

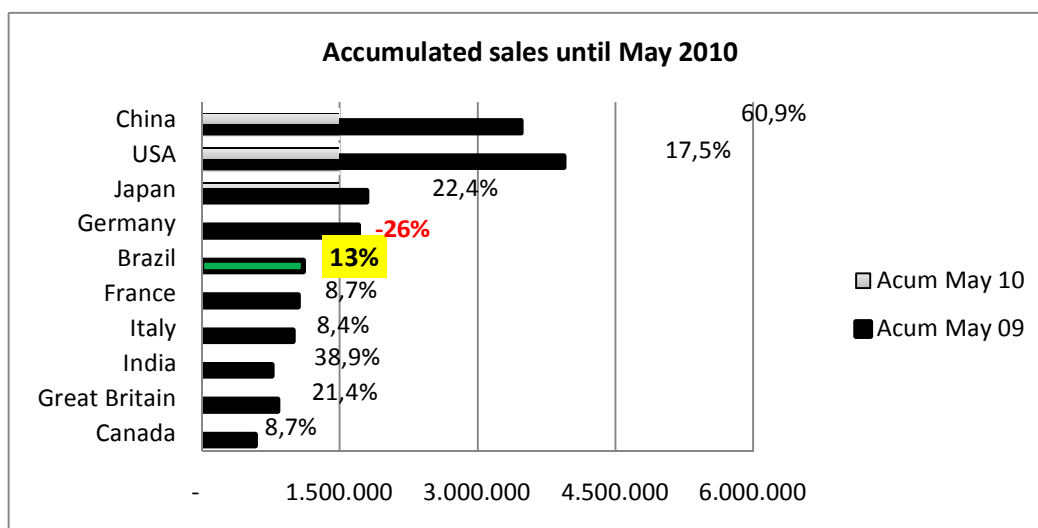
01 July 2010

GLOBAL CAR MARKET PERFORMANCE

- § Chinese market for new car sales grows 60.9%
- § Brazil in 5th place in Global sales league
- § Toyota still the World's best-selling brand
- § Kia now amongst the World's 10 biggest-selling brands

JATO Dynamics, the world's leading provider of automotive research and intelligence, has released its analysis of the global car market for the period to the end of May 2010. China remains an outstanding performer and keeps its position as the world's biggest market for new car sales, with an increase of +60.9% compared to the same period in 2009. The USA holds second place with increase of +17.5%, followed by Japan with +22.4%.

Chinese sales data only includes cars, while the data for other countries includes both cars and light commercial vehicles. Brazil sits in 5th place with a sales increase of +13% for the period to the end of May 2010. Germany regains 4th place despite a 26.4% decline in sales during the same period. France and Italy fill the 6th and 7th spots, followed by India with an impressive increase of +38.9%. Russia, belonging to BRIC, has dropped out of top 10 biggest automotive markets.



Cars and light commercials

“The automotive industry is still booming. The incentives created by Germany helped to minimize the crisis in the country. However, we can clearly see how sales have steeply declined since the incentives have ended. Despite that, Germany returned to 4th position, knocking back Brazil who occupied 4th place in the first quarter of the year. Nevertheless, it’s encouraging to see that Brazilian sales growth is increasingly consolidated”, says Luiz Carlos Augusto, Country Managing Director of Jato Dynamics do Brasil.

Brand Performance

Toyota has secured the top spot in the global sales market**, followed by Ford and Volkswagen. Kia appears now sits within the top 10 brands with an increase of +33.41% in accumulated sales over the same period 2009. Chevrolet is in 4th place with a +35.65% sales increase.

Top 10 Brands		Jan~May 2009	Jan~May 2010	Variation %
1°	TOYOTA	1.858.468	2.311.917	24,40%
2°	FORD	1.520.426	1.782.812	17,26%
3°	VOLKSWAGEN	1.557.382	1.753.666	12,60%
4°	CHEVROLET	1.064.715	1.444.283	35,65%
5°	HONDA	1.149.190	1.283.304	11,67%
6°	NISSAN	994.595	1.267.159	27,40%
7°	HYUNDAI	970.129	1.177.368	21,36%
8°	FIAT	799.794	800.634	0,11%
9°	RENAULT	561.683	697.728	24,22%
10°	KIA	468.097	624.497	33,41%

Cars and light commercials

** the analysis refers to following countries: South of Africa, Germany, Argentina, Australia, Belgium, Brazil, Canada, China, Korea, France, Spain, USA, Great Britain, Greece, The Netherlands, India, Italy, Japan, Malaysia, Mexico, Federation of Russia, Thailand and Turkey.

“Chevrolet is making great progress and remains focused on becoming a top 3 manufacturer in sales terms, whilst Toyota has done well to have overcome its recall problems and keep retain first place. The most important point is that all brands have maintained a growth curve”, says Augusto.

Up and Down in South America

UP ▲	Jan~May 2009	Jan~May 2010	Variation %
ARGENTINA	224.978	270.339	+20%
BRAZIL	1.103.912	1.247.489	+13%
BOLIVIA	2.270	2.436	+7%

DOWN ▼	Jan~May 2009	Jan~May 2010	Variation %
ECUADOR	35.102	24.002	-32%
VENEZUELA	61.224	45.670	-25%
COLOMBIA	67.291	52.675	-22%
PARAGUAY	3.440	2.819	-18%
CHILE	71.751	64.192	-11%
PERU	23.221	21.889	-6%
URUGUAY	7.495	7.129	-5%

*cars and light commercials

"Brazil continues to prove its hegemony in South America and has helped the region to grow +8.6%, a rate higher than the European market. Even with consumer's attention diverted to the World Cup, the automotive industry has managed to keep excellent momentum. The strategic marketing and product plans have become an important tool for the development and professionalism of both manufacturers and the component industry. It clearly demonstrates that the intelligence is an important and crucial investment for any company", concludes Luiz Carlos Augusto.

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

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