

## PRESS RELEASE

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### **European new car markets start 2015 with further growth**

- **European new car sales grew by 6.4% compared to January 2014**
- **All of the Big 5 markets recorded increased registrations in January**
- **Volkswagen's Golf and Polo are the best-selling cars in January**

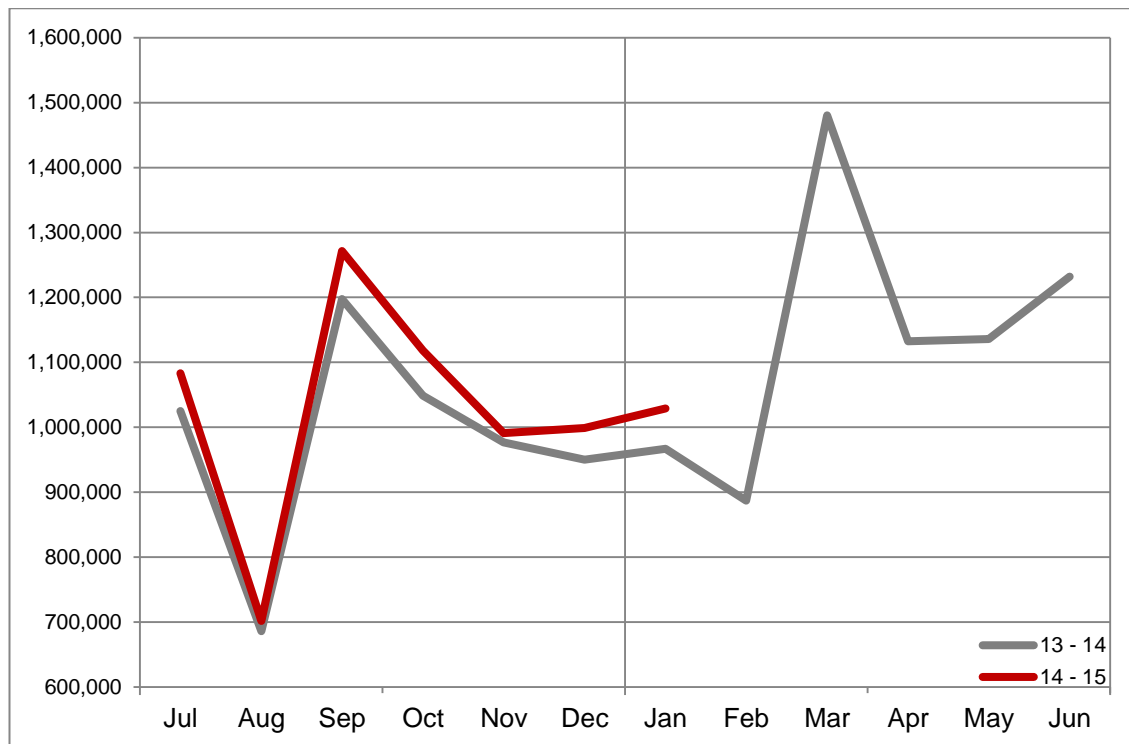
*New car sales for the month of January were 6.4% higher than the same month in 2014, according to the latest new car sales analysis from JATO Dynamics, the world's leading provider of automotive intelligence. This maintains the trend seen throughout 2014 and the latter part of 2013.*

*JATO's headline market analysis:*

- *Volkswagen's Golf maintained its lead, with January sales up by 5.4%, while the Volkswagen Polo claimed second place for the month*
- *Volkswagen, Ford and Renault were the best-selling brands in January*
- *Nineteen of the 29 markets covered recorded market growth compared to January 2014*

*All of the five biggest markets in Europe (France, Germany, Italy, Spain and the United Kingdom) were among the 19 markets that recorded growth compared to January 2014. Ireland recorded the highest growth of the countries analysed at 30.8%, while Spain not far behind at 28.1%. The total new car sales across the region in January 2015 exceeded 1 million units.*

## European Monthly Sales Volumes Year-on-Year Comparison



(Image file of graph also attached)

Volkswagen remains the market-leading brand by volume of sales, followed by Ford, Renault, Peugeot and Opel/Vauxhall. All of the top 10 brands recorded greater sales than in January 2014, with Renault, Opel/Vauxhall and Mercedes all recording double-digit growth, thanks to increased sales of the Captur, Clio, Corsa, Mokka, and C-Class models.

Beyond the top 10, Nissan's new Qashqai, Pulsar and X-Trail models drove the brand to a 34.1% increase in volume, while Mitsubishi's Space Star/Mirage and Outlander helped the brand to double its sales compared to January 2014. Smart's new Forfour model led to a 36.1% increase in the brand's sales, and the volume of Jeep's sales increased by 169% helped by the success of the new Renegade and Cherokee models.

### Top 10 Brands

Make	Jan_15	Jan_14	% change Jan
VOLKSWAGEN	133,126	122,734	+8.5%
FORD	70,710	67,930	+4.1%
RENAULT	66,410	59,425	+11.8%
PEUGEOT	63,579	61,978	+2.6%
OPEL/VAUXHALL	63,570	55,390	+14.8%
AUDI	54,632	54,266	+0.7%
MERCEDES	52,279	45,786	+14.2%
BMW	51,541	48,877	+5.5%
FIAT	47,638	45,838	+3.9%
TOYOTA	47,425	44,687	+6.1%

The Volkswagen Golf maintained its lead in the market with a 5.4% increase in January sales, followed by the Polo in second place with 3.3% more units sold following last year's facelift. The Renault Clio (up by 5.4%) took third place, ahead of the Ford Fiesta, while the new Opel/Vauxhall Corsa recorded a 49.3% increase in sales to take fifth place and the second generation Nissan Qashqai claimed sixth place with sales up by 42.0%.

The new Volkswagen Passat sold 27.3% more units than its predecessor did in January 2015, while the Renault Captur recorded a 25.5% increase, with these two models just missing out of the top 10.

Sales of the new Mercedes-Benz C-Class increased by 71.0% compared to January 2014, while the new Peugeot 208 grew sales by 43.3%. The new generation MINI, with the addition of a 5-door hatchback version, recorded a 78.0% increase in sales, and the Volkswagen Golf Sportsvan sold 170% more units in January 2015 than its predecessor, the Golf Plus, did a year earlier.

### Top 10 Models

Make & Model	Jan_15	Jan_14	% change Jan
VOLKSWAGEN GOLF	41,307	39,198	+5.4%
VOLKSWAGEN POLO	23,512	22,751	+3.3%
RENAULT CLIO	22,238	21,090	+5.4%
FORD FIESTA	21,833	22,415	-2.6%
OPEL/VAUXHALL CORSA	21,225	14,215	+49.3%
NISSAN QASHQAI	18,163	12,790	+42.0%
SKODA OCTAVIA	17,294	16,939	+2.1%
PEUGEOT 208	16,047	18,508	-13.3%
AUDI A3/S3/RS3	15,438	15,644	-1.3%
TOYOTA YARIS	15,298	13,452	+13.7%

Brian Walters, Vice President of Data at JATO Dynamics, commented "The European new car market has had a strong start in 2015, continuing the trend from last year. This gives the industry confidence that there will be demand for planned new models such as those being unveiled at the Geneva Motor Show next month."

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**About JATO**

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 intelligence 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.

Major leasing companies use JATO's intelligence to drive the vehicle quotation process.

Visit JATO at [www.jato.com](http://www.jato.com) for more information.

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## Notes to editors

### Sales by Market

Country	Jan_15	Jan_14	% change Jan
Austria	23,427	23,990	-2.3%
Belgium	47,324	49,584	-4.6%
Croatia	2,376	2,127	+11.7%
Cyprus*	758	700	+8.3%
Czech Republic	15,727	13,638	+15.3%
Denmark	16,026	16,259	-1.4%
Estonia	1,692	1,622	+4.3%
Finland	10,264	12,689	-19.1%
France	133,149	125,454	+6.1%
Germany	211,337	205,996	+2.6%
Great Britain	164,856	154,562	+6.7%
Greece*	5,540	6,169	-10.2%
Hungary	4,898	4,404	+11.2%
Ireland	29,948	22,893	+30.8%
Italy	132,508	119,411	+11.0%
Latvia	1,148	966	+18.8%
Lithuania	1,421	1,176	+20.8%
Luxembourg	3,205	3,415	-6.1%
Norway	10,575	11,421	-7.4%
Poland	29,686	27,172	+9.3%
Portugal*	11,219	9,268	+21.1%
Romania	4,978	5,118	-2.7%
Serbia*	1,143	1,022	+11.8%
Slovakia	4,573	4,893	-6.5%
Slovenia	5,139	4,646	+10.6%
Spain	69,290	54,086	+28.1%
Sweden	20,408	18,673	+9.3%
Switzerland	18,241	20,370	-10.5%
The Netherlands	47,940	44,994	+6.5%
<b>Grand Total</b>	<b>1,028,796</b>	<b>966,718</b>	<b>+6.4%</b>

NOTE: \* denotes estimated data included for Jan\_15