

15 September 2009

## **GOLF STILL DOMINATES, BUT EUROPEAN TOP TEN GETS A RE-SHUFFLE**

- **Golf still Europe's most popular model**
- **VW stays as Europe's best-selling brand**
- **Eight of the top ten models post sales increase for August**

JATO Dynamics, the world's leading provider of automotive data and intelligence, has released its monthly European new car market analysis for August 2009, showing that the Volkswagen Golf predictably remains Europe's best-selling car. The ubiquitous German hatchback is now celebrating its fifth consecutive month at the top of the charts, up 17.3% YTD and 39.5% in August.

Ford's Fiesta continues as Europe's second best-selling model, up 36.9% YTD and 33.3% in August. The rest of the top ten running order sees some significant changes over last month, with the Opel/Vauxhall Corsa up from fifth place in July to third place in August (up 15.9% for the month), the Peugeot 207 is down from third to fourth position (up 1.2%) and the Renault Clio has climbed from ninth position to fifth position (up 2.5%). In the lower half of the top ten, the Ford Focus remains in sixth position (down 5.1%), the Fiat Punto has slid from fourth to seventh in the chart, despite being up 45.7% for the month, the Skoda Fabia re-enters the top ten in eighth position (up 3.9%), the Fiat Panda drops from eighth to ninth (up 37.2%) and the Opel/Vauxhall Astra drops from seventh to tenth (down 1.1%).

"The August holiday period that affects many of the European car markets always forces a downturn in demand for new cars, with widespread shutdown in some countries it's not surprising to see the table order change" says David Di Girolamo, Head of JATO Consult. "But it's good to see all but two of the top ten biggest sellers posting improved sales over the same month last year".

## Top 10 Models

Make & Model	Aug_09	Aug_08	% Change Aug	Aug YtD_09	Aug YtD_08	% Change YtD
VOLKSWAGEN GOLF	37,662	26,999	+39.5%	376,013	320,668	+17.3%
FORD FIESTA	21,648	16,246	+33.3%	304,274	222,321	+36.9%
OPEL/VAUXHALL CORSA	19,818	17,101	+15.9%	231,187	255,796	-9.6%
PEUGEOT 207	18,753	18,536	+1.2%	245,444	298,626	-17.8%
RENAULT CLIO	17,618	17,188	+2.5%	187,672	243,812	-23.0%
FORD FOCUS	16,613	17,550	-5.3%	205,582	260,212	-21.0%
FIAT PUNTO	16,458	11,292	+45.7%	218,214	207,244	+5.3%
SKODA FABIA	14,842	14,279	+3.9%	148,337	144,731	+2.5%
FIAT PANDA	14,354	10,460	+37.2%	200,407	150,569	+33.1%
OPEL/VAUXHALL ASTRA	13,858	14,017	-1.1%	177,594	233,620	-24.0%

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 quotation 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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