

13 May 2009

## **CENTRAL AND EASTERN EUROPE NEW CAR MARKET DROPS 31.8% IN Q1 2009**

- **The Region sees market drop by 31.8% in Q1**
- **Over 100,000 less cars sold versus same period last year**
- **Skoda is best selling brand**
- **Skoda Octavia is best selling model**

JATO Dynamics, the world's leading provider of automotive data and intelligence, today reports that the Central and Eastern European car market for new cars has dropped by 31.8% (100,526 units) in the first quarter of 2009 compared to the same period last year.

"Although the region is overshadowed by Western Europe in volumes terms, the region has enjoyed enormous growth over the last couple of years as many markets joined the EU," says David Di Girolamo, Head of JATO Consult. "The car market crash has clearly been felt very hard here, with some markets down by as much 74% compared to last year. By any standards, to lose up to three quarters of vehicle sales in only twelve months is an enormous adjustment."

### **Brand Performance**

Skoda dominates as the region's favourite car brand, selling 25,012 units in Q1, a drop of 34.5% compared to last year. Volkswagen is in second place (down 29.9%), Ford (down 23.9%), Opel (down 37.4%) and Renault (down 30.2%). The only highlight of the top ten brands was Hyundai, which managed to sell 43 more units compared to last year, up 0.4%.

### **Top Ten Brands**

<b>Make</b>	<b>Q1 2009</b>	<b>Q1 2008</b>	<b>Diff</b>	<b>% Change</b>
<b>SKODA</b>	25,012	38,183	-13,171	-34.49%
<b>VOLKSWAGEN</b>	16,796	23,975	-7,179	-29.94%
<b>FORD</b>	16,792	22,070	-5,278	-23.91%
<b>OPEL</b>	16,096	25,691	-9,595	-37.35%
<b>RENAULT</b>	14,670	21,014	-6,344	-30.19%
<b>TOYOTA</b>	12,445	21,565	-9,120	-42.29%
<b>FIAT</b>	11,884	14,357	-2,473	-17.23%
<b>HYUNDAI</b>	10,484	10,441	43	0.41%
<b>PEUGEOT</b>	10,435	15,089	-4,654	-30.84%
<b>DACIA</b>	9,642	21,449	-11,807	-55.05%

## Top Models

The Skoda Octavia was the region's best selling model 11,900 units sold in Q1 but down 26.5%. The Skoda Fabia was the region's second favourite choice (down 45.8%), followed by the Opel Astra (down 31.4%), the Dacia Logan (down 69.5%) and the Ford Focus (down 34.5%). None of the top ten models managed to post an increase in sales during the period.

## Top 10 Models

Model	Q1 2009	Q1 2008	Diff	% Change
SKODA OCTAVIA	11,900	16,195	-4,295	-26.52%
SKODA FABIA	9,628	17,769	-8,141	-45.82%
OPEL ASTRA	6,984	10,173	-3,189	-31.35%
DACIA LOGAN	6,546	21,449	-14,903	-69.48%
FORD FOCUS	5,422	8,275	-2,853	-34.48%
VOLKSWAGEN GOLF	5,231	5,972	-741	-12.41%
KIA CEED	4,949	6,287	-1,338	-21.28%
FIAT PUNTO	4,497	4,766	-269	-5.64%
RENAULT CLIO	4,266	7,836	-3,570	-45.56%
OPEL CORSA	4,137	6,227	-2,090	-33.56%

## Regional Summary

Like the top models on sale in the region, no individual market has managed to escape the economic downturn and drop in demand for new cars. Poland remains the biggest market by a large margin, with 76,040 units sold in Q1 (down 9.2%), a large volume ahead of the Czech Republic which sold 36,820 units (down 13.9%). Romania (down 56.0%), Hungary (down 43.5%) and Slovenia (down 22.1%) make up the rest of the top 5. Latvia was the biggest loser in percentage terms, down a staggering 74.7%. Romania however represented the biggest volume drop in the region, down 37,747 units in Q1.

## Regional Summary

Country	Q1 2009	Q1 2008	Diff	% Change
Poland	76,040	83,752	-7,712	-9.21%
Czech Republic	36,820	42,741	-5,921	-13.85%
Romania	29,676	67,423	-37,747	-55.99%
Hungary	22,380	39,621	-17,241	-43.51%
Slovenia	14,648	18,799	-4,151	-22.08%
Croatia	12,740	21,858	-9,118	-41.71%
Slovakia	12,647	15,667	-3,020	-19.28%
Cyprus	4,397	5,898	-1,501	-25.45%
Estonia	2,704	7,435	-4,731	-63.63%
Lithuania	1,928	6,837	-4,909	-71.80%
Latvia	1,515	5,990	-4,475	-74.71%
<b>Grand Total</b>	<b>215,495</b>	<b>316,021</b>	<b>100,526</b>	<b>-31.81%</b>

**Editorial note: JATO Dynamics background**

JATO was founded in 1984 and provides the world's most timely, accurate and up-to-date information on vehicle specifications and pricing, sales and registrations, news and incentives. 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 data 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 while major leasing companies use JATO data to drive the vehicle quotation process. Visit JATO at [www.jato.com](http://www.jato.com)

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Directory: M:\PR\Press releases\CEE\CEE Volumes  
releases  
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Creation Date: 12/05/2009 17:48:00  
Change Number: 3  
Last Saved On: 12/05/2009 17:51:00  
Last Saved By: andrew.hill  
Total Editing Time: 1 Minute  
Last Printed On: 13/05/2009 11:27:00  
As of Last Complete Printing  
Number of Pages: 3  
Number of Words: 704 (approx.)  
Number of Characters: 4,019 (approx.)