

November 17, 2008

EUROPEAN CAR MARKET CONTINUES TO FALL

- **European car market falls by 14.7% in October**
- **Highest recorded fall in 2008**
- **Volkswagen remains Europe's top selling brand**

JATO Dynamics, the world's leading provider of automotive data and intelligence, reports today that the total European car market has fallen by 14.7% (191,198) units during October to 1,113,436 units.

This is the sixth consecutive monthly drop for new car sales across Europe and the highest recorded fall so far this year.

The knock-on effect of this decline sees a greater YtD deficit figure, in comparison to 2007. The total for the first 10 months of 2008 stands at 12,573,257 units, down 5.8% (or 775,091 units) on the same period last year.

"We are not surprised to see the market drop even further, as the global economic crisis continues," says Nasir Shah, Global Business Development Director at JATO. "Even with the current climate being as it is Volkswagen still manages to keep its position as Europe's top-selling car brand."

Brand Performance

Volkswagen was Europe's top-selling car brand in October, ahead of Ford, Renault, Opel/Vauxhall and Peugeot.

Top market performers YtD are Volkswagen, Ford, Opel/Vauxhall, Renault and Peugeot.

Whilst nine of the top 10 brands have posted a drop in sales compared to the first 10 months of 2007, 6th placed Fiat has enjoyed a marginal (0.3%) growth YtD in sales during the same period.

Audi also increased its sales in October by 2.3%, up from 55,894 to 57,189, buoyed by the strong performance of the new A4.

Other brands recording increased sales in October have all benefitted from recent new product introductions – In addition to Audi's A4, Dacia has introduced the Sandero, Lancia has introduced the Delta, Subaru - the Forester and a new diesel engine, whilst Jaguar has brought the XF to market.

However, outside of the Top 10 manufacturers, certain other brands have managed to increase market share so far this year. For the second month running, Nissan has increased its YtD volumes by an impressive 13.1% (265,338 units up to 300,169) - selling almost 35,000 units more than the same period last year.

Mazda, Mini and Smart have also posted YtD volumes increases, 8,184 units, 6,782 units and 13,673 units respectively.

Top Ten Brands

| Make | Oct_08 | Oct_07 | % Change Oct | Oct YtD_08 | Oct YtD_07 | % Change YtD |
|---------------|---------|---------|--------------|------------|------------|--------------|
| VOLKSWAGEN | 131,081 | 140,185 | -6.5% | 1,324,838 | 1,361,506 | -2.7% |
| FORD | 92,503 | 100,362 | -7.8% | 1,057,059 | 1,102,735 | -4.1% |
| RENAULT | 83,870 | 108,270 | -22.5% | 950,305 | 1,003,355 | -5.3% |
| OPEL/VAUXHALL | 76,716 | 100,523 | -23.7% | 992,043 | 1,133,512 | -12.5% |
| PEUGEOT | 74,490 | 92,539 | -19.5% | 868,000 | 939,795 | -7.6% |
| FIAT | 73,479 | 80,684 | -8.9% | 824,198 | 821,804 | +0.3% |
| CITROEN | 69,462 | 80,205 | -13.4% | 739,096 | 804,181 | -8.1% |
| AUDI | 57,189 | 55,894 | +2.3% | 561,908 | 562,561 | -0.1% |
| BMW | 57,093 | 61,929 | -7.8% | 585,691 | 585,697 | -0.0% |
| MERCEDES | 56,135 | 62,559 | -10.3% | 596,980 | 621,101 | -3.9% |

Top Models

The Volkswagen Golf has maintained its lead once again as Europe's top-selling new car in October (up 8.7% YtD) compared to the same period last year. The Golf heads up the table, followed by the Peugeot 207, Ford Focus, Renault Clio, Ford Fiesta, Opel/Vauxhall Corsa, Volkswagen Polo, Audi A4, Volkswagen Passat and BMW 3-Series.

In a falling market, the new Fiesta has managed a 2.0% increase in sales over the total its predecessor achieved in October last year.

Based on the figures YtD, the Golf is once more victorious, ahead of the Peugeot 207, Ford Focus, Opel/Vauxhall Corsa, Renault Clio, Opel/Vauxhall Astra, Ford Fiesta, Fiat Punto, Volkswagen Polo and Audi A4. This car continues to impress, with sales up 45.2% during October, taking 8th place in the European market. Sales of the A4 are up 15.3% YtD, posting it at 10th place in the market.

Other new models performing well include the Volkswagen Tiguan, Hyundai i10, Suzuki Splash, Ford Kuga, Dacia Sandero, Renault Koleos, Lancia Delta, Jaguar XF, BMW X6, Mercedes-Benz CLC, Alfa Romeo Mito, Volkswagen Scirocco and the Mercedes-Benz GLK.

Models with full model replacements over the past year have also recorded significantly increased sales during October. The Renault Twingo, Mazda 2, Citroën C5, Renault Kangoo, Citroën Berlingo, Opel/Vauxhall Agila and the Skoda Superb have all enjoyed higher sales.

In reaction perhaps to the current poor financial conditions across Europe, two low cost models – the Fiat Panda (up 1,946 units) and Citroën C1 (up 621 units) have both posted increased sales in October.

Top Ten Models

| Make & Model | Oct_08 | Oct_07 | % Change Oct | Oct YtD_08 | Oct YtD_07 | % Change YtD |
|---------------------|--------|--------|--------------|------------|------------|--------------|
| VOLKSWAGEN GOLF | 37,040 | 41,974 | -11.8% | 395,011 | 363,416 | +8.7% |
| PEUGEOT 207 | 28,296 | 39,285 | -28.0% | 358,729 | 376,245 | -4.7% |
| FORD FOCUS | 26,850 | 29,209 | -8.1% | 321,109 | 349,673 | -8.2% |
| RENAULT CLIO | 25,995 | 31,162 | -16.6% | 297,709 | 326,632 | -8.9% |
| FORD FIESTA | 25,583 | 25,076 | +2.0% | 279,924 | 307,321 | -8.9% |
| OPEL/VAUXHALL CORSA | 24,454 | 31,765 | -23.0% | 313,423 | 342,789 | -8.6% |
| VOLKSWAGEN POLO | 23,705 | 25,002 | -5.2% | 236,154 | 246,409 | -4.2% |
| AUDI A4/S4/RS4 | 23,629 | 16,275 | +45.2% | 219,499 | 190,373 | +15.3% |
| VOLKSWAGEN PASSAT | 22,669 | 24,689 | -8.2% | 214,494 | 255,117 | -15.9% |
| BMW SERIES 3 | 21,186 | 22,313 | -5.1% | 218,656 | 253,150 | -13.6% |

National Trends

Although new car sales have continued to fall throughout many European countries in October, the Slovakian market saw a 15.6% increase in sales last month (October) and YtD jump of 20.5%. The Czech Republic and Lithuania have also recorded good results in their respective markets YtD, despite the latter reporting a significant drop in October.

In percentage terms, the Icelandic, Latvian and Irish markets suffered the most in October, whilst in volume terms the greatest falls occurred in Spain, Italy and Great Britain.

However, the picture is gradually growing less gloomy, with a number of markets posting increased sales over the same period last year.

| Country | Oct_08 | Oct_07 | % Change Oct | Oct YtD_08 | Oct YtD_07 | % Change YtD |
|--------------------|------------------|------------------|---------------|-------------------|-------------------|--------------|
| Austria | 26,218 | 25,003 | +4.9% | 258,376 | 256,546 | +0.7% |
| Belgium | 42,998 | 46,150 | -6.8% | 483,729 | 464,749 | +4.1% |
| Cyprus | 1,800 | 1,830 | -1.6% | 19,522 | 19,675 | -0.8% |
| Czech Republic | 16,151 | 15,971 | +1.1% | 154,591 | 139,759 | +10.6% |
| Denmark | 10,526 | 14,533 | -27.6% | 76,116 | 133,642 | -43.0% |
| Estonia | 1,710 | 2,570 | -33.5% | 22,530 | 26,791 | -15.9% |
| Finland | 10,153 | 11,075 | -8.3% | 128,703 | 119,786 | +7.4% |
| France | 174,939 | 188,877 | -7.4% | 1,750,704 | 1,712,238 | +2.2% |
| Germany | 258,814 | 281,845 | -8.2% | 2,630,287 | 2,622,337 | +0.3% |
| Great Britain | 128,352 | 166,797 | -23.0% | 1,922,771 | 2,107,312 | -8.8% |
| Greece | 19,576 | 21,083 | -7.1% | 245,505 | 249,307 | -1.5% |
| Hungary | 12,868 | 15,248 | -15.6% | 133,195 | 143,991 | -7.5% |
| Iceland | 181 | 1,279 | -85.8% | 8,913 | 13,727 | -35.1% |
| Ireland | 1,748 | 3,837 | -54.4% | 150,807 | 184,589 | -18.3% |
| Italy | 169,066 | 209,510 | -19.3% | 1,887,961 | 2,151,061 | -12.2% |
| Latvia | 1,202 | 2,687 | -55.3% | 17,748 | 27,860 | -36.3% |
| Lithuania | 1,727 | 2,300 | -24.9% | 20,144 | 17,643 | +14.2% |
| Luxembourg | 4,488 | 4,688 | -4.3% | 44,716 | 42,840 | +4.4% |
| Norway | 8,390 | 11,646 | -28.0% | 95,846 | 109,520 | -12.5% |
| Poland | 25,518 | 24,647 | +3.5% | 261,185 | 242,030 | +7.9% |
| Portugal | 16,776 | 15,679 | +7.0% | 178,946 | 170,550 | +4.9% |
| Slovakia | 8,523 | 7,374 | +15.6% | 74,084 | 61,506 | +20.5% |
| Slovenia | 5,865 | 5,882 | -0.3% | 61,120 | 56,071 | +9.0% |
| Spain | 77,751 | 128,975 | -39.7% | 1,025,798 | 1,335,307 | -23.2% |
| Sweden | 22,299 | 28,839 | -22.7% | 217,583 | 248,344 | -12.4% |
| Switzerland | 24,010 | 24,269 | -1.1% | 241,192 | 234,932 | +2.7% |
| The Netherlands | 41,787 | 42,040 | -0.6% | 461,185 | 456,235 | +1.1% |
| Grand Total | 1,113,436 | 1,304,634 | -14.7% | 12,573,257 | 13,348,348 | -5.8% |

Ends-

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

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