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EUROPEAN CAR SALES FALL AGAIN BUT KEY BRANDS BUCK TREND

- Market down 15.5% in August compared to 2007
- Audi A4 bucks market with record sales up 49.8% in August, becomes second biggest seller in Europe
- VW Golf retains number one position in European sales for fifth month in a row

JATO Dynamics, the world's leading provider of automotive data and intelligence, today reports that economic uncertainty across Europe is continuing to influence the car market. Sales of new vehicles in August 2008 dropped by 15.5% (143,668 units) compared to the same period in 2007, posting a total sales volume of 780,301 units. YtD sales have fallen by 3.8%.

Nasir Shah, Global Business Development Director at JATO, said: "The combination of high fuel prices and worsening economic uncertainty across Europe are clearly impacting on the consumer.

"Yet despite widespread difficulties, it's not all gloom, as many national markets remain ahead of 2007. Certain brands and models, such as the Audi A4 also bucked the trend, showing there are bright spots amid the gloom."

Total European sales of new vehicles are down 3.8% (408,779 units) compared to 2007, with 10,233,544 units sold so far in 2008.

Brand Performance

For the fifth month running, Volkswagen was Europe's top-selling car brand, ahead of Ford, Renault, Opel/Vauxhall and Peugeot.

For the Year-to-Date, the Top 5 manufacturers are Volkswagen, Ford, Opel/Vauxhall, Renault and Peugeot. Fiat holds 6th place and has recorded sales up by 1.8%. Good sales earlier in the year see BMW showing YtD sales up 3.9%.

Dacia (up 17.3% in August, up 35.5% YtD) and Subaru (up 18.1% in August, up 12.4% YtD) are the only volume brands to record increased sales in the difficult trading conditions in August.

In terms of increased units sold Nissan remains the star, up 41,925 (20.5%) units YtD.

Other significant increases came from Mazda (up 7.8% YtD), MINI (up 12.3% YtD), smart (up 29.3% YtD), Daihatsu (up 7.2% YtD), Dodge (up 29.3% YtD) and Jaguar (up 15.3% YtD).

Top Ten Brands

Make	Aug_08	Aug_07	% Change Aug	Aug YtD_08	Aug YtD_07	% Change YtD
VOLKSWAGEN	91,519	105,172	-13.0%	1,060,967	1,086,320	-2.3%
FORD	61,145	67,393	-9.3%	854,104	874,437	-2.3%
RENAULT	56,760	61,410	-7.6%	783,096	801,782	-2.3%
OPEL/VAUXHALL	56,490	73,572	-23.2%	816,894	904,937	-9.7%
PEUGEOT	47,154	57,267	-17.7%	715,561	754,450	-5.2%
CITROEN	44,005	54,020	-18.5%	606,928	649,633	-6.6%
FIAT	43,800	48,441	-9.6%	674,650	662,830	+1.8%
TOYOTA	42,733	56,798	-24.8%	535,295	621,434	-13.9%
AUDI	42,008	42,956	-2.2%	442,533	453,049	-2.3%
MERCEDES	40,841	51,222	-20.3%	476,829	489,310	-2.6%

Top Models

The Volkswagen Golf was once again Europe's top-selling model in August. The Audi A4 has bucked the market trend to record monthly sales up 49.8%, becoming the second best selling model in Europe, ahead of the Peugeot 207, Ford Focus, Opel/Vauxhall Corsa, Renault Clio, Ford Fiesta, Opel/Vauxhall Astra, Volkswagen Polo and Skoda Fabia (up 4.6% in August).

Year-to-Date the Volkswagen Golf (up 12.6%) again leads, ahead of the Peugeot 207, Ford Focus, Opel/Vauxhall Corsa, Renault Clio, Opel/Vauxhall Astra, Ford Fiesta, Fiat Punto, Volkswagen Polo and BMW 3-Series.

August was the fifth month in a row that the Volkswagen Golf has led the European market, and the sixth month this year. It has also held the YtD top spot since January.

Top Ten Models

Make & Model	Aug_08	Aug_07	% Change Aug	Aug YtD_08	Aug YtD_07	% Change YtD
VOLKSWAGEN GOLF	26,858	29,405	-8.7%	318,956	283,177	+12.6%
AUDI A4/S4/RS4	19,178	12,802	+49.8%	168,229	158,199	+6.3%
PEUGEOT 207	18,508	22,766	-18.7%	298,566	299,479	-0.3%
FORD FOCUS	17,829	19,720	-9.6%	262,537	283,304	-7.3%
OPEL/VAUXHALL CORSA	17,792	21,763	-18.2%	257,520	274,722	-6.3%
RENAULT CLIO	17,405	20,358	-14.5%	244,014	263,833	-7.5%
FORD FIESTA	16,256	18,476	-12.0%	223,248	244,296	-8.6%
OPEL/VAUXHALL ASTRA	15,047	23,005	-34.6%	235,855	273,977	-13.9%
VOLKSWAGEN POLO	15,027	18,718	-19.7%	192,067	197,211	-2.6%
SKODA FABIA	14,131	13,510	+4.6%	144,499	132,642	+8.9%

Other Successful Models

In such a difficult market, the number of models recording increased registrations compared to August 2007 is limited. Those outside the Top 10 but worthy of mention include the Seat Ibiza (new model), BMW 1-Series, Fiat 500, Nissan Qashqai, Toyota Aygo, Renault Twingo (new model), Kia Cee'd, Citroën C1, Citroën C5 (new model), Mazda2 (new model) and Renault Modus /Grand Modus.

A number of models including the Peugeot 308, Mercedes-Benz C-Class, Ford Mondeo, Citroën C4 Picasso/Grand C4 Picasso, MINI, Toyota Auris, Honda Civic, Ford C-Max, Fiat Bravo, smart fortwo, Dacia Logan and Nissan Micra have posted increased sales YtD.

National Trends

The high fuel prices and global economic difficulties affected sales in almost all European markets in August.

Despite the poor market in August, the Austrian market remains in line with last year YtD, and the Belgian, Czech, Danish, Finnish, French, German, Lithuanian, Polish, Portuguese, Slovakian, Slovenian, Swiss and Dutch markets are all ahead of last year YtD.

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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 intelligence 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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