

17 August 2010

## **2010 EUROPEAN CAR SALES FALL BELOW 2009 LEVELS**

- **European new car market down 17.4% in July 2010; YtD down 1.5%**
- **Volkswagen is still no.1 brand**
- **VW Polo performs strongly; Ford Focus in 10<sup>th</sup> place**
- **UK joins Germany in post-scrappage decline**

Europe's new car market is officially 1.5% lower, versus 2009, according to the latest car sales analysis from the world's leading provider of automotive intelligence, JATO Dynamics.

The move into the red has been precipitated by a 17.4% fall in new cars during July 2010, versus July 2009. The end of scrappage schemes has played a significant role, with the UK and France joining Germany and Italy, in posting lower July sales figures compared to the same period last year.

The lack of strong Central and Eastern Europe economies has also played a part year to date, with the first hopes of recovery only now being seen in Baltic markets and Hungary.

This is affecting some of the major brands and models. In particular, Ford sales are falling (down 25.7% overall), with the Focus in 10<sup>th</sup> place in July and Fiesta now third. Fiat sales are down 32.6% for July, with the Punto and Panda both disappearing from the top 10 models altogether.

David Di Girolamo, Head of JATO Consult, explains: "The major Western European markets clearly show the impact scrappage schemes had in supporting new car sales. Today's figures represent the natural level of new car demand in these markets."

## Top 10 models

Make & Model	Jul_10	Jul_09	% change Jul	Jul YtD_10	Jul YtD_09	% change YtD
VOLKSWAGEN GOLF	37,032	49,655	-25.4%	311,798	338,253	-7.8%
VOLKSWAGEN POLO	30,110	16,392	+83.7%	221,814	170,809	+29.9%
FORD FIESTA	28,966	40,256	-28.0%	267,668	284,043	-5.8%
RENAULT CLIQ	23,453	25,046	-6.4%	218,037	170,061	+28.2%
RENAULT MEGANE	23,144	20,049	+15.4%	167,411	130,478	+28.3%
PEUGEOT 207	22,558	33,145	-31.9%	197,517	226,679	-12.9%
OPEL/VAUXHALL CORSA	21,802	30,414	-28.3%	199,819	212,098	-5.8%
OPEL/VAUXHALL ASTRA	21,273	26,870	-20.8%	186,681	164,370	+13.6%
NISSAN QASHQAI	20,510	18,363	+11.7%	128,436	103,147	+24.5%
FORD FOCUS	19,764	29,583	-33.2%	167,580	190,399	-12.0%

The above intelligence is provided by JATO Consult, the company's bespoke consulting service which offers customers access to its unique research and provides solutions and advice to meet a wide range of automotive business challenges. For more information visit [www.jato.com](http://www.jato.com), or email [consult@jato.com](mailto:consult@jato.com).

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### Editorial note: JATO Dynamics background

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 while major leasing companies use JATO's intelligence to drive the vehicle quotation process. Visit JATO at [www.jato.com](http://www.jato.com).

### For further information, please contact:

Peter Haynes or Phil Hale, Torque PR

Tel: +44 (0) 1306 871338

Email: [peter@torquepr.co.uk](mailto:peter@torquepr.co.uk) / [phil@torquepr.co.uk](mailto:phil@torquepr.co.uk)