

# PRESS RELEASE

9:30 BST, 24<sup>th</sup> October 2019

London, UK

## TESLA MODEL 3 POSTS A HISTORIC RESULT IN SEPTEMBER 2019, AS IT NARROWLY MISSES OUT ON EUROPE'S TOP 10 SELLING VEHICLES

- Overall market was up by 14%, largely as a result of WLTP negatively affecting September's 2018 result
- Strong growth posted in September 2019 offset the negative decline seen in August
- It was the best-ever month for the Tesla Model 3, which missed out on the top 10 model rankings by just 217 units

The European car market posted significant growth in September 2019, as 1.28 million cars were registered. This increase was to be expected given the large drop posted in September 2018, when the market was down by 23% on the previous year due to the introduction of WLTP and the issues that came with it. Overall, there is a positive net effect when comparing the combined registrations of August-September during both years, as volume jumped from 2.29 million units in 2018 to 2.35 million in 2019 – an increase of 2.6%.

“The overall growth posted in August-September indicates that, despite the market's new challenges, consumer demand continues to be strong in Europe. This is a good sign for the coming months, when the looming CO<sub>2</sub> targets become even more pressing for the industry,” commented Felipe Munoz, JATO's global analyst.

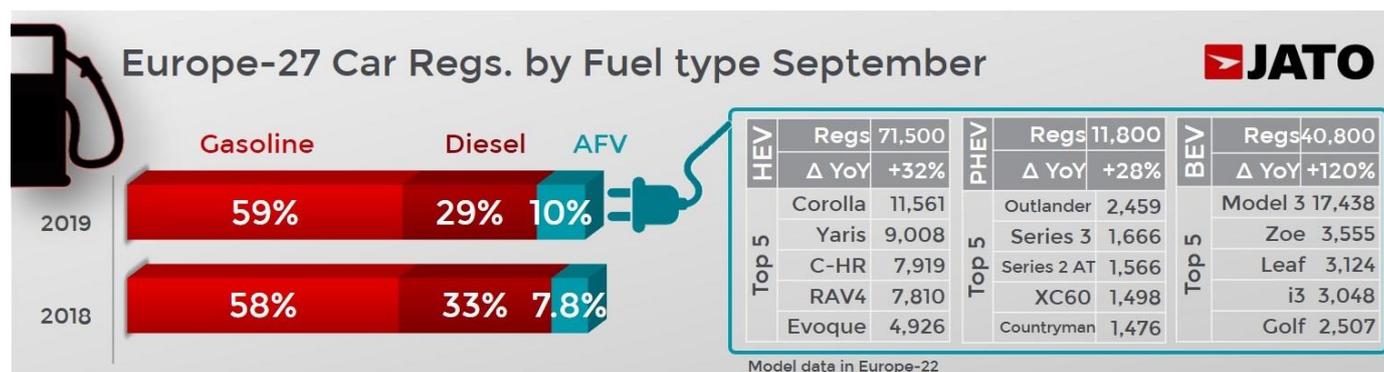


When examining the breakdown by countries for August and September, the data shows 14 European markets posted growth during the two months, with notable results including Germany and Italy growing by 9.1% and 6.5%, respectively. Even the UK market grew, as volume rose by 0.7%. Spain was the exception, as the growth it posted in September (+19%) was not enough to offset the big decline it posted in August (-30%).

By Market	Δ YoY			YTD
<b>Sep-19</b> 	+111.9%	Romania	6,039	124,028 +16.4%
	+40.1%	Sweden	26,782	248,070 -12.1%
	+32.6%	Denmark	16,018	174,479 +2.3%
	+31.6%	Belgium	35,715	439,243 -3.6%
	+29.4%	Poland	35,328	410,835 +1.9%
	+29.3%	Finland	8,439	87,862 -10.0%
	+28.7%	Netherlands	38,196	335,684 -7.7%
	+27.6%	Luxembourg	3,313	43,042 +1.6%
	+22.8%	Croatia	3,550	51,375 +2.6%
	+22.4%	Austria	21,046	258,268 -6.4%
	+22.4%	Germany	244,924	2,743,361 +2.5%
	+20.0%	Greece	5,895	92,722 +10.4%
	+19.4%	Spain	83,948	990,124 -6.1%
	+16.8%	France	173,197	1,630,023 -1.5%
	+16.6%	Switzerland	23,904	225,931 +0.2%
	+14.6%	Portugal	14,560	174,096 -3.8%
	+13.6%	Italy	142,313	1,469,505 -1.5%
	+11.3%	Estonia	1,750	19,439 -8.0%
	+11.1%	Latvia	1,198	12,572 -4.5%
	+8.7%	Hungary	9,671	115,194 +10.0%
+8.1%	Czech Rep.	15,717	191,056 -8.1%	
+7.7%	Ireland	3,428	113,957 -7.4%	
+7.3%	Slovakia	4,846	75,768 +0.9%	
+6.5%	Slovenia	5,213	55,712 -4.7%	
+5.1%	Norway	11,326	112,878 -1.1%	
+1.3%	UK	343,352	1,862,931 -2.5%	
-29.4%	Lithuania	1,604	18,476 -23.9%	

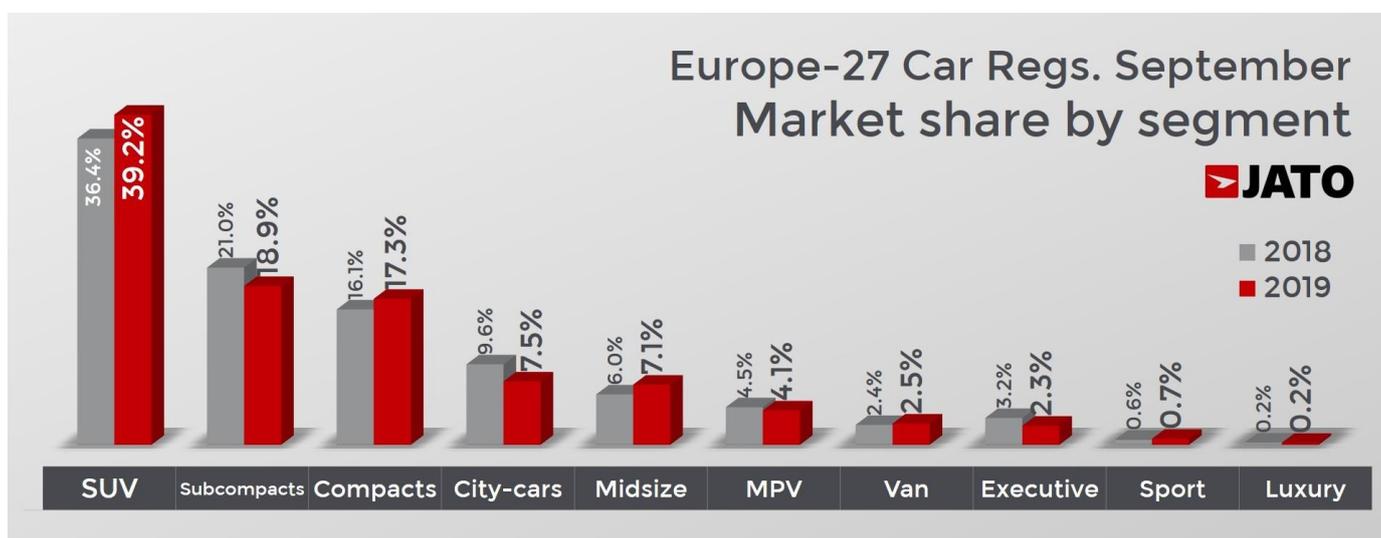
“Despite the negative views about the state of the industry, the data shows that we still have a healthy European car market – although there are many challenges heading its way, of course,” continues Munoz. This is especially true when looking at demand for SUVs. In September 2019 they counted for 39% of total registrations, as their volume increased by 23% after posting a timid decline of 3% in August. In fact, September 2019’s result marked a 10% increase on September 2017 – confirming that SUVs have been a long-term source of growth for the European market.

Volkswagen Group was the carmaker to benefit most from the continuous demand for SUVs. The Germans jumped from the third position in the SUV rankings in September 2018 to the top spot in September 2019, as registrations more than doubled to 102,400 units and counted for 40% of the group's overall volume. All 17 of Volkswagen Group's SUV models that were available in September 2018 posted a volume increase in September 2019, while the six new models the maker has introduced over the last 12 months counted for 17% of the group's total SUV volume.

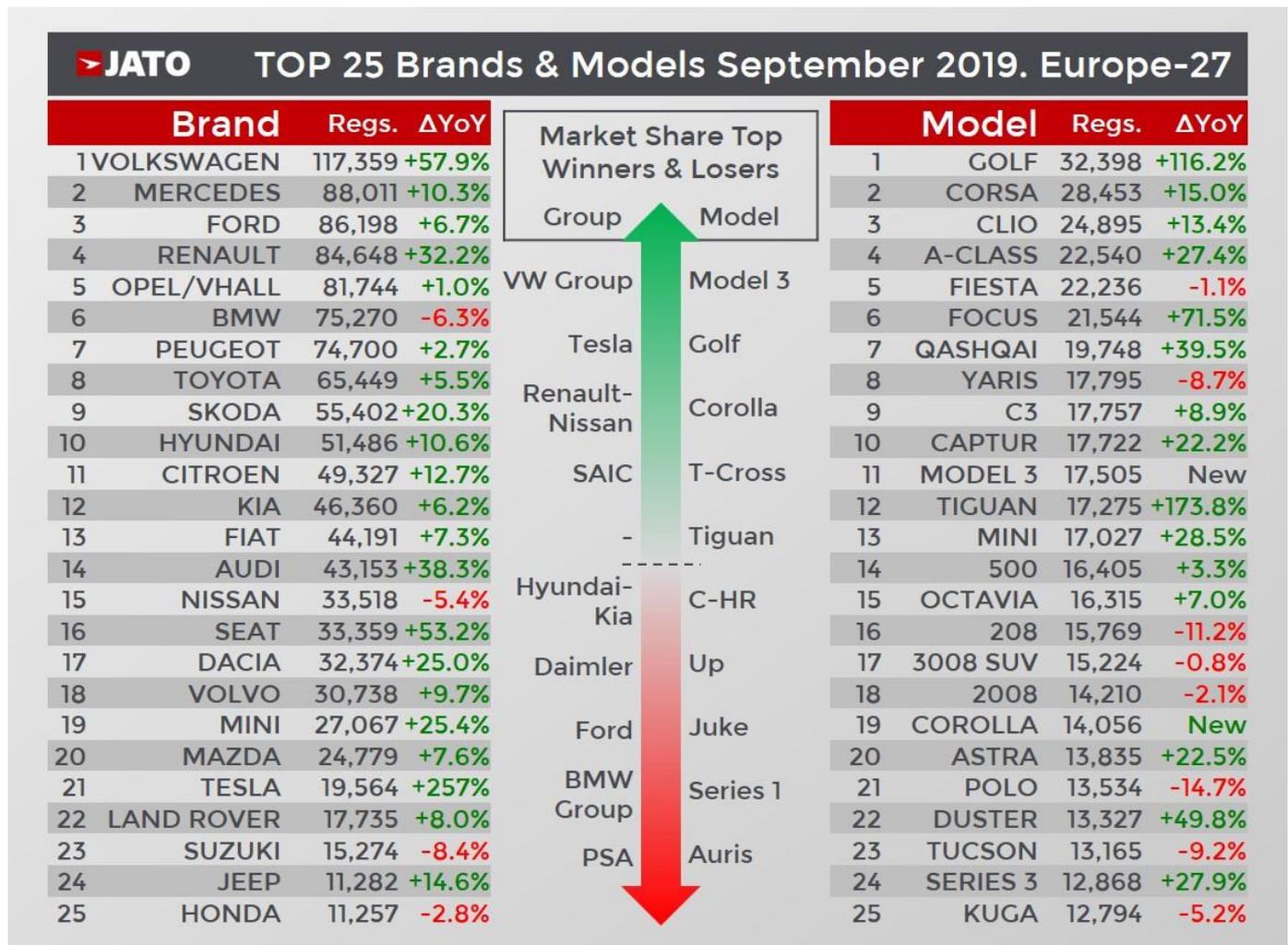


Volkswagen Group's strong performance did not prevent other big players from growing too, as PSA, Renault-Nissan, Hyundai-Kia and BMW Group all posted double-digit growth – although this did occur at a more moderate rate. Meanwhile, the model ranking was led by the Nissan Qashqai, and Volkswagen placed three of its models in the top 10.

September 2019 was also a significant month for Electric Vehicles (BEV), as registrations increased by 119% to 40,700 units – boosted by the performance of Tesla, BMW and Volkswagen. Tesla recorded 19,500 registrations and controlled almost half of the BEV market, as it was boosted by the Model 3. September was a record month for the Tesla Model 3, which recorded 17,500 registrations, as it became the best-selling electric vehicle and the 11<sup>th</sup> best-selling vehicle overall. It was the first time in history that an electric car has come so close to entering Europe's top 10 model rankings. Meanwhile, Hybrids (HEVs) and plug-in hybrids (PHEV) also posted strong growth, as they were up by 26% and 27%, respectively.



There were some notable results among the new entries to the market, including: the Toyota Corolla (19<sup>th</sup> best-selling model); the Volkswagen T-Cross (5<sup>th</sup> best-selling B-SUV); the Citroen C5 Aircross (sold 7,111 units and outperformed the Grandland and Ateca); the Skoda Scala (sold 4,318 units and entered the top 15 in the B segment); the Seat Tarraco (5<sup>th</sup> best-selling mainstream midsize SUV and outperformed the Tiguan Allspace); the Lexus UX (sold 2,187 units); and the Mazda CX-30 (sold 2,143 units).



-Ends-

**Contact:**

Beth McHugh / Lauren Hewitt, +44 (0) 203 617 7240, [jatoteam@firstlightpr.com](mailto:jatoteam@firstlightpr.com)

Felipe Munoz, +39 349 797 32 44, [felipe.munoz@jato.com](mailto:felipe.munoz@jato.com)

## More insights:



### 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.

**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.