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## **GOLF'S CROWN SLIPS AS FIESTA STEALS EUROPE'S TOP SPOT**

- **Fiesta topples Golf as Europe's most popular model**
- **Scrapping incentives continue to bolster certain markets**
- **Small cars becoming increasingly popular**
- **First quarter European new car market down by 16.9%**

JATO Dynamics' monthly analysis of the European new car market is for the first month in a year, the hugely popular Volkswagen Golf has lost its strangle hold as the European car markets most popular model, handing the accolade to Ford's well received new Fiesta.

Crucially, the new Ford Fiesta posted significantly increased sales in Germany and Italy, and managed to maintain healthy sales in the otherwise depressed UK market. The Fiesta recorded a 15.5% increase in volumes in March with 52,805 vehicles sold.

"It's interesting to see the continued affect that the government scrapping incentives have had in certain markets. Germany and Italy are big markets for new cars, and we're really seeing the commercial benefits bought about by the new incentives", says David Di Girolamo, Head of JATO Consult. "We will track the markets with interest as it will be important to understand if this is a short term reaction by consumers or if it will have a prolonged effect on the market."

Several small models have also risen to greater prominence in the top ten, including the VW Polo and Fiat Punto. Much of this can be attributed to Italy where the inclusion of CNG and LPG vehicles in the incentive scheme has provided a boost. Particularly worthy of note is the performance of Fiat's evergreen Panda, which posted significant sales growth in March, up 62% on last year, over 25% from the additional fuel types in Italy alone. Punto sales in Italy for CNG/LPG versions were more than the total growth for this model.

“The Panda is a perfect example of a car that can benefit from today’s market conditions”, continues Di Girolamo. “It’s a very affordable car to buy new and has become more fashionable recently, cheap to run with low CO<sub>2</sub> emissions, and available with diesel, CNG and LPG variants. It’s an easy step-up into the new car market for those who have been encouraged to scrap their old cars.”

Behind the Fiesta, the top ten places were rounded off by the VW Golf, Opel/Vauxhall Corsa, Peugeot 207, VW Polo, Fiat Punto, Ford Focus, Fiat Panda, Renault Clio and Opel/Vauxhall Astra.

Overall in the first quarter of the year, the total market fell by 16.9%. The Golf still leads Year-to-Date, from the Fiesta, 207, Corsa, Focus, Polo, Punto, Panda, Clio and Astra.

Make & Model	Mar_09	Mar_08	% Change Mar	Mar YtD_09	Mar YtD_08	% Change YtD
FORD FIESTA	52,805	45,725	+15.5%	113,576	98,124	+15.7%
VOLKSWAGEN GOLF	46,415	46,461	-0.1%	119,651	124,539	-3.9%
OPEL/VAUXHALL CORSA	40,346	45,199	-10.7%	80,361	106,136	-24.3%
PEUGEOT 207	39,499	46,674	-15.4%	90,735	122,877	-26.2%
VOLKSWAGEN POLO	38,316	29,407	+30.3%	76,666	74,288	+3.2%
FIAT PUNTO	37,337	33,270	+12.2%	73,113	90,147	-18.9%
FORD FOCUS	35,398	45,805	-22.7%	79,008	106,268	-25.7%
FIAT PANDA	33,593	20,705	+62.2%	72,178	62,167	+16.1%
RENAULT CLIO	31,938	39,490	-19.1%	66,666	97,716	-31.8%
OPEL/VAUXHALL ASTRA	27,236	43,831	-37.9%	59,519	99,617	-40.3%

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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