

The rise of the SUV

According to industry analysts LMC Automotive, the rise in popularity for SUVs in Europe shows no signs of slowing down.

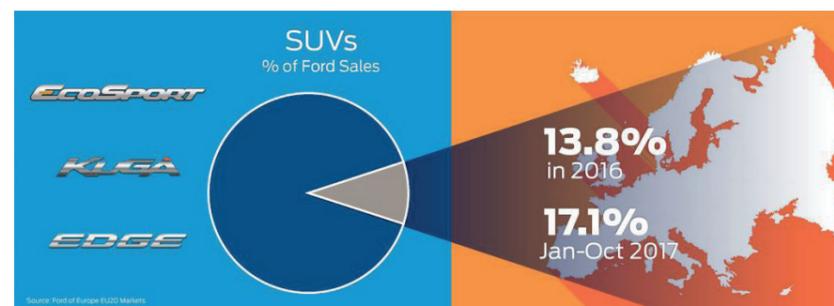
In Europe, SUVs accounted for 26 per cent of all passenger car sales last year, up from eight per cent in 2007, and this year automakers are forecast to sell more than four million SUVs in Europe, which would push the market share up to 28 per cent.

By 2020, Europe's SUV volume is expected to reach nearly 5.7 million, a market share of 34 per cent and more than one third of Europe's new car sales.



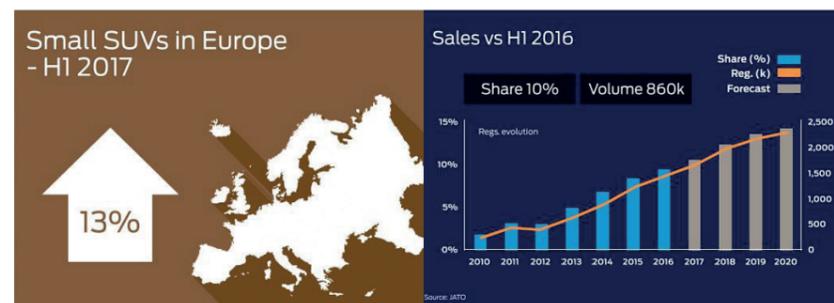
Kuga and Edge

Last year, Ford's SUVs – Edge, Kuga and EcoSport - accounted for almost 14 per cent of Ford's European vehicle sales, which has risen to 17 per cent for the first ten months of 2017.



Ford SUV sales

Year-over-year, to the end of October 2017 Ford has seen a 23.6 per cent increase in SUV sales, with increases for each member of the SUV family.



Millennials driving sales

In 2016, a Ford-sponsored survey showed SUVs are most desired by Millennials, people aged 17- to 34-years-old, which indicates that Europe's SUV boom is accelerating as this generation reaches new car buying age.



The study showed that Millennials account for 24 per cent of Europe's adults and found that 60 per cent plan to purchase a car in the next year, while one in four are considering an SUV.



Ford's SUV Family

Ford has sold more than 166,000 EcoSport compact SUVs in Europe since it first introduced the model to the region in 2014, and year-over-year, to the end of October 2017 EcoSport posted a 14 per cent increase in sales.



With sales of 126,900 – up 22 per cent – in the first ten months of 2017, Kuga is enjoying its best ever sales year.



With the Edge fully launched across the region, Ford's flagship SUV has seen a massive 127 per cent increase in sales.



"Ford has sold more than 166,000 EcoSport compact SUVs in Europe since we first introduced the model to the region in 2014, and last year sales grew 40 per cent," said Steven Armstrong, group vice president and president, Europe Middle East and Africa, Ford Motor Company. "The new Ford EcoSport offers customers even more style, comfort, capability and choice – blending rugged SUV functionality with city car practicality."

