuga</b>	3,900	3,900	19,000	19,000
<b>Mondeo</b>	13,900	(2,400)	142,100	75,300
<b>S-MAX</b>	4,100	(1,400)	47,900	(14,100)
<b>Galaxy</b>	2,100	(700)	27,200	(2,700)
<b>Transit</b>	12,200	(3,300)	152,300	1,500
<b>Transit Connect</b>	3,600	(3,100)	50,200	(15,000)
<b>Ranger</b>	900	(700)	13,900	(3,300)

4 Figures do not include vehicles such as the Fiesta van, Maverick, Explorer imports and Turkish-built Cargo heavy trucks.

Notes to Editors:

- Ford of Europe's market share refers to the traditional main 19 European markets (Euro 19) - excluding Turkey and Russia (as the other main markets) and the 30 European Direct Markets (EDM), where we base our share on non-domestic sales volume.
- We also report our sales performance (passenger cars and commercial vehicles) for the total region for which Ford of Europe is responsible (51 markets in total).
- Sales data for specific car lines refer to the Euro 19 markets.
- The Euro 19 markets are: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Sweden and Switzerland.
- European Direct Markets are: Albania, Algeria, Andorra, Armenia, Azerbaijan, Belarus, Bosnia, Bulgaria, Croatia, Cyprus, Egypt, Georgia, Gibraltar, Kazakhstan, Kyrgyzstan, Libya, Macedonia, Malta, Moldova, Montenegro, Morocco, Romania, Serbia, Slovakia, Slovenia, Tajikistan, Turkmenistan, Tunisia, Ukraine, Uzbekistan.