

March 17, 2009

## **NEW MODELS ARE KEY TO MARKET SUCCESS SAYS JATO**

- **European new car sales down by 18.3% in February**
- **New Fiesta is huge success for Ford, up 15.6% in February**
- **Jaguar and Alfa Romeo enjoying greatest sales increases in 2009**
- **'Incentives to scrap' boosts German market**

JATO Dynamics' monthly analysis of the European new car market has once again reinforced the fact that new model launches are fundamental to market success in the tough economic climate.

Ford's highly regarded new **Fiesta** model has found success in the European new car market with 27,692 units sold in February, 15.6% higher than the same month last year. Set against a backdrop of a market that is down 18.3% year on year and 22.9% year to date, it is clear that consumers are looking to spend their money on the very latest models.

Outside the biggest top ten selling brands, **Jaguar** and **Alfa-Romeo** are enjoying the greatest incremental sales success in 2009, predominantly thanks to the successful market launches of the XF and Mito models. Jaguar has seen a 9.0% increase in sales in February compared to the same month in 2008 and a staggering 25.1% year to date. Alfa Romeo has enjoyed 19.5% increase in sales in February and a healthy 7.1% increase year to date.

*"Once again, we can see the positive effect that a new model launch can have in securing increased market share for a brand. Ford has clearly launched a desirable small car, and the combination of positive press coverage and strong showroom appeal is reaping rewards",* says David Di Girolamo, Head of JATO Consult.

### **Brand Performance**

Volkswagen was Europe's top-selling car brand in February, ahead of Ford, Renault, Opel/Vauxhall and Fiat. Year-to-Date the order is Volkswagen, Ford, Fiat, Opel/Vauxhall and Peugeot.

## Top 10 Brands

Make			% Change		% Change	
	Feb_09	Feb_08	Feb	Feb YtD_09	Feb YtD_08	YtD
VOLKSWAGEN	109,632	117,877	-7.0%	214,956	247,977	-13.3%
FORD	80,821	87,829	-8.0%	170,789	199,188	-14.3%
RENAULT	71,307	91,809	-22.3%	132,952	184,122	-27.8%
OPEL/VAUXHALL	69,341	88,561	-21.7%	135,115	189,490	-28.7%
FIAT	69,316	86,529	-19.9%	135,426	178,587	-24.2%
PEUGEOT	66,512	93,064	-28.5%	133,867	183,573	-27.1%
CITROEN	56,853	73,451	-22.6%	116,895	154,488	-24.3%
TOYOTA	52,219	64,756	-19.4%	102,313	138,604	-26.2%
AUDI	42,932	46,310	-7.3%	89,316	95,628	-6.6%
MERCEDES	35,380	52,829	-33.0%	76,515	112,331	-31.9%

## Top Models

The Volkswagen Golf has maintained its lead of the European new car market in February 2009, increasing its share of the market when compared to February 2008. The Golf led the Ford Fiesta, Peugeot 207, Ford Focus, Fiat Panda, Opel/Vauxhall Corsa, Volkswagen Polo, Fiat Punto, Renault Clio and Opel/Vauxhall Astra.

The Golf also leads the year to date chart, ahead of the Fiesta, Peugeot 207, Ford Focus, Opel/Vauxhall Corsa, VW Polo, Fiat Panda, Fiat Punto, Renault Clio and Audi A4.

## Top 10 Models

Make & Model			% Change		% Change	
	Feb_09	Feb_08	Feb	Feb YtD_09	Feb YtD_08	YtD
VOLKSWAGEN GOLF	34,759	36,323	-4.3%	69,151	78,254	-11.6%
FORD FIESTA	27,692	23,947	+15.6%	59,482	52,498	+13.3%
PEUGEOT 207	26,559	38,390	-30.8%	51,919	76,624	-32.2%
FORD FOCUS	21,460	26,573	-19.2%	43,856	60,691	-27.7%
FIAT PANDA	20,538	19,429	+5.7%	38,122	41,593	-8.3%
OPEL/VAUXHALL CORSA	20,523	28,155	-27.1%	39,956	61,347	-34.9%
VOLKSWAGEN POLO	19,711	22,250	-11.4%	38,126	45,026	-15.3%
FIAT PUNTO	18,575	26,606	-30.2%	35,708	57,178	-37.5%
RENAULT CLIO	17,681	28,428	-37.8%	34,721	58,289	-40.4%
OPEL/VAUXHALL ASTRA	17,273	27,039	-36.1%	32,564	55,912	-41.8%

## National Trends

Most markets across Europe recorded significantly lower new car sales in February 2009 than in February 2008. The primary exception was the German market, where incentives to scrap older cars boosted the market by 21.5% in February.

Di Girolamo continues: *“The incentive to scrap older cars in Germany can be viewed from two perspectives, both in the sense that it is bringing much needed new car buyers into showrooms, but it will also have a positive affect on the environment as car drivers progressively trade older, less efficient cars for new, lower CO<sub>2</sub> emitting alternatives. It is likely that other European governments will*

*come under pressure from lobby groups keen to see similar incentives introduced more widely.”*

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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