

15 October 2009

## **FIAT RIDING HIGH IN SALES RECOVERY**

- **Key models behind 7.5% European market recovery in September**
- **Fiat Punto sales up 66%, vs. September '08**
- **VW Golf stays Europe's most popular model; VW best-selling brand**

A handful of key models remain the driving force behind a fragile European new car market recovery, according to the latest monthly analysis from JATO Dynamics, the world's leading provider of automotive data and intelligence.

Only five of the top ten models have increased their sales, year-on-year, with the Ford Fiesta and Fiat Panda recording the biggest sales improvements.

It is the performance of one half of the top ten that is maintaining the tentative recovery, with the European new car market up 7.5% in September, and the YtD deficit reduced to 5.7%.

The table is headed once again by the Volkswagen Golf, outperforming September 2008 by 56%, providing good news for the German carmaker, whose Polo and Passat models fared less well in the month and are down YtD by 3.3% and 15.8% respectively.

Ford is keeping up the pressure, with the Fiesta 63.9% up on a year ago with over 12,000 more new registrations than the third-placed Opel/ Vauxhall Corsa.

Fiat enjoyed another buoyant sales period, with both its Punto and Panda featuring in the top ten models with the Punto recording a 66.2% rise in sales for the month. Renault's new Mégane rounds off the top ten, giving the French manufacturer the accolade of the highest percentage sales increase in the month with a rise of 90.4%.

However, David Di Girolamo, Head of JATO Consult, says: "The recovery in the new market is driven by small cars and new models – the popular choices in national scrappage schemes. We will be watching the market closely, to see if this recovery is sustainable."

### Top 10 Models

Make & Model	Sep_09	Sep_08	% Change Sep	Sep YtD_09	Sep YtD_08	% Change YtD
VOLKSWAGEN GOLF	59,552	38,174	+56.0%	435,423	358,842	+21.3%
FORD FIESTA	51,291	31,293	+63.9%	357,203	254,692	+40.2%
OPEL/VAUXHALL CORSA	38,947	33,260	+17.1%	270,634	290,287	-6.8%
FORD FOCUS	32,329	32,768	-1.3%	239,485	295,107	-18.8%
PEUGEOT 207	32,223	33,635	-4.2%	277,720	332,262	-16.4%
OPEL/VAUXHALL ASTRA	32,154	30,917	+4.0%	210,463	265,854	-20.8%
RENAULT CLIO	31,513	28,091	+12.2%	219,250	271,903	-19.4%
FIAT PUNTO	29,726	17,884	+66.2%	249,107	226,319	+10.1%
FIAT PANDA	24,783	21,664	+14.4%	226,140	173,114	+30.6%
RENAULT MÉGANE	22,050	11,582	+90.4%	163,373	126,632	+29.0%

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 visit [www.jato.com](http://www.jato.com), or email [consult@jato.com](mailto: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](http://www.jato.com).

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