

16 February 2010

## **EUROPEAN NEW CAR SALES BREAK 1 MILLION BARRIER IN JANUARY**

- **New year brings positive overall European new car sales, up 14.9% vs. January 2009**
- **Post-scrappage markets appear less stable**
- **Volkswagen Golf is Europe's best-selling car; Ford Fiesta close behind**

Latest figures from the world's leading provider of automotive data and intelligence, JATO Dynamics, show scrappage deals continued to tempt Western European car buyers to showrooms in January – continuing the positive trend from December and pushing the market 14.9% higher than a troubled January 2009.

Once again, most buyers were tempted by the Volkswagen Golf, closely followed by the Ford Fiesta. These two models increased sales by 19.8% and 21.4% respectively, versus January 2009.

"In a reverse of 2009, these figures show a good start to what could be an uncertain year in sales terms," says David Di Girolamo, Head of JATO Consult. "Brand and model sales performances look good compared to the difficulties of last January, but scrappage schemes are certain to end this year, despite recent extensions that will surely affect the current growth trend."

The UK Government recently announced a one-month extension to its national scheme – until March 2010 – and schemes continue in Spain, Italy and France. By contrast, Germany, the one major Western European new car market to have closed its scrappage incentive scheme, was down 4.3%, versus January 2009.

Central and Eastern Europe continues to struggle, with markets across this region down significantly versus 2009 and showing no sign of recovery. The regional picture is even bleaker when the Russian market is taken into account, which JATO revealed recently to have almost halved last year.

“The new car sales outlook remains very uncertain,” says Di Girolamo. “Some 141,000 more cars were sold last month than in January 2009, but the market remains unstable and we can take little comfort from these positive figures.”

### Model Performance

The Volkswagen Golf has continued to draw in more buyers than any other model in Europe, beating Ford’s Fiesta by 2,653 units.

These two remain well clear of other top sellers, but the Renault Clio can claim to be most improved, with a 90.3% sales increase, while Volkswagen’s new Polo lifted its sales by 71.5%.

### Top 10 Models

Make & Model	Jan_10	Jan_09	% Change Jan	Jan YtD_10	Jan YtD_09	% Change YtD
VOLKSWAGEN GOLF	41,255	34,424	+19.8%	41,255	34,424	+19.8%
FORD FIESTA	38,602	31,790	+21.4%	38,602	31,790	+21.4%
RENAULT CLIO	32,401	17,027	+90.3%	32,401	17,027	+90.3%
VOLKSWAGEN POLO	31,725	18,494	+71.5%	31,725	18,494	+71.5%
FIAT PUNTO	27,447	17,119	+60.3%	27,447	17,119	+60.3%
PEUGEOT 207	25,568	25,352	+0.9%	25,568	25,352	+0.9%
OPEL/VAUXHALL CORSA	22,993	19,425	+18.4%	22,993	19,425	+18.4%
FORD FOCUS	22,380	22,308	+0.3%	22,380	22,308	+0.3%
FIAT PANDA	21,953	17,532	+25.2%	21,953	17,532	+25.2%
RENAULT MEGANE	21,610	13,021	+66.0%	21,610	13,021	+66.0%

### Brand Performance

Volkswagen, Renault, Ford, Peugeot and Fiat, all benefitted in the first month of the year, boosted by scrappage schemes favouring small, low-CO<sub>2</sub> cars.

Renault has passed Ford into second place, behind Volkswagen, driven by the success of the Clio, which accounted for a third of its sales, while VW continues to be Europe’s best selling brand supported by refreshed models of the Golf and Polo.

The popularity of Fiat's low-CO<sub>2</sub> European model range has helped it into the top five brands, up 21.5% for the period.

### Top 10 Brands

Make	Jan_10	Jan_09	% Change Jan	Jan YtD_10	Jan YtD_09	% Change YtD
VOLKSWAGEN	121,336	105,370	+15.2%	121,336	105,370	+15.2%
RENAULT	99,029	61,519	+61.0%	99,029	61,519	+61.0%
FORD	96,474	89,850	+7.4%	96,474	89,850	+7.4%
PEUGEOT	82,017	67,268	+21.9%	82,017	67,268	+21.9%
FIAT	80,257	66,070	+21.5%	80,257	66,070	+21.5%
CITROEN	69,996	59,949	+16.8%	69,996	59,949	+16.8%
OPEL/VAUXHALL	68,731	65,711	+4.6%	68,731	65,711	+4.6%
TOYOTA	58,449	49,957	+17.0%	58,449	49,957	+17.0%
AUDI	45,684	46,270	-1.3%	45,684	46,270	-1.3%
BMW	38,139	37,724	+1.1%	38,139	37,724	+1.1%

### National Trends

National governments have been influencing their market sales with scrappage schemes for almost a year, some of which have been extended for a second time.

In February 2010, the UK government announced that an extra month has been added to its scrappage scheme, taking it to the end of March 2010. Schemes continue in France, Spain and Italy, although these will be phased out gradually through 2010.

The effect is clear when comparing markets, with Italy, Great Britain, Spain and France, all recording double-digit sales growth and Italy selling more cars than any other European market (207,427 units).

"For all that scrappage has helped generate these positive numbers; it will only continue to support markets for a limited period in 2010. Unless we see clear signs of recovery, there could be some difficult months ahead," concludes Di Girolamo.

## Sales by Market

Country	Jan_10	Jan_09	% Change Jan	Jan YtD_10	Jan YtD_09	% Change YtD
Austria	20,882	18,992	+10.0%	20,882	18,992	+10.0%
Belgium	49,376	47,690	+3.5%	49,376	47,690	+3.5%
Cyprus*	977	1,487	-34.3%	977	1,487	-34.3%
Czech Republic	10,813	8,845	+22.2%	10,813	8,845	+22.2%
Denmark	9,396	7,801	+20.4%	9,396	7,801	+20.4%
Estonia*	695	1,017	-31.7%	695	1,017	-31.7%
Finland	12,339	11,543	+6.9%	12,339	11,543	+6.9%
France	171,478	149,372	+14.8%	171,478	149,372	+14.8%
Germany	181,189	189,385	-4.3%	181,189	189,385	-4.3%
Great Britain	145,479	112,087	+29.8%	145,479	112,087	+29.8%
Greece	26,585	20,225	+31.4%	26,585	20,225	+31.4%
Hungary	2,970	5,974	-50.3%	2,970	5,974	-50.3%
Iceland	88	126	-30.2%	88	126	-30.2%
Ireland	16,597	15,799	+5.1%	16,597	15,799	+5.1%
Italy	207,427	159,381	+30.1%	207,427	159,381	+30.1%
Latvia*	382	496	-23.0%	382	496	-23.0%
Lithuania*	613	742	-17.4%	613	742	-17.4%
Luxembourg	3,536	3,157	+12.0%	3,536	3,157	+12.0%
Norway	9,697	5,353	+81.2%	9,697	5,353	+81.2%
Poland	25,359	26,660	-4.9%	25,359	26,660	-4.9%
Portugal*	11,724	8,994	+30.4%	11,724	8,994	+30.4%
Slovakia	3,600	3,599	+0.0%	3,600	3,599	+0.0%
Slovenia	5,050	4,572	+10.5%	5,050	4,572	+10.5%
Spain	74,108	59,374	+24.8%	74,108	59,374	+24.8%
Sweden	15,523	11,299	+37.4%	15,523	11,299	+37.4%
Switzerland*	20,004	17,704	+13.0%	20,004	17,704	+13.0%
The Netherlands	62,907	56,066	+12.2%	62,907	56,066	+12.2%
<b>Grand Total</b>	<b>1,088,794</b>	<b>947,740</b>	<b>+14.9%</b>	<b>1,088,794</b>	<b>947,740</b>	<b>+14.9%</b>

\*Denotes estimated data for January 2010.

The above data is provided by JATO Consult, the company's bespoke consulting service which offers customers access to its unique data and provides solutions and advice to meet a wide range of automotive business challenges. For more information visit [www.jato.com](http://www.jato.com), or email [consult@jato.com](mailto: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 43 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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