

14 September, 2009

## **SUPERCARS LEAD IN CO<sub>2</sub> REDUCTION RACE**

- **Lower CO<sub>2</sub> not just for small cars**
- **Leading supercar makers reduce average CO<sub>2</sub> in H1 2009, vs. H1 2008**
- **Ferrari leads race to reduce CO<sub>2</sub> volumes, with average 40.4 g/km improvement**

While not traditionally associated with their environmental credentials, supercar makers are proving just as committed and effective as volume brands in reducing their average CO<sub>2</sub> performance, according to a special report by the world's leading provider of automotive data and intelligence, JATO Dynamics.

JATO analysis shows Ferrari leads the CO<sub>2</sub> volume reduction race, with a 40.4 g/km improvement in CO<sub>2</sub> output of new cars sold in H1 2009, compared to the same period in 2008. This is the greatest volume reduction of any brand on sale in Europe and represents a 9.5% improvement, which matches that of the best performing volume brand of H1 2009, Chevrolet.

Commenting on the figures, David Di Girolamo, Head of JATO Consult, says: "Of course, supercars are starting from a high base and have more scope to reduce emissions than mainstream cars, but the speed with which they are improving their CO<sub>2</sub> performance should be credited.

"Sales volumes might be on a smaller scale, but those manufacturers we studied sell close to 100,000 cars combined each year, and we know well that the days of supercar makers being excluded from the environmental debate are over," he continues "of course owners of these types of cars are also now acutely aware of their own environmental responsibilities, although this is clearly not top of the wish list when considering a supercar".

## Selected Supercar Performers in Detail

BRAND	VOL H1_09	AV CO <sub>2</sub> H1_08 (g/ km)	AV CO <sub>2</sub> H1_09 (g/ km)	CO <sub>2</sub> DIFF (g/ km)	CO <sub>2</sub> DIFF (%)
ALPINA	256	242.6	208.4	-34.2	14.1
PORSCHE	18,126	290.2	259.5	-30.7	10.6
FERRARI	1,783	427.4	386.9	-40.4	9.5
LAMBORGHINI	337	413.1	374.1	-39.1	9.5
ASTON MARTIN	1,288	383.9	359.7	-24.2	6.3
ROLLS-ROYCE	106	384.0	379.8	-4.3	1.1
BENTLEY	762	408.4	406.2	-2.2	0.5
MASERATI	1,264	343.5	364.4	+20.9	-6.1

JATO's analysis shows the scale of CO<sub>2</sub> improvement made by the top supercar makers, but also the effect of small sales volumes.

Ferrari's net reduction puts it well on its way to achieving its stated aim to reduce CO<sub>2</sub> emissions from 400 g/km per vehicle to 280-300 g/km, by 2012.

While Ferrari can claim the greatest CO<sub>2</sub> volume reduction, when expressed as percentage improvement, it is Alpina that is the outright best performer, although on a small sales base. The next best in percentage improvement is Porsche, whose 10.6% reduction on a H1 2009 sales volume of 18,126 compares well to volume car makers.

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 intelligence 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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