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Motor manufacturers show commitment to the environment at Frankfurt show

- **CO₂ friendly concepts dominate show**
- **Small cars at the forefront of development strategies**
- **Shift towards downsizing cars and engines**

JATO Dynamics, the world's leading provider of automotive intelligence, says that the Frankfurt Motor Show has provided manufacturers with a high profile platform on which to present their commitment to tackling environmental issues.

The environmental challenge is the industry's hottest topic, and never before has a motorshow had so much exhibition space devoted to presenting green credentials. "The CO₂ debate has bought our industry into the spotlight", says Nasir Shah, Global Business Development Manager at JATO Dynamics. "The future of the industry is under close scrutiny and the public is now demanding to know what manufacturers intend to do about facing the very real challenge of global warming. None of the major players want to be left behind in this debate."

The show highlights the developments being made in alternative fuel technologies and how conventional technology can be made more efficient. The Volkswagen UP!, Toyota iQ, Opel Flextreame and Citroen C-Cactus concepts all offer different solutions to how technology can be employed in the drive for greater fuel economy and lower emissions.

JATO has also observed the shift in emphasis towards producing smaller, lighter vehicles. The small car segment is the most buoyant sector of the industry as consumers not only strive for greater efficiencies but also as the urban driving environments of Europe become ever more congested.

The current success of the Toyota Aygo, Peugeot 107, Citroen C1 and Fiat Panda are all testament to the demand for small, fuel-efficient cars, while the slightly larger 'premium' small car market is also enjoying enormous success.

"Frankfurt will see significant public interest in the new Fiat 500, MINI Clubman and Renault Twingo, as affluent urban car-buyers re-consider the sense in owning larger cars", says Shah.

To improve the practicality and versatility of small cars, many manufacturers are introducing estate versions of their B-segment offerings. The Skoda Fabia Kombi, Renault Clio Grand Tour and Peugeot 207 SW are a new breed of practical small cars on show in Frankfurt.

Elsewhere, show-goers will also be able to see how manufacturers are pouring greater resources into making existing models better for the environment via weight-saving measures, fuel-efficient engine technology, revised gearing, improved aerodynamics and new tyre technology, as demonstrated by Volkswagen's "BlueMotion", Ford's "ECONetic", Volvo's "efficiency" and GM's "ecoFLEX" models, among others. Many established models are having smaller fuel-efficient engines fitted, with cars such as the Renault Laguna 1.5dci, Audi A3 1.4 TSi, Fiat Panda Aria, Fiat Bravo 1.4 T-Jet and Renault Clio 1.2 TCE following the trend established at Frankfurt in 2005 by Volkswagen's Golf and Touran 1.4TSi models.

But the show also reflects the challenge facing manufacturers in today's more environmentally challenging market. Although many consumers are now seeking more environmentally acceptable transport solutions, there is still a healthy demand for larger vehicles, and in particular SUVs.

New models into the segment such as the VW Tiguan and Ford Kuga are smaller and more efficient than their older segment siblings, but consumer demand and the commercial pressures facing manufacturers means that we have not yet entered a period where large cars with high performance engines can be consigned to history.

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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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