

15 May 2009

## **GOLF IS BACK ON TOP AS EUROPE'S FAVOURITE**

- **Golf is back at the top of charts as Europe's most popular model**
- **Fiesta sales still up 19.7% year-to-date**
- **Fiat Panda sales still strong**

JATO Dynamics' monthly analysis of the European new car market reveals that the Volkswagen Golf has regained its position at the top of the European sales charts from the new Ford Fiesta, the first car to seriously challenge the Golf's supremacy in over a year. Volkswagen sold 41,398 Golf's in April, down 7.2% on the same month last year, while sales of the new Fiesta remain up 26.9% (or 7,301 units) in April and 19.7% year-to-date.

Beyond the Ford Fiesta, only two other cars in the top ten have managed to increase sales year-to-date when compared to the same period in 2008. The Volkswagen Polo was up by a slim 0.7% and the Fiat Panda was up by an impressive 17.6%.

"We are seeing a general trend towards smaller, greener and economic cars", says David Di Girolamo, Head of JATO Consult. "This is a result of consumers downsizing to vehicles that are cheaper to run and have lower CO<sub>2</sub> emissions. The continuing rise of government scrappage schemes across Europe, is starting to have an impact in terms of sales volumes and the type of cars being sold."

The other models in the top ten are all down for both the month and year-to-date, with the Volkswagen Passat, which sold 20,911 units in April securing 10<sup>th</sup> position. Behind the Golf and Fiesta, the top ten for April is competed by the Peugeot 207, Fiat Punto, Opel/Vauxhall Corsa, Ford Focus, Volkswagen Polo, Fiat Panda, Renault Clio and the Passat.

## Top 10 European Models

Make & Model	Apr_09	Apr_08	% Change Apr	Apr YtD_09	Apr YtD_08	% Change YtD
VOLKSWAGEN GOLF	41,398	44,612	-7.2%	162,366	169,089	-4.0%
FORD FIESTA	34,471	27,170	+26.9%	149,911	125,285	+19.7%
PEUGEOT 207	28,987	43,045	-32.7%	119,635	165,915	-27.9%
FIAT PUNTO	27,935	30,643	-8.8%	101,219	120,751	-16.2%
OPEL/VAUXHALL CORSA	27,857	34,465	-19.2%	108,376	140,578	-22.9%
FORD FOCUS	27,389	34,605	-20.9%	105,659	140,861	-25.0%
VOLKSWAGEN POLO	23,879	25,708	-7.1%	100,648	99,960	+0.7%
FIAT PANDA	23,039	18,831	+22.3%	95,236	80,955	+17.6%
RENAULT CLIO	22,397	34,771	-35.6%	88,730	132,480	-33.0%
VOLKSWAGEN PASSAT	20,911	24,932	-16.1%	71,372	91,357	-21.9%

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](http://www.jato.com), or email [consult@jato.com](mailto: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](http://www.jato.com)

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