

PRESS RELEASE

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October sees strongest growth for new car sales in Europe during the last six months

- **European growth continues, up 7.0% in October**
- **Almost 600,000 more new cars sold year-to-date than the same period last year**
- **All top 10 brands by volume increased volume for both October and year-to-date compared to 2013**

October saw strong growth in the European new car sales market, with sales up by 7.0% compared to the same period last year, according to the latest analysis from JATO Dynamics, the world's leading provider of automotive intelligence. Growth was again driven by higher demand in Europe's big 5 markets with sales in Spain up 31.1% year-on-year, Great Britain had double-digit growth of 14.2% year-to-date and Italy up 9.6% year-to-date.

JATO's headline market analysis:

- *19 of the top 20 brands recorded sales growth in October*
- *24 of the 29 countries analysed have seen year-to-date growth in new car sales*
- *Sales of Volkswagen's Polo were up 27.7% compared to October 2013 following its recent facelift and reclaims second place*

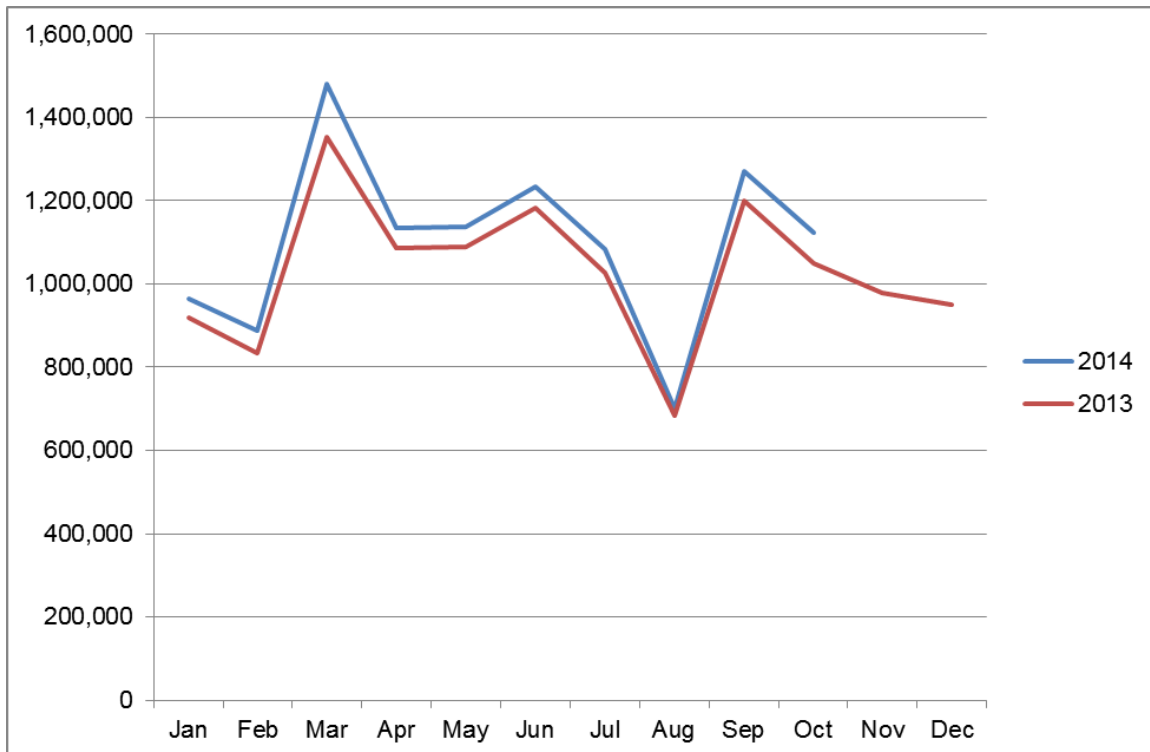
Four of the 'Big 5' European car markets registered growth in October, making a significant contribution to the strong overall growth seen during the month. This was the highest rate of overall growth in the European market since March of this year. Germany's sales grew 3.7%, slightly more than its year-to-date increase of 3.0%. The French market declined 3.8% in October, but remains ahead of 2013 year-to-date by 1.4%.

October was a strong month for new car sales right across Europe, as 24 out of the 29 countries included in the analysis grew their sales compared to the same month last year. The countries that have recently suffered prolonged

economic downturn continued their return to growth, with Ireland (+29.8%), and Greece (+21.5%) all showing impressive signs of recovery so far this year.

Other medium-sized markets also continued to perform well, with excellent year-to-date gains for Sweden (+14.9%), Czech Republic (+17.5%) and Hungary (+20.4%).

European Monthly Sales Volumes Year-on-Year Comparison



(Image file of graph also attached)

October was also a successful month for the high-volume brands, with 19 of the top 20 increasing year-on-year sales for the month. Of these, Dacia (+34.6%) and Mini (+21.4%) saw the highest year-on-year gains, while Opel/Vauxhall (+11.8%) increased its sales the most of the top 10 brands. Skoda remained in the top 10 for another month after growth of 6.0%, while their year-to-date growth strong currently at 16.3%.

Ford and Renault had similar performances during October, with Ford holding on to second place, beating Renault by just over 1,000 units. Renault's strong performance in 2014 is proven by its double-digit growth for the year-to-date (+10.2%). Volkswagen remains the top seller thanks to a 5.9% increase in October compared to last year.

Top 10 Brands

Make	Oct_14	Oct_13	% change Oct	Oct YtD_14	Oct YtD_13	% change YtD
VOLKSWAGEN	142,963	135,002	+5.9%	1,355,429	1,297,694	+4.4%
FORD	79,876	76,967	+3.8%	827,644	785,434	+5.4%
RENAULT	78,735	74,078	+6.3%	735,602	667,525	+10.2%
OPEL/VAUXHALL	70,350	62,951	+11.8%	753,945	696,630	+8.2%
PEUGEOT	68,192	67,134	+1.6%	667,495	629,432	+6.0%
AUDI	63,767	58,923	+8.2%	620,547	593,340	+4.6%
MERCEDES	56,297	51,356	+9.6%	553,348	529,156	+4.6%
BMW	55,297	51,780	+6.8%	561,619	538,425	+4.3%
CITROEN	54,202	53,588	+1.1%	524,097	512,101	+2.3%
SKODA	51,508	48,608	+6.0%	491,840	423,044	+16.3%

The newly facelifted Volkswagen Polo increased year-on-year sales by 27.7%, pushing the model into second place behind its dominant stablemate the Golf, with sales growth of 5.2%. Renault's Clio was third with a year-on-year increase of 8.1%, while Ford's Fiesta had to settle for fourth despite growing sales 4.1% compared to the same period last year. Opel/Vauxhall's Corsa completes the top 5 following a successful month in which its sales increased by 23.1%.

Skoda's Octavia remains the year-to-date growth leader in the top 10 with sales up 28.4%, despite slipping slightly (1.2%) in October. Peugeot's 308 saw sales grow by 50.5% compared to October last year while its year-to-date growth is even higher at 59.0%. This leaves the model just outside the top 10, directly behind Peugeot's 208.

Peugeot's 2008 also saw October's year-on-year sales grow by 11.6%, while other small crossover models also continued to gain market share. The most notable increases in year-on-year sales were for Dacia's Duster (+72.5%) and Renault's Captur (+9.6%).

Top 10 Models

Make & Model	Oct_14	Oct_13	% change Oct	Oct YtD_14	Oct YtD_13	% change YtD
VOLKSWAGEN GOLF	45,522	43,282	+5.2%	443,939	390,329	+13.7%
VOLKSWAGEN POLO	27,456	21,499	+27.7%	235,358	222,973	+5.6%
RENAULT CLIO	26,496	24,512	+8.1%	254,521	241,465	+5.4%
FORD FIESTA	24,937	23,962	+4.1%	268,753	245,979	+9.3%
OPEL/VAUXHALL CORSA	20,418	16,583	+23.1%	215,286	205,176	+4.9%
SKODA OCTAVIA	18,993	19,225	-1.2%	173,376	135,057	+28.4%
FORD FOCUS	18,317	17,599	+4.1%	192,994	193,963	-0.5%
AUDI A3/S3/RS3	18,139	15,888	+14.2%	172,358	140,769	+22.4%
NISSAN QASHQAI	17,077	16,296	+4.8%	173,668	177,186	-2.0%
PEUGEOT 208	16,057	18,124	-11.4%	186,133	207,732	-10.4%

Brian Walters, Vice President of Data at JATO Dynamics, commented: "European new car sales not only continued to grow in October, but did so at an even higher rate than in recent months. It was another great month for a number of the biggest brands and more established models, but the continued success of small crossovers shows that demand for innovative new products continues to grow."

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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.

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Notes to editors

Sales by Market

Make	Oct_14	Oct_13	% change Oct	Oct YtD_14	Oct YtD_13	% change YtD
Austria	26,945	26,743	+0.8%	264,308	274,854	-3.8%
Belgium	38,115	39,490	-3.5%	426,210	428,961	-0.6%
Croatia	2,419	2,243	+7.8%	29,811	24,168	+23.3%
Cyprus	697	498	+40.0%	6,591	5,140	+28.2%
Czech Republic	17,791	15,346	+15.9%	159,261	135,497	+17.5%
Denmark	16,361	16,867	-3.0%	158,359	151,967	+4.2%
Estonia	2,083	1,798	+15.9%	17,829	17,115	+4.2%
Finland	8,829	9,097	-2.9%	91,862	89,960	+2.1%
France	160,149	166,495	-3.8%	1,497,464	1,476,308	+1.4%
Germany	275,320	265,441	+3.7%	2,556,991	2,482,460	+3.0%
Great Britain	179,714	157,314	+14.2%	2,137,910	1,952,238	+9.5%
Greece	6,000	4,969	+20.7%	59,489	48,950	+21.5%
Hungary	6,151	5,147	+19.5%	55,921	46,448	+20.4%
Ireland	2,039	1,690	+20.7%	95,225	73,388	+29.8%
Italy	123,220	112,452	+9.6%	1,167,228	1,119,126	+4.3%
Latvia	1,207	1,161	+4.0%	10,446	8,924	+17.1%
Lithuania	1,251	1,196	+4.6%	12,278	10,095	+21.6%
Luxembourg	4,522	4,499	+0.5%	42,669	40,525	+5.3%
Norway	13,036	12,969	+0.5%	121,759	120,407	+1.1%
Poland	28,702	26,400	+8.7%	250,207	239,519	+4.5%
Portugal*	10,790	9,097	+18.6%	118,225	88,530	+33.5%
Romania	14,787	7,076	+109.0%	76,174	55,398	+37.5%
Serbia*	1,495	1,632	-8.4%	12,755	13,933	-8.5%
Slovakia	7,086	6,525	+8.6%	58,882	53,087	+10.9%
Slovenia	5,134	4,600	+11.6%	45,703	44,353	+3.0%
Spain	79,884	60,944	+31.1%	727,250	608,420	+19.5%
Sweden	28,252	25,332	+11.5%	250,888	218,397	+14.9%
Switzerland	25,849	26,307	-1.7%	243,616	251,615	-3.2%
The Netherlands	35,790	36,950	-3.1%	324,363	340,796	-4.8%
Grand Total	1,123,618	1,050,278	+7.0%	11,019,674	10,420,579	+5.7%