FORD BUILDS UK MARKET LEAD IN AUGUST – PREPARES FOR SEPTEMBER RUSH

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Ford models led both the UK's passenger car and commercial vehicle sales chart in August, as the company prepared for the key September sales rush with customers collecting new "66-plate" vehicles.

According to the official sales figures from the Society of Motor Manufacturers and Traders (SMMT):

- Ford leads UK overall, car and CV sales
- Ford Fiesta and Ford Focus are the first and second best-selling cars
- Ford Transit Custom is the best-selling CV
- Ford has five models in the UK top 20 – Fiesta (1st), Focus (2nd), Transit Custom (8th), Kuga (10th) and Transit (17th)
- Ford Fiesta, Focus, C-MAX, Transit Connect, Transit Custom and Ranger all lead their respective segments

Andy Barratt, Ford of Britain chairman and managing director, said: "Strong Ford CV sales see us holding over 30 per cent of the commercial vehicle market, testament to the strength and breadth of the Transit brand, and with the efficient new EcoBlue diesel engine now installed in the Transit and Transit Custom, we expect to see our share increase further.

"Our car sales also remain strong as we gear up for the bumper September month, bolstered by the sporty new ST-Line models - Fiesta, Focus, Kuga and Mondeo, and the arrival of the Edge SUV range in our dealerships," he added.

According to the official SMMT figures, August car sales in the UK were up 3.3 per cent at 81,640, compared with August 2015. Ford car sales were 11,703, accounting for a 14.3 per cent market share.

Ford Fiesta was the number one best-seller in August, notching up 4,547 registrations for the month and 80,917 for the year to date. The Ford Fiesta, celebrating its 40th anniversary this year, remains the UK's most popular car by a significant margin – more than 28,000 sales ahead of its nearest rival. The Ford Focus was the UK's second best-selling car with 2,519 sales in August.

The UK's top 20 best-selling vehicles also includes Focus (2nd), Transit Custom (8th), Kuga (10th), and Transit (17th), while Fiesta, Focus, C-MAX, Kuga, EcoSport, B-MAX and the entire Ford commercial vehicle line up are all in the top-three in their respective market segments in August.

UK light commercial vehicle sales in August were up 6.3 per cent at 15,385 compared with August 2015. Ford light and medium commercials sales were 4,040, up 4.1 per cent compared to August 2015, with share up 4.1 per cent to 30.3 per cent year to date.

The Ford Transit Custom remains the UK's best-selling commercial vehicle with 1,582 registrations in August and total sales year to date of 31,940, up 18 per cent compared with the same period last year.

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