

20 January 2012

2011 saw European new car market decrease but VW remains top brand

- **2011 European new car sales down 1.2% compared to 2010**
- **Volkswagen's Golf is Europe's best-selling car in 2011 for third year in a row**
- **All the Big Five European markets, apart from Germany, ended 2011 with a reduction in sales compared to 2010**

According to the latest new car sales analysis from JATO Dynamics, the world's leading provider of automotive intelligence, the Volkswagen Golf continues to be Europe's best-selling car, despite a drop in sales of 1.6% in 2011 compared to 2010. The Volkswagen Polo retained second place for December and for the year, with sales up 2.9% and 0.5% respectively while Ford's Fiesta held third place both in December and for the year.

JATO's key analysis of the market:

- *Volkswagen increased its market share and finished 2011 as Europe's best-selling brand*
- *Germany was the only Big Five market to experience growth in 2011 with sales increasing 8.8%*
- *Premium German brands are weathering the storm with increased sales not only at home but also in Great Britain and France*
- *The Ford Focus and the VW Passat also performed well in 2011, up 7.0% and 46.5% respectively*

The ongoing economic challenges in Europe have impacted sales in many Southern European markets such as Greece, Portugal and Spain. The Baltic markets have seen significant growth in 2011, with Estonia, Latvia and Lithuania up 65.8%, 72.5% and 66.0% respectively.

Sales by market

Country	Dec_11	Dec_10	% Change Dec	Yr_11	Yr_10	% Change YtD
Austria	23,358	20,366	+14.7%	356,145	328,565	+8.4%
Belgium	48,763	29,243	+66.8%	572,211	547,347	+4.5%
Cyprus*	1,057	1,171	-9.7%	13,368	14,099	-5.2%
Czech Republic	15,019	15,129	-0.7%	173,282	169,139	+2.4%
Denmark	10,466	15,201	-31.1%	164,990	153,405	+7.6%
Estonia	1,135	764	+48.6%	17,070	10,295	+65.8%
Finland	6,892	6,191	+11.3%	126,041	111,961	+12.6%
France	187,817	228,316	-17.7%	2,204,229	2,251,669	-2.1%
Germany	244,501	230,371	+6.1%	3,173,634	2,916,260	+8.8%
Great Britain	119,188	123,817	-3.7%	1,941,253	2,030,846	-4.4%
Greece	5,535	3,675	+50.6%	97,528	140,691	-30.7%
Hungary	3,276	3,935	-16.7%	45,484	43,815	+3.8%
Iceland	263	225	+16.9%	5,034	3,106	+62.1%
Ireland	371	433	-14.3%	89,896	88,375	+1.7%
Italy	111,962	132,160	-15.3%	1,757,115	1,974,018	-11.0%
Latvia	1,060	804	+31.8%	10,980	6,365	+72.5%
Lithuania	1,033	857	+20.5%	13,234	7,970	+66.0%
Luxembourg	2,642	2,503	+5.6%	49,881	49,726	+0.3%
Norway	11,557	10,136	+14.0%	139,677	127,754	+9.3%
Poland	56,518	36,201	+56.1%	327,072	334,578	-2.2%
Portugal	11,258	28,118	-60.0%	153,491	223,456	-31.3%
Slovakia	6,601	7,754	-14.9%	68,263	66,058	+3.3%
Slovenia	3,280	3,399	-3.5%	58,417	59,226	-1.4%
Spain	66,233	69,435	-4.6%	808,131	985,537	-18.0%
Sweden	25,402	29,770	-14.7%	304,984	289,684	+5.3%
Switzerland	29,701	27,796	+6.9%	315,680	290,758	+8.6%
The Netherlands	17,369	11,393	+52.5%	556,089	482,543	+15.2%
Grand Total	1,012,257	1,039,163	-2.6%	13,543,179	13,707,246	-1.2%

* denotes estimated figures used for December 2011

Out of the top ten brands only the German brands Volkswagen, BMW, Audi and Mercedes ended 2011 with no decrease in sales.

Commenting on the findings, Gareth Hession, Vice President, Research at JATO said: "Germany is clearly leading Europe in terms of a market for new cars as well as manufacturing models which appeal to consumers across the region. This is even more impressive considering the challenges we saw in the overall European market during 2011."

Top 10 Brands

Make	Dec_11	Dec_10	% change Dec	Yr_11	Yr_10	% change YtD
VOLKSWAGEN	125,586	109,028	+15.2%	1,678,279	1,538,719	+9.1%
FORD	76,719	72,726	+5.5%	1,087,912	1,119,261	-2.8%
RENAULT	76,090	88,544	-14.1%	1,038,313	1,138,909	-8.8%
OPEL/VAUXHALL	74,092	87,193	-15.0%	985,322	1,000,377	-1.5%
PEUGEOT	60,332	77,737	-22.4%	909,340	1,003,409	-9.4%
CITROEN	52,894	60,521	-12.6%	770,175	836,763	-8.0%
BMW	51,800	51,850	-0.1%	640,318	608,912	+5.2%
TOYOTA	48,560	42,761	+13.6%	532,437	587,465	-9.4%
AUDI	47,960	46,523	+3.1%	679,690	623,633	+9.0%
MERCEDES	47,632	43,671	+9.1%	591,348	591,109	+0.0%

Three of the top ten models experienced growth during 2011 compared to the previous year, notably Volkswagen's Passat which saw an increase in sales of 46.5% following the launch of the new version earlier in the year.

There are also some good news stories for models outside the top ten including Peugeot's new 508 which saw sales increase to almost three times those achieved by its predecessor, the 407, in 2010. Other models that recorded significant sales increases in 2011 include the new Ford C-Max/Grand C-Max, Citroën C4, BMW X3 and Kia Sportage.

Hession concluded: "The European new car market carries significant risks whilst it remains dependent upon a strong performance in Germany. 2012 is going to be a very important and challenging year especially for European-based and sales dependent manufacturers."

Top 10 Models

Make & Model	Dec_11	Dec_10	% change Dec	Yr_11	Yr_10	% change YtD
VOLKSWAGEN GOLF	33,849	33,591	+0.8%	484,547	492,238	-1.6%
VOLKSWAGEN POLO	26,315	25,581	+2.9%	356,490	354,640	+0.5%
FORD FIESTA	25,113	23,104	+8.7%	348,465	401,919	-13.3%
OPEL/VAUXHALL CORSA	24,275	28,208	-13.9%	313,325	318,900	-1.7%
OPEL/VAUXHALL ASTRA	21,302	22,509	-5.4%	287,249	290,936	-1.3%
OPEL/VAUXHALL CLIO	20,219	26,830	-24.6%	294,172	338,583	-13.1%
FORD FOCUS	18,787	15,425	+21.8%	280,209	261,857	+7.0%
RENAULT MEGANE	17,838	18,246	-2.2%	239,329	260,932	-8.3%
VOLKSWAGEN PASSAT	17,011	9,306	+82.8%	233,330	159,264	+46.5%
PEUGEOT 207	16,681	23,524	-29.1%	242,385	305,461	-20.6%

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The company has representation in over 40 countries, providing unique local market expertise. The JATO client base includes all of the world's volume vehicle manufacturers; giving them the ability to react to short-term market movements, plan for long-term developments and ultimately to meet consumers' needs.

JATO's intelligence has also been adapted for consumer use in motoring web portals where customers can see the advantages and disadvantages of a specified model against any other.

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