

March 13, 2009

## **NEW FIESTA IS SHINING LIGHT IN NEW CAR MARKET**

- **Fiesta sales up 15.6% year on year**
- **VW Golf still tops the charts**
- **Fiat Panda is the only other model in Top 10 to buck the trend**
- **Total European new car market down by 18.3%**
- **German incentives to scrap benefiting small car sales**

Ford's highly regarded and well received new Fiesta model has found success in the European new car market with 27,692 units sold in February, 15.6% higher than the same month last year.

"Once again, we can see the positive effect that a new model launch can have in securing increased market share for a brand. Ford has launched a great little car, and the combination of positive press coverage and strong showroom appeal is reaping rewards", says David Di Girolamo, Head of JATO Consult.

The Ford Fiesta wasn't the only car to find an increase in sales during February. The evergreen Fiat Panda posted a 5.7% increase over February 2008 with 20,538 units sold. "The success of the Panda is undoubtedly due to a combination of solid image, frugal running costs and low emissions", continues Di Girolamo. "Consumers are looking for high value motoring and the Panda can deliver real savings. The budget end of the retail market is likely to see its market share strengthened as the economy continues to suffer."

Of particular note this month is the effect that the German incentive to scrap older cars is having on its domestic market. With consumers taking the cash incentive, small cars offer the cheapest route to new car ownership, much to the benefit of cars such as the new Ford Fiesta and Fiat Panda.

As ever, the Volkswagen Golf continues to be Europe's biggest-selling model, with 34,759 units sold in February. The Golf led the Ford Fiesta, Peugeot 207, Ford Focus, Fiat Panda, Opel/Vauxhall Corsa, Volkswagen Polo, Fiat Punto, Renault Clio and Opel/Vauxhall Astra.

Year to Date the total market fell by 22.9%. The Golf again led, from the Fiesta, 207, Focus, Corsa, Polo, Panda, Punto, Clio and Audi A4.

### Top 10 European Models

Make & Model	Feb_09	Feb_08	% Change Feb	Feb YtD_09	Feb YtD_08	% Change YtD
VOLKSWAGEN GOLF	34,759	36,323	-4.3%	69,151	78,254	-11.6%
FORD FIESTA	27,692	23,947	+15.6%	59,482	52,498	+13.3%
PEUGEOT 207	26,559	38,390	-30.8%	51,919	76,624	-32.2%
FORD FOCUS	21,460	26,573	-19.2%	43,856	60,691	-27.7%
FIAT PANDA	20,538	19,429	+5.7%	38,122	41,593	-8.3%
OPEL/VAUXHALL CORSA	20,523	28,155	-27.1%	39,956	61,347	-34.9%
VOLKSWAGEN POLO	19,711	22,250	-11.4%	38,126	45,026	-15.3%
FIAT PUNTO	18,575	26,606	-30.2%	35,708	57,178	-37.5%
RENAULT CLIO	17,681	28,428	-37.8%	34,721	58,289	-40.4%
OPEL/VAUXHALL ASTRA	17,273	27,039	-36.1%	32,564	55,912	-41.8%

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).

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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 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)

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