

PRESS RELEASE

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Europe's new car market ends Q1 on a high

- **European new car sales grew by 8.9% in Q1, 11.1% in March**
- **All of the Big 5 markets have recorded increased registrations throughout the quarter**
- **Volkswagen Golf and Ford Fiesta are the best-selling cars so far this year**

New car sales were 8.9% higher in Q1 than in the same period in 2014, according to the latest new car sales analysis from JATO Dynamics, the world's leading provider of automotive intelligence. Sales in March were 11.1% higher than a year earlier.

JATO's headline market analysis:

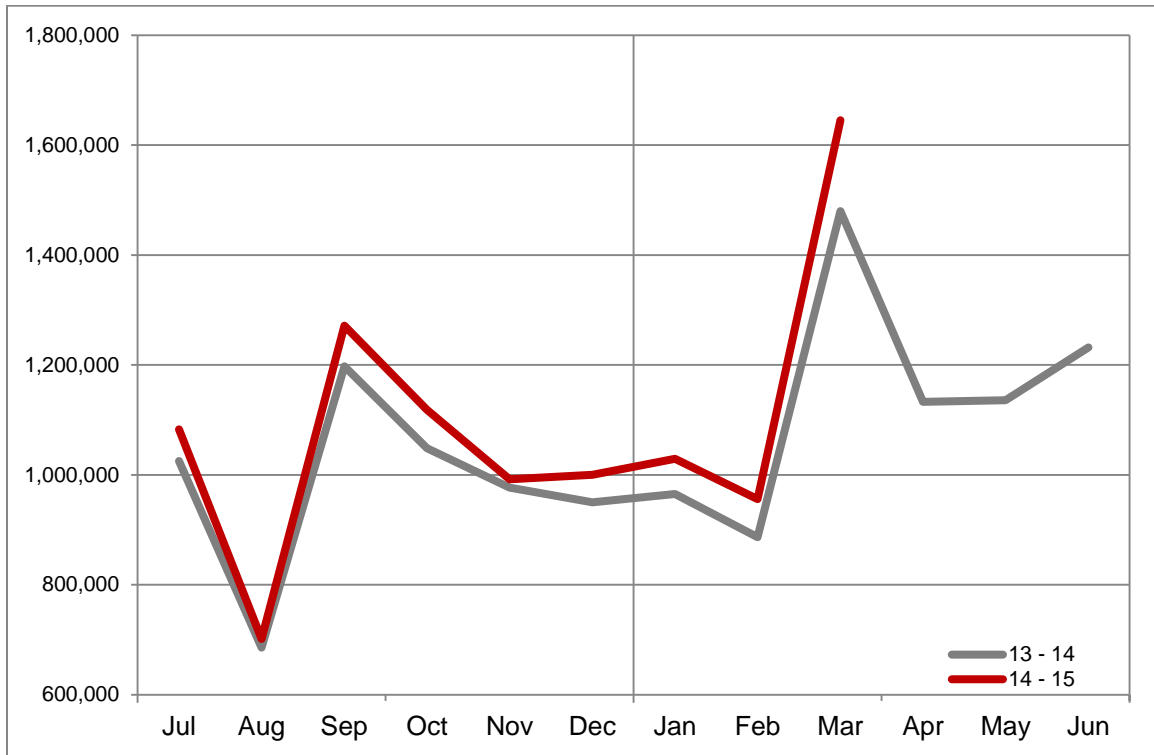
- *Volkswagen's Golf maintained its lead, with sales up by 2.9% year-to-date, with Ford's Fiesta in 2nd place*
- *Spain recorded a remarkable 41.1% increase in registrations over March 2014*
- *Jeep's new Renegade and Cherokee models drive a trebling of Q1 volumes*

All of Europe's five biggest car markets (France, Germany, Italy, Spain and the United Kingdom) have recorded increased volumes in each month of the year so far, with particularly large increases in units registered in March 2015 compared to March 2014. Spain recorded an increase of more than 33,000 units, or 41.1% thanks to an improving economy, continued scrappage incentives supporting private purchases, and a strong rental sector anticipating high demand for hire cars over the Easter and summer periods.

Other strong performances in March came from Poland (up by 35.6%), Ireland (up by 33.2%, due to improved consumer confidence, and lower vehicle and fuel prices in real terms), the Czech Republic (a significant increase in previously postponed purchases by businesses which are now renewing their fleet in an improving economy) and Latvia (up by 25.7%).

Brian Walters, Vice President of Data at JATO Dynamics, commented “The European new car market has now been growing for seven consecutive quarters, demonstrating strong consumer confidence in the motor industry and the vehicles it produces.”

European Monthly Sales Volumes Year-on-Year Comparison



(Image file of graph also attached)

Volkswagen remains the market-leading brand, with an increase in sales of 10.8% in Q1. Ford reclaimed second place by leading the traditionally strong March market in Great Britain. Renault holds third place for the quarter after high sales in January and February, while Opel/Vauxhall’s market share in Great Britain allowed it to claim third place for the month of March.

All of the top 10 brands have recorded increased sales for the quarter. Nissan’s 25.7% increase in volume in Q1 was the greatest of the top 10 brands, and can be attributed to the introductions of the new Pulsar medium hatchback and new generations of the Qashqai and X-Trail crossover models during 2014.

Beyond the top 10 brands, Jeep is the rising star, with the new Renegade and Cherokee models driving a trebling of Q1 sales over last year.

Top 10 Brands

Make	Mar_15	Mar_14	% change Mar	Q1_15	Q1_14	% change Q1
VOLKSWAGEN	182,880	164,476	+11.2%	434,920	392,694	+10.8%
FORD	137,530	126,109	+9.1%	271,714	253,157	+7.3%
OPEL/VAUXHALL	118,105	113,890	+3.7%	241,109	226,116	+6.6%
RENAULT	106,123	95,826	+10.7%	241,960	215,590	+12.2%
PEUGEOT	95,959	86,135	+11.4%	222,010	207,616	+6.9%
AUDI	87,688	82,221	+6.6%	191,903	184,585	+4.0%
MERCEDES	82,980	71,797	+15.6%	180,492	157,804	+14.4%
BMW	81,857	77,962	+5.0%	181,901	168,891	+7.7%
NISSAN	80,471	66,445	+21.1%	163,595	130,115	+25.7%
FIAT	74,082	65,536	+13.0%	169,885	157,586	+7.8%

The Volkswagen Golf retained its lead of the market, increasing sales by 2.9% in Q1. The Ford Fiesta claimed 2nd place for the quarter, thanks to market-leading sales in Great Britain, ahead of the Renault Clio.

Nissan's Qashqai and Opel/Vauxhall's Corsa ended Q1 with volumes more than 20% higher than the same period of 2014, following the introduction of new generations of both models.

Outside the top 10, MINI increased sales by 99.0% following the introduction of the latest hatchback with the addition of 5-door versions, while new generations of the Mercedes-Benz C-Class, Peugeot 308 and Volkswagen Passat all delivered sales increases of around 40%.

Top 10 Models

Make & Model	Mar_15	Mar_14	% change Mar	Q1_15	Q1_14	% change Q1
VOLKSWAGEN GOLF	56,269	56,198	+0.1%	133,359	129,596	+2.9%
FORD FIESTA	47,686	44,451	+7.3%	88,155	85,590	+3.0%
OPEL/VAUXHALL CORSA	40,862	33,859	+20.7%	78,597	64,887	+21.1%
RENAULT CLIO	36,217	32,439	+11.6%	79,710	74,435	+7.1%
VOLKSWAGEN POLO	33,421	30,639	+9.1%	78,648	73,374	+7.2%
FORD FOCUS	32,298	30,705	+5.2%	60,736	61,116	-0.6%
NISSAN QASHQAI	31,499	27,934	+12.8%	65,198	53,791	+21.2%
PEUGEOT 208	27,374	26,415	+3.6%	60,682	62,418	-2.8%
AUDI A3/S3/RS3	24,909	21,679	+14.9%	54,426	49,964	+8.9%
OPEL/VAUXHALL ASTRA	23,546	24,172	-2.6%	47,045	46,544	+1.1%

Brian Walters continues "New products are finding strong demand, while the increased total market also means greater sales of the many longer-standing models that remain competitive and desirable in this complex market."

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

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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

Q1 Top 10 Brands

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PEUGEOT 208	60,682	62,418	-2.8%
SKODA OCTAVIA	54,980	51,722	+6.3%
AUDI A3/S3/RS3	54,426	49,964	+8.9%

Sales by Market

Country	Mar_15	Mar_14	% change Mar	Q1_15	Q1_14	% change Q1
Austria	31,086	29,702	+4.7%	75,154	81,281	-7.5%
Belgium	55,245	52,808	+4.6%	147,073	148,532	-1.0%
Croatia	3,397	3,003	+13.1%	7,958	7,275	+9.4%
Cyprus	695	695	+0.0%	2,083	2,005	+3.9%
Czech Republic	21,155	16,576	+27.6%	53,265	42,993	+23.9%
Denmark	19,639	16,807	+16.9%	49,257	47,826	+3.0%
Estonia	1,993	1,699	+17.3%	4,924	4,745	+3.8%
Finland	11,089	9,617	+15.3%	29,338	30,471	-3.7%
France	196,524	179,639	+9.4%	477,234	445,745	+7.1%
Germany	323,039	296,408	+9.0%	757,630	711,753	+6.4%
Great Britain	492,774	464,824	+6.0%	734,588	688,122	+6.8%
Greece*	6,123	5,832	+5.0%	15,563	14,851	+4.8%
Hungary	6,305	6,205	+1.6%	17,117	15,624	+9.6%
Ireland	19,046	14,297	+33.2%	64,788	49,901	+29.8%
Italy	162,476	140,971	+15.3%	430,995	380,187	+13.4%
Latvia	1,233	981	+25.7%	3,210	2,850	+12.6%
Lithuania	1,271	1,136	+11.9%	3,761	3,356	+12.1%
Luxembourg	4,868	4,773	+2.0%	11,856	12,311	-3.7%
Norway	14,337	14,033	+2.2%	35,653	36,752	-3.0%
Poland	33,601	24,777	+35.6%	91,667	75,529	+21.4%
Portugal*	14,739	14,153	+4.1%	40,897	33,973	+20.4%
Romania	5,339	4,577	+16.6%	14,695	13,345	+10.1%
Serbia*	1,760	1,765	-0.3%	3,823	3,982	-4.0%
Slovakia	6,558	5,822	+12.6%	16,340	15,791	+3.5%
Slovenia	5,958	5,106	+16.7%	15,647	13,799	+13.4%
Spain	113,679	80,560	+41.1%	267,848	204,115	+31.2%
Sweden	31,590	27,605	+14.4%	75,733	67,803	+11.7%
Switzerland	30,891	26,292	+17.5%	71,377	68,530	+4.2%
The Netherlands	28,575	29,341	-2.6%	110,428	108,339	+1.9%
Grand Total	1,644,985	1,480,004	+11.1%	3,629,902	3,331,786	+8.9%

NOTE: * denotes estimated data included for March 2015