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EUROPEAN CAR SALES CONTINUE TO FALL DOWN 2.4% IN 2010

- **European new car market down 11.8% in August 2010; YtD down 2.4%**
- **Volkswagen is still best-selling brand and Golf best-selling model**
- **Volkswagen Polo and Renault Mégane are the only top-selling models to show growth in August**

Europe's new car market continues to struggle with a continued fall in sales which has resulted in a market decline of 2.4% year-to-date, says JATO Dynamics, the world's leading provider of automotive intelligence.

The Volkswagen Polo and Renault Mégane are the only two models amongst the top ten best-selling cars which continue to increase their sales both year-to-date and in the month of August. Volkswagen Golf has suffered a particularly strong reversal of fortune which has seen its sales drop by 29.3% in August, making its sales decline one of the largest among the top sellers. Fiat Punto saw a 30.2% decline.

David Di Girolamo, Head of JATO Consult, says: "This month we have seen a continuation of the sales drop that can in part be apportioned to the removal of scrappage incentives in certain key markets. Generally, consumer confidence seems to be taking another dip, and this contrasts to the general feeling of growing optimism that prevailed earlier in the year. However, the market remains down a full 6% on the same period in 2008."

Brand Performance

Renault continues to see growth, with year-to-date sales up by 15.7%, thanks to strong sales for both the Clio and the Mégane. This growth has seen it replace Opel/Vauxhall in the top three over the last 12 months. Peugeot has also found a place nearer the top of table. The fact that the two French manufacturers both specialise in small cars, has helped benefit them

during harder economic times. Unsurprisingly, Volkswagen still tops the charts, but with Golf sales in decline, its year-to-date figures are down 3.9%. Ford rounds off the top three places, down 8.7%.

The only top ten brand to have posted sales growth for the month of August is Audi, with a small increase of 1.4%, although that has not been quite enough to bring a positive effect on its overall 2010 figures, which sit a marginal 0.4% below 2009. Renault, Peugeot, Citroën and BMW are the only brands in the top 10 to be 'up' year-to-date, with increases of 15.7%, 5.7%, 1.6% and 5.8% respectively.

Top 10 Brands

Make	Aug_10	Aug_09	% change Aug	Aug YtD_10	Aug YtD_09	% change YtD
VOLKSWAGEN	88,869	104,517	-15.0%	1,044,677	1,087,200	-3.9%
RENAULT	54,455	57,048	-4.5%	778,880	672,958	+15.7%
FORD	51,442	64,266	-20.0%	772,681	846,344	-8.7%
PEUGEOT	49,433	55,494	-10.9%	688,352	651,125	+5.7%
OPEL/VAUXHALL	49,193	56,980	-13.7%	657,304	712,582	-7.8%
CITROEN	42,745	48,348	-11.6%	577,909	568,917	+1.6%
FIAT	37,247	49,386	-24.6%	587,723	684,816	-14.2%
AUDI	37,239	36,716	+1.4%	418,800	420,495	-0.4%
TOYOTA	35,966	44,413	-19.0%	400,204	467,748	-14.4%
BMW	30,845	33,391	-7.6%	393,360	371,896	+5.8%

Model Performance

Year-to-date, four of the top ten best-selling models in Europe have managed to cling on to sales growth. The second placed Volkswagen Polo is up 31.3%, the fourth placed Renault Clio is up 24.2%, the seventh placed Opel/Vauxhall Astra is up 11.9% and the Renault Mégane is up 27.1%.

Top 10 models

Make & Model	Aug_10	Aug_09	% Change Aug	Aug YtD_10	Aug YtD_09	% Change YtD
VOLKSWAGEN GOLF	26,623	37,645	-29.3%	338,155	375,898	-10.0%
VOLKSWAGEN POLO	20,524	13,708	+49.7%	242,185	184,517	+31.3%
FORD FIESTA	16,607	21,839	-24.0%	284,351	305,882	-7.0%
RENAULT CLIO	15,436	17,711	-12.8%	233,125	187,772	+24.2%
OPEL/VAUXHALL CORSA	14,830	19,642	-24.5%	214,383	231,740	-7.5%
PEUGEOT 207	14,278	18,861	-24.3%	211,757	245,540	-13.8%
OPEL/VAUXHALL ASTRA	12,927	14,115	-8.4%	199,665	178,485	+11.9%
RENAULT MEGANE	12,790	10,920	+17.1%	179,780	141,402	+27.1%
FORD FOCUS	12,595	16,760	-24.9%	179,866	207,159	-13.2%
FIAT PUNTO	11,731	16,795	-30.2%	182,450	219,481	-16.9%

National Trends

Europe's 'big 5' markets of Great Britain, Germany, Spain, France and Italy are all down for the month of August, a volume related factor which is instrumental in dictating the overall sales figures for Europe.

Greece's very well publicised economic trouble has resulted in a steep August sales decline of 68.7%. Many markets, with comparatively low volumes, have been performing very well both in August and year-to-date. The Nordic countries, Portugal and Eastern European markets are all doing particularly well at present.

Continues Di Girolamo: "It's hard to draw conclusions at the moment. The sales decline seen in the big five markets is by no means true of all of Western Europe, and Germany's sales decline does contrast with its comparatively strong overall economy. Compared to 2009 year-to-date, we are only 2.4% down so the next four months will be fascinating to observe, but it's difficult to foresee any major improvement in the short term."

Sales by Market

Country	Aug_10	Aug_09	% change Aug	Aug YtD_10	Aug YtD_09	% change YtD
Austria	24,694	22,423	+10.1%	223,347	221,134	+1.0%
Belgium*	36,820	30,085	+22.4%	396,332	339,196	+16.8%
Cyprus	813	740	+9.9%	9,315	10,711	-13.0%
Czech Republic	12,088	12,174	-0.7%	112,502	105,556	+6.6%
Denmark	10,494	7,914	+32.6%	95,280	71,792	+32.7%
Estonia	795	599	+32.7%	6,539	7,038	-7.1%
Finland	8,602	6,110	+40.8%	78,347	65,087	+20.4%
France	102,826	110,542	-7.0%	1,485,206	1,430,391	+3.8%
Germany	200,885	275,219	-27.0%	1,907,104	2,674,600	-28.7%
Great Britain	55,305	67,006	-17.5%	1,300,413	1,149,110	+13.2%
Greece	7,159	22,843	-68.7%	116,418	168,765	-31.0%
Hungary	3,035	2,458	+23.5%	29,109	46,236	-37.0%
Iceland	102	136	-25.0%	2,462	1,796	+37.1%
Ireland	5,061	2,404	+110.5%	79,172	52,862	+49.8%
Italy	69,235	85,620	-19.1%	1,392,865	1,428,952	-2.5%
Latvia	555	387	+43.4%	3,802	3,951	-3.8%
Lithuania	617	530	+16.4%	4,603	5,402	-14.8%
Luxembourg	2,538	2,579	-1.6%	36,649	31,289	+17.1%
Norway	10,414	7,967	+30.7%	83,890	59,108	+41.9%
Poland	22,618	21,170	+6.8%	206,399	215,814	-4.4%
Portugal*	14,752	10,512	+40.3%	150,306	100,757	+49.2%
Slovakia	5,266	7,024	-25.0%	40,429	63,470	-36.3%
Slovenia	4,215	3,883	+8.6%	41,783	38,412	+8.8%
Spain	45,010	58,980	-23.7%	732,821	600,915	+22.0%
Sweden	22,376	15,542	+44.0%	180,830	132,887	+36.1%
Switzerland*	20,818	17,955	+15.9%	193,461	175,360	+10.3%
The Netherlands	36,712	27,692	+32.6%	345,434	281,274	+22.8%
Grand Total	723,805	820,494	-11.8%	9,254,818	9,481,865	-2.4%

* Denotes Estimated data used for August_2010

The above intelligence is provided by JATO Consult, the company's bespoke consulting service which offers customers access to its unique research and provides solutions and advice to meet a wide range of automotive business challenges. For more information visit www.jato.com, or email consult@jato.com.

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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 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 while major leasing companies use JATO's intelligence to drive the vehicle quotation process. Visit JATO at www.jato.com.

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