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CENTRAL AND EASTERN EUROPEAN NEW CAR SALES DOWN DESPITE STRONG Q4 PERFORMANCE

- **Central and Eastern European markets down by 4.9% in 2010**
- **Region's performance marginally worse than the decline in sales across the whole of Europe, which were down 4.7%**
- **Skoda top brand in region while Fiat sales fall**

Despite a strong sales performance in Central and Eastern Europe (CEE) in Q4 2010, annual figures show that overall sales in the region declined last year, according to the latest figures from the world's leading provider of automotive intelligence, JATO Dynamics.

A total of 880,043 units were sold in CEE in 2010 compared to 925,770 in 2009, a decline of 4.9%. This is in contrast to a positive final quarter of 2010 for the region that saw sales increase by 9.3% and all of the top ten brands, apart from Fiat, experienced growth.

A number of markets experienced double-digit sales falls in 2010 with Hungary (-27.9%), Romania (-18.3%) and Slovakia (-22.6%) amongst the worst affected. In terms of growth, Latvia experienced the most positive 2010, with a sales increase of 18.6%.

"The strong performance of these markets in Q4 can be largely attributed to consumers purchasing ahead of expected local taxation changes to be effected in 2011, for example the implementation of new CO_2 related taxation, abolition of taxation relief from the next year, and the promotional efforts of the importers, although these improvements must be viewed in the context of very low sales in Q4 2009," said Evangelos Hadjistavrou, Regional General Manager, JATO Dynamics.

"However, overall the region is still down compared to 2009 demonstrating the tough conditions experienced by the industry last year. The region's impact on the overall sales performance of Europe will be monitored with interest over the next twelve months," continues Mr Hadjistavrou.

Brand Performance

The majority of the most popular CEE brands suffered a sales decrease in 2010 with only Skoda, Volkswagen and Opel experiencing marginal increases, up 4.7%, 3.9% and 3.5% respectively. Of the top ten brands, Opel recorded the largest growth in terms of units sold, bolstered by strong sales performance in Poland and Romania. Fiat experienced the largest decrease as sales fell by over 25%.

Top 10 Brands

Model	2010	2009	Diff 2010 vs. 2009	% Change
SKODA	127,053	121,328	+5,725	+4.7%
VOLKSWAGEN	76,491	73,630	+2,861	+3.9%
FORD	64,928	71,036	-6,108	-8.6%
RENAULT	63,727	67,515	-3,788	-5.6%
OPEL	55,270	53,420	+1,850	+3.5%
FIAT	51,202	68,391	-17,189	-25.1%
DACIA	50,167	50,367	-200	-0.4%
TOYOTA	45,121	52,931	-7,810	-14.8%
HYUNDAI	42,304	43,861	-1,557	-3.5%
PEUGEOT	38,807	40,277	-1,470	-3.6%

Model Performance

Skoda dominates both the number one and two spots for top selling models. Skoda's Octavia ended 2010 with a sales increase of 7.7% while the Skoda Fabia, the second most popular model, decreased by 12.1%.

The Opel Astra saw the highest increase in sales, up 33.7% and ended the year with 20,352 units sold. 2010 was also a good year for the Volkswagen Polo, which increased its sales by 22.9%.

Top 10 Models

Make & Model	2010	2009	Diff 2010 vs. 2009	% Change
SKODA OCTAVIA	63,014	58,522	+4,492	+7.7%
SKODA FABIA	39,862	45,352	-5,490	-12.1%
DACIA LOGAN	31,246	36,825	-5,579	-15.2%
VOLKSWAGEN GOLF	24,799	25,088	-289	-1.2%
FORD FOCUS	23,244	22,077	+1,167	+5.3%
OPEL ASTRA	20,352	15,226	+5,126	+33.7%
FIAT PUNTO CLASSIC	18,722	21,088	-2,366	-11.2%
RENAULT MEGANE	18,687	21,263	-2,576	-12.1%
HYUNDAI I30	18,404	17,510	+894	+5.1%
VOLKSWAGEN POLO	18,049	14,688	+3,361	+22.9%

Segment Trends

There has been a significant upward trend in medium SUVs as sales increased by 41.6% over the course of 2010, which can be attributed to the successful introduction of new products such as the Dacia Duster, Hyundai IX35 and Mitsubishi ASX. The small SUV segment also performed well thanks to the introduction of the new KIA Sportage. Overall the segment experienced a 10.2% increase while the sales of the KIA Sportage more than doubled and ended 2010 with 5,290 units sold.

Regional Segments

JATO Regional Segment	2010	2009	Diff 2010 vs. 2009	% Change
EU A - utility/city cars	31,787	44,534	-12,747	-28.6%
EU B - small	225,958	267,929	-41,971	-15.7%
EU C1 - lower medium -	235,297	258,240	-22,943	-8.9%
EU C2 - lower medium +	27,546	26,194	+1,352	+5.2%
EU D1 - upper medium -	130,258	128,356	+1,902	+1.5%
EU D2 - upper medium +	14,240	13,875	+365	+2.6%
EU E1 - large and executive	10,230	8,577	+1,653	+19.3%
EU E2 - luxury	1,674	1,513	+161	+10.6%
EU Mini MPV	72,616	65,447	+7,169	+11.0%
EU Medium MPV	10,495	12,804	-2,309	-18.0%
EU Large MPV	8,982	8,069	+913	+11.3%
EU Small SUV	10,797	9,795	+1,002	+10.2%
EU Medium SUV	75,863	53,567	+22,296	+41.6%
EU Large SUV	656	1,091	-435	-39.9%
EU Luxury SUV	11,933	11,141	+792	+7.1%
EU Sports	5,139	5,830	-691	-11.9%
EU Small Commercial	25	136	-111	-81.6%
EU Medium Commercial	9	10	-1	-10.0%
EU Other	6,538	8,662	-2,124	-24.5%
Grand Total	**880,043**	**925,770**	**-45,727**	**-4.9%**

This data and analysis 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, or email 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 43 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 data 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 data to drive the vehicle quotation process. Visit JATO at www.jato.com.

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