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GOLF IS UNCHALLENGED AS SCRAPPAGE SCHEMES TAKE HOLD

- **VW Golf remains Europe's most popular model**
- **Scrappage schemes help boost small car sales**
- **Fiesta sales up 32.2% year-to-date**
- **Entire top ten models now C-segment or smaller**

JATO Dynamics' monthly analysis of the European new car market reveals that the Volkswagen Golf comfortably remains Europe's best-selling car, beating the new Ford Fiesta by almost 13,000 sales in May.

Despite monthly sales surging 56% versus May 2008, the Fiesta was unable to break Golf's hold at the top of the charts, with its 39,955 sales putting it 12,883 behind Golf's monthly total of 52,838 – a figure which represents a 32% rise versus May 2008.

Year-to-date, the performances of these two models is equally impressive, with both posting sales increases. The appealing new Fiesta model and its popularity in scrappage schemes has driven Ford's best-selling nameplate to increase sales by a third this year.

The other major beneficiary of current government incentive schemes is Fiat's Panda, which has seen 2009 year-to-date sales jump by 28%, taking it to 130,028 sales.

"The longer term trends towards smaller cars, powered by consumers' economic and environmental awareness, is really being accelerated by national scrappage schemes across Europe", says David Di Girolamo, Head of JATO Consult. "The effect of this is now clear in the top ten models, which are now solely C and B-segment vehicles, yet looking back to 2007 we can see that the top ten, included BMW 3 Series and Volkswagen Passat."

Many of the remaining models in the top ten are still down year-to-date versus their own sales in 2008, despite holding their presence in the table, a stark reminder that European new-car sales overall are still struggling. Both Ford Focus and Opel/Vauxhall Astra show significant year-to-date sales drops.

Top 10 European Models

Make & Model	May_09	May_08	% Change May	May YtD_09	May YtD_08	% Change YtD
VOLKSWAGEN GOLF	52,838	40,006	+32.1%	224,699	209,111	+7.5%
FORD FIESTA	39,955	25,610	+56.0%	199,546	150,891	+32.2%
PEUGEOT 207	34,318	38,588	-11.1%	157,070	204,494	-23.2%
OPEL/VAUXHALL CORSA	31,547	34,539	-8.7%	147,460	175,136	-15.8%
FIAT PUNTO	30,771	27,324	+12.6%	138,220	148,109	-6.7%
FIAT PANDA	28,111	20,386	+37.9%	130,028	101,383	+28.3%
OPEL/VAUXHALL ASTRA	27,635	28,909	-4.4%	109,397	160,963	-32.0%
FORD FOCUS	26,851	36,236	-25.9%	129,470	177,064	-26.9%
VOLKSWAGEN POLO	26,453	26,003	+1.7%	133,431	125,984	+5.9%
RENAULT CLIO	24,423	30,739	-20.5%	112,217	163,198	-31.2%

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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