



## Ford Mustang is Best-Selling Sports Car on the Planet; 15,000 Mustangs Sold in Europe in 2016

- Ford Mustang became the best-selling sports car in the world in 2016, according to IHS Markit global automotive registration data, including more than 15,000 orders in Europe
- Regions including Europe and China fuel global Mustang sales growth in 2016 with global sales up 6 per cent over 2015
- Mustang is the best-selling sports car in European markets including France, Sweden, Poland, the Czech Republic, Hungary, Romania, Finland and Greece
- Photos: <http://drive.google.com/open?id=0B3BKS2j5PGeTRIBTMS1UcVJQWHM>

**COLOGNE, Germany, April 25, 2017** – Ford Mustang has been the best-selling sports car in the U.S. during the past 50 years, and now thanks to growing popularity in Europe and elsewhere, the iconic pony car is the most popular sports car in the world, according to Ford analysis of IHS Markit new vehicle registration data in the sports car segment.

Mustang expanded its sales lead in 2016 as the world's best-selling sports car, with more than 150,000 Mustangs sold, according to IHS Markit new vehicle registration data. Overall global sales increased 6 per cent over 2015, fuelled by non-U.S. market growth up 101 per cent with almost 45,000 Mustang vehicles sold outside the U.S.

In the first full year of sales in Europe, customers ordered 15,335 Mustangs across the region.\* Mustang was the best-selling sports car in European markets including France, Sweden, Poland, the Czech Republic, Hungary, Romania, Finland and Greece.

“From the Arctic Circle to the Mediterranean, the Ford Mustang has topped the sports car sales charts in markets across Europe,” said Roelant de Waard, vice president, Marketing, Sales & Service, Ford of Europe. “European customers continue to play a significant role in the global success of Mustang. The iconic sports car’s popularity with [drivers of all ages and backgrounds](#) shows no sign of waning – we sold 3,600 Mustangs in the region during the first three months of 2017.”

Mustang’s ascension to best-selling sports car in the world in 2016 was driven largely by continued global rollout that saw big sales gains in markets including Germany and China, as well as the car’s introduction to smaller territories such as New Caledonia, Gibraltar and Bonaire.

Since launching in China in 2015, Mustang has become the best-selling sports car in the world’s biggest auto market. Mustang sales in 2016 were up 74 per cent over 2015, according to IHS Markit new vehicle registrations.

Mustang – with more than 8.4 million likes – is the most-liked vehicle on Facebook, and is now available in 140 countries across all continents other than Antarctica. The Ford Mustang in Europe is available with Ford's 421 PS 5.0-litre V8 or 317 PS 2.3-litre EcoBoost engines, and six-speed manual or automatic transmissions.

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\*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.

**About Ford Motor Company**

*Ford Motor Company is a global automotive and mobility company based in Dearborn, Michigan. With about 201,000 employees and 62 plants worldwide, the company's core business includes designing, manufacturing, marketing and servicing a full line of Ford cars, trucks and SUVs, as well as Lincoln luxury vehicles. To expand its business model, Ford is aggressively pursuing emerging opportunities with investments in electrification, autonomy and mobility. Ford provides financial services through Ford Motor Credit Company. For more information regarding Ford and its products and services, please visit [www.corporate.ford.com](http://www.corporate.ford.com).*

***Ford of Europe** is responsible for producing, selling and servicing Ford brand vehicles in 50 individual markets and employs approximately 52,000 employees at its wholly owned facilities and approximately 68,000 people when joint ventures and unconsolidated businesses are included. In addition to Ford Motor Credit Company, Ford Europe operations include Ford Customer Service Division and 24 manufacturing facilities (16 wholly owned or consolidated joint venture facilities and 8 unconsolidated joint venture facilities). The first Ford cars were shipped to Europe in 1903 – the same year Ford Motor Company was founded. European production started in 1911.*

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