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## **DECLINE IN EUROPEAN CAR SALES SLOWING**

- **European new car market down 0.9% in January 2011**
- **Volkswagen remains the top brand**
- **Volkswagen Golf retains the top model position, backed up by Polo in 2<sup>nd</sup> place**

Despite signs of a recovery in the industry in many markets, particularly in Central & Eastern Europe, the continuing financial problems in markets such as Greece and the ending of many scrappage schemes in early 2010 means the total European new car market remains at a level below that of a year ago.

JATO's analysis during January identified three key trends:

- The European performance is 0.9% down on January 2010's position
- Sales in Denmark, Great Britain, Greece, Italy and Spain are all showing negative growth while sales in Central and Eastern Europe have performed well
- Negative growth in Italy, Spain and Great Britain is due to the success of scrappage schemes in early 2010.

Commenting on the findings, Gareth Hession, Vice President, Research said: "Despite entering 2011 with widespread economic uncertainty still prevailing, France has posted its best January figures since 2002 and Germany has bounced back to pre-scrappage levels."

## Sales by Market

Country	Jan_11	Jan_10	% Change Jan	Jan YtD_11	Jan YtD_10	% Change YtD
Austria	25,584	20,882	+22.5%	25,584	20,882	+22.5%
Belgium	53,236	49,376	+7.8%	53,236	49,376	+7.8%
Cyprus*	1,228	1,068	+15.0%	1,228	1,068	+15.0%
Czech Republic	11,678	10,813	+8.0%	11,678	10,813	+8.0%
Denmark	9,199	10,668	-13.8%	9,199	10,668	-13.8%
Estonia	1,323	759	+74.3%	1,323	759	+74.3%
Finland	13,786	12,339	+11.7%	13,786	12,339	+11.7%
France	185,521	171,478	+8.2%	185,521	171,478	+8.2%
Germany	211,056	181,189	+16.5%	211,056	181,189	+16.5%
Great Britain	128,811	145,479	-11.5%	128,811	145,479	-11.5%
Greece	9,736	26,585	-63.4%	9,736	26,585	-63.4%
Hungary	3,502	2,791	+25.5%	3,502	2,791	+25.5%
Iceland	197	88	+123.9%	197	88	+123.9%
Ireland	21,078	16,376	+28.7%	21,078	16,376	+28.7%
Italy*	165,311	208,424	-20.7%	165,311	208,424	-20.7%
Latvia	733	269	+172.5%	733	269	+172.5%
Lithuania	846	439	+92.7%	846	439	+92.7%
Luxembourg	3,353	3,536	-5.2%	3,353	3,536	-5.2%
Norway	10,372	9,697	+7.0%	10,372	9,697	+7.0%
Poland*	18,703	17,032	+9.8%	18,703	17,032	+9.8%
Portugal*	16,728	14,558	+14.9%	16,728	14,558	+14.9%
Slovakia	4,424	3,600	+22.9%	4,424	3,600	+22.9%
Slovenia	5,427	5,050	+7.5%	5,427	5,050	+7.5%
Spain	53,806	70,339	-23.5%	53,806	70,339	-23.5%
Sweden	19,244	15,523	+24.0%	19,244	15,523	+24.0%
Switzerland	20,177	18,734	+7.7%	20,177	18,734	+7.7%
The Netherlands	75,172	62,747	+19.8%	75,172	62,747	+19.8%
<b>Grand Total</b>	<b>1,070,231</b>	<b>1,079,839</b>	<b>-0.9%</b>	<b>1,070,231</b>	<b>1,079,839</b>	<b>-0.9%</b>

\* Denotes estimated data used for Jan\_11

## Top 10 Brands

Make	Jan_11	Jan_10	% Change Jan	Jan YtD_11	Jan YtD_10	% Change YtD
VOLKSWAGEN	127,885	121,794	+5.0%	127,885	121,794	+5.0%
RENAULT	88,406	97,692	-9.5%	88,406	97,692	-9.5%
FORD	86,438	94,385	-8.4%	86,438	94,385	-8.4%
PEUGEOT	79,377	80,694	-1.6%	79,377	80,694	-1.6%
OPEL/VAUXHALL	72,902	68,286	+6.8%	72,902	68,286	+6.8%
CITROEN	66,068	68,750	-3.9%	66,068	68,750	-3.9%
FIAT	60,471	80,535	-24.9%	60,471	80,535	-24.9%
TOYOTA	50,274	57,294	-12.3%	50,274	57,294	-12.3%
BMW	46,995	37,507	+25.3%	46,995	37,507	+25.3%
AUDI	46,905	46,172	+1.6%	46,905	46,172	+1.6%

## Top 10 Models

Make & Model	Jan_11	Jan_10	% Change Jan	Jan YtD_11	Jan YtD_10	% Change YtD
VOLKSWAGEN GOLF	38,860	39,602	-1.9%	38,860	39,602	-1.9%
VOLKSWAGEN POLO	28,882	31,744	-9.0%	28,882	31,744	-9.0%
FORD FIESTA	27,012	39,324	-31.3%	27,012	39,324	-31.3%
RENAULT CLIO	25,525	32,164	-20.6%	25,525	32,164	-20.6%
OPEL/VAUXHALL CORSA	22,608	23,036	-1.9%	22,608	23,036	-1.9%
OPEL/VAUXHALL ASTRA	21,603	20,242	+6.7%	21,603	20,242	+6.7%
PEUGEOT 207	20,742	24,924	-16.8%	20,742	24,924	-16.8%
FIAT PUNTO	20,718	27,915	-25.8%	20,718	27,915	-25.8%
FORD FOCUS	20,673	20,489	+0.9%	20,673	20,489	+0.9%
RENAULT MEGANE	19,369	20,531	-5.7%	19,369	20,531	-5.7%

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