

PRESS RELEASE

14:00 BST, 17th September 2014

European new car market achieves 12 continuous months of sales growth

- **The European new car market grew 2.7% in August**
- **Spain is the fastest growing 'big 5' market with a year-on-year sales increase of 23.0% last month**
- **Volkswagen and Ford both record double-digit growth for August**

Sales growth of 2.7% in August compared to the same month last year marked a twelfth straight month of continuous growth in the European new car market, according to the latest analysis from JATO Dynamics, the world's leading provider of automotive intelligence.

JATO's headline market analysis:

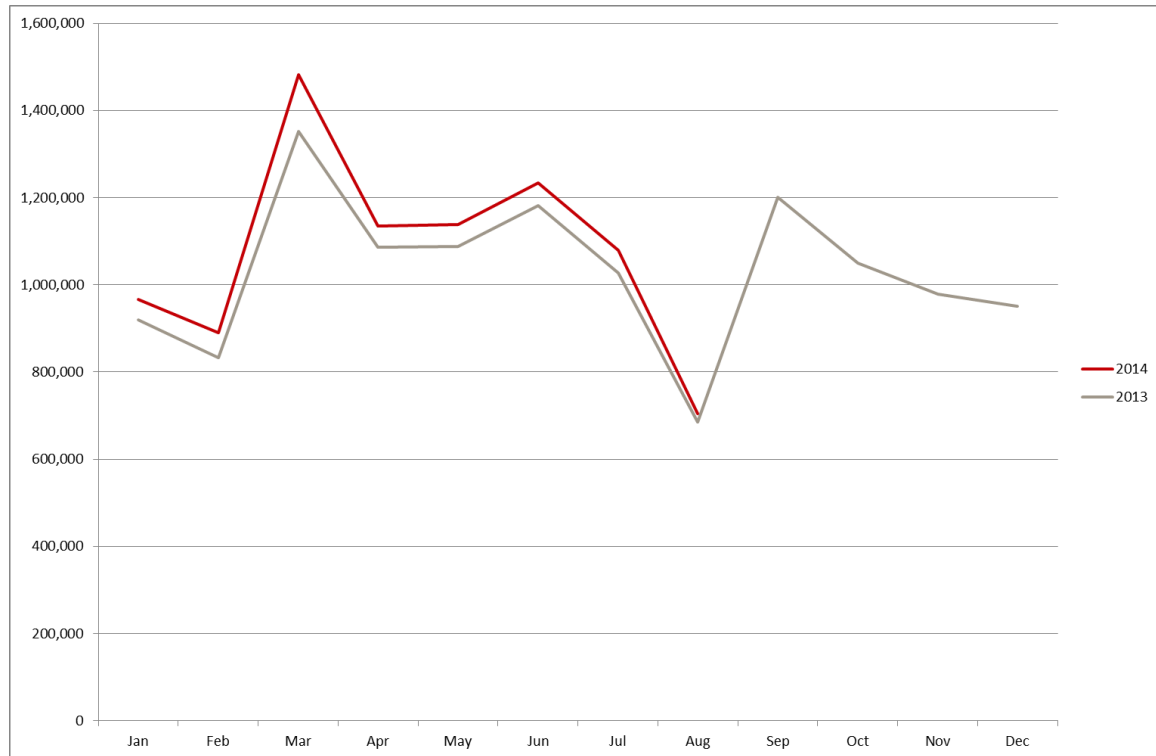
- *The continued recovery in Europe was boosted by significant double-digit growth in a number of mid-sized markets, including Greece, Ireland and Portugal*
- *Volkswagen had three models within the top 10, with the Golf and Polo achieving first and second spot respectively*
- *Replacement models such as the Nissan Note, BMW X5 and Mazda3 proved popular, increasing sales over their predecessors in August*

The Spanish new car market continued to benefit from government incentive schemes, resulting in an increase of 23.0% on sales compared to August of last year. This was the best performance among the 'big 5' markets, although Great Britain also increased sales by an impressive 9.4%. France (-2.6%) and Germany (-0.4%) were down and sales in Italy remained flat. All five markets have grown year-to-date, with Spain again the leader with growth of 18.0%.

Many of the smaller markets saw positive growth and Greece (+33.6%), Ireland (31.8%) and Portugal (+35.7%) continued to show significant

improvements. A number of Eastern European markets also performed strongly in August including Czech Republic (+20.2%), Slovakia (+21.2%), Latvia (+22.5%) and Lithuania (+16.4%). Of the 29 countries studied, 24 have increased their year-to-date sales.

European Monthly Sales Volumes Year-on-Year Comparison



(Image file of graph also attached)

Volkswagen and Ford both enjoyed growth of over 14% to take first and second place respectively in units sold in August. Skoda remained in the top 10 brands for the second month in a row after recording an increase of 21.5%, making it the only other brand in the top 10 to reach double-digit growth for the month. Toyota remains just outside of the top 10 due to a fall in sales of 5.8% for the month. All bar one of the 20 top-selling brands have posted increases in year-to-date sales.

Strong sales of Mitsubishi's new Plug-In Hybrid version of the Outlander in Great Britain and the Netherlands helped the brand improve its sales by 61.0% in August, for a year-to-date gain of 26.4%. Jeep's new Cherokee helped the brand increase sales by 46.6% in August, while Porsche's new Macan led to growth of 42.9%. Chevrolet's sales have decreased by 93.2% year-on-year as the brand's withdrawal from the European market draws near.

August was a good month for medium-volume brands. Mazda continued its year of positive growth with 15.8% year-on-year growth in August and a year-to-date increase in sales of 20.9%. Volvo also boosted sales in August by 14.6% to take its year-to-date growth to 10.4%.

Top 10 Brands

Make	Aug_14	Aug_13	% change Aug	Aug YtD_14	Aug YtD_13	% change YtD
VOLKSWAGEN	98,330	86,024	+14.3%	1,064,521	1,026,184	+3.7%
FORD	50,181	43,857	+14.4%	644,056	610,260	+5.5%
OPEL/VAUXHALL	45,320	42,024	+7.8%	591,110	545,982	+8.3%
RENAULT	41,780	44,035	-5.1%	578,667	520,611	+11.2%
AUDI	40,774	44,188	-7.7%	488,505	467,938	+4.4%
PEUGEOT	38,970	37,664	+3.5%	525,266	495,598	+6.0%
MERCEDES	38,500	39,265	-1.9%	428,824	414,669	+3.4%
BMW	38,494	39,122	-1.6%	437,321	416,184	+5.1%
SKODA	36,530	30,059	+21.5%	388,115	324,360	+19.7%
CITROEN	29,385	29,026	+1.2%	413,824	406,945	+1.7%

Increased sales of the Volkswagen Polo (up 14.0%), as a result of the new 'facelift' models reaching the showrooms, made it a Volkswagen 'one-two' at the top of the make and models top 10. August was another good month for the Golf, with Europe's best-selling car recording growth of 20.1% year-on-year. Sales of the Passat were up by 21.2% compared to August 2013, giving Volkswagen a third model in the top 10.

Ford's Fiesta (+10.7%) and Focus (+25.3%) were also among the best performers in the top 10 during August. The Skoda Octavia's sales grew by 22.7% year-on-year to help the brand maintain its progress since the turn of the year. The Renault Clio remained in third place despite a drop in sales of 2.5% due to tough market conditions in France and the Netherlands. Audi's A3 saw the largest fall in monthly sales of the top 10 models, down 6.8%.

The strength of Europe's recovery was illustrated by the rate at which some 'facelift' models increased sales over their predecessors from a year ago. These included the Nissan Note, the BMW X5 and the Mazda3. Small crossover models, led by the Renault Captur (10.0%), the Opel/Vauxhall Mokka (+44.5%) and the Peugeot 2008 (+67.7%), also continued to perform well.

Top 10 Models

Make & Model	Aug_14	Aug_13	% change Aug	Aug YtD_14	Aug YtD_13	% change YtD
VOLKSWAGEN GOLF	32,456	27,030	+20.1%	344,970	301,985	+14.2%
VOLKSWAGEN POLO	16,033	14,058	+14.0%	179,143	180,066	-0.5%
RENAULT CLIO	14,573	14,947	-2.5%	201,195	190,898	+5.4%
FORD FIESTA	13,626	12,310	+10.7%	205,464	188,536	+9.0%
OPEL/VAUXHALL CORSA	13,247	11,498	+15.2%	166,977	160,366	+4.1%
SKODA OCTAVIA	12,453	10,149	+22.7%	136,820	98,152	+39.4%
FORD FOCUS	12,280	9,798	+25.3%	151,629	151,591	+0.0%
AUDI A3	11,288	12,112	-6.8%	134,063	107,060	+25.2%
PEUGEOT 208	11,018	11,658	-5.5%	147,657	167,242	-11.7%
VOLKSWAGEN PASSAT	10,036	8,279	+21.2%	104,525	104,627	-0.1%

Brian Walters, Vice President of Data at JATO Dynamics, commented: "We are delighted to reveal that we have now seen 12 consecutive months of growth in new car sales in Europe. Although August is traditionally a slower month, this did not prevent brands like Volkswagen, Ford and Skoda from continuing to grow their sales and market share. With many of the recently-introduced models performing well and a significant number of product announcements in the pipeline for the autumn, the market looks set to end the year in similarly good health."

For more information email jatoteam@firstlightpr.com, visit www.jato.com and follow JATO on [LinkedIn](#) & [Twitter](#).

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For media enquiries:

Aimen Chouchane
+44 (0) 203 617 7239
jatoteam@firstlightpr.com

For all other enquiries:

Andrew Hill
+44 (0) 208 423 7127
pr@jato.com

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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 for more information.

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Notes to editors

Sales by Market

Country	Aug_14	Aug_13	% change Aug	Aug YtD_14	Aug YtD_13	% change YtD
Austria	21,121	23,063	-8.4%	212,500	222,810	-4.6%
Belgium	28,613	29,829	-4.1%	351,712	354,581	-0.8%
Croatia	1,539	1,534	+0.3%	25,462	20,115	+26.6%
Cyprus	430	426	+0.9%	5,236	4,145	+26.3%
Czech Republic	13,937	11,595	+20.2%	125,695	106,943	+17.5%
Denmark	14,591	14,295	+2.1%	127,570	120,522	+5.8%
Estonia	1,639	1,589	+3.1%	14,250	13,748	+3.7%
Finland	7,518	7,725	-2.7%	74,634	72,637	+2.7%
France	83,715	85,953	-2.6%	1,186,226	1,167,647	+1.6%
Germany	213,092	214,044	-0.4%	2,021,609	1,969,820	+2.6%
Great Britain	72,163	65,937	+9.4%	1,532,335	1,391,788	+10.1%
Greece*	4,502	3,371	+33.6%	48,523	40,165	+20.8%
Hungary	4,798	4,196	+14.3%	44,241	36,602	+20.9%
Ireland	4,873	3,696	+31.8%	89,350	68,541	+30.4%
Italy	53,693	53,675	+0.0%	930,945	898,926	+3.6%
Latvia	921	752	+22.5%	8,257	6,823	+21.0%
Lithuania	964	828	+16.4%	9,748	7,913	+23.2%
Luxembourg	2,944	2,554	+15.3%	34,565	32,868	+5.2%
Norway	11,622	11,805	-1.6%	97,031	95,163	+2.0%
Poland	20,259	19,068	+6.2%	198,824	191,492	+3.8%
Portugal*	8,340	6,147	+35.7%	98,317	72,062	+36.4%
Romania*	6,994	5,424	+28.9%	54,851	41,491	+32.2%
Serbia*	1,494	1,488	+0.4%	12,942	13,933	-7.1%
Slovakia	5,145	4,244	+21.2%	46,587	41,627	+11.9%
Slovenia	3,304	3,373	-2.0%	36,143	35,763	+1.1%
Spain	46,239	37,592	+23.0%	593,008	502,666	+18.0%
Sweden	24,273	21,616	+12.3%	196,493	168,677	+16.5%
Switzerland	19,394	20,882	-7.1%	193,747	202,794	-4.5%
The Netherlands	25,801	28,600	-9.8%	257,988	272,211	-5.2%
Grand Total	703,918	685,301	+2.7%	8,628,789	8,174,473	+5.6%

NOTE: *denotes estimated data included for Aug '14