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SOUTH AMERICAN CAR MARKET IN FIRST SEMESTER 2009

- **Cars and Commercial Vehicle Registrations in South America down 6.9% at mid-point of 2009**
- **Despite a 4.2% rise in the biggest market of the region, Brazil**
- **Chevrolet is the region's best selling brand**

JATO Dynamics, the world's leading provider of automotive data and intelligence, has released its first car market analysis with South American data. In the first semester, the region had a 6.9% drop in comparison with the same period in the last year. Chevrolet was the best selling brand in this period.

Brazil's registrations went up 4.2% while the other countries in South America – Argentina, Bolivia, Chile, Colombia, Chile, Ecuador, Paraguay, Peru, Uruguay and Venezuela – dropped 26.5%. The Brazilian market is around 71% in 2009, as shown below.



Registrations	Cars 1 st half 08	Cars 1 st half 09	% Change	Commercials 1 st half 08	Commercials 1 st half 09	% Change
BRAZIL	1,176,424	1,231,671	+4.7%	161,810	162,222	+0.3%
SOUTH AMERICA	1,832,414	1,728,373	-5.7%	256,389	217,325	-15.2%
% OF BRAZIL IN SOUTH AMERICA	64%	71%		63%	75%	

Brand Performance

The relevance of the Brazilian market makes its four major manufacturers in the country the four top-selling manufacturers in the region. This first semester, Chevrolet was the top selling brand selling over 404,000 cars and commercials (although a 15.7% down in comparison to 2008), in second place was Fiat with 381,000 units (0.7% down in comparison to 2008), third was Volkswagen with 376,000 units (rose 5.2% in comparison to 2008) and Ford, with 197,000 units (rose 0.2% in comparison to 2008), closes the group of leaders.

“We’ve entered into a new and important stage with the local production of this release, thanks to the commitment and determination of the team. They chose a topical subject to start this new and challenging journey, and with JATO’s research looking at over 700 items by vehicle in Brazil, Argentina, Chile and Venezuela, we also maintain the registration data in other countries. Including one more task on a daily basis is truly amazing, although it is not easy to keep this simple monthly release, but I’m sure that, with the enthusiasm that we have now, we can improve, adjust, develop and perpetuate our brand and professionalism in the market” says Luiz Carlos Augusto, JATO Dynamics Country Manager for Brazil.

TOP 10 Brands

	BRASIL	1st half 09
1	Fiat	342.270
2	Volkswagen	326.750
3	Chevrolet	270.624
4	Ford	149.653
5	Honda	61.753
6	Renault	51.046
7	Toyota	41.534
8	Peugeot	38.605
9	Citroën	31.641
10	Hyundai	24.687

	AMÉRICA DO SUL	1st half 09
1	Chevrolet	404.262
2	Fiat	381.025
3	Volkswagen	376.731
4	Ford	197.247
5	Renault	100.163
6	Toyota	80.617
7	Honda	73.668
8	Peugeot	73.125
9	Hyundai	51.128
10	Citroën	44.514

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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