



March / Q1 2021 Sales Volume (registrations)

Euro 20 ¹		March 2021	Q1 2021
Industry		1,625,483 up 651,381 / 66.9 % vs. March '20	3,625,515 up 153,888 / 4.4 % vs. Q1 '20
Ford		117,139 up 48,468 / 70.6 % vs. March '20	259,809 up 18,646 / 7.7 % vs. Q1 '20

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.

March / Q1 2021 Market Share *

Euro 20		March 2021	Q1 2021
		7.2% up 0.2 ppts vs. March '20	7.2% up 0.2 ppts vs. Q1 '20

* 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.

March / Q1 2021 Retail Market Share **

Key European markets		March 2021	Q1 2021
		6.4% 0.1 ppts down vs YAGO	6.5% 0.3 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 March / Q1 volume (registrations)

Market	March 2021			
	Volume	o/(u) '20	Share	o/(u) '20
1. Britain	42,848	13,824	12.4 %	2.3 ppts
2. Germany	18,905	2,289	5.7 %	(1.1)
3. Italy	13,105	10,760	6.9 %	(0.1)
4. France	9,935	6,775	4.2 %	0.4
5. Spain	5,463	3,477	5.2 %	0.8

Market	Q1 2021			
	Volume	o/(u) '20	Share	o/(u) '20
1. Britain	70,166	3,422	13.1 %	1.2 ppts
2. Germany	46,168	(13,166)	6.2 %	(1.4)
3. Italy	35,906	10,013	7.2 %	0.5
4. France	24,036	6,439	4.2 %	0.4
5. Spain	12,069	(1)	5.2 %	0.6

Top 5 Markets ranked by Ford's share in March / Q1

Market	March 2021			
	Share	o/(u) '20	Volume	o/(u) '20
1. Britain	12.4 %	2.3 ppts	42,848	13,824
2. Hungary	11.5 %	1.0	1,712	275
3. Ireland	11.4 %	0.4	1,433	587
4. Denmark	9.7 %	2.5	2,843	1,441
5. Romania	9.1 %	1.1	878	234

Market	Q1 2021			
	Share	o/(u) '20	Volume	o/(u) '20
1. Britain	13.1 %	1.2 ppts	70,166	3,422
2. Hungary	13.0 %	2.0	5,096	740
3. Ireland	11.2 %	2.0	6,767	1,258
4. Romania	10.8 %	3.8	2,798	484
5. Denmark	9.6 %	2.3	5,438	986



March / Q1 Sales by vehicle line (Euro 20)

Model	March 2021	o/(u) March '20	Q1 2021	o/(u) Q1 '20
KA+	0	(9)	0	(45)
Fiesta	16,189	3,988	35,986	(8,049)
EcoSport	2,780	(1,054)	7,386	(10,959)
Puma	17,738	12,603	39,573	20,909
Focus	11,121	(3,443)	27,684	(24,238)
C-MAX	1	(7)	2	(70)
Kuga	14,440	12,156	30,690	23,669
Mondeo	1,524	(226)	4,044	(2,647)
S-MAX	1,022	102	2,687	(943)
Galaxy	612	103	1,485	(620)
Mustang	296	(160)	637	(1,164)
Edge	31	(165)	79	(948)
Explorer	439	412	1,200	1,058
Tourneo Courier	540	168	1,279	(364)
Tourneo Connect	1,092	284	2,700	(157)
Tourneo Custom	2,446	580	6,290	295
Transit Courier	1,808	738	4,213	65
Transit Connect	5,743	2,268	11,960	845
Transit Custom	20,188	11,116	38,785	11,282
Transit	12,167	5,329	27,868	6,756
Ranger	6,377	3,487	14,053	4,313
Other ****	585	198	1,208	(342)
Total Sales	117,139	48,468	259,809	18,646

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

CONTACT

Rella Bernardes

Ford of Europe

+49 221 901 9985

rgiurici@ford.com

Ford of Europe Sales Highlights Q1 2021

PV

Puma segment
leader in UK and Italy

51% SUVs
46% electrified



CV

No.1 CV Brand across Europe
121,000* units +33% (vs. Q1 2020)

Transit Custom best selling Ford



* Austria, Belgium, Britain, Czech Republic, Denmark, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Netherlands, Norway, Poland, Portugal, Spain, Romania, Sweden, Switzerland, Turkey

