

15 February 2010

EUROPEAN NEW CAR SALES BREAK 1 MILLION BARRIER IN JANUARY

- **January 2010 European new car sales up 14.9%, vs. 2009**
- **Italy ends January 30.1% up**
- **Total European January sales over one million units**
- **VW Golf is Europe's best-selling car; Renault sales up 61%**
- **Fiat Punto Italy's top seller, up 90.1%**

Latest figures from the world's leading provider of automotive data and intelligence, JATO Dynamics, show scrappage deals continued to tempt Western European car buyers to showrooms in January, continuing the positive trend from December and 14.9% higher than a troubled January 2009.

Volkswagen, Renault, Ford, Peugeot and Fiat, all benefitted in the first month of the year, boosted by scrappage schemes favouring small, low-CO₂ cars. Golf remains the best-selling model, with the Fiesta close behind. The Clio, Polo and Punto also show significant sales growth in January 2010.

"These figures are the opposite of 2009 - a good start to what could be an uncertain 2010. It will be interesting to see how the year develops," says David Di Girolamo, Head of JATO Consult.

JATO's analysis shows major markets making good progress versus 2009, with Italy, Great Britain, Spain, and France all recording sales increases, versus January 2009.

However, JATO's analysis also shows a further slide in sales in Germany (-4.3%), reflecting both the end of its national scrappage scheme and faltering economic recovery.

"The new car sales outlook remains very uncertain," says Di Girolamo. "Some 141,000 more cars were sold last month, than in January 2009, but the market remains unstable and we can take little comfort from these positive figures."

Top 10 Models

Make & Model	Jan_10	Jan_09	% Change Jan	Jan YtD_10	Jan YtD_09	% Change YtD
VOLKSWAGEN GOLF	41,255	34,424	+19.8%	41,255	34,424	+19.8%
FORD FIESTA	38,602	31,790	+21.4%	38,602	31,790	+21.4%
RENAULT CLIO	32,401	17,027	+90.3%	32,401	17,027	+90.3%
VOLKSWAGEN POLO	31,725	18,494	+71.5%	31,725	18,494	+71.5%
FIAT PUNTO	27,447	17,119	+60.3%	27,447	17,119	+60.3%
PEUGEOT 207	25,568	25,352	+0.9%	25,568	25,352	+0.9%
OPEL/VAUXHALL CORSA	22,993	19,425	+18.4%	22,993	19,425	+18.4%
FORD FOCUS	22,380	22,308	+0.3%	22,380	22,308	+0.3%
FIAT PANDA	21,953	17,532	+25.2%	21,953	17,532	+25.2%
RENAULT MEGANE	21,610	13,021	+66.0%	21,610	13,021	+66.0%

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, or email 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 43 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.

For further press information, please contact:

Torque PR Limited

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

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