

December 16, 2008

EUROPEAN CAR MARKET DROPS AGAIN

- **European new car market falls by 25.3% in November**
- **Audi A4 posts 16.6% sales increase YTD**
- **Volkswagen Europe's best selling brand**

JATO Dynamics, the world's leading provider of automotive data and intelligence, reports today that the European new car market fell by 25.3% (313,361 units) during November 2008, when compared to the same month last year. Total sales for the month now stand at 924,936 units, down from 1,238,297 in 2007.

This further decline in the market, which has dropped consistently over the past seven months, sees an increased YtD deficit figure, in comparison to 2007. The total sales figure for the first 11 months of 2008 being 13,556,052 units – 7.1% (1,030,584 units) lower than the same period last year.

"The market is usually less buoyant at this time of year," says David Di Girolamo, Business Manager for JATO Consult. "Though this is an unprecedented drop in sales, it's not wholly unexpected, given the current economic climate. There has been some movement between brands in the Top 10 table, but Volkswagen maintains its increasingly secure grip on the top spot."

Brand Performance

Volkswagen once more triumphed as Europe's top-selling car brand during November, ahead of Ford, Renault, Opel/Vauxhall and Fiat.

Top market performers YtD are Volkswagen, Ford, Opel/Vauxhall, Renault and Peugeot.

In such a depressed market, Audi stands out for posting sales of just 1.1% less than November 2007, whilst enjoying a 0.2% (1,457 units) sales increase YtD, largely buoyed by the strong performance of its new A4 model. Few other brands have recorded increased sales during the last month, though with a 27.9% upturn to 10,163 units, Dacia stands out from the rest, following the introduction of its new Sandero model. YtD this figure increases further, to 42.6% (from 68,149 to 97,206).

Other manufacturers worthy of note for their YtD numbers are Nissan (up 9.9%, 28,971 units), Mazda (up 2.4%, 5,356 units), smart (up 12.1%, 10,486 units), Subaru (up 10.5%, 4,439 units) and Jaguar (up 13.3%, 4,120 units).

Top Ten Brands

Make	Nov_08	Nov_07	% Change Nov	Nov YtD_08	Nov YtD_07	% Change YtD
VOLKSWAGEN	110,034	135,680	-18.9%	1,440,300	1,497,185	-3.8%
FORD	80,979	96,776	-16.3%	1,141,593	1,199,512	-4.8%
RENAULT	73,628	95,074	-22.6%	1,024,003	1,098,429	-6.8%
OPEL/VAUXHALL	61,780	98,152	-37.1%	1,056,277	1,231,663	-14.2%
FIAT	59,517	78,108	-23.8%	886,566	899,915	-1.5%
PEUGEOT	58,948	82,468	-28.5%	933,553	1,022,263	-8.7%
CITROEN	55,441	73,190	-24.3%	799,580	877,370	-8.9%
AUDI	50,292	50,853	-1.1%	614,871	613,414	+0.2%
MERCEDES	45,460	58,415	-22.2%	643,483	679,519	-5.3%
BMW	43,357	60,661	-28.5%	629,840	646,357	-2.6%

Top Models

Once again, the Volkswagen Golf has maintained its lead as Europe's top-selling car during November (up 5.5% YtD when compared to the same period last year).

Sitting at the top of the table, the Golf leads the new Ford Fiesta, Peugeot 207, Ford Focus, Renault Clio, Volkswagen Passat, Opel / Vauxhall Corsa, Volkswagen Polo, Audi A4 and Fiat Punto.

As the market continues to fall, Audi's new A4 was the only vehicle in the top 10 that managed a sales increase during November, with an increase of 21.2% taking 9th place in the European car market. YtD, the model's sales are up 16.6%, placing it at 9th place overall.

Other new models performing well in the European new car market include the Hyundai i10, Dacia Sandero, Ford Kuga, Alfa Romeo Mito, Lancia Delta, Suzuki Splash, Renault Koleos, Audi Q5 and BMW X6.

Increased sales during November have also been enjoyed by the Peugeot 308, Opel / Vauxhall Agila, Nissan Qashqai, Fiat 500, Renault Twingo, Volkswagen Tiguan, Citroën C5 and Renault Modus, largely due to the addition of new versions or increased availability.

Top Ten Models

Make & Model	Nov_08	Nov_07	% Change Nov	Nov YtD_08	Nov YtD_07	% Change YtD
VOLKSWAGEN GOLF	29,583	40,204	-26.4%	425,629	403,619	+5.5%
FORD FIESTA	23,561	24,536	-4.0%	303,875	331,857	-8.4%
PEUGEOT 207	22,358	33,757	-33.8%	383,090	410,002	-6.6%
FORD FOCUS	22,255	30,074	-26.0%	344,113	372,263	-7.6%
RENAULT CLIO	20,733	29,919	-30.7%	318,612	356,551	-10.6%
VOLKSWAGEN PASSAT	20,156	24,847	-18.9%	235,729	279,965	-15.8%
OPEL/VAUXHALL CORSA	19,937	30,276	-34.1%	334,377	373,065	-10.4%
VOLKSWAGEN POLO	19,485	23,212	-16.1%	255,824	269,621	-5.1%
AUDI A4/S4/RS4	18,293	15,095	+21.2%	239,551	205,469	+16.6%
FIAT PUNTO	16,849	24,562	-31.4%	262,641	352,599	-25.5%

National Trends

As expected given the current global economic conditions, the majority of markets across Europe recorded significantly lower new car sales in November 2008 than during the same month last year. Most noticeably, Iceland's sales fell by a staggering 94.6%, from 1,365 units in November 2007 to just 74 units in November 2008.

Finland, however recorded sales of 77.5% more than a year ago, with new car sales jumping from 3,631 in November 2007 to 6,445 last month. This still represents a downturn when compared to the same month every year for the past decade, but for 2007 when the market was depressed due to imminent tax changes. This depression also explains the YtD rise of 9.5%.

Other markets recording YtD up-turns include Belgium, Czech Republic, France, Lithuania, Luxembourg, Poland, Portugal, Slovakia, Slovenia and Switzerland, thanks to strong sales early in the year.

Country	Nov_08	Nov_07	% Change Nov	Nov YtD_08	Nov YtD_07	% Change YtD
Austria	19,836	22,870	-13.3%	277,986	279,416	-0.5%
Belgium	30,381	36,351	-16.4%	514,110	501,100	+2.6%
Cyprus	1,319	1,886	-30.1%	20,808	21,561	-3.5%
Czech Republic	13,994	15,410	-9.2%	168,563	155,169	+8.6%
Denmark	7,822	15,196	-48.5%	140,241	148,838	-5.8%
Estonia	1,120	2,461	-54.5%	23,650	29,252	-19.2%
Finland	6,445	3,631	+77.5%	135,148	123,417	+9.5%
France	145,893	169,757	-14.1%	1,896,597	1,881,995	+0.8%
Germany	233,772	283,921	-17.7%	2,864,059	2,906,258	-1.5%
Great Britain	100,333	158,735	-36.8%	2,023,103	2,266,047	-10.7%
Greece	13,395	19,971	-32.9%	258,900	269,278	-3.9%
Hungary	10,053	14,094	-28.7%	143,248	158,085	-9.4%
Iceland	74	1,365	-94.6%	8,987	15,092	-40.5%
Ireland	644	1,460	-55.9%	151,434	186,049	-18.6%
Italy	139,565	198,527	-29.7%	2,029,373	2,349,583	-13.6%
Latvia	1,063	2,621	-59.4%	18,811	30,481	-38.3%
Lithuania	1,047	2,179	-52.0%	21,191	19,822	+6.9%
Luxembourg	3,426	3,823	-10.4%	48,142	46,663	+3.2%
Norway	6,952	10,453	-33.5%	102,798	119,973	-14.3%
Poland	25,294	24,537	+3.1%	288,588	266,567	+8.3%
Portugal	17,334	15,917	+8.9%	194,172	186,467	+4.1%
Slovakia	6,041	6,858	-11.9%	80,102	68,364	+17.2%
Slovenia	4,252	5,121	-17.0%	65,372	61,192	+6.8%
Spain	63,112	130,609	-51.7%	1,088,911	1,465,916	-25.7%
Sweden	17,616	27,705	-36.4%	235,199	276,049	-14.8%
Switzerland	24,342	24,801	-1.9%	265,816	259,733	+2.3%
The Netherlands	29,811	38,038	-21.6%	490,743	494,269	-0.7%
Grand Total	924,936	1,238,297	-25.3%	13,556,052	14,586,636	-7.1%

The above data is provided by **JATO Consult**, the company's bespoke consulting service which offers customers access to its unique data and provides solutions and advice to meet a wide range of automotive business challenges. For more information please 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 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 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

For further press information, please contact:

Libby Croad

UKIP Media and Events Ltd
Tel: +44 (0) 1306 743744
l.croad@ukintpress.com

Peter Haynes

UKIP Media and Events Ltd
Tel: +44 (0) 1306 743744
p.haynes@ukintpress.com