



## Ranger Top-Selling Pick Up in South Africa

- Ford Ranger sales up 25.3% year-on-year
- Overall Ford sales have increased 5.2% year-to-date
- Ford EcoSport remains segment leader

**PRETORIA, South Africa,** – Ford Motor Company of Southern Africa (FMCSA) has maintained its positive growth trend for the year, selling 6 657 vehicles for October 2015, up 4.8% compared to September 2015. With total sales 65 304 vehicles for 2015, overall volumes are up 5.2% year-on-year.

The Ford Ranger remains South Africa's top-selling light-commercial vehicle in October with 2 740 sales for the month. A total of 28 398 Rangers have been sold thus far in 2015 – a significant 25.3% increase compared to the same period last year.

\*According to the National Association of Automobile Manufacturers of South Africa (NAAMSA), October, 2015 aggregate new vehicle sales at 54 244 had declined by 5 091 units or 8.6% from the 59 335 vehicles sold in October last year. Overall, out of the total reported Industry sales of 54 244 vehicles, an estimated 43 863 units or 80.9% represented dealer sales, 12.2% represented sales to the vehicle rental industry, 3.5% to industry corporate fleets and 3.4% constituted sales to government.

Sales of new cars at 36 175 units reflected a decline of 4 433 units or a fall of 10.9% compared to the 40 608 new cars sold in October last year. Rental dropped 24.4% with 1 600 units down. Domestic sales of new light commercial vehicles, bakkies and mini buses during October, 2015 at 15 171 vehicles reflected a decline 646 units or a fall of 4.1% compared to the 15 817 light commercial vehicles sold during the corresponding month last year.

“The success of the Ranger and the recent launch of several important and exciting new models in various segments has enabled us to maintain a positive growth of 5.2% year-on-year against a trend of declining sales across most of the industry,” says Gerhard Herselman, Ford Motor Company of Southern Africa General Manager, Sales. “With the Ranger tracking more than 25% higher than last year, and the launch of the new more advanced, refined and capable Ranger at the end of October, we look forward to building on this success for the remainder of 2015,” Herselman added.

Strong demand continues for the Ford EcoSport, the undisputed leader of the compact SUV segment, which reached 968 units for October. Similarly, the Ford Fiesta enjoyed its third-best month of the year with a total of 1 005 vehicles sold.

The all-new Ford Everest had its first sales month in October, with all 154 available units of Ford's fully imported flagship SUV snapped up by eager customers.

Ford still has its most exciting and highly anticipated new model lined up for 2015, as the Mustang is due to hit showrooms at the end of the year. This will round off one of the busiest and most successful years in FMCSA's illustrious history.

\*Includes Associated Motor Holdings (AMH) and Amalgamated Automobile Distributors (AAD).

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