

19 September 2011

August growth offers hope to European new car market

- **Big five European markets record increased car sales in August**
- **Total market increased by 7.8% in August although still 1.1% down YtD**
- **Volkswagen's Golf remains Europe's best-selling car, ahead of the Volkswagen Polo and Ford Focus.**

According to the latest analysis from JATO Dynamics, the Volkswagen Golf has remained Europe's best selling car, with increased sales of 18.3% in August compared to a year earlier, although Year-to-Date sales are still 3.9% lower than 2010. The Volkswagen Polo, with sales up by 3.4%, has retained second place, while the Ford Focus narrowly beat its smaller sibling, the Fiesta, to third place in August.

JATO's key year-on-year analysis of the market for August:

- *The European new car market increased by 7.8% in August, but has declined by 1.1% Year-to-Date*
- *Of the top ten models, eight recorded increased sales in August, with five recording increases of more than 10%.*
- *Eight of the top ten brands recorded increased sales in August*
- *The five largest car markets in Europe, Germany, France, Great Britain, Italy and Spain, all recorded increased sales in August compared to a year earlier*

The new car market in August was very competitive, with less than 1,500 units separating the third placed Focus from the seventh placed Passat.

The Volkswagen Polo took second place ahead of the Ford Fiesta Year-to-Date. However, the new Ford Focus has clearly made an impact as it moved into third place in August with a 40.2% increase in sales.

Outside the top ten, Jeep has recorded a 46.4% increase in Year-to-Date sales, mostly resulting from increased sales of its Wrangler and Compass models in Italy with the brand now available through Fiat's large dealer network, and benefitting from increased marketing.

Lexus has also recorded significantly increased sales for the Year-to-Date, up 30.7%, following the introduction of the new CT200h model as an entry model to the brand's range.

Commenting on the findings, Gareth Hession, Vice President, Research said: "The increased sales in the European market in August are certainly welcome news for the industry. Hopefully this momentum can be maintained, but we are all aware that there is still much economic uncertainty across the continent."

Sales by Market

Country	Aug_11	Aug_10	% Change Aug	Aug YtD_11	Aug YtD_10	% Change YtD
Austria	25,884	24,694	+4.8%	242,784	223,347	+8.7%
Belgium	37,788	37,540	+0.7%	399,119	397,052	+0.5%
Cyprus	900	813	+10.7%	9,024	9,315	-3.1%
Czech Republic	14,105	12,080	+16.8%	114,507	112,405	+1.9%
Denmark	11,719	11,745	-0.2%	112,391	97,082	+15.8%
Estonia	1,427	795	+79.5%	11,181	6,539	+71.0%
Finland	10,037	8,602	+16.7%	89,919	78,347	+14.8%
France	108,462	105,166	+3.1%	1,493,745	1,487,546	+0.4%
Germany	237,561	200,885	+18.3%	2,121,047	1,907,104	+11.2%
Great Britain	59,346	55,305	+7.3%	1,220,618	1,300,413	-6.1%
Greece	7,286	7,159	+1.8%	72,382	116,418	-37.8%
Hungary	3,466	3,034	+14.2%	30,568	29,104	+5.0%
Iceland	299	102	+193.1%	3,799	2,462	+54.3%
Ireland	3,242	5,035	-35.6%	84,417	78,883	+7.0%
Italy	70,758	69,858	+1.3%	1,227,555	1,396,296	-12.1%
Latvia	856	555	+54.2%	6,851	3,803	+80.1%
Lithuania	1,064	617	+72.4%	8,759	4,603	+90.3%
Luxembourg	3,018	2,538	+18.9%	36,143	36,649	-1.4%
Norway	11,558	10,414	+11.0%	92,352	83,890	+10.1%
Poland	19,336	22,671	-14.7%	194,676	206,080	-5.5%
Portugal*	11,723	11,930	-1.7%	117,909	147,474	-20.0%
Slovakia	5,198	5,266	-1.3%	45,005	40,429	+11.3%
Slovenia	4,170	4,215	-1.1%	41,855	41,783	+0.2%
Spain	47,134	45,029	+4.7%	568,660	733,027	-22.4%
Sweden	24,368	22,376	+8.9%	201,031	180,830	+11.2%
Switzerland	21,427	19,848	+8.0%	201,821	192,491	+4.8%
The Netherlands	39,368	36,520	+7.8%	409,977	345,100	+18.8%
Grand Total	781,500	724,792	+7.8%	9,158,095	9,258,472	-1.1%

* Denotes estimated data used for August 2011

Top 10 Brands

Make	Aug_11	Aug_10	% Change Aug	Aug YtD_11	Aug YtD_10	% Change YtD
VOLKSWAGEN	107,056	89,062	+20.2%	1,127,142	1,045,743	+7.8%
FORD	61,656	52,075	+18.4%	739,062	773,545	-4.5%
RENAULT	54,586	53,851	+1.4%	697,970	778,370	-10.3%
OPEL/VAUXHALL	53,066	48,977	+8.3%	672,236	657,288	+2.3%
PEUGEOT	50,200	49,852	+0.7%	642,699	688,976	-6.7%
AUDI	43,344	36,841	+17.7%	456,368	418,464	+9.1%
CITROEN	42,979	43,556	-1.3%	538,375	578,837	-7.0%
BMW	40,155	30,467	+31.8%	425,555	392,911	+8.3%
MERCEDES	36,993	29,481	+25.5%	389,116	380,072	+2.4%
FIAT	32,968	37,201	-11.4%	480,585	588,336	-18.3%

Top 10 Models

Make & Model	Aug_11	Aug_10	% Change Aug	Aug YtD_11	Aug YtD_10	% Change YtD
VOLKSWAGEN GOLF	31,434	26,566	+18.3%	324,557	337,851	-3.9%
VOLKSWAGEN POLO	21,828	21,106	+3.4%	241,142	242,806	-0.7%
FORD FOCUS	17,859	12,739	+40.2%	190,880	180,046	+6.0%
FORD FIESTA	17,521	16,750	+4.6%	237,110	284,544	-16.7%
OPEL/VAUXHALL CORSA	16,588	15,041	+10.3%	208,228	214,743	-3.0%
OPEL/VAUXHALL ASTRA	16,458	12,560	+31.0%	197,372	199,311	-1.0%
VOLKSWAGEN PASSAT	16,416	8,678	+89.2%	170,193	129,653	+31.3%
RENAULT CLIO	15,372	15,540	-1.1%	199,509	233,253	-14.5%
RENAULT MEGANE	13,022	12,692	+2.6%	160,781	179,690	-10.5%
PEUGEOT 207	12,770	14,488	-11.9%	172,362	212,013	-18.7%

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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.

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