**Ford Car Buying Trends**

*For your reference, here are some highest/lowest highlights, and also some tables providing additional detail behind the Car Buying Trends release.*

**BRITAIN**

Highest take rate of automatic gearboxes in Big 6 – 96%

Highest take rate of red cars – 15%

**CZECH REPUBLIC**

Highest take rate of 1.0-litre EcoBoost engines – 85%

Joint lowest preference for auto gearboxes – 1%

**FINLAND**

Joint highest take rate of heated seats – 99%

**FRANCE**

Highest take rate of sunroofs for Big 6 – 11%

Highest take rate of Cruise control in Big 6 – 73%

Highest take rate of Tow Bars in Big 6 – 30%

**GERMANY**

Highest take rate of Auto Parking system – 63%

Highest take rate of Active City Stop – 74%

Highest take rate of heated seats in Big 6 – 69%

Highest take rate of Kuga Hands-Free Tailgate in Big 6 – 59%

Highest take rate of Lane Keeping Aid in Big 6 – 14%

Highest take rate of Wagons in Big 6 – 78%

Highest take rate of automatic Powershift gearboxes – 27%

**GREECE**

Highest take rate of 5-Doors – 95%

**IRELAND**

Highest take rate of manual air con – 99%

Highest take rate of manual gearboxes – 96%

Highest take rate of silver cars – 27%

Joint lowest preference for auto gearboxes – 1%

**ITALY**

Highest take rate of grey cars – 41%

Lowest preference for petrol engines – 27%

Joint lowest preference for auto gearboxes – 1%

**NETHERLANDS**

Highest take rate of Cruise Control – 85%

Highest take rate of Kuga Hands-free tailgate

Highest take rate of Lane Keeping Aid – 26%

Lowest preference for PowerShift gearboxes – 1%

**NORWAY**

Highest take rate of sunroofs – 15%

Highest take rate of Air Con – 80%

Highest take rate of Lane Keeping Aids

Highest take rate of Tow Bars – 43%

Joint highest take rate of heated seats – 99%

Highest take rate of brown cars – 12%

Highest take rate of orange cars – 4%

**POLAND**

Joint lowest preference for auto gearboxes – 1%

**PORTUGAL**

Highest take rate of black cars – 34%

**ROMANIA**

Highest take rate of blue cars – 19%

Highest take rate of green cars – 4%

**RUSSIA**

Highest take rate of automatic gearboxes – 45%

Highest take rate of petrol engines – 97%

Lowest preference for manual gearboxes – 52%

Lowest preference for cruise control – 13%

**SWEDEN**

Joint highest take rate of heated seats – 99%

**SPAIN**

Highest take rate of Smoking Packs in Big 6 – 53%

Highest take rate of 5-Doors in Big 6 – 87%

Highest take rate of manual gearboxes in Big 6 – 94%

**TURKEY**

Highest take rate of Smoking Packs – 100%

Highest take rate of white cars – 55%

Highest take rate of diesel engines – 64%

Highest take rate of 4-Doors – 84%

Lowest preference for 1.0-litre EcoBoost engines – 5%

Lowest preference for Wagons – 2%

ands

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| POSITION | 1 | 2 | 3 | 4 | 5 | 6 | 7 | 8 | 9 | 10 | 11 | 12 |
| COLOUR | WHITE | BLACK | GREY | SILVER | BLUE | RED | BROWN | GREEN | ORANGE | MAGENTA | GOLD | YELLOW |
| **1** | Turkey 55% | Portugal 34% | Italy 41% | Ireland 27% | Romania 19% | Britain 15% | Norway 12% | Romania 3% | Norway 4% | Romania 2% | Czech Rep 3% | Finland 0.95% |
| 2 | Greece 36% | Norway 29% | France 31% | Portugal 25% | Czech Rep 14% | Sweden 12% | Hungary 11% | Finland 3% | Czech Rep 4% | France 2% | Finland 3% | Denmark 0.89% |
| 3 | Switzerland 33% | Netherlands 27% | Belgium 31% | Turkey 25% | Netherlands 13% | Finland 12% | Russia 11% | Russia 2% | Finland 4% | Czech Rep 2% | Turkey 2% | Czech Rep 0.83% |
| 4 | Spain 31% | Denmark 27% | Netherlands 25% | Poland 23% | Greece 12% | Czech Rep 10% | Germany 11% | Sweden 2% | Sweden 3% | Finland 2% | Hungary 2% | Hungary 0.74% |
| 5 | Russia 29% | Germany 25% | Ireland 21% | Denmark 20% | Britain 12% | Ireland 9% | Austria 9% | Poland 2% | Switzerland  3% | Hungary 2% | Poland 1% | Germany 0.67% |

**SUNROOFS**

**POSITION COUNTRY PERCENTAGE**

1 NORWAY 15

2 FRANCE 11

3 GERMANY 10

3 SWEDEN 10

5 BELGIUM 8

6 TURKEY 7

7 HUNGARY 7

8 SWITZERLAND 6

9 PORTUGAL 5

9 SPAIN 5

10 AUSTRIA 4

10 BRITAIN 4

10 NETHERLANDS 4

10 ROMANIA 4

11 FINLAND 3

11 ITALY 3

12 DENMARK 2

12 GREECE 2

12 POLAND 2

13 CZECH REPUBLIC 1

13 RUSSIA 1

14 IRELAND 0.4

**EURO 22 AVERAGE 6**

**HEATED SEATS**

**POSITION COUNTRY PERCENTAGE**

1 SWEDEN 99

1 FINLAND 99

1 NORWAY 99

4 DENMARK 75

5 AUSTRIA 73

6 GERMANY 69

7 HUNGARY 46

8 SWITZERLAND 44

8 CZECH REP 43

10 RUSSIA 27

10 ROMANIA 27

10 POLAND 27

13 BELGIUM 19

14 IRELAND 17

15 NETHERLANDS 14

16 BRITAIN 10

17 FRANCE 9

18 PORTUGAL 7

19 ITALY 5

20 SPAIN 3

21 GREECE 2

22 TURKEY 1

**EURO 22 AVERAGE 34**

**AIR CONDITIONING**

**POSITION COUNTRY AUTO MANUAL**

1 NORWAY 80 20

2 BELGIUM 77 23

3 NETHERLANDS 71 29

4 HUNGARY 67 33

5 ROMANIA 63 37

6 FRANCE 62 38

7 AUSTRIA 60 40

7 SWEDEN 60 40

9 SWITZERLAND 59 41

10 RUSSIA 57 43

11 GERMANY 54 46

12 POLAND 45 55

13 PORTUGAL 41 59

14 CZECH REPUBLIC 40 60

15 ITALY 39 61

16 GREECE 35 65

17 DENMARK 33 67

18 FINLAND 24 76

19 BRITAIN 18 82

20 SPAIN 8 92

21 TURKEY 4 96

22 IRELAND 1 99

**EURO 22 AVERAGE 56 44**

**AUTOMATED PARKING SYSTEM**

**POSITION COUNTRY PERCENTAGE**

1 GERMANY 63

1 SWITZERLAND 63

3 PORTUGAL 53

4 AUSTRIA 50

5 NORWAY 49

6 HUNGARY 36

7 SPAIN 35

8 BELGIUM 33

9 NETHERLANDS 30

10 FRANCE 29

11 TURKEY 22

12 POLAND 20

13 ITALY 18

13 ROMANIA 18

15 FINLAND 17

16 BRITAIN 13

17 CZECH REPUBLIC 12

18 DENMARK 8

19 RUSSIA 5

20 GREECE 4

21 SWEDEN 3

22 IRELAND 2

**EURO 22 AVERAGE 28**

**ACTIVE CITY STOP**

**POSITION COUNTRY PERCENTAGE**

1 GERMANY 74

2 BELGIUM 36

3 SWITZERLAND 34

4 NETHERLANDS 28

5 NORWAY 26

6 AUSTRIA 11

7 POLAND 7

7 SPAIN 7

9 SWEDEN 6

10 FINLAND 5

10 ROMANIA 5

12 DENMARK 4

12 FRANCE 4

14 CZECH REPUBLIC 3

14 HUNGARY 3

14 PORTUGAL 3

17 ITALY 2

18 BRITAIN 1

18 GREECE 1

18 TURKEY 1

21 IRELAND 0.1

22 RUSSIA 0

**EURO 22 AVERAGE 7**

**CRUISE CONTROL**

**POSITION COUNTRY PERCENTAGE**

1 NETHERLANDS 85

2 FINLAND 78

3 NORWAY 74

4 SWITZERLAND 73

4 FRANCE 73

6 SWEDEN 72

7 TURKEY 67

8 HUNGARY 62

9 AUSTRIA 61

10 SPAIN 60

11 BELGIUM 52

11 DENMARK 52

13 PORTUGAL 46

14 GERMANY 44

15 BRITAIN 38

15 ROMANIA 38

17 ITALY 37

18 POLAND 31

19 IRELAND 27

20 CZECH REP 25

21 GREECE 21

22 RUSSIA 13

**EURO 22 AVERAGE 48**

**KUGA HANDS-FREE TAILGATE**

**POSITION COUNTRY PERCENTAGE**

1 NETHERLANDS 93

2 PORTUGAL 88

3 ROMANIA 72

4 IRELAND 71

5 NORWAY 69

6 AUSTRIA 66

7 CZECH REPUBLIC 65

8 FINLAND 64

9 ITALY 61

10 GERMANY 59

11 DENMARK 57

12 BELGIUM 50

12 RUSSIA 50

14 SWITZERLAND 46

15 POLAND 45

16 BRITAIN 42

17 SWEDEN 40

18 FRANCE 35

19 HUNGARY 33

20 TURKEY 31

21 SPAIN 18

22 GREECE 5

**LANE KEEPING AIDS**

**POSITION COUNTRY PERCENTAGE**

1 NORWAY 26

2 SWITZERLAND 20

3 NETHERLANDS 19

4 CZECH REPUBLIC 15

5 GERMANY 14

6 ITALY 8

6 SWEDEN 8

8 AUSTRIA 7

8 BELGIUM 7

8 FINLAND 7

8 ROMANIA 7

12 FRANCE 6

13 POLAND 5

14 HUNGARY 4

14 SPAIN 4

16 BRITAIN 2

16 DENMARK 2

16 TURKEY 2

19 PORTUGAL 1

20 GREECE 0.2

20 IRELAND 0.2

22 RUSSIA 0

**EURO 22 AVERAGE 4**

**SMOKERS PACK**

**POSITION COUNTRY PERCENTAGE**

1 TURKEY 100

2 GREECE 73

3 SPAIN 53

4 ROMANIA 35

5 ITALY 31

6 PORTUGAL 29

7 GERMANY 25

8 FRANCE 13

9 BRITAIN 10

10 NETHERLANDS 4

11 AUSTRIA 2

11 POLAND 2

11 SWEDEN 2

11 SWITZERLAND 2

15 IRELAND 1

16 NORWAY 0.7

17 HUNGARY 0.6

17 RUSSIA 0.6

19 FINLAND 0.5

20 BELGIUM 0.4

21 CZECH REPUBLIC 0.3

21 DENMARK 0.3

**EURO 22 AVERAGE 15**

**TOW BARS**

**POSITION COUNTRY PERCENTAGE**

1 NORWAY 43

2 FRANCE 30

3 GERMANY 13

4 SWEDEN 11

5 AUSTRIA 10

5 NETHERLANDS 10

7 BELGIUM 8

8 HUNGARY 5

8 SWITZERLAND 5

10 FINLAND 4

11 CZECH REP 3

12 POLAND 1

13 BRITAIN 0.7

13 ROMANIA 0.7

15 IRELAND 0.4

15 SPAIN 0.4

17 ITALY 0.3

18 GREECE 0.1

19 PORTUGAL 0.04

20 RUSSIA 0.01

21 DENMARK 0

21 TURKEY 0

**EURO 22 AVERAGE 4**

**BODYSTYLES**

**TOTAL WAGON 5-DR 4-DR**

AUSTRIA 47 53 0.1

BELGIUM 51 48 1

BRITAIN 17 83 0.001

CZECH REP 52 47 1

DENMARK 86 14 0.08

FINLAND 63 34 3

FRANCE 18 81 1

GERMANY 78 21 1

GREECE 4 95 1

HUNGARY 59 35 6

IRELAND 8 69 23

ITALY 63 36 1

NETHERLANDS 79 20 1

NORWAY 67 33 0.03

POLAND 49 46 5

PORTUGAL 70 29 1

ROMANIA 15 43 42

RUSSIA 17 39 44

SPAIN 12 87 1

SWEDEN 63 37 0

SWITZERLAND 50 50 0

TURKEY 2 14 84

TOTAL: 35 50 15

**MANUAL GEARBOXES**

IRELAND 96

NETHERLANDS 96

GREECE 95

POLAND 95

SPAIN 94

ITALY 94

FRANCE 94

CZECH 94

HUNGARY 93

PORTUGAL 90

BRITAIN 88

DENMARK 88

AUSTRIA 87

BELGIUM 83

TURKEY 83

SWEDEN 82

FINLAND 81

SWITZERLAND 74

NORWAY 72

GERMANY 69

RUSSIA 52

**AUTOMATIC GEARBOXES**

RUSSIA 45

TURKEY 17

BELGIUM 13

SWITZERLAND 10

BRITAIN 7

FINLAND 5

GERMANY 4

NORWAY 4

GREECE 3

NETHERLANDS 3

SWEDEN 3

AUSTRIA 2

DENMARK 2

FRANCE 2

HUNGARY 2

ROMANIA 2

SPAIN 2

CZECH 1

IRELAND 1

ITALY 1

POLAND 1

**AUTOMATIC GEARBOXES THAT ARE POWERSHIFT**

GERMANY 27

NORWAY 24

SWITZERLAND 16

SWEDEN 15

FINLAND 14

AUSTRIA 11

DENMARK 10

PORTUGAL 10

ROMANIA 8

BRITAIN 5

CZECH 5

HUNGARY 5

ITALY 5

BELGIUM 4

FRANCE 4

POLAND 4

IRELAND 3

RUSSIA 3

GREECE 2

SPAIN 2

NETHERLANDS 1

**PETROL ENGINES**

RUSSIA 97

CZECH REP 80

FINLAND 76

SWITZERLAND 72

DENMARK 68

NETHERLANDS 67

GREECE 64

BRITAIN 63

GERMANY 59

SPAIN 53

POLAND 52

AUSTRIA 50

NORWAY 50

SWEDEN 49

BELGIUM 48

HUNGARY 46

ROMANIA 43

IRELAND 42

FRANCE 41

PORTUGAL 39

TURKEY 36

ITALY 27

**EURO 22 Totals 58**

**DIESEL ENGINES**

TURKEY 64

ITALY 63

PORTUGAL 61

FRANCE 59

IRELAND 58

ROMANIA 57

HUNGARY 54

BELGIUM 53

AUSTRIA 50

NORWAY 50

SWEDEN 49

POLAND 48

SPAIN 46

GERMANY 41

BRITAIN 37

GREECE 36

NETHERLAND 33

DENMARK 32

FINLAND 23

SWITZERLAND 28

CZECH REP 20

RUSSIA 3

**EURO 22 Total 41**

**PETROL ENGINES THAT ARE 1.0-LITRE ECOBOOST**

CZECH REP 85

GREECE 67

ROMANIA 57

NORWAY 48

SWEDEN 48

DENMARK 45

SWITZERLAND 44

NETHERLAND 43

FINLAND 42

FRANCE 39

PORTUGAL 38

BELGIUM 34

BRITAIN 34

GERMANY 33

POLAND 29

AUSTRIA 28

HUNGARY 24

SPAIN 24

ITALY 16

IRELAND 8

TURKEY 5

RUSSIA 0

**EURO 22 Total 25**