

17 November 2009

INCENTIVES DRIVING SALES RECOVERY

- **Incentives lift 'big 5' European markets by 22.9% in October**
- **Overall European market up by 12.8% compared to same month last year**
- **Fiat Punto and Panda lead the way in Italy; Punto up 48.8% in October**
- **VW Golf stays Europe's most popular model; VW best-selling brand**

The latest monthly analysis by the world's leading provider of automotive data and intelligence, JATO Dynamics, shows the European new car market lifting itself out of the car-buying slump, but only through significant incentives.

The usual models are present at the top of the sales league, headed by Volkswagen Golf and Ford Fiesta. Golf remains Europe's most popular model, up 45% for October (23% YtD). Ford Fiesta remains second, up 61.7% in October, although now almost 90,000 units behind the leader, YtD.

Fiat continues to perform well and is the only other top 10 manufacturer with positive growth, 4.1% YtD. Both the Punto and Panda feature in the European top ten models and lead the Italian market, with the Fiat 500 taking fourth place.

On the surface, JATO's regular 27-market analysis reveals the month of October has been the best of the past year, up 12.8% versus October 2008. However, this compares current performance to that recession-hit, but incentive free, marketplace and sales volumes remain below the levels of early 2008.

David Di Girolamo, Head of JATO Consult, remains concerned over the sustainability of these performances: "The big brands and markets are performing well, but a closer look at the figures shows incentives are still driving many of these sales and we are still below the pre-recession sales level," he says. "The true level of customer demand may be somewhere below these figures."

Top 10 Models

Make & Model	Oct_09	Oct_08	% Change Oct	Oct YtD_09	Oct YtD_08	% Change YtD
VOLKSWAGEN GOLF	54,093	37,299	+45.0%	487,430	396,141	+23.0%
FORD FIESTA	41,371	25,578	+61.7%	398,669	280,270	+42.2%
RENAULT CLIO	32,610	25,946	+25.7%	251,822	297,850	-15.5%
PEUGEOT 207	31,099	28,477	+9.2%	308,998	360,739	-14.3%
OPEL/VAUXHALL CORSA	29,715	24,172	+22.9%	300,468	314,459	-4.4%
FIAT PUNTO	27,049	19,530	+38.5%	276,546	245,847	+12.5%
FIAT PANDA	26,349	19,753	+33.4%	252,612	192,871	+31.0%
VOLKSWAGEN POLO	25,249	23,186	+8.9%	232,090	236,415	-1.8%
OPEL/VAUXHALL ASTRA	24,762	19,361	+27.9%	235,329	285,215	-17.5%
FORD FOCUS	24,365	26,771	-9.0%	263,827	321,878	-18.0%

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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