

16 September 2009

EUROPEAN SALES RECOVERY CONTINUES AS BIG 5 MARKETS GROW IN AUGUST

- **Germany, France, Italy, GB and Spain all post August sales growth**
- **European market up 6.2% on same month last year**
- **Golf still Europe's most popular model**
- **VW stays as Europe's best-selling brand**

JATO Dynamics, the world's leading provider of automotive data and intelligence, has released its monthly European new car market analysis for August 2009, showing that the 'Big 5' European car markets of Germany, France, Italy, Great Britain and Spain all sold more cars in August 2009 than they did in the same month last year. Of those five markets, Spain is the last to eventually demonstrate a month of growth in 2009, with a marginal 0.7% improvement over August 2008.

"We are not by any means seeing a complete market recovery, but with the five biggest markets now all heading in the right direction, we can certainly feel very encouraged", says David Di Girolamo, Head of JATO Consult. "The holiday period during August always sees lower volumes sold, but at least the August figures continue the European trend towards improved sales, and although the overall year-to-date figure remains down by 7.3%, we have seen a 1.2% improvement over July."

Perhaps unsurprisingly, the Volkswagen Golf remains Europe's best-selling car, now celebrating its fifth consecutive month at the top of the charts, up 17.3% YTD and 39.5% in August.

Ford's Fiesta continues as Europe's second best-selling model, up 36.9% YTD and 33.3% in August. The rest of the top ten running order sees some significant changes over last month, with the Opel/Vauxhall Corsa up from fifth place in July third place in August (up 15.9% for the month), the Peugeot 207 is down from third to fourth (up 1.2%) and the Renault Clio has climbed from ninth to fifth position (up 2.5%). In the lower half of the top ten, the Ford Focus remains in sixth position (down 5.3%), the Fiat Punto has slid from fourth to seventh in the chart, despite being up 45.7% for the month, the Skoda Fabia re-enters the top ten in eighth position (up 3.9%), the Fiat Panda drops from eighth to ninth (up 37.2%) and the Opel/Vauxhall Astra drops from seventh to tenth (down 1.1%).

Top 10 Models

Make & Model	Aug_09	Aug_08	% Change Aug	Aug YtD_09	Aug YtD_08	% Change YtD
VOLKSWAGEN GOLF	37,662	26,999	+39.5%	376,013	320,668	+17.3%
FORD FIESTA	21,648	16,246	+33.3%	304,274	222,321	+36.9%
OPEL/VAUXHALL CORSA	19,818	17,101	+15.9%	231,187	255,796	-9.6%
PEUGEOT 207	18,753	18,536	+1.2%	245,444	298,626	-17.8%
RENAULT CLIO	17,618	17,188	+2.5%	187,672	243,812	-23.0%
FORD FOCUS	16,613	17,550	-5.3%	205,582	260,212	-21.0%
FIAT PUNTO	16,458	11,292	+45.7%	218,214	207,244	+5.3%
SKODA FABIA	14,842	14,279	+3.9%	148,337	144,731	+2.5%
FIAT PANDA	14,354	10,460	+37.2%	200,407	150,569	+33.1%
OPEL/VAUXHALL ASTRA	13,858	14,017	-1.1%	177,594	233,620	-24.0%

Top 10 Brands

Make	Aug_09	Aug_08	% Change Aug	Aug YtD_09	Aug YtD_08	% Change YtD
VOLKSWAGEN	104,589	91,031	+14.9%	1,086,496	1,063,897	+2.1%
FORD	62,762	59,850	+4.9%	835,198	845,257	-1.2%
OPEL/VAUXHALL	56,894	54,590	+4.2%	709,796	812,088	-12.6%
RENAULT	56,661	56,006	+1.2%	672,632	782,520	-14.0%
PEUGEOT	55,769	47,032	+18.6%	651,450	715,493	-9.0%
FIAT	48,983	43,640	+12.2%	681,426	672,849	+1.3%
CITROEN	48,522	43,681	+11.1%	569,126	606,808	-6.2%
TOYOTA	45,176	42,743	+5.7%	468,579	535,461	-12.5%
AUDI	36,965	41,917	-11.8%	421,025	442,508	-4.9%
BMW	33,217	34,506	-3.7%	370,647	468,374	-20.9%

National Trends

August is a traditionally quiet month for car sales thanks to the established holiday period across the continent, so sales volumes are substantially less in many markets in the region. With the five major European markets performing well, the YtD decline has reduced by a further 1.2% over that recorded up to July, although many markets are still significantly down on their 2008 figures.

Sales by Market

Country	Aug_09	Aug_08	% Change Aug	Aug YtD_09	Aug YtD_08	% Change YtD
Austria	22,423	18,285	+22.6%	221,134	209,648	+5.5%
Belgium	30,085	32,954	-8.7%	339,196	402,893	-15.8%
Cyprus	740	1,422	-48.0%	10,711	15,437	-30.6%
Czech Republic	9,289	10,264	-9.5%	84,087	95,659	-12.1%
Denmark	7,501	11,361	-34.0%	70,578	109,847	-35.7%
Estonia	599	1,596	-62.5%	7,038	19,139	-63.2%
Finland	5,916	9,446	-37.4%	64,595	108,707	-40.6%
France	110,542	103,350	+7.0%	1,430,391	1,415,200	+1.1%
Germany	275,219	214,386	+28.4%	2,674,600	2,110,089	+26.8%
Great Britain	67,006	63,225	+6.0%	1,149,110	1,464,124	-21.5%
Greece	22,843	19,759	+15.6%	168,765	207,115	-18.5%
Hungary	2,518	11,132	-77.4%	45,937	107,079	-57.1%
Iceland	136	429	-68.3%	1,796	8,148	-78.0%
Ireland	2,414	5,240	-53.9%	52,945	145,574	-63.6%
Italy	85,051	78,456	+8.4%	1,426,268	1,542,579	-7.5%
Latvia	387	1,555	-75.1%	3,951	15,252	-74.1%
Lithuania	530	1,406	-62.3%	5,402	16,892	-68.0%
Luxembourg	2,579	1,462	+76.4%	31,289	36,177	-13.5%
Norway	7,967	7,833	+1.7%	59,108	79,003	-25.2%
Poland*	22,069	20,408	+8.1%	215,626	212,513	+1.5%
Portugal*	10,509	12,349	-14.9%	100,751	148,310	-32.1%
Slovakia	7,024	6,486	+8.3%	63,470	59,322	+7.0%
Slovenia	3,883	4,374	-11.2%	38,412	49,934	-23.1%
Spain	58,981	58,552	+0.7%	600,909	882,274	-31.9%
Sweden	15,542	17,721	-12.3%	132,887	172,507	-23.0%
Switzerland*	19,541	18,487	+5.7%	176,946	195,434	-9.5%
The Netherlands	27,881	39,375	-29.2%	281,510	378,038	-25.5%
Grand Total	819,175	771,313	+6.2%	9,457,412	10,206,894	-7.3%

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.

-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

For further press information, please contact:

Torque PR Limited

Peter Haynes: Tel: +44 (0) 1306 871338, Email: peter@torquepr.co.uk

Phil Hale: Tel: +44 (0) 1306 871201, Email: phil@torquepr.co.uk