

19 December 2011

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

- **Volkswagen's Golf remains Europe's best-selling car, ahead of the Volkswagen Polo**
- **Total market declines 2.7% in November, and 1.1% YtD**
- **Of the five biggest European markets only Germany sees an increase in car sales**

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 with sales increasing 1.0% in November compared to a year earlier but down by 1.7% year-to-date. The Volkswagen Polo, with sales up 1.2% in November, retains second place while Ford's Fiesta claims third, despite sales decreasing 13.5% in November.

JATO's key analysis of the market:

- *The European new car market declines by 2.7% in November and by 1.1% year-to-date*
- *Half of the top ten models experience an increase in sales during November*
- *Only two of the top ten makes increase sales in November*
- *Of the five largest car markets in Europe, only Germany records an increase in sales during November and the year-to-date*

Within the top ten brands Volkswagen and Audi continue to perform strongly, with sales increases of 13.5% and 8.9% respectively during November. The remainder of the top ten brands experience a decrease during November compared to last year.

Outside the top ten, Lexus posts sales 128.9% higher than November 2010 thanks to the success of its CT200h small premium hybrid model, and Jeep continues to benefit from the Fiat group's marketing and distribution power, with sales up 77.7%.

Within the top ten models, Volkswagen's Passat continues to be very popular, experiencing the biggest growth, up 120.3% in November and by 44.1% year-to-date.

Commenting on the findings, Gareth Hession, Vice President, Research at JATO said: "The decline in sales during November is further evidence that the new car market continues to be at the mercy of poor European economic conditions. Despite this, however, there are certain makes that continue to appeal to consumers, demonstrated by the strong sales performances of Volkswagen and Audi in November."

Sales by Market

Country	Nov_11	Nov_10	% Change Nov	Nov YtD_11	Nov YtD_10	% Change YtD
Austria	30,339	28,024	+8.3%	332,787	308,199	+8.0%
Belgium	40,440	40,537	-0.2%	523,448	518,104	+1.0%
Cyprus*	1,131	1,304	-13.3%	12,283	12,928	-5.0%
Czech Republic	15,920	15,228	+4.5%	158,263	154,010	+2.8%
Denmark	13,571	13,965	-2.8%	152,989	138,204	+10.7%
Estonia	1,690	956	+76.8%	15,935	9,531	+67.2%
Finland	9,075	8,189	+10.8%	119,149	105,770	+12.6%
France	179,038	193,913	-7.7%	2,016,412	2,023,353	-0.3%
Germany	269,144	262,262	+2.6%	2,929,133	2,685,889	+9.1%
Great Britain	134,027	139,875	-4.2%	1,822,065	1,907,029	-4.5%
Greece	7,878	6,774	+16.3%	91,993	137,016	-32.9%
Hungary	4,544	3,518	+29.2%	42,208	39,880	+5.8%
Iceland	374	184	+103.3%	4,771	2,881	+65.6%
Ireland	779	1,519	-48.7%	89,522	87,942	+1.8%
Italy	133,371	147,329	-9.5%	1,644,423	1,841,852	-10.7%
Latvia	1,169	650	+79.8%	9,920	5,561	+78.4%
Lithuania	1,054	843	+25.0%	12,201	7,113	+71.5%
Luxembourg	3,707	3,445	+7.6%	47,239	47,223	+0.0%
Norway	12,380	11,908	+4.0%	128,120	117,618	+8.9%
Poland	26,649	33,947	-21.5%	270,841	298,377	-9.2%
Portugal*	14,168	18,606	-23.9%	146,844	195,338	-24.8%
Slovakia	5,904	6,465	-8.7%	61,662	58,309	+5.8%
Slovenia	4,212	4,612	-8.7%	55,137	55,827	-1.2%
Spain	60,318	64,832	-7.0%	741,895	916,102	-19.0%
Sweden	26,894	26,752	+0.5%	279,582	259,914	+7.6%
Switzerland	27,983	24,504	+14.2%	285,979	262,962	+8.8%
The Netherlands	41,264	36,914	+11.8%	539,170	471,144	+14.4%
Grand Total	1,067,023	1,097,055	-2.7%	12,533,971	12,668,076	-1.1%

* Denotes estimated data used for November 2011

Top 10 Brands

Make	Nov_11	Nov_10	% Change Nov	Nov YtD_11	Nov YtD_10	% Change YtD
VOLKSWAGEN	135,360	119,310	+13.5%	1,552,482	1,429,691	+8.6%
RENAULT	87,599	89,877	-2.5%	962,458	1,050,353	-8.4%
FORD	81,286	85,647	-5.1%	1,011,514	1,046,535	-3.3%
OPEL/VAUXHALL	74,006	82,071	-9.8%	911,722	913,198	-0.2%
PEUGEOT	65,291	80,193	-18.6%	849,234	925,671	-8.3%
CITROEN	59,920	63,971	-6.3%	717,345	776,242	-7.6%
AUDI	57,352	52,664	+8.9%	631,568	577,110	+9.4%
BMW	52,455	53,849	-2.6%	588,677	557,062	+5.7%
MERCEDES	49,989	53,619	-6.8%	544,304	547,435	-0.6%
FIAT	48,022	57,518	-16.5%	636,992	770,572	-17.3%

Top 10 Models

Make	Nov_11	Nov_10	% Change Nov	Nov YtD_11	Nov YtD_10	% Change YtD
VOLKSWAGEN GOLF	38,097	37,734	+1.0%	450,920	458,648	-1.7%
VOLKSWAGEN POLO	28,768	28,419	+1.2%	330,246	329,059	+0.4%
FORD FIESTA	24,436	28,241	-13.5%	323,652	378,815	-14.6%
OPEL/VAUXHALL CORSA	24,319	23,383	+4.0%	289,290	290,691	-0.5%
RENAULT CLIO	22,711	25,897	-12.3%	274,002	311,753	-12.1%
OPEL/VAUXHALL ASTRA	22,448	21,303	+5.4%	266,166	268,781	-1.0%
VOLKSWAGEN PASSAT	19,842	9,005	+120.3%	216,134	149,958	+44.1%
RENAULT MEGANE	19,595	21,777	-10.0%	221,748	242,684	-8.6%
FORD FOCUS	19,475	22,198	-12.3%	261,465	246,432	+6.1%
PEUGEOT 207	16,781	22,799	-26.4%	225,880	281,937	-19.9%

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

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For media enquiries:

Justin Bates

+44 7878 357463

jatoteam@firstlightpr.com

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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