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HEALTHY JULY SALES PUTS EUROPEAN MARKET BACK ON TRACK

- July market for new cars up by 5.6% compared to last year
- Year to date, 2007 figures only 0.1% up on last years market
- Peugeot 207 still Europe's favourite model
- Volkswagen's grip on the market still very tight
- German market recovering slightly

JATO Dynamics, the world's leading provider of automotive data and intelligence today reports that the European market for new cars grew by 5.6% (or 69,124 units) in July 2007 compared with July 2006, to a total volume of 1,311,084 units. The encouraging July performance means that the first seven months of the year has seen the total market remain virtually static, with a marginal growth of less than 0.1% (8,221 units) to 9,685,098 units.

Brand Performance

July sees Volkswagen once again remain Europe's top-selling car brand, ahead of Opel/Vauxhall (up 7.1% in July), Ford (up 10.9% in July and 1.4% YtD), Renault and Peugeot (up 4.7% in July and 0.2% YtD). The order of brand performance this month reflects the order of the top five brands year-to-date.

Top 10 performing brands – July 2007

Make	Jul_07	Jul_06	% Change Jul	Jul YtD_07	Jul YtD_06	% Change YtD
VOLKSWAGEN	141,329	143,455	-1.5%	978,504	1,012,535	-3.4%
OPEL/VAUXHALL	109,495	102,228	+7.1%	828,494	832,683	-0.5%
FORD	105,577	95,238	+10.9%	804,442	793,639	+1.4%
RENAULT	95,988	96,803	-0.8%	738,489	834,584	-11.5%
PEUGEOT	92,273	88,136	+4.7%	695,260	694,185	+0.2%
CITROEN	83,456	74,934	+11.4%	593,858	579,749	+2.4%
FIAT	79,666	74,186	+7.4%	611,300	570,708	+7.1%
TOYOTA	75,868	72,182	+5.1%	563,965	536,798	+5.1%
MERCEDES	60,532	60,012	+0.9%	436,472	439,987	-0.8%
BMW	57,703	49,159	+17.4%	410,238	407,931	+0.6%

"New models tend to be the catalysts for brand growth," says Nasir Shah, Business Development Director for JATO. "The new Corsa has spearheaded Opel/Vauxhall's sales increase this year and the 207 has been fundamental to Peugeot's growth.

"However, Ford has demonstrated that there is still valuable life to be had out of existing models. While the new Mondeo, S-Max and Galaxy and recently revised C-Max are providing increased sales for Ford, it's the Fiesta that is experiencing the greatest growth, despite the huge opposition provided by the new Corsa, 207, Clio, Grande Punto and Yaris," says Shah.

Citroën is also worthy of note with sales increasing by 11.4% in July, thanks largely to strong sales of the C4 Picasso and Grand C4 Picasso, taking the brand's total sales for the YtD 2.4% higher than a year ago.

Fiat sales also increased in July by 7.4% (7.1% YTD) thanks to the recently introduced Bravo, 500 and Sedici models. Toyota registrations rose 5.1% on July 2006 (5.1% YTD), BMW sales increased by 17.4% in July, (0.6% YTD) and Audi continues to increase its share of the market, with sales increasing 8.3% in July (5.8% YtD).

Top Models

The Peugeot 207 was once again Europe's top-selling new car in July 2007 with 37,600 units sold (up 64%), ahead of the Volkswagen Golf (36,741 units, up 5.3%), Opel/Vauxhall Astra (33,971 units), Ford Focus (33,629 units), Opel/Vauxhall Corsa (32,142 units, up 54.9% with its new model), Fiat Punto (30,113 units), Renault Clio (29,612 units), Volkswagen Polo (26,979 units, up 8.3%), Ford Fiesta (26,335 units, up 15.5%) and Volkswagen Passat (26,007 units).

Year-to-Date, the top sellers were 207, Focus, Punto, Golf, Corsa (up 49.9%), Astra, Clio, Fiesta (up 2.6%), Passat and BMW 3-Series (up 5.8%).

New models to the market that have also enjoyed notable success in the European market during July include the Nissan Qashqai, Kia Cee'd, Skoda Roomster, Volvo C30, Opel/Vauxhall Antara and Chevrolet Captiva.

Top 10 performing models – July 2007

Make/Model	Jul_07	Jul_06	% Change		Jul YtD_06	% Change YtD
			Jul	Jul YtD_07		
PEUGEOT 207	37,600	22,920	+64.0%	276,041	73,080	+277.7%
VOLKSWAGEN GOLF	36,741	34,877	+5.3%	252,361	253,901	-0.6%
OPEL/VAUXHALL ASTRA	33,971	35,850	-5.2%	249,843	274,244	-8.9%
FORD FOCUS	33,629	35,468	-5.2%	263,176	286,895	-8.3%
OPEL/VAUXHALL CORSA	32,142	20,756	+54.9%	251,896	167,994	+49.9%
FIAT PUNTO	30,113	32,186	-6.4%	253,007	260,417	-2.8%
RENAULT CLIO	29,612	31,000	-4.5%	242,486	273,872	-11.5%
VOLKSWAGEN POLO	26,979	24,906	+8.3%	178,353	174,393	+2.3%
FORD FIESTA	26,335	22,800	+15.5%	224,972	219,364	+2.6%
VOLKSWAGEN PASSAT	26,007	27,783	-6.4%	189,188	204,736	-7.6%

Models showing significantly increased sales volume following a full-model update include the Opel/Vauxhall Corsa, Renault Twingo, Mercedes-Benz C-Class, Smart Fortwo, Honda CR-V, Audi TT, BMW X5, MINI and Mitsubishi Outlander.

Market performance

Of the 'Big five' markets in Europe, Britain, Italy and France, all demonstrated growth in July and their year-to-date figures. The German market continues to struggle, and whilst its year-to-date figure remains down by 8.3%, its July performance is a considerable improvement, down only 2.7% on last year.

In general terms market performance is mixed, but the Baltic states of Latvia, Lithuania and Estonia continued to record significant growth in their new car markets in July, whilst Poland continues its recovery with YtD volumes up 24.3% on 2006.

National Trends

Country	Jul_07	Jul_06	% Change		% Change	
			Jul	Jul YtD_07	Jul YtD_06	YtD
Austria	23,616	25,403	-7.0%	188,197	194,749	-3.4%
Belgium	39,597	35,359	+12.0%	348,106	360,970	-3.6%
Cyprus	1,962	1,795	+9.3%	14,064	11,527	+22.0%
Czech Republic	12,823	12,274	+4.5%	97,011	90,220	+7.5%
Denmark	11,544	11,560	-0.1%	84,979	94,322	-9.9%
Estonia	2,649	2,095	+26.4%	19,440	14,693	+32.3%
Finland	10,446	10,660	-2.0%	87,862	96,962	-9.4%
France	183,340	151,549	+21.0%	1,264,404	1,260,791	+0.3%
Germany	258,639	265,845	-2.7%	1,835,638	2,001,740	-8.3%
Great Britain	176,277	168,015	+4.9%	1,443,576	1,409,936	+2.4%
Greece	27,867	26,625	+4.7%	187,339	179,119	+4.6%
Hungary	14,151	14,684	-3.6%	98,888	109,192	-9.4%
Iceland	1,231	1,394	-11.7%	9,717	12,367	-21.4%
Ireland	13,149	12,139	+8.3%	166,433	156,829	+6.1%
Italy	213,058	195,065	+9.2%	1,635,337	1,542,336	+6.0%
Latvia	2,856	2,011	+42.0%	20,176	13,339	+51.3%
Lithuania	1,912	1,182	+61.8%	11,756	7,937	+48.1%
Luxembourg	4,231	4,059	+4.2%	33,483	34,526	-3.0%
Norway	12,062	10,154	+18.8%	77,748	63,079	+23.3%
Poland	22,752	18,981	+19.9%	172,379	138,724	+24.3%
Portugal	17,989	18,398	-2.2%	125,592	128,049	-1.9%
Slovakia	6,676	5,169	+29.2%	40,654	37,921	+7.2%
Slovenia	5,548	4,877	+13.8%	40,685	37,751	+7.8%
Spain	166,997	166,273	+0.4%	1,010,503	1,031,370	-2.0%
Sweden	20,588	18,895	+9.0%	172,637	163,107	+5.8%
Switzerland	20,210	21,472	-5.9%	164,258	163,979	+0.2%
The Netherlands	38,914	36,027	+8.0%	334,236	321,342	+4.0%
Grand Total	1,311,084	1,241,960	+5.6%	9,685,098	9,676,877	+0.1%

****Where actual data was not available at the time of release, estimated data has been used****

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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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