



FULL YEAR 2020 SALES

	Total Vehicle Sales	Total Vehicle Market Share	Passenger Vehicle Sales	Passenger Vehicle Market Share	Commercial Vehicle Sales	Commercial Vehicle Market Share
Euro 20*	974,982	7.1%	645,156	5.6%	329,826	14.6%
Versus FY 2019	-26.8%	-0.3 ppt	-32.1%	-0.6 ppt	-13.6%	+0.7 ppt

HIGHLIGHTS

- **Full year 2020 total vehicle sales** of 974,982 (-26.8 per cent), market share 7.1 per cent down 0.3 percentage points compared to 2019
- **Ford number one commercial vehicle brand** for sixth consecutive year across EU 20 markets and for 56 years in a row in the UK
- **All-time full year CV market share record in the European 20 markets** of 14.6 per cent up 0.7 percentage points compared to 2019
- **CV leadership in ten European markets (including Turkey) in 2020**, increase of share in most markets
- **Ranger clear leader in 2020** reaching a full year segment share of 34.9 per cent
- **Ford Fiesta and the Ford Transit Custom / Tourneo Custom range took the No.1 and No.2 spots** respectively in Britain's best-selling new vehicles chart for 2020
- **In Germany, 14 per cent of all Ford passenger cars sold were electrified vehicles**, up from 0.6 per cent in 2019
- **Ford SUV share climbed to 38.1 per cent of all passenger cars** for the full year up 8,1 percentage points compared to 2019
- **New Ford Puma sales account for 55.7 per cent of all Ford SUV sales in fourth quarter**, with 39,842 sold, Puma second top-selling car for Ford behind Focus in the quarter

* Ford of Europe reports sales for its 20 European traditional markets with National Sales Companies: Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Romania, Sweden and Switzerland



"2020 was an unprecedented year and the pandemic is still affecting our business. Our commercial vehicle strategy continues to flourish, with last year marking the sixth consecutive year of European market leadership. Puma and Kuga are leading the charge on our SUV growth, and now our electrification plan is accelerating with the launch of the award-winning Mustang Mach-E that combines emotion with advanced all-electric technology."

Roelant de Waard, Vice President - Marketing, Sales & Service, Ford of Europe

VEHICLE NEWS



New products launched in 2020 and home delivery trend fosters our success in CV segment and leads to new records. Transit Trial and Active will gain new customers in 2021.



Strong start to Puma sales in 2020, with 45% of sales being high specification Titanium X and ST-line X models. Puma was the No.2 top-selling passenger car for Ford in the fourth quarter



All-new Mustang Mach-E SUV featuring purpose-built all-electric powertrain combining strong driving dynamics with zero-emission driving. Mach-E starts arriving across Europe in the first quarter 2021

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Q4/ YTD December 2020 Sales Volume (registrations)

Euro 20 ¹	Q4 '20	YTD December '20
Industry	3.912.869 down 302,662 / (7.2) % vs. Q4 '19	13.709.280 down 4,244,752 / (23.6) % vs. YTD '19
Ford	264.793 down 46,825 / (15.0) % vs. Q4 '19	974.982 down 356,328 / (26.8) % vs. YTD '19

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.

Q4/ YTD December 2020 Market Share *

Euro 20	Q4 '20	YTD December '20
	6,8% down 0.6 ppts vs. Q4 '19	7,1% down 0.3 ppts vs. YTD '19

* 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.

** Q4/ YTD December 2020 Retail Market Share

Key European markets	Q4 '20	YTD December '20
	6.0% 1.5 ppts down vs YAGO	6.6% 1.0 ppts down vs YAGO

** The Key European markets are: Britain, Germany, France, Italy and Spain. Ford volume and Industry in these markets represent 70 to 80% of the Europe 20 volume.

Ford Top 5 Markets ranked by Q4/ YTD December volume (registrations)

Market	Q4 '20			
	Volume	o/(u) '19	Share	o/(u) '19
1, Germany	68.054	(13,406)	7,0 %	(1.5) ppts
2, Britain	61.603	(9,242)	13,1 %	0.0
3, Italy	33.266	(4,155)	7,0 %	(0.4)
4, France	21.401	(6,039)	3,5 %	(0.4)
5, Spain	17.541	(4,611)	5,6 %	(0.7)

Market	YTD December '20			
	Volume	o/(u) '19	Share	o/(u) '19
1, Britain	248.984	(105,291)	12,9 %	(0.1) ppts
2, Germany	240.399	(93,528)	7,4 %	(1.0)
3, Italy	110.445	(34,292)	7,1 %	0.3
4, France	83.385	(28,156)	4,0 %	(0.1)
5, Spain	54.183	(29,573)	5,3 %	(0.3)

Top 5 Markets ranked by Ford's share in Q4/ YTD December

Market	Q4 '20			
	Share	o/(u) '19	Volume	o/(u) '19
1, Hungary	13,2 %	(0.9) ppts	6.069	(1,186)
2, Britain	13,1 %	0.0	61.603	(9,242)
3, Ireland	10,4 %	(2.9)	716	(28)
4, Romania	8,7 %	(0.9)	3.590	(481)
5, Denmark	8,4 %	0.8	5.801	909

Market	YTD December '20			
	Share	o/(u) '19	Volume	o/(u) '19
1, Britain	12,9 %	(0.1) ppts	248.984	(105,291)
2, Hungary	12,4 %	(0.0)	19.060	(4,502)
3, Ireland	10,6 %	0.3	11.889	(3,060)
4, Denmark	8,9 %	1.2	21.711	479
5, Finland	8,4 %	(0.4)	9.503	(2,300)

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Q4/ YTD December Sales by vehicle line (Euro 20)

Model	Q4 '20	o/(u) Q4 '19	YTD December '20	o/(u) YTD December '19
KA+	4	-14.497	71	-51.289
Fiesta	38.699	-9.838	155.226	-72.030
EcoSport	5.847	-20.616	47.081	-74.793
Puma	39.842	39.711	118.298	118.155
Focus	43.753	-1.247	172.544	-50.802
C-MAX	1	-3.863	116	-30.565
Kuga	23.386	-31.372	78.895	-82.834
Mondeo	5.121	-3.351	21.004	-19.324
S-MAX	3.294	-1.595	13.262	-10.271
Galaxy	2.228	99	8.122	-5.084
Mustang	1.523	25	7.085	-1.533
Edge	1.230	-388	3.722	-4.922
Explorer	977	791	2.507	2.312
Tourneo Courier	2.489	-4.605	7.191	-16.804
Tourneo Connect	2.366	-1.192	9.785	-4.792
Tourneo Custom	6.473	-976	25.498	-2.512
Transit Courier	4.304	177	15.251	-2.900
Transit Connect	9.351	-2.262	37.312	-12.181
Transit Custom	36.135	6.887	115.935	-12.634
Transit	23.707	1.614	87.139	-10.311
Ranger	12.297	-648	43.128	-9.474
Other ****	1.766	321	5.810	-1.740
Total Sales	264.793	-46.825	974.982	-356.328

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

CONTACT

Rella Bernardes

Ford of Europe

+49 221 901 9985

rgiurici@ford.com