

19 May 2011

German market and brands upbeat despite tough economic conditions

- Volkswagen's Golf remains Europe's best-selling car
- Volkswagen's Polo and Passat are the only top ten models to record sales increases
- Total car market declines 3.1% in April
- Of the big five European markets, only Germany saw an increase in sales during April

Despite slightly lower sales compared to this time last year, Volkswagen Golf remains Europe's best-selling car. Its smaller sibling, the Polo, took second place in April, with sales increasing by 10.4% on April last year.

JATO's research found four key facts:

- *The European new car market declined by 3.1% in April, and by 2.1% year-to-date.*
- *Volkswagen has consolidated its position as the continent's leading car brand.*
- *Sales across the region remain disparate – Greece down 50.4% year-to-date, Netherlands up 25.2% year-to-date.*
- *Of the big five European markets, only Germany saw an increase in sales in April, up 2.6%, while France, Great Britain, Italy and Spain all experienced decreases, down 11.1%, 7.4%, 2.3% and 23.6% respectively*

The preference for German brands continues with BMW, Audi and Volkswagen all recording positive growth in sales year-to-date, up 3.6%, 3.7%, and 5.1% respectively.

The only top 10 models to record increased sales in April or the year-to-date were the Volkswagen Polo and Passat, consolidating the brand's position as Europe's leading car brand.

Commenting on the findings, Gareth Hession, Vice President, Research said: "Despite sales in the majority of the big five markets being down for April, it is clear that Volkswagen's products and brand image are appealing to cautious consumer attitudes in many European countries."

Sales by Market

Country	Apr_11	Apr_10	% Change Apr	Apr YtD_11	Apr YtD_10	% Change YtD
Austria	33,317	31,723	+5.0%	121,182	107,662	+12.6%
Belgium	53,300	57,309	-7.0%	223,204	218,606	+2.1%
Cyprus	1,051	1,168	-10.0%	4,747	4,789	-0.9%
Czech Republic	14,620	15,245	-4.1%	56,646	54,584	+3.8%
Denmark	11,662	11,951	-2.4%	51,989	45,186	+15.1%
Estonia	1,538	861	+78.6%	5,283	3,046	+73.4%
Finland	11,378	10,407	+9.3%	47,027	39,495	+19.1%
France	169,757	190,917	-11.1%	817,211	785,637	+4.0%
Germany	266,251	259,414	+2.6%	1,029,654	929,824	+10.7%
Great Britain	137,746	148,793	-7.4%	696,082	760,341	-8.5%
Greece	10,109	12,198	-17.1%	35,353	71,254	-50.4%
Hungary	3,730	3,656	+2.0%	15,276	13,964	+9.4%
Iceland	293	79	+270.9%	828	400	+107.0%
Ireland	8,709	8,461	+2.9%	56,705	50,563	+12.1%
Italy	157,990	161,671	-2.3%	673,642	833,303	-19.2%
Latvia	845	458	+84.5%	3,215	1,522	+111.2%
Lithuania	1,164	581	+100.3%	4,031	1,956	+106.1%
Luxembourg	5,221	5,941	-12.1%	18,644	19,364	-3.7%
Norway	11,530	10,677	+8.0%	45,346	40,954	+10.7%
Poland*	18,906	17,542	+7.8%	86,411	74,110	+16.6%
Portugal*	16,968	16,218	+4.6%	62,567	69,968	-10.6%
Slovakia	5,676	4,947	+14.7%	21,399	18,224	+17.4%
Slovenia	5,007	5,441	-8.0%	21,660	21,189	+2.2%
Spain	71,732	93,871	-23.6%	280,215	380,520	-26.4%
Sweden	28,940	25,668	+12.7%	98,704	84,815	+16.4%
Switzerland	27,043	25,618	+5.6%	98,896	91,135	+8.5%
The Netherlands	47,900	37,533	+27.6%	228,512	182,589	+25.2%
Grand Total	1,122,383	1,158,348	-3.1%	4,804,429	4,905,000	-2.1%

* Denotes estimated data used for Apr_11

Top 10 Brands

Make	Apr_11	Apr_10	% Change Apr	Apr YtD_11	Apr YtD_10	% Change YtD
VOLKSWAGEN	148,887	141,663	+5.1%	574,021	544,452	+5.4%
FORD	86,983	88,667	-1.9%	391,392	437,337	-10.5%
RENAULT	83,556	99,684	-16.2%	380,998	422,089	-9.7%
OPEL/VAUXHALL	80,566	79,586	+1.2%	349,694	338,471	+3.3%
PEUGEOT	73,716	90,413	-18.5%	338,825	370,926	-8.7%
FIAT	60,723	70,859	-14.3%	256,466	333,868	-23.2%
AUDI	58,788	56,705	+3.7%	230,722	216,283	+6.7%
CITROEN	58,488	70,640	-17.2%	283,157	306,399	-7.6%
BMW	53,619	51,772	+3.6%	210,839	192,656	+9.4%
MERCEDES	47,977	49,315	-2.7%	187,749	183,565	+2.3%

Top 10 Models

Make & Model	Apr_11	Apr_10	% Change Apr	Apr YtD_11	Apr YtD_10	% Change YtD
VOLKSWAGEN GOLF	42,101	49,413	-14.8%	164,857	185,158	-11.0%
VOLKSWAGEN POLO	31,186	28,244	+10.4%	124,530	123,398	+0.9%
FORD FIESTA	28,491	32,180	-11.5%	130,014	173,112	-24.9%
OPEL/VAUXHALL CORSA	24,196	25,778	-6.1%	107,900	112,200	-3.8%
VOLKSWAGEN PASSAT	23,968	18,110	+32.3%	83,205	66,209	+25.7%
OPEL/VAUXHALL ASTRA	23,567	25,890	-9.0%	102,970	105,280	-2.2%
RENAULT CLIO	21,822	28,840	-24.3%	110,320	132,199	-16.6%
RENAULT MEGANE	20,507	22,247	-7.8%	85,275	93,189	-8.5%
FORD FOCUS	20,470	21,562	-5.1%	91,592	101,320	-9.6%
PEUGEOT 207	20,040	26,249	-23.7%	93,421	118,057	-20.9%

For more information visit www.jato.com, or email jatoteam@firstlightpr.com

-Ends-

For media enquiries

Justin Bates

+44 7878 357463

jatoteam@firstlightpr.com

About JATO

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 intelligence 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.

Major leasing companies use JATO's intelligence to drive the vehicle quotation process.

Visit JATO at www.jato.com.