

# PRESS RELEASE

9:30 BST, 27<sup>th</sup> April 2017

London, UK

## **VOLKSWAGEN GOLF LOSES ITS POSITION AS EUROPE'S BEST-SELLING CAR, AS EUROPEAN CAR REGISTRATIONS INCREASE BY 10.8% IN MARCH 2017**

- **European car registrations totalled 1.93 million units in March – which constitutes the highest March result ever recorded**
- **Europe overtook the USA to become the world's second largest region for car registrations in March 2017**
- **The Ford Fiesta overtook the Volkswagen Golf as Europe's most popular car model – the first time in seven years that the Volkswagen Golf hasn't held the top spot**

The European car industry boomed in March 2017 - with new registrations for the month totalling 1.93 million units, a double digit increase of 10.8% when compared to March 2016. This was the highest March result ever recorded, and the stellar performance meant that the European car market overtook the USA to become the world's second largest region for car registrations in March 2017.

All five of Europe's largest markets posted a healthy increase in registrations, with Germany, Italy and Spain all experiencing double digit growth. The largest increase was posted by Italy; registrations increased by 17.4% - this was largely boosted by pre-registrations, as private demand has cooled following lower incentives. This was followed by Spain, where registrations increased by 12.7%, and Germany, where registrations increased by 11.4% due to strong private demand and increased SUV registrations. The UK experienced growth of 8.4% in March, as the market reacted to the impending tax changes that came into force in April.

Twelve other European markets also posted double-digit growth. Countries such as Poland benefited from a strong economic situation, with positive consumer sentiment contributing to the market's 26% increase. The 22.3% increase in the Netherlands was influenced by increased purchasing power among consumers, as well as a larger amount of jobs with leasing-contracts.

## EUROPE-27 MARCH/Q1 2017 VOLUME BY COUNTRIES

	Mar/17	Mar/16	Var. Mar 16-17	Q1-17	Q1-16	Var. Q1 16-17
Austria	36,830	31,941	+15.3%	88,493	78,455	+12.8%
Belgium	61,066	56,423	+8.2%	164,709	150,455	+9.5%
Croatia	5,355	4,073	+31.5%	10,784	8,792	+22.7%
Czech Rep.	26,786	22,800	+17.5%	68,072	59,608	+14.2%
Denmark	22,797	19,188	+18.8%	59,958	52,253	+14.7%
Estonia	2,348	2,085	+12.6%	6,043	5,544	+9.0%
Finland	11,199	11,627	-3.7%	33,102	33,062	+0.1%
France	225,507	211,218	+6.8%	539,203	516,284	+4.4%
Germany	359,683	322,913	+11.4%	844,684	791,424	+6.7%
Greece	9,435	6,305	+49.6%	21,075	15,299	+37.8%
Hungary	9,929	7,515	+32.1%	24,350	19,735	+23.4%
Ireland	19,916	21,529	-7.5%	76,026	82,824	-8.2%
Italy	226,506	192,940	+17.4%	584,244	525,312	+11.2%
Latvia	1,447	1,548	-6.5%	4,069	3,884	+4.8%
Lithuania	2,045	1,625	+25.8%	5,511	4,593	+20.0%
Luxembourg	5,191	5,040	+3.0%	13,341	12,965	+2.9%
Netherlands	36,366	29,744	+22.3%	119,868	98,672	+21.5%
Norway	14,292	14,066	+1.6%	39,244	37,399	+4.9%
Poland	49,429	39,219	+26.0%	125,926	104,671	+20.3%
Portugal	25,987	26,459	-1.8%	59,902	58,428	+2.5%
Romania	6,915	6,572	+5.2%	22,259	17,471	+27.4%
Slovakia	9,023	7,834	+15.2%	22,598	19,953	+13.3%
Slovenia	6,538	6,106	+7.1%	18,690	16,691	+12.0%
Spain	127,112	112,760	+12.7%	309,856	288,652	+7.3%
Sweden	38,387	34,712	+10.6%	89,404	83,229	+7.4%
Switzerland	30,391	29,020	+4.7%	72,309	71,951	+0.5%
UK	562,337	518,707	+8.4%	820,016	771,780	+6.2%

### MARCH

Europe-27 1,932,817

Var. Y-o-Y **+10.8%**

Big 5 1,501,145

Var. Y-o-Y **+10.5%**

### Q1

Europe-27 4,243,736

Var. Y-o-Y **+8.0%**

Big 5 3,098,003

Var. Y-o-Y **+7.1%**

### SAAR

Europe-27 16,667,554

“For the first time in seven years, the Volkswagen Golf has been overtaken by the Ford Fiesta as Europe’s best-selling car model. There are several reasons behind this shift - one of which is that the Volkswagen Golf is also experiencing a natural lull in sales, as it runs down on stock of its pre-facelift range. On top of this, Ford’s incentive programme has been more aggressive when compared to Volkswagen. There’s also been a general slowdown on diesel registrations across the continent, which has had a notable impact on the Volkswagen Golf, but has left smaller segments, where the Fiesta sits, relatively unaffected. This change in position may only be temporary, as we expect the updated Golf model to reinvigorate sales once it becomes more readily available in the market,” commented Felipe Munoz, Global Automotive Analyst at JATO Dynamics.

## TOP SELLING BRANDS

		Mar/17	Var. Mar 16-17	Q1-17	Var. Q1 16-17
1	VOLKSWAGEN	188,284	+4.4%	443,000	+2.2%
2	FORD	161,420	+17.4%	317,837	+10.1%
3	RENAULT	137,417	+15.7%	291,513	+10.7%
4	OPEL/VAUXHALL	129,961	+3.2%	274,708	+2.5%
5	PEUGEOT	105,627	+7.5%	246,422	+4.7%
6	MERCEDES	104,948	+15.7%	228,970	+12.9%
7	BMW	102,480	+8.2%	218,906	+6.7%
8	AUDI	98,432	+3.8%	219,469	+2.1%
9	FIAT	97,017	+16.2%	223,464	+13.6%
10	NISSAN	91,762	+16.7%	177,237	+10.2%
11	TOYOTA	83,439	+20.1%	194,004	+19.2%
12	SKODA	72,957	+8.3%	175,192	+6.6%
13	CITROEN	69,078	+11.1%	160,807	+6.7%
14	HYUNDAI	59,488	+9.1%	133,992	+6.8%
15	KIA	53,661	+13.3%	126,147	+12.3%
16	SEAT	44,567	+16.2%	102,354	+18.5%
17	DACIA	43,074	+5.4%	112,562	+10.4%
18	VOLVO	36,684	+18.8%	79,885	+12.5%
19	LAND ROVER	32,412	+20.8%	53,491	+8.4%
20	MAZDA	30,747	-0.2%	64,969	-5.1%
21	SUZUKI	28,296	+21.1%	64,905	+29.0%
22	MINI	27,526	+7.5%	52,027	+7.2%
23	HONDA	21,683	-13.6%	43,777	-11.6%
24	JAGUAR	14,087	+73.2%	23,287	+61.6%
25	MITSUBISHI	13,860	-3.4%	31,023	-4.7%
26	JEEP	11,725	+9.9%	27,108	+2.7%
27	SMART	11,485	-3.2%	25,725	-5.5%
28	PORSCHE	9,259	+21.9%	18,885	+11.7%
29	ALFA ROMEO	9,154	+44.3%	21,270	+33.0%
30	LANCIA	8,435	+15.3%	21,526	+8.1%
31	DS	6,328	-32.2%	13,438	-33.7%
32	LEXUS	6,109	+3.7%	12,224	+2.6%
33	SUBARU	4,162	-6.5%	9,581	-3.2%
34	TESLA	3,258	+29.6%	5,803	+50.5%
35	ABARTH	2,592	+39.0%	5,352	+36.4%
36	SSANGYONG	2,369	-0.9%	5,050	+0.9%
37	INFINITI	2,286	+116.1%	4,330	+110.2%
38	MASERATI	1,401	+88.3%	3,113	+100.2%
39	MG	750	+30.2%	1,066	+7.5%
40	BENTLEY	604	+49.9%	1,171	+53.5%
41	ASTON MARTIN	556	+106.7%	939	+112.0%
42	FERRARI	495	+37.1%	914	+23.0%
43	LADA	439	+53.5%	1,043	+51.8%
44	CHEVROLET	224	+31.0%	517	+23.7%
45	IVECO	128	+21.9%	236	+16.3%
46	ROLLS-ROYCE	124	+96.8%	227	+65.7%
47	MCLAREN	115	+238.2%	217	+214.5%
48	LOTUS	104	+31.6%	211	+2.4%
49	LAMBORGHINI	83	-4.6%	190	+2.2%
50	CADILLAC	67	-19.3%	215	+5.4%

### TOP 10 CAR GROUPS MARKET SHARE

MAR

VW Group	21.43%
PSA	16.09%
Renault-Nissan	14.94%
Ford	8.35%
FCA	6.75%
BMW Group	6.73%
Daimler	6.02%
Hyundai-Kia	5.85%
Toyota	4.63%
Tata Group	2.41%

### TOP 5 MKT SHARE WINNERS & LOSERS

Ford	+0.47
FCA	+0.41
Tata Group	+0.40
Renault-Nissan**	+0.38
Toyota	+0.31
BMW Group	-0.17
Mazda	-0.18
Honda	-0.32
PSA*	-0.86
VW Group	-0.87

\*Includes Opel/Vauxhall

\*\*Includes Mitsubishi

SUVs continued to dominate the market, thanks in particular to a more active VW Group – which is expected to continue this trend as it launches several more SUV models over the upcoming months. New SUV launches also benefited brands such as Maserati, Jaguar and Seat.

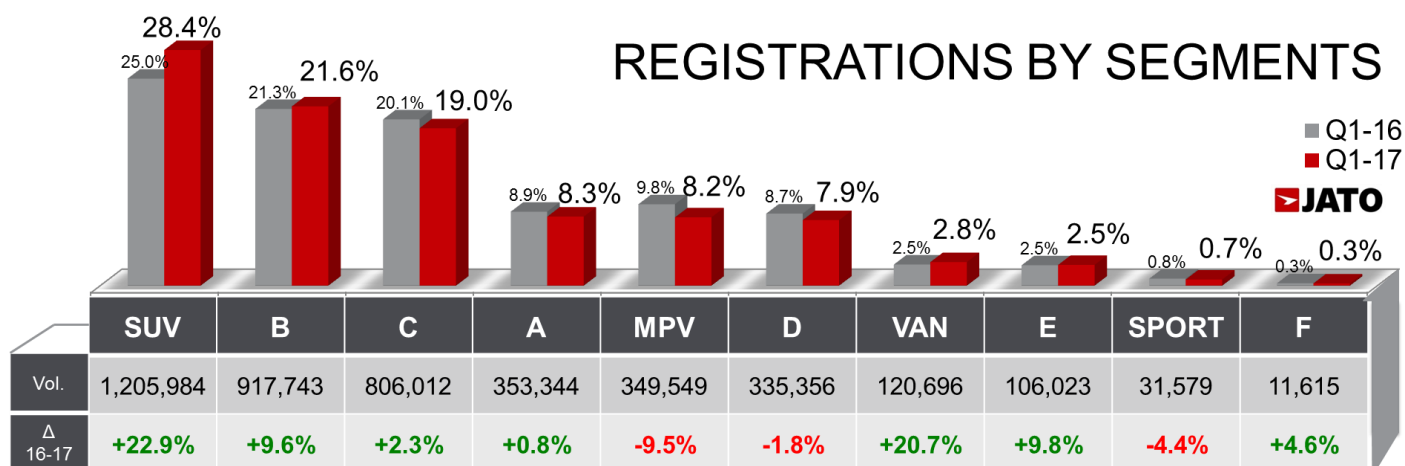
## TOP SELLING MODELS

		Mar/17	Var. Mar 16-17	Q1-17	Var. Q1 16-17
1	FIESTA	47,263	+11.8%	91,594	+9.3%
2	GOLF	46,795	-16.9%	115,372	-11.1%
3	POLO	40,669	+21.7%	83,660	+3.6%
4	CLIO	40,209	+15.9%	88,992	+14.8%
5	CORSA	38,254	+4.2%	76,272	+2.9%
6	QASHQAI	36,665	+18.0%	75,617	+14.6%
7	FOCUS	33,697	+9.4%	64,647	+7.0%
8	ASTRA	31,288	+12.4%	70,236	+14.3%
9	208	28,551	-0.3%	67,577	-1.7%
10	CAPTUR	27,195	+13.0%	55,410	+2.1%
11	TIGUAN	26,486	+70.3%	66,063	+77.1%
12	500	25,948	+0.6%	54,844	+3.5%
13	C3	24,276	+68.5%	57,603	+61.1%
14	2008	23,384	+15.7%	54,231	+18.4%
15	MOKKA	22,739	+14.1%	48,981	+10.9%
16	YARIS	22,587	-1.2%	52,839	+0.1%
17	C-CLASS	22,548	+19.4%	48,541	+14.8%
18	OCTAVIA	22,496	-1.7%	58,768	+0.8%
19	PANDA	22,277	+7.5%	59,295	+4.4%
20	MEGANE	21,462	+63.4%	43,063	+57.4%
21	KUGA	21,203	+44.8%	40,384	+31.3%
22	A3	20,148	-14.7%	47,325	-12.2%
23	FABIA	19,714	+8.0%	46,935	+9.4%
24	MINI	19,642	+15.5%	35,390	+17.3%
25	308	19,322	-15.3%	45,848	-17.1%
26	SERIES 3	18,878	+7.8%	37,351	-1.2%
27	SANDERO	18,506	+5.2%	48,117	+15.4%
28	A-CLASS	18,485	+10.7%	36,569	+3.5%
29	A4	18,068	+5.3%	40,079	+8.9%
30	TUCSON	17,651	+18.2%	41,049	+7.2%
31	LEON	17,626	+5.1%	37,041	-3.8%
32	SPORTAGE	17,524	+1.0%	37,824	-1.3%
33	SERIES 1	17,230	+24.4%	36,138	+16.2%
34	TIPO	16,264	+324.2%	35,148	+349.2%
35	KADJAR	15,976	+3.1%	29,855	-9.3%
36	E-CLASS	15,786	+44.6%	32,232	+48.9%
37	AURIS	15,403	+4.2%	33,517	-9.3%
38	JUKE	15,335	+11.0%	29,472	+4.0%
39	PASSAT	14,739	-31.3%	44,866	-16.3%
40	DUSTER	14,144	+3.8%	35,940	+3.9%
41	X1	13,679	+36.9%	34,385	+51.4%
42	MICRA	13,549	+50.7%	21,927	+19.8%
43	UP	13,214	+28.0%	27,308	+5.4%
44	C-HR	12,923	New	31,929	New
45	3008 SUV	12,395	New	29,639	New
46	I20	12,342	+16.7%	26,994	+13.7%
47	XC60	12,207	+53.0%	24,692	+35.6%
48	C4 PICASSO/GRAND	12,205	-1.1%	27,354	-8.2%
49	IBIZA	12,155	-18.8%	29,876	-8.7%
50	AYGO	11,967	+5.8%	26,165	+9.6%

SEGMENT SHARE MARCH	
TOP WINNER	TOP LOSER
<b>CITY-CARS (A-SEGMENT)</b>	
Suzuki Ignis	Ford Ka
<b>SUBCOMPACTS (B-SEGMENT)</b>	
Citroen C3	Seat Ibiza
<b>COMPACTS (C-SEGMENT)</b>	
Fiat Tipo	VW Golf
<b>MIDSIZE SEDAN/SW (D-SEGMENT)</b>	
Mercedes C-Class	VW Passat
<b>EXECUTIVE (E-SEGMENT)</b>	
Volvo S90/V90	Volvo S80/V70
<b>LUXURY (F-SEGMENT)</b>	
Porsche Panamera	Audi A8
<b>MPVs</b>	
Vw Touran	Peugeot 3008
<b>SUVs</b>	
Toyota C-HR	Fiat 500X
<b>SPORT CARS</b>	
Fiat 124	Audi TT

The big story of the month was the Ford Fiesta overtaking the Volkswagen Golf as Europe's most popular car. The VW Golf has held the top position for several years, and was last overtaken in Mar/10.

## REGISTRATIONS BY SEGMENTS



-Ends-

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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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