

20 August 2012

Difficulties continue for Europe's automotive industry as market declines in July

- **Europe's new car sales declined by 8.2% in July, and 4.9% Year-to-Date compared to last year**
- **Of the big five European markets, Italy and Spain recorded the greatest drop in July unit sales**
- **Volkswagen's Golf maintained its position as Europe's top performing model**

According to the latest analysis from JATO Dynamics, the world's leading provider of automotive intelligence, the difficulties continue for Europe's automotive industry as the new car market continues to decline during July.

JATO's key findings:

- *The European new car market declined by 8.2% in July*
- *Of the Big Five markets, only Great Britain recorded increased sales*
- *Among the top ten brands, only Audi recorded a sales increase in July*
- *Peugeot's 208 entered the top ten models list in fifth place*

Of the top ten brands, only Audi recorded increased sales in July compared to the same month in 2011, with the Q3, A1 and facelifted A4 models in high demand.

Just outside the top ten, Toyota, Hyundai, Kia and Dacia all recorded improved sales in July. Land Rover also continued to grow sales, by 82.3% in July and by 54.6% for the Year-to-Date, due to strong demand for the Range Rover Evoque.

The Volkswagen Golf continued to be Europe's best-selling car, despite sales falling 16.7% over July 2011. The Volkswagen Polo and Ford Fiesta take second and third places respectively.

Peugeot's new 208 model has entered the top ten, in fifth position for the month. Combined sales of the brand's 2-series models (206+, 207 and 208) are 8.8% ahead of July 2011.

Nine of the top ten models recorded lower sales than a year ago, highlighting the difficulties facing the automotive industry at present. The only model to have recorded increased Year-to-Date sales was the Nissan Qashqai, which was up 2.3%, helped by the addition of the efficient new 1.6 dCi engine to the range.

Commenting on the findings, Gareth Hession, Vice President, Research at JATO said: "The Peugeot 208's sales demonstrate once again how a new product can drive demand. However the performance of the Qashqai also demonstrates that a product with the right blend of form and function, and with the right marketing and technical improvements, can maintain strong sales well into its lifecycle."

Sales by Market

Country	Jul 12	Jul 11	% Change Jul	Jul YtD 12	Jul YtD 11	% Change YtD
Austria	28,268	29,307	-3.5%	215,227	216,900	-0.8%
Belgium	36,701	34,886	+5.2%	321,817	361,331	-10.9%
Croatia	2,670	3,616	-26.2%	22,928	26,849	-14.6%
Cyprus	879	923	-4.8%	6,672	8,124	-17.9%
Czech Republic	11,140	12,118	-8.1%	105,373	100,402	+5.0%
Denmark	16,707	13,046	+28.1%	100,902	100,769	+0.1%
Estonia	1,794	1,291	+39.0%	12,125	9,754	+24.3%
Finland	6,443	8,604	-25.1%	73,306	79,882	-8.2%
France	148,924	160,199	-7.0%	1,197,917	1,385,283	-13.5%
Germany	247,860	260,907	-5.0%	1,882,261	1,883,486	-0.1%
Great Britain	143,884	131,634	+9.3%	1,201,564	1,161,272	+3.5%
Greece	5,743	9,936	-42.2%	38,066	65,096	-41.5%
Hungary	4,477	3,738	+19.8%	32,472	27,050	+20.0%
Iceland	574	444	+29.3%	5,428	3,500	+55.1%
Ireland	4,431	4,072	+8.8%	71,088	81,172	-12.4%
Italy	109,421	139,548	-21.6%	1,074,556	1,158,707	-7.3%
Latvia	895	913	-2.0%	6,357	5,995	+6.0%
Lithuania	1,051	1,072	-2.0%	7,245	7,695	-5.8%
Luxembourg	4,195	4,529	-7.4%	32,851	33,125	-0.8%
Norway	12,133	11,417	+6.3%	82,394	80,794	+2.0%
Poland	20,830	23,008	-9.5%	169,501	159,677	+6.2%
Portugal*	11,411	14,275	-20.1%	64,852	106,181	-38.9%
Romania	6,005	8,501	-29.4%	39,348	40,257	-2.3%
Serbia	1,879	2,077	-9.5%	13,732	18,932	-27.5%
Slovakia	6,252	5,589	+11.9%	40,590	39,807	+2.0%
Slovenia	4,105	4,743	-13.5%	32,432	37,685	-13.9%
Spain	58,527	79,147	-26.1%	460,729	521,525	-11.7%
Sweden	18,074	19,621	-7.9%	160,707	176,663	-9.0%
Switzerland	23,921	25,464	-6.1%	199,953	183,694	+8.9%
The Netherlands	31,077	42,089	-26.2%	363,046	370,404	-2.0%
Grand Total	970,271	1,056,714	-8.2%	8,035,439	8,452,011	-4.9%

* denotes estimated data used for July 2012

Top 10 Brands

Make	Jul_12	Jul_11	% Change Jul	Jul YtD_12	Jul YtD_11	% Change YtD
VOLKSWAGEN	133,465	138,164	-3.4%	1,024,204	1,026,748	-0.2%
FORD	69,851	82,177	-15.0%	633,863	682,585	-7.1%
PEUGEOT	62,846	73,161	-14.1%	510,079	595,406	-14.3%
OPEL/VAUXHALL	62,359	73,412	-15.1%	547,184	626,054	-12.6%
RENAULT	62,148	77,575	-19.9%	534,563	649,512	-17.7%
AUDI	59,161	54,106	+9.3%	442,201	414,713	+6.6%
CITROEN	53,590	58,816	-8.9%	440,342	497,560	-11.5%
FIAT	46,236	53,260	-13.2%	407,014	452,264	-10.0%
MERCEDES	45,528	51,403	-11.4%	363,415	353,769	+2.7%
BMW	43,228	48,910	-11.6%	383,591	386,632	-0.8%

Top 10 Models

Make & Model	Jul_12	Jul_11	% Change Jul	Jul YtD_12	Jul YtD_11	% Change YtD
VOLKSWAGEN GOLF	32,403	38,903	-16.7%	278,470	294,376	-5.4%
VOLKSWAGEN POLO	23,512	30,597	-23.2%	192,469	220,962	-12.9%
FORD FIESTA	21,902	24,729	-11.4%	204,247	221,301	-7.7%
OPEL/VAUXHALL ASTRA	18,124	22,584	-19.7%	153,342	186,676	-17.9%
PEUGEOT 208	17,986	0	-	55,598	0	-
OPEL/VAUXHALL CORSA	17,739	21,742	-18.4%	176,153	193,939	-9.2%
NISSAN QASHQAI	16,750	17,881	-6.3%	134,166	131,184	+2.3%
FORD FOCUS	16,711	24,512	-31.8%	160,225	175,394	-8.6%
RENAULT CLIO	16,490	21,552	-23.5%	150,413	185,197	-18.8%
RENAULT MEGANE	16,287	18,976	-14.2%	130,219	149,259	-12.8%

For more information visit www.jato.com, or email jatoteam@firstlightpr.com

-Ends-

For media enquiries:

Justin Bates

+44 7878 357463

jatoteam@firstlightpr.com

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.