

November 14, 2008

## **VW GOLF TOPS EUROPEAN CAR SALES DESPITE FALLING MARKET**

- **VW Golf sales increase 8.7% YtD**
- **Audi A4 sales up 45.2% in October**
- **European new car market continues to fall**

JATO Dynamics, the world's leading provider of automotive data and intelligence, reports today that the Volkswagen Golf has once more maintained its lead in the European new car market.

Despite sales of the Volkswagen Golf being down 11.8% during October 2008, overall new car sales for the model are up 8.7% YtD, compared to the same periods in 2007.

JATO's Global Business Development Director, Nasir Shah commented, "This car is unstoppable. Even in the current climate and with consumer spending at an all time low, the Volkswagen Golf continues to sell, posting impressive results against its competition."

Though the new car market as a whole fell by 14.7% in October, Volkswagen's Golf led the Peugeot 207, Ford Focus, Renault Clio and Ford Fiesta - which managed a 2% increase in sales and secured its place in the top 10.

The only other manufacturer to claim a market increase was Audi, with its consistently impressive new A4. Sales of the model grew by 45.2% during October this year, maintaining its position as the eighth best seller throughout Europe.

While total volumes for other models in the European Top 10 have been more obviously affected by the economic conditions, some models such as the Ford Focus and Volkswagen Polo have outperformed the market, increasing their market share.

Make & Model	Oct_08	Oct_07	% Change Oct	Oct YtD_08	Oct YtD_07	% Change YtD
VOLKSWAGEN GOLF	37,040	41,974	-11.8%	395,011	363,416	+8.7%
PEUGEOT 207	28,296	39,285	-28.0%	358,729	376,245	-4.7%
FORD FOCUS	26,850	29,209	-8.1%	321,109	349,673	-8.2%
RENAULT CLIO	25,995	31,162	-16.6%	297,709	326,632	-8.9%
FORD FIESTA	25,583	25,076	+2.0%	279,924	307,321	-8.9%
OPEL/VAUXHALL CORSA	24,454	31,765	-23.0%	313,423	342,789	-8.6%
VOLKSWAGEN POLO	23,705	25,002	-5.2%	236,154	246,409	-4.2%
AUDI A4/S4/RS4	23,629	16,275	+45.2%	219,499	190,373	+15.3%
VOLKSWAGEN PASSAT	22,669	24,689	-8.2%	214,494	255,117	-15.9%
BMW SERIES 3	21,186	22,313	-5.1%	218,656	253,150	-13.6%

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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](http://www.jato.com)

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