

PRESS RELEASE

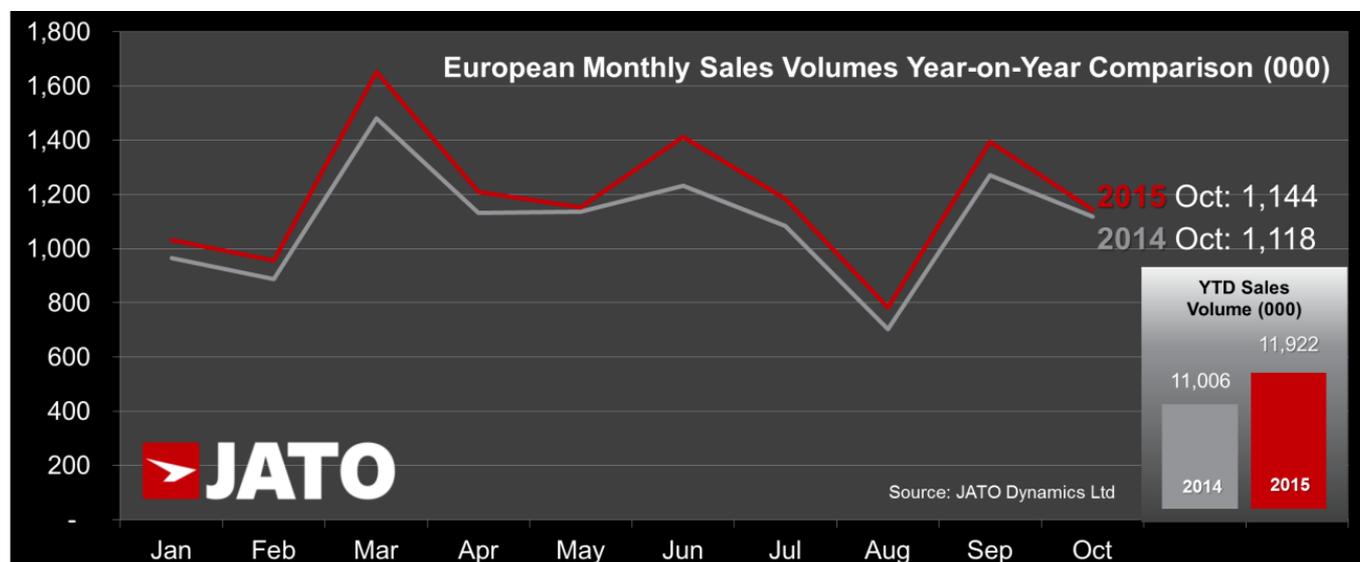
8:00 GMT, 19th November 2015

London, UK

EUROPEAN NEW CAR SALES GROWTH SLOWED IN OCTOBER, AS BIG MARKETS POSTED SMALLER INCREASES

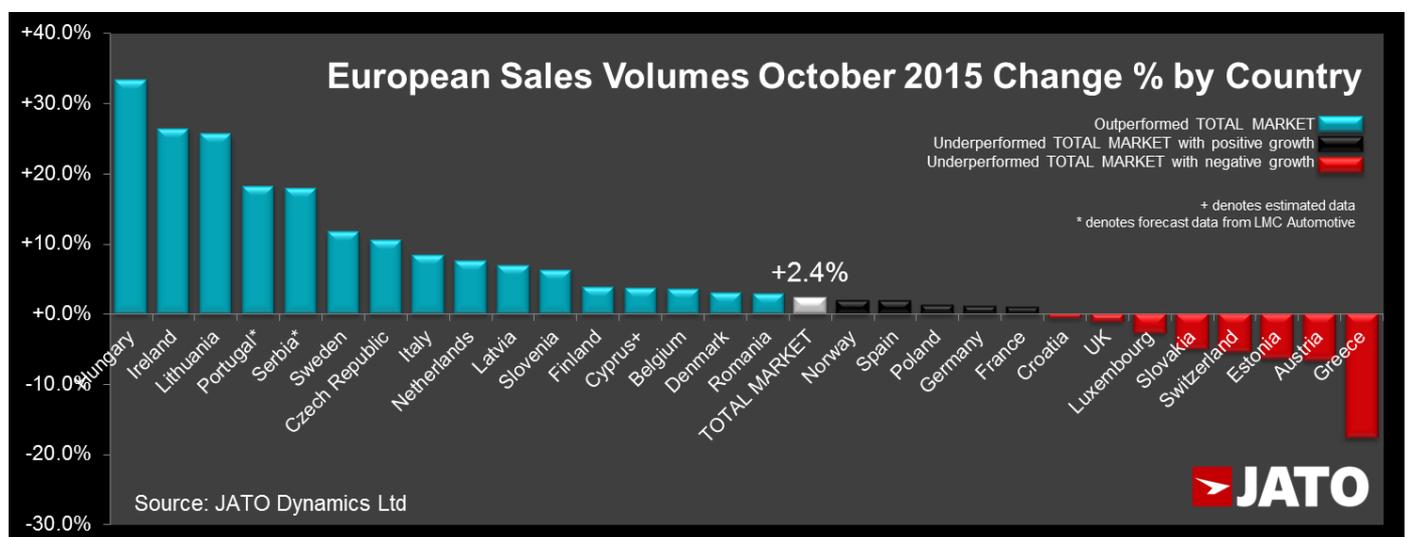
- Volume increased by less than 2% in Germany, France and Spain. Italian sales bucked the overall market trend with higher growth
- The slowing growth stemmed also from weakness in the UK market
- October YTD sales gain reduced to 8.3%
- Although Volkswagen's sales stalled, it retained its position at top of the leaderboard. BMW was the only brand to post double-digit growth

European new-car sales increased by 2.4% from October 2014 to 2015 to 1.14 million cars, a smaller increase than reported in September 2015 by JATO Dynamics. It was also the second lowest monthly volumes increase seen so far this year. YTD figures indicate that sales totalled 11.92 million units, up by 8.3%, the smallest increase since May 2015. The annualised sales rate¹ totalled 13.91 million units, up by 0.19% on September's result.



¹ Indicates total sales of the last 12 months

The results by market show that the slow down affected the majority of the Big EU 5 with the UK posting its first sales decline in more than three and a half years. It was the second largest market with 178,000 units, down by 1.1%. Although Germany topped the country ranking with more than 278,000 cars sold, it posted its smallest increase of the year at +1.1%. Even though its annualised sales rate of 3,166,000 units reached the highest point since January 2015, it came in just above September's 3,163,000 pace. The results for France followed the same trend seen in Germany with sales up by only 1%. The big change came from Spain, where total growth slowed from the double-digit growth rates seen in recent months to just +1.9%, the lowest gain so far this year. Meanwhile, in Italy sales climbed by 8.4%, the largest increase among Big EU 5 markets. In total, the Big EU 5 markets sales increased 1.8% compared to October 2014.



Other important gains in October 2015 versus October 2014 included Sweden and the Czech Republic, with both markets reporting sales increases of more than 10%. Belgium and the Netherlands also outperformed the total market's growth. Moving in the opposite direction were Austria and Switzerland, where sales dropped by 6.7% and 5.4%, respectively. "This month is the first time we saw the impact of recent challenges, with a slowing in volume growth across many markets and brands in the industry." said Brian Walters, Vice President of Data at JATO Dynamics.

Make	October		YTD	
	Regs.	% Change	Regs.	% Change
Volkswagen	141,921	-0.2%	1,452,416	+7.3%
Ford	80,072	+0.6%	880,153	+6.3%
Renault	78,591	+0.4%	797,850	+8.8%
Peugeot	69,403	+1.7%	710,050	+6.8%
Opel/Vauxhall	68,447	-2.5%	793,478	+5.2%
Audi	65,741	+3.3%	656,142	+5.8%
BMW	62,373	+12.7%	615,730	+9.6%
Mercedes	61,533	+9.6%	619,317	+11.9%
Fiat	53,506	+8.4%	554,711	+10.2%
Skoda	49,469	-2.4%	522,077	+6.4%

Source: JATO Dynamics Ltd

Other important Changes	
Make	% Change
Smart	+221%
Jaguar	+82%
Ssangyong	+78%
Jeep	+69%
Infiniti	+65%
Land Rover	+34%
Mazda	+30%
DS	-7%
Dacia	-8%
Alfa Romeo	-10%
Seat	-11%
Lancia/Chrysler	-30%

Source: JATO Dynamics Ltd

The brand ranking shows Volkswagen ahead of its rivals, but its sales remained flat at 142,000 units and 12.4% market share. The outstanding sales performance of the Passat was totally overshadowed by the reduction in sales of the Golf, Polo and Up. However, the German brand was not the only one to feel the effects of the slowdown; Opel/Vauxhall sales fell by 2.5% and those of Skoda by 2.4%. Meanwhile Ford, Renault and Peugeot posted slight increases. The only significant drivers of growth were BMW, Mercedes, Fiat and Audi – although Audi’s growth slowed considerably when compared to previous months. Further down the rankings, Mazda, Land Rover, Smart and Jeep posted significant increases.

 Top 10 Models				
Model	October		YTD	
	Regs.	% Change	Regs.	% Change
Volkswagen Golf	43,545	-3.8%	453,276	+2.6%
Volkswagen Polo	24,866	-8.4%	255,515	+8.9%
Renault Clio	22,596	-14.2%	253,879	+0.0%
Ford Fiesta	21,378	-13.8%	269,821	+0.5%
Volkswagen Passat	20,596	+81.4%	186,301	+43.4%
Peugeot 208	19,386	+22.0%	192,835	+4.2%
Opel/Vauxhall Corsa	19,337	-5.4%	229,683	+6.7%
Peugeot 308	18,403	+14.7%	169,396	+28.6%
Skoda Octavia	17,741	-5.2%	183,430	+6.2%
Nissan Qashqai	17,486	+1.7%	198,271	+14.1%

Source: JATO Dynamics Ltd



VW Passat posted the highest growth and Peugeot 308 entered the top 10

Other good performances		
Model	Regs.	% Change
Skoda Fabia	13,668	+40%
Renault Kadjar	8,601	New
Hyundai Tucson	7,084	New
Fiat 500X	7,030	New
Ford Mondeo	6,524	+182%
Smart Fortwo	6,467	+125%
Mercedes CLA	5,807	+65%
Suzuki Vitara/Grand Vitara	5,690	+1057%
Jeep Renegade	4,800	+242%
Mazda CX-3	3,993	New
Mercedes GLC	3,770	New
Opel Karl/Vauxhall Viva	3,756	New
Smart Forfour	2,936	New
Land Rover Discovery Sport	2,897	New
Suzuki Celerio	2,366	New

Source: JATO Dynamics Ltd



The general slowdown is more evident when looking at sales by models. October’s rankings show that only four models in the top ten posted a sales increase, with three of them reporting a double-digit growth. The Volkswagen Golf remained in pole position with sales down by 3.8%, the smallest decline on the leaderboard. Its drop was followed by the bigger losses reported for the Volkswagen Polo, Renault Clio and Ford Fiesta. The new Volkswagen Passat occupied fifth position, with volumes rising by a massive 81%. Peugeot was able to position two models in the top ten thanks to the positive performance of its 208 subcompact and 308 compact. Outside the top ten, the Fiat Panda (which outsold the 500), and Skoda Fabia had very strong results. October was also a good month for sales of the Renault Kadjar, Fiat 500X, Hyundai Tucson and Suzuki Vitara.

“The market saw a slowdown that affected the sales performance of some important models. The top-sellers showed signs of a downturn that can be attributed to a number of factors. It remains to be seen whether this is the beginning of downward trend or a short-term result of recent challenges” concluded Walters.

-Ends-

For media enquiries:

Aimen Chouchane

+44 (0) 203 617 7239

jatoteam@firstlightpr.com

For all other enquiries:

Felipe Munoz

+39 345 388 0176

felipe.munoz@jato.com

You can now follow JATO on [LinkedIn](#) and [Twitter \(@JATO_Dynamics\)](#).

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 for more information.

For media use only. Advertising and/or any other promotional use of the information contained within this release must be pre-agreed with JATO Dynamics Ltd.

See notes to editors on following page.

Notes to editors

Sales by Market/Make/Model

Country	Oct_15	Oct_14	% change Oct	Oct YtD_15	Oct YtD_14	% change YtD
Austria	25,149	26,945	-6.7%	262,342	264,308	-0.7%
Belgium	39,474	38,115	+3.6%	431,996	426,210	+1.4%
Croatia	2,411	2,425	-0.6%	30,760	29,819	+3.2%
Cyprus+	723	697	+3.7%	7,302	6,591	+10.8%
Czech Republic	19,658	17,791	+10.5%	190,668	159,261	+19.7%
Denmark	16,869	16,361	+3.1%	171,977	158,360	+8.6%
Estonia	1,950	2,083	-6.4%	18,067	18,165	-0.5%
Finland	9,173	8,829	+3.9%	91,871	91,862	+0.0%
France	161,700	160,117	+1.0%	1,582,673	1,496,203	+5.8%
Germany	278,372	275,320	+1.1%	2,686,310	2,556,991	+5.1%
Great Britain	177,664	179,714	-1.1%	2,274,550	2,137,910	+6.4%
Greece	4,940	6,000	-17.7%	62,834	59,487	+5.6%
Hungary	8,202	6,150	+33.4%	63,651	55,987	+13.7%
Ireland	2,571	2,034	+26.4%	123,685	95,206	+29.9%
Italy	134,011	123,616	+8.4%	1,335,684	1,166,203	+14.5%
Latvia	1,291	1,207	+7.0%	11,578	10,446	+10.8%
Lithuania	1,572	1,251	+25.7%	14,427	12,279	+17.5%
Luxembourg	4,398	4,522	-2.7%	40,425	42,669	-5.3%
Norway	13,292	13,036	+2.0%	126,901	121,759	+4.2%
Poland	29,062	28,689	+1.3%	287,266	250,899	+14.5%
Portugal*	13,950	11,800	+18.2%	152,265	119,239	+27.7%
Romania	7,562	7,344	+3.0%	64,401	58,908	+9.3%
Serbia*	1,583	1,343	+17.9%	16,154	15,360	+5.2%
Slovakia	6,731	7,086	-5.0%	63,257	58,882	+7.4%
Slovenia	5,454	5,134	+6.2%	50,922	45,703	+11.4%
Spain	81,460	79,939	+1.9%	874,842	728,144	+20.1%
Sweden	31,563	28,252	+11.7%	280,216	250,888	+11.7%
Switzerland	24,782	26,202	-5.4%	262,739	244,296	+7.5%
The Netherlands	38,527	35,805	+7.6%	341,824	324,381	+5.4%
Grand Total	1,144,094	1,117,807	+2.4%	11,921,587	11,006,416	+8.3%

NOTE: + denotes estimated data included for Oct_15, * denotes forecast data from LMC Automotive included for Oct_15

Make	Oct_15	Oct_14	% change Oct	Oct YtD_15	Oct YtD_14	% change YtD
VOLKSWAGEN	141,921	142,244	-0.2%	1,452,416	1,353,486	+7.3%
FORD	80,072	79,588	+0.6%	880,153	827,922	+6.3%
RENAULT	78,591	78,248	+0.4%	797,850	733,578	+8.8%
PEUGEOT	69,403	68,246	+1.7%	710,050	665,055	+6.8%
OPEL/VAUXHALL	68,447	70,225	-2.5%	793,478	754,093	+5.2%
AUDI	65,741	63,648	+3.3%	656,142	620,288	+5.8%
BMW	62,373	55,335	+12.7%	615,730	562,009	+9.6%
MERCEDES	61,533	56,128	+9.6%	619,317	553,351	+11.9%
FIAT	53,506	49,345	+8.4%	554,711	503,560	+10.2%
SKODA	49,469	50,691	-2.4%	522,077	490,653	+6.4%

Make & Model	Oct_15	Oct_14	% change Oct	Oct YtD_15	Oct YtD_14	% change YtD
VOLKSWAGEN GOLF	43,545	45,275	-3.8%	453,276	441,999	+2.6%
VOLKSWAGEN POLO	24,866	27,141	-8.4%	255,515	234,571	+8.9%
RENAULT CLIO	22,596	26,335	-14.2%	253,879	253,786	+0.0%
FORD FIESTA	21,378	24,795	-13.8%	269,821	268,601	+0.5%
VOLKSWAGEN PASSAT	20,596	11,352	+81.4%	186,301	129,878	+43.4%
PEUGEOT 208	19,386	15,887	+22.0%	192,835	185,033	+4.2%
OPEL/VAUXHALL CORSA	19,337	20,447	-5.4%	229,683	215,306	+6.7%
PEUGEOT 308	18,403	16,049	+14.7%	169,396	131,709	+28.6%
SKODA OCTAVIA	17,741	18,709	-5.2%	183,430	172,801	+6.2%
NISSAN QASHQAI	17,486	17,199	+1.7%	198,271	173,787	+14.1%