

2 September 2009

## **AUSTRIA DRIVES TOWARDS CO<sub>2</sub> REDUCTIONS**

- **All top ten brand sales reducing average range CO<sub>2</sub> outputs**
- **Moves towards smaller cars driven by government incentives**
- **Volkswagen is country's most popular brand**

Analysis Investigations by JATO Dynamics, the world's leading provider of automotive data and intelligence, show how Austria's most popular car brands are performing, not just in sales terms, but also in their volume-weighted CO<sub>2</sub> emissions.

Every volume manufacturer has reduced average CO<sub>2</sub> output of their brand, but some of the lowest CO<sub>2</sub> brands are not the country's best sellers.

The best performing brand is Fiat, with an average CO<sub>2</sub> output across its 2008 range of 140.1 g/km, which compares to 143.4 g/km for 2007. However, the country's sales leader, Volkswagen, ranks 8<sup>th</sup> in JATO's low-CO<sub>2</sub> table, with average output of 157.1 g/km in 2008 (2007: 160.1 g/km).

Further investigation shows the increased popularity in small, B-segment cars, matched to a decline in larger vehicles. B segment share of the Austrian market rose 2.1% between 2007 and 2008, while D-segment and mini MPV segment declined 0.67% and 1.53% respectively.

This would suggest government incentives are slowly directing new car buying decisions towards small – and generally, more efficient – cars. Since July 2008, all Austrian customers have been incentivised towards more efficient cars, with a EUR 200 bonus on any car producing less than 120g/ km. A similar 'malus' (penalty) of EUR 25 per g/ km CO<sub>2</sub> is added to the cost of any car producing more than 180g/ km.

"Volume-weighted, average CO<sub>2</sub> is the mix of vehicles sold under each brand; some brands are more focused on smaller, low-CO<sub>2</sub> cars than others, but all are reducing", explains Mr. Fabio Donnalioia, Country

Manager for Austria, JATO Dynamics. "This is evidence of government incentives working, persuading people to buy more efficient cars, but it also shows how brand preference and other considerations still rule over CO<sub>2</sub> performance for Austrian customers."

"For 2009, it will be interesting to see the impact of the scrappage scheme, and how this drives new car purchases compared to other EU countries where the incentives are higher" he concludes.

### Top Ten Sales by Brand

Make	Volume 2007	Volume 2008	2007 Ave CO2 (g/km)	2008 Ave CO2 (g/km)
VOLKSWAGEN	50,736	49,379	160.1	157.1
OPEL	23,572	20,958	155.6	152.3
FORD	19,108	20,235	154.0	153.7
AUDI	15,785	16,529	175.9	166.2
RENAULT	15,627	16,359	157.8	153.9
SKODA	15,710	15,066	148.4	148.9
FIAT	12,774	14,838	143.4	140.1
PEUGEOT	14,169	14,158	147.5	147.1
MAZDA	13,755	12,909	165.2	151.8
BMW	12,072	11,766	179.9	164.8

### Lowest CO2 by Brand

Make	Volume 2007	Volume 2008	2007 Ave CO2 (g/km)	2008 Ave CO2 (g/km)
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<b>Total Market</b>	<b>298,184</b>	<b>293,698</b>	<b>162.7</b>	<b>157.9</b>

-Ends-

#### 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)

*For further press information, please contact:*

#### Torque PR Limited

Peter Haynes: Tel: +44 (0) 1306 871338, Email: [peter@torquepr.co.uk](mailto:peter@torquepr.co.uk)

Phil Hale: Tel: +44 (0) 1306 871201, Email: [phil@torquepr.co.uk](mailto:phil@torquepr.co.uk)