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Golf retains lead as Europe's new car market falls slightly in October

- **Volkswagen's Golf remains Europe's best-selling car, ahead of the Volkswagen Polo and Ford Fiesta**
- **Total market declines by 1.1% in October, and 0.9% YtD**
- **Three of the five biggest European markets increase car sales in October**

According to the latest analysis from JATO Dynamics, the world's leading provider of automotive intelligence, the Volkswagen Golf remains Europe's best selling car despite a sales decrease of 2.5% in October compared to a year earlier and by 1.8% year-to-date. The Volkswagen Polo, with sales up by 1.2% in October, regains second place while the Ford Fiesta claims third, selling 26,553 vehicles.

JATO's research found four key trends:

- *The European new car market declines by 1.1% in October and by 0.9% year-to-date*
- *Of the top ten models, six increase sales in October*
- *Only three of the top ten brands increase sales in October*
- *Of the five largest car markets in Europe, France, Germany and Great Britain record an increase in sales during October, while only France and Germany see an increase year-to-date*

Within the top ten brands Volkswagen, Ford and Audi continue to perform strongly, with sales increases of 5.8%, 6.0% and 2.1% respectively during October. The remainder of the top ten brands experience a decrease during October compared to last year, including BMW and Mercedes, both of which have positive sales figures year-to-date however.

Outside the top ten, Hyundai records a 17.5% increase in sales, with sister brand Kia recording a 23.5% increase in October and year-to-date the two brands are 12.7% and 7.7% ahead of last year. Land Rover is also telling a positive story with sales growing by 54.6% in October, largely driven by deliveries of the new Evoque.

Within the top ten models Volkswagen's Passat continues to be very popular, experiencing the biggest growth, up 48.4% in October and by 35.1% year-to-date.

Commenting on the findings, Gareth Hession, Vice President, Research at JATO said: "The decline in October sales may be slight, but is evidence that the market is still at the mercy of European economic conditions. Despite this, however, positive sales of models such as the Passat demonstrate strong products are still appealing to customers across Europe."

Sales by Market

Country	Oct_11	Oct_10	% Change Oct	Oct YtD_11	Oct YtD_10	% Change YtD
Austria	28,909	28,713	+0.7%	302,448	280,175	+7.9%
Belgium*	43,811	43,570	+0.6%	484,357	477,567	+1.4%
Cyprus	1,158	1,114	+3.9%	11,152	11,624	-4.1%
Czech Republic	14,858	13,126	+13.2%	142,343	138,782	+2.6%
Denmark	12,326	13,607	-9.4%	139,417	124,239	+12.2%
Estonia	1,523	1,067	+42.7%	14,245	8,575	+66.1%
Finland	10,055	9,538	+5.4%	110,074	97,581	+12.8%
France	176,103	171,950	+2.4%	1,837,374	1,829,440	+0.4%
Germany	258,253	256,775	+0.6%	2,659,989	2,423,627	+9.8%
Great Britain	134,944	131,495	+2.6%	1,688,038	1,767,154	-4.5%
Greece	5,021	7,822	-35.8%	84,115	130,242	-35.4%
Hungary	3,555	3,682	-3.4%	37,662	36,362	+3.6%
Iceland	319	125	+155.2%	4,401	2,697	+63.2%
Ireland	1,569	3,252	-51.8%	88,751	86,423	+2.7%
Italy	133,758	141,701	-5.6%	1,510,346	1,694,523	-10.9%
Latvia	974	577	+68.8%	8,751	4,911	+78.2%
Lithuania	1,180	943	+25.1%	11,147	6,270	+77.8%
Luxembourg	3,923	3,832	+2.4%	43,532	43,778	-0.6%
Norway	11,594	10,683	+8.5%	115,740	105,710	+9.5%
Poland	24,940	30,404	-18.0%	244,205	264,430	-7.6%
Portugal*	12,749	15,341	-16.9%	136,275	176,732	-22.9%
Slovakia	5,755	6,149	-6.4%	55,758	51,844	+7.5%
Slovenia	4,547	4,741	-4.1%	50,925	51,215	-0.6%
Spain	57,318	61,566	-6.9%	681,577	851,270	-19.9%
Sweden	25,052	26,420	-5.2%	252,688	233,162	+8.4%
Switzerland	26,306	23,918	+10.0%	254,038	238,458	+6.5%
The Netherlands	44,052	43,569	+1.1%	497,988	434,225	+14.7%
Grand Total	1,044,552	1,055,680	-1.1%	11,467,336	11,571,016	-0.9%

Source: JATO Dynamics (Denotes estimated data used for October 2011)

Top 10 Brands

Make	Oct_11	Oct_10	% Change Oct	Oct YtD_11	Oct YtD_10	% Change YtD
VOLKSWAGEN	133,473	126,171	+5.8%	1,416,977	1,310,379	+8.1%
RENAULT	86,097	90,134	-4.5%	874,918	960,476	-8.9%
FORD	82,393	77,755	+6.0%	930,479	960,888	-3.2%
PEUGEOT	68,536	71,195	-3.7%	783,764	845,478	-7.3%
OPEL/VAUXHALL	68,318	69,515	-1.7%	838,523	831,127	+0.9%
CITROEN	58,557	65,180	-10.2%	657,152	712,270	-7.7%
AUDI	53,204	52,088	+2.1%	573,894	524,446	+9.4%
BMW	51,570	51,910	-0.7%	536,305	503,213	+6.6%
FIAT	49,394	56,624	-12.8%	588,871	713,056	-17.4%
MERCEDES	46,234	52,309	-11.6%	495,191	493,816	+0.3%

Source: JATO Dynamics

Top 10 Models

Make & Model	Oct_11	Oct_10	% Change Oct	Oct YtD_11	Oct YtD_10	% Change YtD
VOLKSWAGEN GOLF	38,076	39,035	-2.5%	413,156	420,913	-1.8%
VOLKSWAGEN POLO	29,199	28,858	+1.2%	301,721	300,640	+0.4%
FORD FIESTA	26,553	26,345	+0.8%	299,521	350,574	-14.6%
RENAULT CLIO	23,514	26,047	-9.7%	251,151	285,856	-12.1%
OPEL/VAUXHALL CORSA	22,774	19,679	+15.7%	265,369	267,308	-0.7%
VOLKSWAGEN PASSAT	20,954	14,118	+48.4%	216,044	159,897	+35.1%
RENAULT MEGANE	19,754	20,016	-1.3%	202,129	220,907	-8.5%
OPEL/VAUXHALL ASTRA	19,699	18,656	+5.6%	243,577	247,478	-1.6%
FORD FOCUS	19,545	18,758	+4.2%	241,993	224,234	+7.9%
PEUGEOT 207	17,776	20,665	-14.0%	209,049	259,138	-19.3%

Source: JATO Dynamics

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

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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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