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EUROPEAN CAR MARKET DOWN BY A QUARTER AS EVERY COUNTRY SUFFERS

- European new car sales down by 26% in January
- Every European country suffering sales reduction
- Icelandic market down 88.1% in wake of economic crisis
- French market weathering the storm best
- New model launches providing welcome sales boosts

JATO Dynamics today reports that the European new car market is showing no signs of recovery as sales plunge to 26% less than the same month a year ago, a loss of 335,364 vehicles to a total of monthly total of 954,234 units.

"Nobody in the industry is surprised at what we're witnessing across the European market, but in the cold light of day, the raw figures do paint a very bleak picture", says David Di Girolamo, Head of JATO Consult. "There are few high spots to focus on, but we can see that successful new model launches do seem to deliver a very welcome shot in the arm for the market. Witness what the new XF has achieved for Jaguar with a 35.5% improvement in sales. It's a buyers market, so purchasers are looking for the best deals on the best cars."

Brand Performance

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

Top 10 Brands

Make	Jan_09	Jan_08	% Change Jan	Jan YtD_09	Jan YtD_08	% Change ytD
VOLKSWAGEN	104,430	129,231	-19.2%	104,430	129,231	-19.2%
FORD	90,434	110,389	-18.1%	90,434	110,389	-18.1%
PEUGEOT	68,016	89,364	-23.9%	68,016	89,364	-23.9%
OPEL/VAUXHALL	66,363	100,136	-33.7%	66,363	100,136	-33.7%
FIAT	65,435	91,429	-28.4%	65,435	91,429	-28.4%
RENAULT	62,786	92,119	-31.8%	62,786	92,119	-31.8%
CITROEN	59,272	80,142	-26.0%	59,272	80,142	-26.0%
TOYOTA	52,029	72,942	-28.7%	52,029	72,942	-28.7%
AUDI	46,321	49,022	-5.5%	46,321	49,022	-5.5%
MERCEDES	41,773	59,278	-29.5%	41,773	59,278	-29.5%

None of the top ten brands were able to increase overall sales in January, but outside the top ten Jaguar recorded an outstanding 35.5% increase due to strong sales of the highly regarded XF model.

Top Models

The Volkswagen Golf has maintained its stranglehold on the European new car market in January 2009, increasing its share of the market when compared to January 2008 despite lower sales. The Golf led the Ford Fiesta, Peugeot 207, Ford Focus, Opel/Vauxhall Corsa, Volkswagen Polo, Fiat Panda, Audi A4, Fiat Punto and Renault Clio.

Top 10 Models

Make & Model	Jan_09	Jan_08	% Change Jan	Jan YtD_09	Jan YtD_08	% Change ytD
VOLKSWAGEN GOLF	32,229	41,755	-22.8%	32,229	41,755	-22.8%
FORD FIESTA	31,702	28,452	+11.4%	31,702	28,452	+11.4%
PEUGEOT 207	26,436	37,813	-30.1%	26,436	37,813	-30.1%
FORD FOCUS	22,236	33,890	-34.4%	22,236	33,890	-34.4%
OPEL/VAUXHALL CORSA	19,504	32,782	-40.5%	19,504	32,782	-40.5%
VOLKSWAGEN POLO	18,292	22,629	-19.2%	18,292	22,629	-19.2%
FIAT PANDA	17,308	22,033	-21.4%	17,308	22,033	-21.4%
AUDI A4/S4/RS4	17,258	14,284	+20.8%	17,258	14,284	+20.8%
FIAT PUNTO	17,203	30,271	-43.2%	17,203	30,271	-43.2%
RENAULT CLIO	17,069	29,797	-42.7%	17,069	29,797	-42.7%

The Ford Fiesta and Audi A4, both having received full model updates during 2008, have bucked the market and recording sales increases of 11.4% and 20.8% respectively.

Other Successful Models

Other models recording an increase in sales over January 2008 include the hugely popular new Fiat 500 (up 5.9%), Nissan Qashqai (up 2.8%, additional "+2" versions), Peugeot 107 (up 11.5%), Volkswagen Tiguan (up 62.1%, greater availability) and Honda Jazz (up 28.7%, new model).

National Trends

As expected given the global economic conditions, all markets across Europe recorded significantly lower new car sales in January 2009 than in January 2008. The French market has been the least affected by the downturn, with only a 7.9% drop in new car registrations. In contrast, Iceland saw a reduction in registrations of 88.1%.

Country	Jan_09	Jan_08	% Change Jan	Jan YtD_09	Jan YtD_08	% Change ytD
Austria	18,992	21,884	-13.2%	18,992	21,884	-13.2%
Belgium	50,660	56,846	-10.9%	50,660	56,846	-10.9%
Cyprus*	1,775	2,229	-20.4%	1,775	2,229	-20.4%
Czech Republic	11,249	13,823	-18.6%	11,249	13,823	-18.6%
Denmark	7,165	14,418	-50.3%	7,165	14,418	-50.3%
Estonia*	1,601	2,706	-40.8%	1,601	2,706	-40.8%
Finland	11,530	21,549	-46.5%	11,530	21,549	-46.5%
France	149,372	162,116	-7.9%	149,372	162,116	-7.9%
Germany	189,385	220,742	-14.2%	189,385	220,742	-14.2%
Great Britain	112,087	162,097	-30.9%	112,087	162,097	-30.9%
Greece	20,225	33,488	-39.6%	20,225	33,488	-39.6%
Hungary	5,967	12,466	-52.1%	5,967	12,466	-52.1%
Iceland	170	1,432	-88.1%	170	1,432	-88.1%
Ireland	15,929	47,275	-66.3%	15,929	47,275	-66.3%
Italy	158,380	235,104	-32.6%	158,380	235,104	-32.6%
Latvia*	1,248	2,227	-44.0%	1,248	2,227	-44.0%
Lithuania*	1,448	2,432	-40.5%	1,448	2,432	-40.5%
Luxembourg	3,157	3,982	-20.7%	3,157	3,982	-20.7%
Norway	5,353	9,901	-45.9%	5,353	9,901	-45.9%
Poland*	22,584	28,375	-20.4%	22,584	28,375	-20.4%
Portugal*	13,710	15,842	-13.5%	13,710	15,842	-13.5%
Slovakia	3,603	6,231	-42.2%	3,603	6,231	-42.2%
Slovenia	4,572	6,128	-25.4%	4,572	6,128	-25.4%
Spain	59,378	101,599	-41.6%	59,378	101,599	-41.6%
Sweden	11,299	17,033	-33.7%	11,299	17,033	-33.7%
Switzerland*	17,026	21,460	-20.7%	17,026	21,460	-20.7%
The Netherlands	56,369	66,213	-14.9%	56,369	66,213	-14.9%
Grand Total	954,234	1,289,598	-26.0%	954,234	1,289,598	-26.0%

* denotes estimated volumes for January 2009

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 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 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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