



Q3 / YTD September 2021 Sales Volume (registrations)

Euro 20 ¹	Q3 '21	YTD September '21
Industry	3.093.665 down 852,770 / (21.6) % vs. Q3 '20	10.665.425 up 869,167 / 8.9 % vs. YTD '20
Ford	194.460 down 105,727 / (35.2) % vs. Q3 '20	696.741 down 13,467 / (1.9) % vs. YTD '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.

Q3 / YTD September 2021 Market Share *

Euro 20	Q3 '21	YTD September '21
	6,3% down 1.3 ppts vs. Q3 '20	6,5% down 0.7 ppts vs. YTD '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.

** Q3 / YTD September 2021 Retail Market Share

Key European markets	Q3 '21	YTD September '21
	5.3% 1.5 ppts down vs YAGO	5.9% 0.9 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 Q3 / YTD September volume (registrations)

Market	Q3 '21			
	Volume	o/(u) '20	Share	o/(u) '20
1, Britain	52.575	(38,401)	10,9 %	(2.3) ppts
2, Germany	38.569	(28,561)	5,5 %	(1.8)
3, Italy	21.460	(10,605)	6,7 %	(0.9)
4, France	13.821	(10,437)	3,2 %	(1.1)
5, Spain	9.710	(6,646)	4,3 %	(1.1)

Market	YTD September '21			
	Volume	o/(u) '20	Share	o/(u) '20
1, Britain	191.005	3,624	11,9 %	(0.9) ppts
2, Germany	131.480	(40,876)	5,8 %	(1.8)
3, Italy	85.481	8,302	6,5 %	(0.7)
4, France	58.037	(3,947)	3,6 %	(0.6)
5, Spain	36.333	(309)	4,6 %	(0.5)

Top 5 Markets ranked by Ford's share in Q3 / YTD September

Market	Q3 '21			
	Share	o/(u) '20	Volume	o/(u) '20
1, Britain	10,9 %	(2.3) ppts	52.575	(38,401)
2, Hungary	9,9 %	(3.2)	3.623	(1,696)
3, Austria	9,7 %	1.5	7.109	449
4, Ireland	9,4 %	(3.2)	4.416	(707)
5, Norway	7,5 %	2.4	4.115	1,797

Market	YTD September '21			
	Share	o/(u) '20	Volume	o/(u) '20
1, Britain	11,9 %	(0.9) ppts	191.005	3,624
2, Hungary	11,5 %	(0.5)	13.336	345
3, Ireland	10,6 %	(0.0)	13.733	2,560
4, Romania	8,5 %	1.3	9.009	1,938
5, Austria	8,0 %	0.6	19.794	3,760



Q3 / YTD September Sales by vehicle line (Euro 20)

Model	Q3 '21	o/(u) Q3 '20	YTD September '21	o/(u) YTD September '20
KA+	0	-13	0	-66
Fiesta	14.838	-31.657	77.872	-38.662
EcoSport	6.405	-6.654	20.779	-20.369
Puma	33.001	-9.268	116.245	37.701
Focus	17.277	-28.923	65.818	-62.971
C-MAX	0	-21	3	-112
Kuga	21.009	-14.429	82.780	27.281
Mondeo	3.638	-2.015	10.427	-5.464
S-MAX	1.568	-2.649	6.360	-3.601
Galaxy	1.174	-1.451	4.217	-1.678
Mustang	701	-1.522	2.707	-2.850
Mustang Mach-E	10.161	10.161	15.602	15.602
Edge	48	-683	213	-2.281
Explorer	1.071	7	3.604	2.073
Tourneo Courier	378	-1.526	2.347	-2.358
Tourneo Connect	852	-2.270	5.783	-1.662
Tourneo Custom	5.265	-3.116	18.470	-530
Transit Courier	3.892	-586	12.463	1.515
Transit Connect	6.353	-4.588	27.190	-744
Transit Custom	28.799	-2.882	98.544	18.552
Transit	21.566	-3.623	76.910	13.625
Ranger	15.743	2.955	45.539	14.708
Other ****	721	-974	2.868	-1.176
Total Sales	194.460	-105.727	696.741	-13.467

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

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Ford of Europe Sales Highlights Q3 2021*

Commercial vehicles

No. 1 best-selling CV Brand in Europe

No. 1 CV Brand in 7 markets

(UK, AUT, SWE, IRL, HU, CZ, TR)



Ranger

Ranger segment leader with 42.5%
and best year-to-date sales ever



Transit Custom

Best-selling Ford vehicle in Europe YTD
and the best-selling vehicle in the UK YTD

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



Ford of Europe Sales Highlights Q3 2021*

Passenger vehicles

Utilities sales grew to 64%
of our total PV sales



Mustang Mach-E

10.200 units sold in Q3



Kuga PHEV

Best-selling PHEV across industry in Q3,
more than 60% of Kuga sales are PHEVs



Puma

Best-selling Ford Passenger
Vehicle across Europe

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

