

November 7, 2007

## **THIRD QUARTER SALES UP BY 14.9% IN CENTRAL AND EASTERN EUROPE**

- **Region posts market increase of 14.9% in Q3**
- **Sales up 14.0% YtD**
- **Skoda is best selling brand**
- **Dacia Logan is best selling model**

**JATO Dynamics, the world's leading provider of automotive data and intelligence**, today reports that the Central and Eastern European car markets for new cars has grown by 14.9% (325,062 units) in the third quarter of 2007 compared to the same period last year. Year to date the market has increased by 14.0% to 981,052 units.

"Few global car markets are expanding at the rate currently experienced in Central and Eastern Europe," says Nasir Shah, Global Business Development Director at JATO Dynamics. "Clearly, the region has been a sleeping giant that has now awakened. It will be fascinating to see if this growth can continue in the coming months."

### **Brand Performance**

Skoda continues to be the region's favoured car brand, ahead of Opel (up 31.0%), Volkswagen (up 22.3%), Dacia and Ford (up 34.7%) in the third quarter. For the YtD, the Top 5 brands were Skoda (up 0.6%), Dacia, Opel (up 19.0%), Volkswagen (up 18.7%) and Renault (up 3.8%).

Given the strong market performance both in quarter three and YtD, it comes as no surprise that most of the volume brands have recorded similar performance rises in their sales figures. Brands which demand particular note are Kia (up 79.3% Q3, 81.4% YtD), Suzuki (up 51.1% Q3, 24.9% YtD), Honda (up 45.4% Q3, 45.3% YtD), Toyota (up 21.0% Q3, 24.5% YtD), Hyundai (up 30.5% Q3, 22.5% YtD), BMW (up 49.5% Q3, 38.9% YtD) and Mercedes-Benz (up 36.4% Q3, 32.4% YtD).

..... CONT...

## Top 10 Brands

Make	Q3_07	Q3_06	% Change Q3	Sep YtD_07	Sep YtD_06	% Change YtD
SKODA	37,785	41,328	-8.6%	121,867	121,188	+0.6%
OPEL	26,064	19,897	+31.0%	75,948	63,839	+19.0%
VOLKSWAGEN	24,192	19,781	+22.3%	71,659	60,362	+18.7%
DACIA	24,171	24,957	-3.1%	76,925	81,083	-5.1%
FORD	22,650	16,819	+34.7%	62,417	51,885	+20.3%
RENAULT	22,311	21,002	+6.2%	69,807	67,283	+3.8%
TOYOTA	21,432	17,719	+21.0%	66,590	53,486	+24.5%
PEUGEOT	17,320	14,771	+17.3%	53,356	44,479	+20.0%
SUZUKI	14,618	9,675	+51.1%	40,391	32,332	+24.9%
FIAT	14,217	12,451	+14.2%	42,644	37,225	+14.6%

## Top Models

During the period, the Dacia Logan was the top-selling new car in the region with 24,171 units sold, ahead of Skoda Fabia (17,641 units), Skoda Octavia (16,015 units, up 2.1%), Opel Astra (8,492 units, up 28.7%) and Ford Focus (8,116 units, up 30.9%). The YtD running order is the same.

## Top 10 Models

Make & Model	Q3_07	Q3_06	% Change Q3	Sep YtD_07	Sep YtD_06	% Change YtD
DACIA LOGAN	24,171	24,957	-3.1%	76,924	81,082	-5.1%
SKODA FABIA	17,641	22,896	-23.0%	58,920	68,520	-14.0%
SKODA OCTAVIA	16,015	15,688	+2.1%	49,510	46,764	+5.9%
OPEL ASTRA	8,492	6,598	+28.7%	24,797	20,323	+22.0%
FORD FOCUS	8,116	6,202	+30.9%	23,036	19,185	+20.1%
RENAULT MEGANE	7,193	5,663	+27.0%	20,608	17,994	+14.5%
RENAULT CLIO	6,983	7,238	-3.5%	21,606	24,377	-11.4%
OPEL ASTRA CLASSIC	6,872	5,418	+26.8%	18,450	17,552	+5.1%
SUZUKI SWIFT	6,488	4,364	+48.7%	17,449	14,473	+20.6%
TOYOTA YARIS	6,039	5,736	+5.3%	20,362	16,800	+21.2%

## New Models

New models that performed well in the market during the third quarter of the year include the Toyota Auris, Kia Cee'd, Peugeot 207, Fiat Bravo, Nissan Qashqai, Fiat Linea and Hyundai I30. Models showing significantly increased sales volume following a full-model update include the Opel Corsa, Honda CR-V and Mitsubishi Outlander.

## Regional Summary

Country	Q3_07	Q3_06	% Change Q3	Sep YtD_07	Sep YtD_06	% Change YtD
Croatia	20,202	18,362	+10.0%	63,717	60,663	+5.0%
Cyprus	5,743	4,638	+23.8%	17,845	14,370	+24.2%
Czech Republic	39,271	38,104	+3.1%	123,679	116,050	+6.6%
Estonia	7,426	6,512	+14.0%	24,221	19,110	+26.7%
Hungary	44,154	42,552	+3.8%	128,958	137,060	-5.9%
Latvia	7,853	6,334	+24.0%	25,173	17,662	+42.5%
Lithuania	5,500	3,558	+54.6%	15,343	10,313	+48.8%
Poland	67,811	55,522	+22.1%	217,412	175,265	+24.0%
Romania	82,585	68,522	+20.5%	228,877	185,978	+23.1%
Serbia & Montenegro	11,813	10,041	+17.6%	34,004	29,778	+14.2%
Slovakia	17,652	15,674	+12.6%	51,634	48,426	+6.6%
Slovenia	15,052	13,206	+14.0%	50,189	46,080	+8.9%
<b>Grand Total</b>	<b>325,062</b>	<b>283,025</b>	<b>+14.9%</b>	<b>981,052</b>	<b>860,755</b>	<b>+14.0%</b>

During the third quarter of the year Romania has re-established itself as the largest market in the region, with third quarter sales of 82,585 units (up 20.5% on Q3 2006) and YtD sales of 228,877 units (up 23.1%). Poland is now the second-largest market in the region with sales of 67,811 units (up 22.1%) in the third quarter and 217,412 units (up 24.0%) YtD.

The Hungarian market was the third largest in the region with 44,154 units sold in the third quarter (up 3.8%) and 128,958 units YtD. However, a slow performance in the first half of the year means the YtD total is down 5.9% on the 2006 figures.

The Baltic states of Latvia, Lithuania and Estonia have demonstrated remarkable growth in their new car markets since joining the EU, although there are now signs that the growth is beginning to slow in both Estonia (up 14.0% in Q3) and Latvia (up 24.0% in Q3). Lithuania is still recording outstanding growth, with third quarter sales up 54.6% and YtD sales up 48.8%.

Significantly, all other national markets in the region recorded growth for both the third quarter period and YtD compared to 2006.

-Ends-

**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)

***For further press information, please contact:***

***Peter Haynes at Automotive PR. Tel: +44 (0) 207 494 8056***

***Mob: +44 (0) 7738 883259***

***Email: [phaynes@automotivepr.com](mailto:phaynes@automotivepr.com)***