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## SOUTH AMERICAN CAR MARKET ENJOYING STRONG GROWTH

- Region's sales up 22.8% YtD
- Brazil is biggest market
- Chevrolet is biggest selling brand
- VW Gol is biggest selling model

JATO Dynamics, the world's leading provider of automotive data and intelligence, today reports that the total new car market in South America for the first nine months of 2007 stood at 2,434,742 units, a 22.8% increase on last year. In the third quarter of 2007, car sales totalled 897,521 units, up 27.9% on the same period in 2006.

"JATO has significantly expanded its coverage of the South American new vehicle market," says Nasir Shah, Global Business Development Director at JATO. "We have now added volumes data from Bolivia, Colombia, Ecuador, Paraguay, Peru and Uruguay to the existing data from Argentina, Brazil, Chile and Venezuela. With this increased analyses, it's clear to see just how robust the South American Market is. It's a marked difference from the North American market that still continues to struggle."

### Market Performance

Country	Q3_07	Q3_06	% Change Q3	Sep YtD_07	Sep YtD_06	% Change YtD
Argentina	118,476	87,663	+35.1%	350,667	277,675	+26.3%
Bolivia	525	454	+15.6%	1,438	1,164	+23.5%
Brazil	555,265	426,134	+30.3%	1,459,127	1,195,387	+22.1%
Chile	42,435	39,960	+6.2%	125,610	121,442	+3.4%
Colombia	45,923	43,596	+5.3%	133,918	118,210	+13.3%
Ecuador	20,867	18,524	+12.6%	58,032	52,970	+9.6%
Paraguay	2,529	2,061	+22.7%	7,039	5,902	+19.3%
Peru	3,389	5,764	-41.2%	13,946	15,978	-12.7%
Uruguay	4,248	4,385	-3.1%	12,339	12,258	+0.7%
Venezuela	103,864	73,030	+42.2%	272,626	181,971	+49.8%
<b>Grand Total</b>	<b>897,521</b>	<b>701,571</b>	<b>+27.9%</b>	<b>2,434,742</b>	<b>1,982,957</b>	<b>+22.8%</b>

Brazil is the largest market in the region with 1,459,127 units sold YtD, a figure that represents a significant 22.1% growth (263,740 units). The Argentine market is the next largest with 350,667 units sold YtD (up 26.3%), followed by the Venezuelan market which, at 272,626 units YtD, has demonstrated the greatest percentage growth in the region of 49.8% over the same period in 2006.

The Uruguayan car market has slipped slightly during the third quarter, but remains slightly ahead of 2006, YtD. The Peruvian market has fallen considerably in third quarter, a downturn which has correspondingly reduced the YtD figure (down 12.7%). The earthquake in the country in August may be a contributing factor.

### Brand Performance

Chevrolet is the region's top new-car brand YtD with a market share of 22.9%, ahead of Volkswagen, Fiat, Ford and Renault. In the third quarter of the year Chevrolet again led, but Fiat slightly out-performed Volkswagen (by a mere 91 units) to secure second place.

### Top 10 brands

Make	Q3_07	Q3_06	% Change Q3	Sep YtD_07	Sep YtD_06	% Change YtD
CHEVROLET	205,666	159,375	+29.0%	556,705	450,285	+23.6%
VOLKSWAGEN	164,002	121,160	+35.4%	445,018	354,640	+25.5%
FIAT	164,093	128,787	+27.4%	435,112	345,890	+25.8%
FORD	86,837	75,037	+15.7%	245,541	212,756	+15.4%
RENAULT	52,072	36,478	+42.7%	142,317	106,302	+33.9%
PEUGEOT	37,860	29,993	+26.2%	109,857	89,824	+22.3%
TOYOTA	38,413	36,432	+5.4%	107,360	98,489	+9.0%
HONDA	28,035	22,469	+24.8%	74,115	65,255	+13.6%
HYUNDAI	24,150	18,949	+27.4%	62,272	48,821	+27.6%
CITROEN	19,142	11,851	+61.5%	48,416	38,608	+25.4%

"It's also interesting to note that Chinese manufacturers such as Chery, Geely, Great Wall and BYD have started exports to the region, most notably to Venezuela and Chile," says Shah. "While their combined total sales of 7,423 units is a tiny share of the overall market so far in 2007, their presence in the region is still worthy of note.

### Top-Selling Models

The Volkswagen Gol is the best-selling car in the region, YtD, followed by the Fiat Palio, Chevrolet Corsa, Volkswagen Fox, Ford Fiesta, Fiat Uno, Chevrolet Celta, Fiat Siena, Peugeot 206 and Chevrolet Classic.

## Top ten models

Make/Model	Q3_07	Q3_06	% Change Q3	Sep YtD_07	Sep YtD_06	% Change YtD
VOLKSWAGEN GOL	77,895	61,888	+25.9%	215,165	180,160	+19.4%
FIAT PALIO	74,917	60,458	+23.9%	202,774	155,329	+30.5%
CHEVROLET CORSA	48,450	38,087	+27.2%	123,242	121,632	+1.3%
VOLKSWAGEN FOX/TUPI	41,865	30,999	+35.1%	107,466	95,195	+12.9%
FORD FIESTA	37,121	33,219	+11.7%	107,099	97,848	+9.5%
FIAT UNO	40,359	34,101	+18.4%	106,412	101,243	+5.1%
CHEVROLET CELTA	34,849	36,513	-4.6%	90,588	92,027	-1.6%
FIAT SIENA	28,970	19,936	+45.3%	77,416	47,739	+62.2%
PEUGEOT 206	24,535	20,755	+18.2%	72,284	63,613	+13.6%
CHEVROLET CLASSIC	23,744	21,075	+12.7%	66,889	56,731	+17.9%

The best-sellers list is much the same for the third quarter, except the Fiat Uno outsold the Ford Fiesta into fifth place. Most of the top-selling models have benefited from the growth of the overall market. New introductions that have performed well in the market include the Chevrolet Prisma (a saloon derivative of the Celta), Renault Logan, Volkswagen Jetta, Fiat Punto and Chevrolet Captiva.

### Segment Trends

The region is dominated by demand for small cars, which account for over 50% of the total market in the period Jan-Sept 2007. The segment, led by the Volkswagen Gol, Fiat Palio and Chevrolet Corsa, is up 22.9% YtD, slightly increasing its share of the overall market.

The second-largest segment is lower-medium cars, with a market share of 15.9%. This segment, which is led by the Fiat Siena, Renault Mégane and Chevrolet Optra, has experienced the most growth with YtD sales up 51.1%.

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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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