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FORD FOCUS BACK ON TOP IN EUROPEAN NEW CAR MARKET

JATO Dynamics analysis of registration data for EU and EFTA markets reveals:

- Volkswagen still on top as Europe's best selling brand
- Ford Focus takes the lead as Europe's best selling car
- European new car market down 1% in first quarter

JATO Dynamics, the world's leading provider of automotive data and intelligence today reports that European new car sales have fallen by 1.6% (28,987 units) during March, when compared to the same month in 2006. The first quarter of the year has also seen a market fall of 1% (42,129 units) to 4,144,099 units.

The British market dominated sales throughout last month, due to the bi-annual registration plate change, with 449,287 new car sales – an increase of 13,440 on the same month the previous year and rise of 375,701 units on the month before (February). The Ford Focus remained the UK's best selling car.

However, whilst sales boomed in the UK during March, the reduction of new car sales in Germany continues to put pressure on the European market. The revised taxation scheme introduced at the start of 2007 contributed to the 1% drop (42,129 units) in sales across Europe this quarter.

Across Eastern Europe, the Baltic states of Latvia, Lithuania and Estonia continued to record significant growth in their new car markets, both throughout March and Q1. Norway has also enjoyed a 37% year-to-date increase, also following changes to its taxation system.

Volkswagen remains in pole position as Europe's best selling brand, ahead of Ford which saw a 2.4% increase in March and 1.9% year-to-date, largely thanks to the S-Max and Galaxy. Opel/Vauxhall falls into third position during March, up 0.9% with sales of the new Corsa. However, the company takes second place, ahead of Ford for Quarter 1.

Top 10 performing Brands – March 2007

Make	Mar_07	Mar_06	% change Mar	Mar YtD_07	Mar YtD_06	% change YtD
VOLKSWAGEN	174,110	175,853	-1.0%	396,907	418,156	-5.1%
FORD	168,133	164,114	+2.4%	364,240	357,446	+1.9%
OPEL/VAUXHALL	165,412	169,125	-2.2%	364,329	361,087	+0.9%
RENAULT	128,023	147,380	-13.1%	310,268	353,318	-12.2%
PEUGEOT	124,139	126,218	-1.6%	297,465	306,383	-2.9%
TOYOTA	104,129	99,461	+4.7%	251,587	224,140	+12.2%
FIAT	103,648	98,897	+4.8%	265,251	252,489	+5.1%
CITROEN	100,770	102,079	-1.3%	256,512	258,546	-0.8%
MERCEDES	81,537	83,104	-1.9%	183,386	185,633	-1.2%
BMW	75,649	80,403	-5.9%	163,228	175,312	-6.9%

As well as being the UK's best selling new car, the Ford Focus was also Europe's throughout March with 51,789 units sold, ahead of the Opel/Vauxhall Astra with 51,557 units and Ford Fiesta with 50,657 – up 3.3% on the same month last year.

Top 10 performing Models – March 2007

Make/Model	Mar_07	Mar_06	Mar YtD_07	Mar YtD_06	% Change Mar	% Change YtD
FORD FOCUS	51,789	55,113	113,224	121,906	-6.0%	-7.1%
OPEL/VAUXHALL ASTRA	51,557	55,438	108,799	118,364	-7.0%	-8.1%
FORD FIESTA	50,657	49,017	106,329	104,711	+3.3%	+1.5%
OPEL/VAUXHALL CORSA	49,891	34,809	118,005	73,973	+43.3%	+59.5%
PEUGEOT 207	46,827	471	112,540	948	+9842.0%	+11771.3%
FIAT PUNTO	46,808	48,553	115,609	122,219	-3.6%	-5.4%
VOLKSWAGEN GOLF	46,761	44,271	102,057	104,019	+5.6%	-1.9%
RENAULT CLIO	45,847	47,312	109,653	116,362	-3.1%	-5.8%
BMW SERIES 3	36,698	34,165	75,137	73,193	+7.4%	+2.7%
VOLKSWAGEN PASSAT	32,235	32,024	80,316	88,296	+0.7%	-9.0%

*For any further information regarding detailed analysis of the European car market or any country specific data, please use the contact details below.

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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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