20 October 2011

European new car sales improve in Q3 2011

- **Q3 sales up 1.4% for the region; up 0.8% in September YoY**
- **Germany the only 'big five' market to grow**
- **Premium German brands performing well in these austere times**
- **VW further extends its position as Europe's most popular brand**

The latest new car sales analysis for Q3 2011 shows that improved sales during August and September resulted in overall growth across Europe, according to JATO Dynamics, the world's leading provider of automotive intelligence. Total sales for September were up 0.8% compared to last year, with 1,266,521 units sold during the month.

JATO's key findings:

- *The European market grew by 1.4% during Q3 2011 compared to the same period last year*
- *Continued economic uncertainty in Greece, Italy, Spain and Portugal has been reflected in local market sales in Q3*
- *Only Germany recorded improved sales out of 'big five' European markets for Q3, up 11.6%*
- *German car brands Volkswagen, Audi, BMW and Mercedes weathering economic uncertainty, all experiencing growth in Q3*
- *Volkswagen retains and consolidates its position as Europe's leading brand, selling 400,001 units during Q3 2011*

Commenting on the findings, Gareth Hession, Vice President, Research, JATO Dynamics, said: "This quarter's data clearly demonstrates the continued importance of growth markets and potential of regions such as the Baltics. It's a relief to see these markets showing such strength when many of the bigger markets are struggling. The big five remain critical though, and doubtless the competition for market share will remain fierce."

National Trends

Out of the 'big five' European markets only Germany experienced positive growth during Q3 2011, up 11.6% following the sale of 779,157 units. Great Britain, Spain, France, and Italy were down 0.7%, 1.4%, 2.0%, and 6.3% respectively.

Sales in the Baltic region continue to perform consistently well during Q3 2011 as automotive markets expand in this region. Lithuania, Estonia and Latvia recorded increases of 62.6%, 60.4% and 58.5% respectively.

Sales by market

Country	Sep_11	Sep_10	% Change Sep	Q3_11	Q3_10	% Change Q3
Austria	30,755	28,115	+9.4%	85,946	81,786	+5.1%
Belgium	41,427	36,945	+12.1%	114,101	113,794	+0.3%
Cyprus	970	1,195	-18.8%	2,793	3,197	-12.6%
Czech Republic	12,978	13,251	-2.1%	39,201	36,696	+6.8%
Denmark	10,572	13,550	-22.0%	35,862	36,954	-3.0%
Estonia	1,541	969	+59.0%	4,259	2,655	+60.4%
Finland	10,100	9,696	+4.2%	28,741	25,607	+12.2%
France	167,526	169,944	-1.4%	436,187	445,054	-2.0%
Germany	280,689	259,748	+8.1%	779,157	698,061	+11.6%
Great Britain	332,476	335,246	-0.8%	523,456	526,997	-0.7%
Greece	6,712	6,002	+11.8%	23,934	24,688	-3.1%
Hungary	3,540	3,576	-1.0%	10,745	11,000	-2.3%
Iceland	283	110	+157.3%	1,026	647	+58.6%
Ireland	2,775	4,288	-35.3%	10,088	15,630	-35.5%
Italy*	147,364	156,519	-5.8%	357,297	381,393	-6.3%
Latvia	926	531	+74.4%	2,695	1,700	+58.5%
Lithuania	1,197	724	+65.3%	3,333	2,050	+62.6%
Luxembourg	3,466	3,297	+5.1%	11,013	10,269	+7.2%
Norway	11,794	11,137	+5.9%	34,769	33,058	+5.2%
Poland*	24,325	27,946	-13.0%	67,241	75,222	-10.6%
Portugal*	12,455	13,917	-10.5%	34,861	46,146	-24.5%
Slovakia	5,556	5,266	+5.5%	16,343	16,173	+1.1%
Slovenia	4,523	4,691	-3.6%	13,436	14,071	-4.5%
Spain	55,600	56,678	-1.9%	181,881	184,383	-1.4%
Sweden	26,605	25,912	+2.7%	70,594	68,663	+2.8%
Switzerland	25,911	22,049	+17.5%	72,465	67,175	+7.9%
The Netherlands	44,455	45,544	-2.4%	125,924	120,546	+4.5%
Grand Total	**1,266,521**	**1,256,846**	**+0.8%**	**3,087,348**	**3,043,615**	**+1.4%**

* Denotes estimated data used for September 2011

Brand Performance

Volkswagen continues to be Europe's leading brand with sales increasing by 15.1% during Q3 2011. Other German brands continue to perform well in 2011 with Audi, BMW and Mercedes experiencing increases of 14.2%, 6.3% and 4.4% respectively. Within the top ten brands, Ford was the only other to see sales growth for the period, up 1.8%, most likely due to the recently revised Ford Focus.

Despite this there was encouraging growth outside of the top ten brands, in particular Asian manufacturers, Kia, Nissan and Hyundai had positive performances, increasing 23.9%, 18.7%, and 16.4% respectively during Q3. Toyota continues to experience a drop in demand, down 13.5% for the same period.

Gareth commented: “German brands continue to perform well, no doubt helped by a strong domestic market but also implying that the premium end of the market is more resilient to economic uncertainty.”

Top 10 Brands

Make	Sep_11	Sep_10	% Change Sep	Q3_11	Q3_10	% Change Q3
VOLKSWAGEN	155,852	138,463	+12.6%	400,001	347,576	+15.1%
FORD	108,661	109,588	-0.8%	250,970	246,608	+1.8%
OPEL/VAUXHALL	98,281	104,324	-5.8%	223,184	227,378	-1.8%
RENAULT	91,312	91,971	-0.7%	221,963	231,648	-4.2%
PEUGEOT	72,702	85,303	-14.8%	195,332	213,999	-8.7%
AUDI	64,223	53,894	+19.2%	161,303	141,222	+14.2%
CITROEN	60,383	68,253	-11.5%	161,538	178,626	-9.6%
MERCEDES	59,785	61,435	-2.7%	147,615	141,449	+4.4%
BMW	59,508	58,390	+1.9%	148,036	139,204	+6.3%
FIAT	59,152	68,091	-13.1%	144,423	167,550	-13.8%

Model Performance

Volkswagen’s Golf remains Europe’s best selling car, increasing its sales by 11.3% during Q3 2011, selling 119,409 units. The Volkswagen Polo has also made progress with a 4.5% increase in Q3, making it Europe’s second most popular car.

The recently revised Passat and third generation Focus also continue to climb with Q3 sales up 48.3% and 26.3% respectively, demonstrating the importance of new product ranges for manufacturers.

Six of the top ten models recorded improved sales during Q3, in contrast to the falling sales of H1 2011 where the majority of top ten models were down.

Top 10 Models

Make & Model	Sep_11	Sep_10	% Change Sep	Q3_11	Q3_10	% Change Q3
VOLKSWAGEN GOLF	47,731	43,996	+8.5%	119,409	107,332	+11.3%
FORD FIESTA	35,874	39,685	-9.6%	77,948	85,486	-8.8%
OPEL/VAUXHALL CORSA	34,598	32,886	+5.2%	72,262	69,468	+4.0%
VOLKSWAGEN POLO	31,682	28,976	+9.3%	83,648	80,029	+4.5%
FORD FOCUS	31,421	25,430	+23.6%	72,787	57,633	+26.3%
RENAULT CLIO	28,292	26,556	+6.5%	64,869	65,200	-0.5%
OPEL/VAUXHALL ASTRA	26,689	29,511	-9.6%	64,856	63,363	+2.4%
VOLKSWAGEN PASSAT	24,633	16,126	+52.8%	62,879	42,412	+48.3%
RENAULT MEGANE	21,937	21,201	+3.5%	53,489	56,595	-5.5%
NISSAN QASHQAI	20,140	18,073	+11.4%	49,194	49,673	-1.0%

For more information visit www.jato.com, or email jatoteam@firstlightpr.com

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For media enquiries:

Justin Bates

+44 7878 357463

jatoteam@firstlightpr.com

About JATO

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.

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