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GOLF STILL NUMBER ONE AS SOME MARKETS SHOW SIGNS OF RECOVERY

- **Golf keeps opposition at bay and remains Europe's top seller**
- **Some markets showing first signs of recovery**
- **VW still Europe's best-selling brand**
- **European new car market down 13.1% YtD**

JATO Dynamics, the world's leading provider of automotive data and intelligence, has released its monthly European new car market analysis for May 2009, showing that there are the first signs of recovery in certain markets across Europe. The overall European new car market is down 13.1% year-to-date, a 2.4% improvement from the previous month's figures. Volkswagen Golf continues to dominate the sales charts with sales up 32.1% on the same month last year.

The much publicised introduction of scrappage schemes across many European markets is now beginning to have a positive effect where the incentives have had time to translate into sales. The German market is now an astonishing 39.7% up on May 2008 – a 20.3% improvement over last months figures. France is similarly benefiting from an improved sales performance in May with registrations up 11.8%, a figure which compares favourably to April when the French market sat 7.1% down on the previous year.

"If Germany provides a template for the other markets where scrappage schemes have been introduced, we may be at the very beginning of a period of recovery in Europe", says David Di Girolamo, Head of JATO Consult. "It's far too early to know what the sustained effects of the incentives will be, but at a time when the industry needs to see some rays of hope, it's encouraging to witness some improvement."

Model Performance

With the exception of the all-dominant Golf, the market is still seeing small cars benefit most from the incentive schemes and tough overall economic conditions. The Fiesta continues to perform strongly (up 56.0% in May) and the Fiat Punto, Fiat Panda and Volkswagen Polo have all increased sales in May compared to the same month last year.

"It's interesting to look back at the top ten models as recently as 2007", says Di Girolamo. "At that point, there were three medium sized 'C' segment vehicles in the chart and two upper medium 'D' segment cars, including the BMW 3 Series and Volkswagen Passat. Today, upper medium cars have lost significant market share to the smaller models, and most recently it is the scrappage schemes that have been driving that trend."

Top 10 Models

Make & Model	May_09	May_08	% Change May	May YtD_09	May YtD_08	% Change YtD
VOLKSWAGEN GOLF	52,838	40,006	+32.1%	224,699	209,111	+7.5%
FORD FIESTA	39,955	25,610	+56.0%	199,546	150,891	+32.2%
PEUGEOT 207	34,318	38,588	-11.1%	157,070	204,494	-23.2%
OPEL/VAUXHALL CORSA	31,547	34,539	-8.7%	147,460	175,136	-15.8%
FIAT PUNTO	30,771	27,324	+12.6%	138,220	148,109	-6.7%
FIAT PANDA	28,111	20,386	+37.9%	130,028	101,383	+28.3%
OPEL/VAUXHALL ASTRA	27,635	28,909	-4.4%	109,397	160,963	-32.0%
FORD FOCUS	26,851	36,236	-25.9%	129,470	177,064	-26.9%
VOLKSWAGEN POLO	26,453	26,003	+1.7%	133,431	125,984	+5.9%
RENAULT CLIO	24,423	30,739	-20.5%	112,217	163,198	-31.2%

Brand Performance

Volkswagen was once again Europe's top-selling car brand in May, up 9.3% over last year but down 2.0% year-to-date. Ford is in second position, while Opel/Vauxhall will be pleased to have regained third position from Fiat. Peugeot rounds off the top five places.

Top 10 Brands

Make	May_09	May_08	% Change May	May YtD_09	May YtD_08	% Change YtD
VOLKSWAGEN	150,934	138,117	+9.3%	676,403	690,229	-2.0%
FORD	111,204	111,675	-0.4%	539,678	572,811	-5.8%
OPEL/VAUXHALL	98,801	107,815	-8.4%	449,394	551,881	-18.6%
FIAT	93,361	90,018	+3.7%	441,814	461,069	-4.2%
PEUGEOT	89,294	95,022	-6.0%	402,771	486,207	-17.2%
RENAULT	86,370	103,482	-16.5%	408,132	520,319	-21.6%
CITROEN	76,167	78,803	-3.3%	349,404	401,605	-13.0%
TOYOTA	58,572	63,029	-7.1%	297,747	360,932	-17.5%
AUDI	53,967	59,208	-8.9%	263,953	282,802	-6.7%
BMW	53,335	63,015	-15.4%	229,470	305,297	-24.8%

National Trends

Germany's new car market continues to defy the global downturn, posting both a monthly improvement of 39.7% and year-to-date improvement of 22.8%. Based on JATO's estimated data, Poland is the only other European market to be up both in May and year-to-date, up 4.5% and 2.1% respectively. Other markets to be up in May compared to 2008 are Austria (up 4.8%), France (up 11.8%), Greece (up 5.1%) and Slovakia (up 23.7%). It is likely that some other

European markets will begin to see improvements in new car sales once the scrappage incentives begin to have an effect.

Sales by Market

Country	May_09	May_08	% Change May	May YtD_09	May YtD_08	% Change YtD
Austria	29,732	28,364	+4.8%	129,926	133,955	-3.0%
Belgium	37,976	48,441	-21.6%	229,469	280,008	-18.0%
Cyprus*	1,702	1,985	-14.3%	7,501	9,692	-22.6%
Czech Republic	14,130	14,946	-5.5%	68,739	76,519	-10.2%
Denmark	7,545	14,616	-48.4%	41,274	70,083	-41.1%
Estonia	875	2,699	-67.6%	4,743	12,935	-63.3%
Finland	7,222	14,218	-49.2%	44,066	75,942	-42.0%
France	206,247	184,463	+11.8%	896,178	909,142	-1.4%
Germany	384,550	275,219	+39.7%	1,632,205	1,328,968	+22.8%
Great Britain	134,858	179,272	-24.8%	748,691	1,038,289	-27.9%
Greece	25,976	24,714	+5.1%	89,341	131,818	-32.2%
Hungary	4,581	13,187	-65.3%	33,668	67,384	-50.0%
Iceland	186	1,206	-84.6%	550	5,150	-89.3%
Ireland	5,121	10,133	-49.5%	42,118	116,107	-63.7%
Italy	189,506	207,166	-8.5%	921,301	1,082,945	-14.9%
Latvia	430	1,851	-76.8%	2,491	10,091	-75.3%
Lithuania	698	2,133	-67.3%	3,423	11,505	-70.2%
Luxembourg	4,479	5,093	-12.1%	20,365	25,002	-18.5%
Norway	7,421	10,217	-27.4%	34,166	51,895	-34.2%
Poland*	27,335	26,157	+4.5%	144,037	141,138	+2.1%
Portugal*	11,813	19,754	-40.2%	55,787	93,414	-40.3%
Slovakia	9,184	7,427	+23.7%	34,620	35,781	-3.2%
Slovenia	4,778	6,291	-24.1%	24,266	32,820	-26.1%
Spain	71,092	116,131	-38.8%	336,317	587,222	-42.7%
Sweden	18,215	26,251	-30.6%	80,401	113,925	-29.4%
Switzerland*	24,666	26,928	-8.4%	108,327	122,052	-11.2%
The Netherlands	30,950	45,528	-32.0%	185,551	250,924	-26.1%
Grand Total	**1,261,268**	**1,314,390**	**-4.0%**	**5,919,521**	**6,814,706**	**-13.1%**

* denotes estimated volumes for May 2009

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, 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

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