

17 August 2009

## **GOLF REMAINS EURO FAVOURITE AS SCRAPPAGE SHIFTS MARKET**

- **Scrappage drives recovery through small cars**
- **Fiesta sales up 55.9%**
- **VW Golf remains Europe's most popular model**
- **Entire top ten models now C-segment or smaller**

JATO Dynamics' monthly analysis of the European new car market reveals just how popular scrappage schemes are making small cars, as the Volkswagen Golf remains Europe's best-selling car.

In July, Italy's Fiat had two of the best-performing models in the top ten, with both Punto and Panda boasting significant sales rises. These two models netted Fiat almost 58,000 sales in July 2009, or 50% more than a year ago. Ford's new Fiesta is also performing well, rising 55.9%, in a July new car market where scrappage incentives are making small cars more popular and affordable than ever.

Year-to-date, the performances of both Ford and Fiat is equally impressive, with both posting sales increases over the same period, 2008. Fiesta and Panda have both increased their sales this year by a third.

"Markets where C/D and D-segment cars once dominated have now changed for the foreseeable future, a long-term process which has been accelerated by economic turbulence and scrappage schemes shifting demand", says David Di Girolamo, Head of JATO Consult. "The clear winners for now are those brands recognised for their small cars."

Many of the remaining models in the top ten are still down versus their own sales in 2008, despite holding their presence in the table, a stark reminder that European new-car sales overall are still struggling. Both Ford Focus and Opel/Vauxhall Astra show significant year-to-date sales drops.

## Top 10 Models

Make & Model	Jul_09	Jul_08	% Change	Jul	Jul	% Change
			Jul	YtD_09	YtD_08	YtD
VOLKSWAGEN GOLF	50,329	39,647	+26.9%	339,045	293,669	+15.5%
FORD FIESTA	40,161	25,761	+55.9%	283,940	207,046	+37.1%
PEUGEOT 207	33,424	36,012	-7.2%	226,953	280,090	-19.0%
FIAT PUNTO	30,952	22,434	+38.0%	201,882	197,048	+2.5%
OPEL/VAUXHALL CORSA	30,700	28,204	+8.8%	212,376	239,782	-11.4%
FORD FOCUS	29,113	32,467	-10.3%	189,960	244,613	-22.3%
OPEL/VAUXHALL ASTRA	27,210	27,168	+0.2%	164,699	220,834	-25.4%
FIAT PANDA	26,954	18,333	+47.0%	186,817	140,898	+32.6%
RENAULT CLIO	25,129	25,855	-2.8%	170,146	226,624	-24.9%
PEUGEOT 308	21,500	22,231	-3.3%	140,310	146,283	-4.1%

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](http://www.jato.com), or email [consult@jato.com](mailto:consult@jato.com).

-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)