



# Ford of Europe Q4 and FY 2021 Sales

## Q4 / YTD December 2021 Sales Volume (registrations)

Euro 20 <sup>1</sup>		Q4 '21	YTD December '21
Industry		3,085,274 down 834,933 / (21.3) % vs. Q4 '20	13,749,362 up 32,897 / 0.2 % vs. YTD '20
Ford		182,550 down 82,086 / (31.0) % vs. Q4 '20	878,648 down 96,196 / (9.9) % vs. YTD '20

<sup>1</sup> 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 2021 Market Share \*

		Q4 '21	YTD December '21
Euro 20		5.9% down 0.8 ppts vs. Q4 '20	6.4% 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.

## \*\* Q4 / YTD December 2021 Retail Market Share

		Q4 '21	YTD December '21
Key European markets		4.1% 1.9 ppts down vs YAGO	5.4% 1.1 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 '21			
	Volume	o/(u) '20	Share	o/(u) '20
1. Britain	47,475	(14,128)	11.5 %	(1.6) ppts
2. Germany	37,997	(30,053)	5.5 %	(1.4)
3. Italy	17,150	(16,116)	5.0 %	(2.0)
4. France	15,123	(6,278)	3.0 %	(0.5)
5. Spain	10,711	(6,830)	4.3 %	(1.3)

Market	YTD December '21			
	Volume	o/(u) '20	Share	o/(u) '20
1. Britain	238,530	(10,454)	11.8 %	(1.1) ppts
2. Germany	168,760	(71,646)	5.7 %	(1.7)
3. Italy	102,631	(7,814)	6.2 %	(0.9)
4. France	73,160	(10,225)	3.4 %	(0.6)
5. Spain	47,044	(7,139)	4.5 %	(0.7)

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

Market	Q4 '21			
	Share	o/(u) '20	Volume	o/(u) '20
1. Hungary	11.6 %	(1.6) ppts	3,986	(2,083)
2. Britain	11.5 %	(1.6)	47,475	(14,128)
3. Ireland	10.5 %	0.1	734	19
4. Denmark	8.1 %	(0.3)	4,653	(1,144)
5. Romania	8.0 %	0.8	3,088	(289)

Market	YTD December '21			
	Share	o/(u) '20	Volume	o/(u) '20
1. Britain	11.8 %	(1.1) ppts	238,530	(10,454)
2. Hungary	11.5 %	(0.9)	17,323	(1,737)
3. Ireland	10.6 %	(0.0)	14,460	2,572
4. Romania	8.4 %	1.2	12,157	1,709
5. Denmark	7.9 %	(0.9)	18,846	(2,861)



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

Model	Q4 '21	o/(u) Q4 '20	YTD December '21	o/(u) YTD December '20
KA+	0	(4)	0	(70)
Fiesta	3,751	(34,881)	81,618	(73,548)
EcoSport	10,095	4,292	30,874	(16,077)
Puma	16,233	(23,447)	132,455	14,231
Focus	28,864	(14,836)	94,707	(77,782)
C-MAX	0	(1)	3	(113)
Kuga	23,515	222	106,294	27502
Mondeo	2,147	(2,982)	12,584	(8,436)
S-MAX	1,059	(2,239)	7,430	(5,829)
Galaxy	483	(1,740)	4,700	(3,418)
Mustang	984	(574)	3,700	(3,415)
Mustang Mach-E	7,821	7,562	23,424	23,165
Edge	32	(1,218)	246	(3,498)
Explorer	1,813	843	5,413	2,912
Tourneo Courier	174	(2,322)	2,527	(4,674)
Tourneo Connect	925	(1,467)	6,711	(3,126)
Tourneo Custom	5,972	(1,467)	24,703	(1,736)
Transit Courier	2,850	(1,443)	15,348	107
Transit Connect	7,484	(1,890)	34,729	(2,579)
Transit Custom	32,779	(2,132)	131,028	16,125
Transit	26,253	2,161	102,520	15,143
Ranger	8,791	(3,537)	54,308	11,149
Other ****	525	(986)	3,326	(2,229)
<b>Total Sales</b>	<b>182,550</b>	<b>(82,086)</b>	<b>878,648</b>	<b>(96,196)</b>

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

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# Ford of Europe Sales Highlights FY 2021\*

## Commercial vehicles

No. 1 commercial vehicle brand across Europe  
for the 7th consecutive year in 2021

No. 1 commercial vehicle brand in 9 markets  
(UK, IRL, DK, FIN, GR, HU, CZ, RO, TUR)



### Ranger

**Best-selling** pick-up vehicle with  
a segment share of 38.1% for the full year 2021



### Transit Custom

**Best-selling** Ford vehicle in Europe in 4th quarter  
and full year 2021, best-selling total vehicle in the UK

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



# Ford of Europe Sales Highlights FY 2021

## Passenger vehicles

Ford electrified passenger vehicle mix at 54% thanks to Mustang Mach-E launch, strong Kuga PHEV performance and our EcoBoost Hybrid engines



**Mustang Mach-E**

23,424 units sold in 2021



**Kuga**

Kuga PHEV is the **best-selling** PHEV of any brand across all European markets



**Puma**

**Best-selling** Ford passenger vehicle across Europe with 132,455 units sold

