

January 13, 2009

## **JANUARY NEW CAR MARKET DOWN BY OVER A QUARTER COMPARED TO LAST YEAR**

- **26% drop in new car sales year on year**
- **VW Golf still the dominant seller**
- **New model Audi A4 and Ford Fiesta buck top ten sales trend**

JATO Dynamics reports that the January new car sales figures have set the tone for what is certain to be a very challenging 2009 for the car industry. Sales data for January 2009 reveals a bleak picture with sales down by over a quarter (-26%), when compared to the opening month of 2008.

The Volkswagen Golf continues its seemingly unassailable position as Europe's favourite model, although even this perennial favourite can't match last year's figures, with sales down by 22.8% to 32,229 units. Despite this, the Golf is outperforming most of its top ten rivals and has actually increased its share of the market.

The two star performers in the top ten sales league are the Ford Fiesta (up 11.4%) and the Audi A4 (up 20.8%), both showing increases in sales compared to the same period in 2008. Both cars have experienced well received and extensively re-vamped new model introductions, a factor which is clearly paying a crucial role in their combined success.

For January 2009, the Golf led the Ford Fiesta, Peugeot 207, Ford Focus, Opel/Vauxhall Corsa, Volkswagen Polo, Fiat Panda, Audi A4, Fiat Punto and Renault Clio.

## Top Ten Models

Make & Model	Jan_09	Jan_08	% Change Jan	Jan YtD_09	Jan YtD_08	% Change YtD
VOLKSWAGEN GOLF	32,229	41,755	-22.8%	32,229	41,755	-22.8%
FORD FIESTA	31,702	28,452	+11.4%	31,702	28,452	+11.4%
PEUGEOT 207	26,436	37,813	-30.1%	26,436	37,813	-30.1%
FORD FOCUS	22,236	33,890	-34.4%	22,236	33,890	-34.4%
OPEL/VAUXHALL CORSA	19,504	32,782	-40.5%	19,504	32,782	-40.5%
VOLKSWAGEN POLO	18,292	22,629	-19.2%	18,292	22,629	-19.2%
FIAT PANDA	17,308	22,033	-21.4%	17,308	22,033	-21.4%
AUDI A4/S4/RS4	17,258	14,284	+20.8%	17,258	14,284	+20.8%
FIAT PUNTO	17,203	30,271	-43.2%	17,203	30,271	-43.2%
RENAULT CLIO	17,069	29,797	-42.7%	17,069	29,797	-42.7%

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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