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VOLKSWAGEN TOPS THE CHARTS IN 2007 AS EUROPEAN MARKET GROWS BY 0.8%

- European Market up by 0.8%
- Volkswagen was the year's biggest selling brand
- Peugeot 207 was biggest selling model

JATO Dynamics, the world's leading provider of automotive data and intelligence, has today reported its market-leading analysis of the 2007 European car market. After a consistent year-round performance, Volkswagen was Europe's top-selling car brand 2007 in a market that grew by 0.8% (or 118,322 units) over the previous year. 2007 finished strongly with the December market proving to be 1.5% up (or 16,213 units) on the same month in 2006. Peugeot also enjoyed success with the 207 model proving to be the most successful model in 2007.

"We think the industry should be quite satisfied with the 2007 results," says Nasir Shah, Global Business Development Director at JATO. "Many of the European economies have been under pressure and taking into account the specific factors that depressed the huge German market, we think any degree of growth in 2007 is a significant achievement."

Brand Performance

Volkswagen's market-leading performance saw the German manufacturer sell 1,607,750 units during 2007, ahead of Opel/Vauxhall (up 0.1% at 1,323,076 units) and with Ford (up 1.1% at 1,287,182 units) rounding off the top three. Renault and Peugeot complete the top five places in a running order for the year that also perfectly reflects the December market.

Top ten brands

Make	Dec_07	Dec_06	% Change Dec	Year_07	Year_06	% Change Year
VOLKSWAGEN	111,249	122,135	-8.9%	1,607,750	1,671,550	-3.8%
OPEL/VAUXHALL	91,752	95,185	-3.6%	1,323,076	1,322,316	+0.1%
FORD	87,818	86,651	+1.3%	1,287,182	1,272,877	+1.1%
RENAULT	81,335	78,599	+3.5%	1,179,729	1,286,563	-8.3%
PEUGEOT	70,153	72,445	-3.2%	1,092,388	1,108,142	-1.4%
FIAT	65,447	57,443	+13.9%	964,116	895,022	+7.7%
CITROEN	60,649	58,822	+3.1%	937,066	912,857	+2.7%
TOYOTA	66,546	62,390	+6.7%	894,323	874,158	+2.3%
MERCEDES	49,570	49,791	-0.4%	728,628	725,771	+0.4%
BMW	58,517	61,730	-5.2%	704,669	680,073	+3.6%

Fiat enjoyed a successful 2007 in Europe having increased its sales to a total of 964,116 units. This strong performance equates to a 7.7% improvement on 2006, which in growth terms makes the company the most successful of the top ten brands. The success is largely due to a number of new model launches including the Bravo, 500, Sedici, Linea and Scudo.

Further down the chart, Honda successfully increased its volumes by 11.8% while MINI volumes grew by 26.8% due to the introduction of its second-generation hatchback and the new Clubman.

The most staggering level of growth was achieved by the Romanian Dacia brand, which increased its sales by 85.9% in 2007, thanks to the performance of the Logan model.

Top Models

The Peugeot 207 was Europe's top-selling new car in 2007 with 437,505 units sold (up 105%). The Volkswagen Golf clinched second spot with 435,055 units sold (up 4.5%) and the Ford Focus rounds off the top three places with 406,557 units sold. The Opel/Vauxhall Corsa (402,173 units, up 41.7%, new model), Opel/Vauxhall Astra (402,044 units), Renault Clio (382,041 units), Fiat Punto (377,989 units), Ford Fiesta (355,933 units, up 0.6%), Volkswagen Passat (300,566 units) and BMW 3-Series (295,312 units, up 2.0%) all complete the top ten placings.

Top ten models

Make & Model	Dec_07	Dec_06	% Change Dec	Year_07	Year_06	% Change Year
PEUGEOT 207	27,586	24,977	+10.4%	437,505	212,932	+105.5%
VOLKSWAGEN GOLF	31,674	27,727	+14.2%	435,055	416,507	+4.5%
FORD FOCUS	26,915	28,727	-6.3%	406,557	440,735	-7.8%
OPEL/VAUXHALL CORSA	29,240	27,857	+5.0%	402,173	283,811	+41.7%
OPEL/VAUXHALL ASTRA	27,818	28,538	-2.5%	402,044	436,515	-7.9%
RENAULT CLIO	25,460	28,156	-9.6%	382,041	431,817	-11.5%
FIAT PUNTO	25,842	25,002	+3.4%	377,989	401,625	-5.9%
FORD FIESTA	24,060	22,043	+9.2%	355,933	353,713	+0.6%
VOLKSWAGEN PASSAT	20,708	23,643	-12.4%	300,566	331,917	-9.4%
BMW SERIES 3	20,561	25,262	-18.6%	295,312	289,596	+2.0%

National Trends

Late in 2006, the German market experienced a high volume of registrations ahead of increased taxation introduced at the start of 2007. This resulted in a German market that started 2007 in a depressed state and which continued for much of the year, leaving it down by 9.2% at the end of the year. Other markets to sustain losses were Iceland (down by 6.9%), Finland (down by 6.2%) and Hungary (down by 4.9%). Austria, Luxembourg, Spain and Belgium also recorded slightly reduced registrations compared to 2006.

The most significant market growth was in the Baltic States, with Estonia growing by 22% and Latvia by 28%. Lithuania demonstrated outstanding market growth and ended the year 52% up on 2006. Cyprus also performed strongly with a market that has grown by 27%.

Country	Dec_07	Dec_06	% Change Dec	Year_07	Year_06	% Change Year
Austria	19,872	17,675	+12.4%	299,288	308,594	-3.0%
Belgium	23,695	20,986	+12.9%	524,795	526,141	-0.3%
Cyprus	1,955	1,661	+17.7%	23,516	18,464	+27.4%
Czech Republic	15,742	12,999	+21.1%	170,989	156,970	+8.9%
Denmark	13,013	12,928	+0.7%	159,149	156,761	+1.5%
Estonia	1,664	1,749	-4.9%	30,916	25,364	+21.9%
Finland	7,073	5,791	+22.1%	136,601	145,690	-6.2%
France	182,548	150,749	+21.1%	2,064,999	2,000,562	+3.2%
Germany	241,906	303,416	-20.3%	3,148,164	3,467,964	-9.2%
Great Britain	137,960	133,810	+3.1%	2,404,007	2,344,864	+2.5%
Greece	10,410	12,590	-17.3%	279,688	267,453	+4.6%
Hungary	12,925	14,480	-10.7%	171,224	180,050	-4.9%
Iceland	850	618	+37.5%	15,942	17,116	-6.9%
Ireland	493	992	-50.3%	186,567	178,827	+4.3%
Italy	163,563	142,914	+14.4%	2,506,323	2,356,958	+6.3%
Latvia	2,290	2,821	-18.8%	32,771	25,582	+28.1%
Lithuania	1,783	1,230	+45.0%	21,605	14,234	+51.8%
Luxembourg	2,926	2,521	+16.1%	49,589	50,837	-2.5%
Norway	9,222	11,033	-16.4%	129,195	109,164	+18.3%
Poland	24,236	21,581	+12.3%	290,843	238,993	+21.7%
Portugal	15,390	13,603	+13.1%	201,969	194,678	+3.7%
Slovakia	7,394	6,039	+22.4%	73,179	66,976	+9.3%
Slovenia	4,319	3,306	+30.6%	65,511	58,462	+12.1%
Spain	142,713	135,394	+5.4%	1,608,623	1,626,632	-1.1%
Sweden	30,750	23,879	+28.8%	306,799	282,766	+8.5%
Switzerland	22,945	22,630	+1.4%	282,678	266,789	+6.0%
The Netherlands	8,937	12,966	-31.1%	503,207	482,924	+4.2%
Grand Total	1,106,574	1,090,361	+1.5%	15,688,137	15,569,815	+0.8%

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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

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