

The Volkswagen ID.3 becomes Europe's top-selling electric car in October

26/11/2020

- Overall market decreased by 7% to the same levels recorded in October 2018
- Electrified Vehicles continue to increase their market share month on month
- FCA, Renault-Nissan and Suzuki gained the largest market share in October

The global pandemic continues to have its grip on the European new car market. With year-to-date (YTD) registrations falling by 27% to 9.7 million units, it is clear that we are not yet out of the woods. In fact, in October total registrations fell by 7.0% to 1,127,624 units, decreasing to the same level recorded in October 2018 and reflecting the significant impact caused by the second wave of the pandemic. However, the decrease in registrations recorded in October is the second smallest decline this year, demonstrating that there are still reasons to be positive.

In the face of Covid-19 electrified vehicles (EVs) continue to buck the trend. In fact, EVs including pure electrics (BEV), plug-in hybrids (PHEV), pure hybrids (HEV) and mild hybrids have seen extremely positive results. Last month, EVs registered 302,587 units, taking 26.8% of the total market share. For a second month running, EVs outsold diesel cars, with a falling market share of 26.3%.

When compared to this period last year, EVs have seen a huge growth of +153%, in part due to the success and popularity of mild-hybrid cars. They have become the preferred vehicle for carmakers and consumers looking for greener cars with a more accessible price tag than offered by pure electric and hybrid vehicles. In October, mild-hybrids accounted for nearly a third (32%) of EV registrations, with their demand soaring by

Percentage decrease

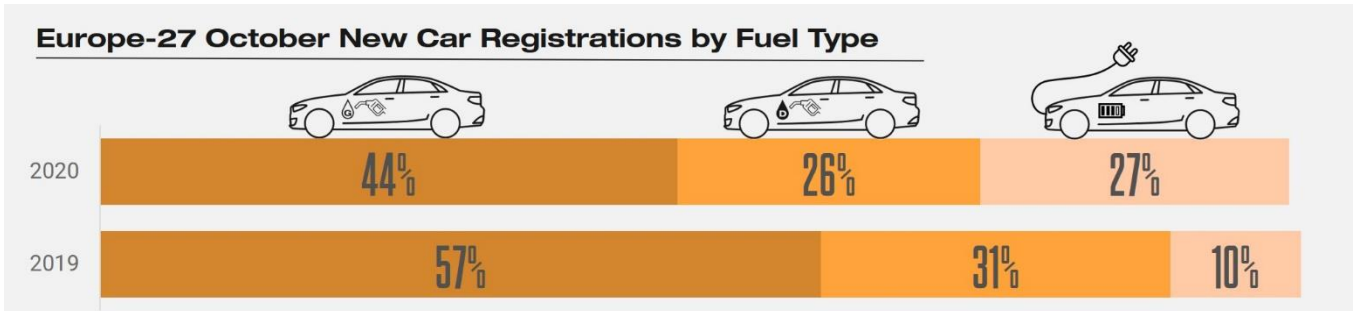


less vehicles registered in October 2020 compared to October 2019

Million units October



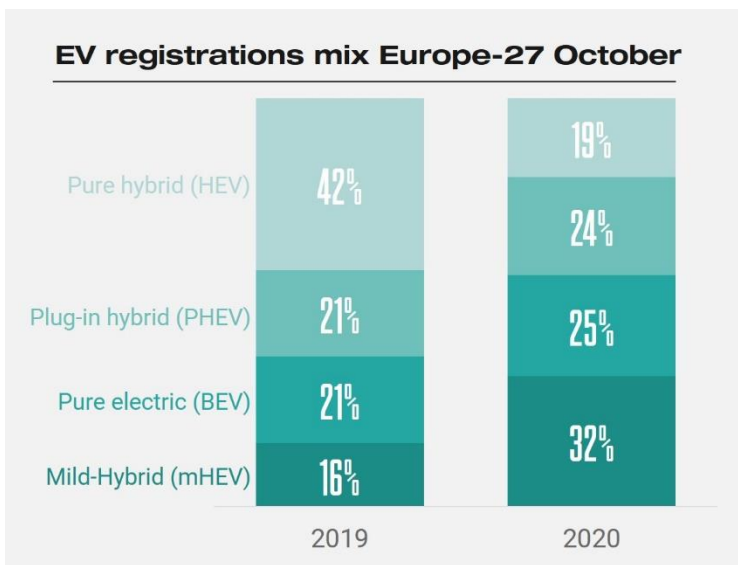
427%. This impressive growth was aided in part by strong commercial performance from the likes of the Fiat Panda, Ford Puma and Fiat 500.



VW Group – Europe’s top-selling BEV maker

Pure electric cars (BEV) saw a YOY increase of 197%, with 71,800 units sold in October. Growth was driven by new launches, including the Volkswagen ID.3, which registered 10,590 units in Europe-27. Becoming the continent’s top-selling electric car and placing 29th in the overall ranking, the Volkswagen ID.3 owes much of its success to businesses and fleets, with more than half of these registrations coming from buyers in these areas. Felipe Munoz, global analyst at JATO Dynamics commented: “Similarly to the demand seen for the Tesla Model 3, the Volkswagen ID.3 is another example of how appetite for competitive and stylish electric cars continues to grow day by day”.

As a result, Volkswagen Group became Europe’s biggest producer of EVs in October, comprising of 25% of the market registrations. Interestingly, the German manufacturer posted a bigger market share in the BEV (29%). Munoz continued: “Volkswagen Group is catching up to its peers at great pace, in part due to its strong presence in Northern and Central Europe, where appetite for EVs continues to grow.”



FCA takes the biggest market share in October

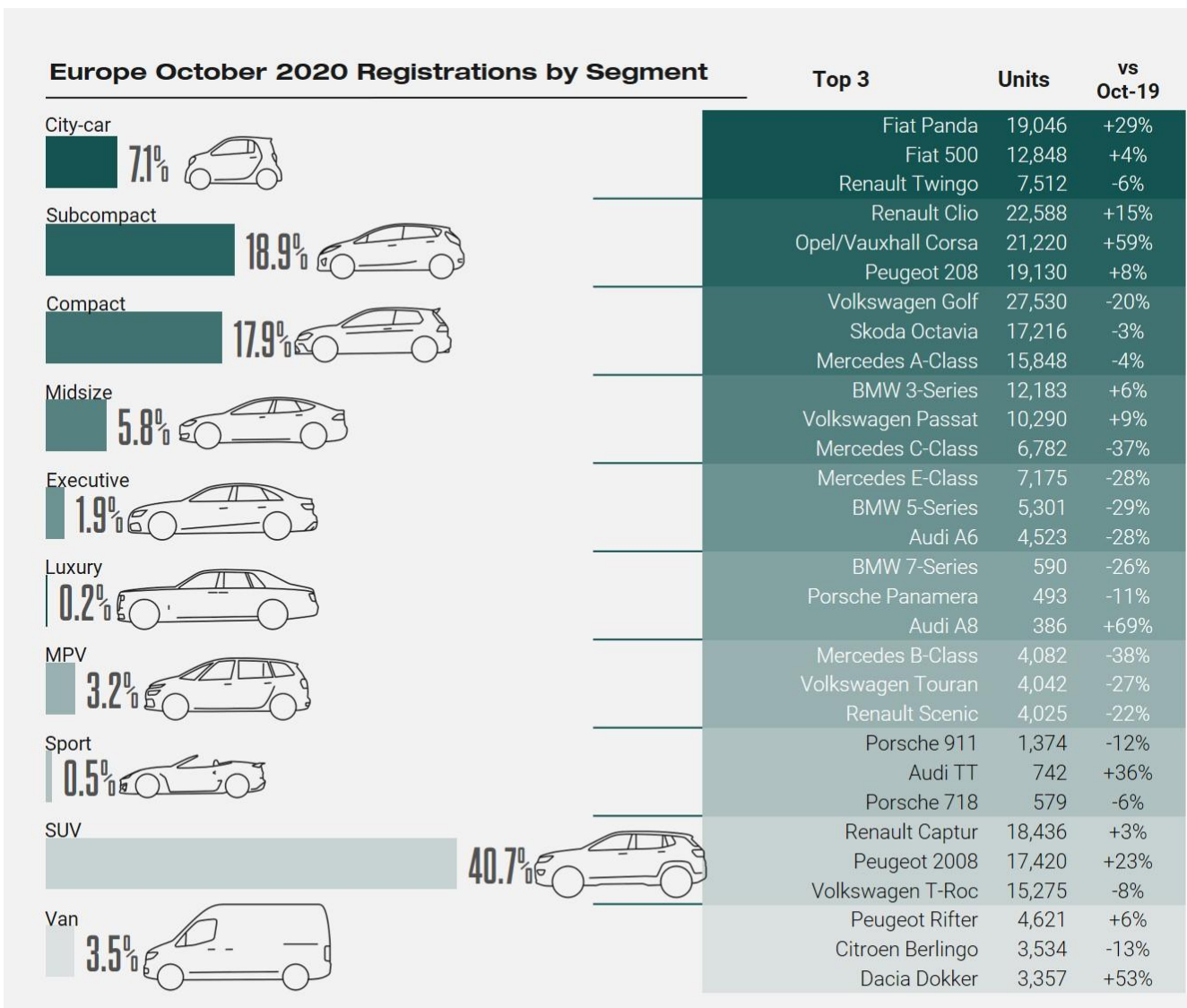
Fiat Chrysler achieved the largest market share increase year-on-year for October. The double-digit growth posted by the Fiat Panda – which placed in the top 5 again for the first time since March 2020 – alongside the Jeep Renegade and Jeep Compass, helped FCA grow by 5% during the month. Renault-Nissan also increased its market share thanks to the Renault and Dacia brands, whose volume increased by 2% and 1% respectively. These two were closely followed by Suzuki, who increased their registrations by 18% and recorded a double-digit growth across 4 of its most popular models.



Opel/Vauxhall Corsa outperforms while Ford Puma becomes the 5th best-selling SUV

By model rankings, the Opel/Vauxhall Corsa performed outstandingly well in October, becoming the third best-selling car in Europe for October and the year-to-date. Strong growth was also posted by the Renault Clio, Fiat Panda, Peugeot 2008, Hyundai Kona, and Volvo XC40. The Ford Puma continued to climb up the rankings, becoming the 5th best-selling SUV with 14,430 units registered in October.

Other successes for the month include the Audi A3 (+50% to 10,821 units), Renault Zoe (+183% to 9,903 units), Kia Niro (+62% to 8,125 units), Mercedes GLA (+56% to 7,981 units), Audi Q5 (+59% to 7,395 units), Skoda Kamiq (+227% to 7,042 units), Suzuki Swift (+42% to 6,065), Nissan Juke (+500% to 5,724), Suzuki Ignis (+66% to 4,756), and Kia Xceed (+61% to 4,560 units).



Top 10 Best-Selling Cars Europe-27 October 2020

* Europe-20

Overall Ranking			Hybrid/Mild Hybrid*		Plug-in Hybrid*		Electric*	
1	Volkswagen Golf	27,530	Toyota Yaris	13,338	Mercedes A-Class	4,209	Volkswagen ID.3	10,475
2	Renault Clio	22,588	Toyota Corolla	9,728	Volvo XC40	3,728	Renault Zoe	9,778
3	Opel/Vauxhall Corsa	21,220	Fiat Panda	9,611	Volkswagen Passat	3,606	Hyundai Kona	5,261
4	Peugeot 208	19,130	Ford Puma	9,054	BMW 3-Series	3,597	Kia Niro	3,868
5	Fiat Panda	19,046	Fiat 500	7,420	Audi Q5	3,565	Peugeot 208	3,757
6	Renault Captur	18,436	Toyota C-HR	7,359	Volkswagen Golf	2,902	Smart Fortwo	2,829
7	Toyota Yaris	17,671	Toyota RAV4	6,744	Renault Captur	2,872	BMW i3	2,744
8	Peugeot 2008	17,420	Suzuki Swift	5,226	Mercedes E-Class	2,152	Opel/Vauxhall Corsa	2,616
9	Skoda Octavia	17,216	Ford Focus	4,398	Volvo XC60	2,088	Mini Hatch	2,432
10	Citroen C3	16,298	Suzuki Ignis	4,374	Mercedes GLC	2,007	Nissan Leaf	2,247



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