

17 August 2011

Golf maintains lead in Europe as car sales fall in July

- **Volkswagen's Golf remains Europe's best-selling car, ahead of the Volkswagen Polo and Ford Fiesta**
- **Total market falls by 1.0% in July, and by 1.7% YtD**
- **Out of the big five European markets, only Germany saw an increase in sales during July**

According to the latest analysis from JATO Dynamics, the Volkswagen Golf remains Europe's best selling car, with sales increasing by 2.9% in July compared to a year earlier, although year-to-date sales have fallen by 6.1%. The Volkswagen Polo, with sales up by 0.7% in July, has regained second place in the market from the Ford Fiesta, however, the Fiesta did retain second place year-to-date.

JATO's key analysis of the market:

- *The European new car market declined by 1.0% in July, and by 1.7% year-to-date*
- *Of the top ten models, six recorded increased sales in July, whereas only two models achieved this in June*
- *Only three of the top ten brands recorded increased sales in July*
- *Reduced sales in France, Italy, Spain and the United Kingdom have contributed to a slight decline across the region*

Volkswagen's recently revised Passat continues to perform well, with an increase of 22.6% in July, and 27.0% for the year-to-date, while Ford's new third generation Focus is performing strongly, with sales 18.6% higher than its predecessor recorded in July 2010.

Volkswagen, Audi and Mercedes recorded improved sales in July with all three also recording sales increases for the year-to-date, along with Opel/Vauxhall and BMW.

Commenting on the findings, Gareth Hession, Vice President, Research at JATO said: "While the new car market has been strong in Germany, low sales performances in July for the rest of the big five markets continue to impact the region as a whole. Continued economic uncertainty in the region is likely to have an impact on consumer confidence which could influence sales on the forecourt."

Sales by Market

Country	Jul_11	Jul_10	% change Jul	Jul YtD_11	Jul YtD_10	% change YtD
Austria	29,307	28,977	+1.1%	216,900	198,653	+9.2%
Belgium*	42,286	39,309	+7.6%	368,731	359,512	+2.6%
Cyprus*	1,319	1,189	+10.9%	8,520	8,502	+0.2%
Czech Republic	12,118	11,365	+6.6%	100,402	100,325	+0.1%
Denmark	9,673	11,659	-17.0%	97,361	85,337	+14.1%
Estonia	1,291	891	+44.9%	9,754	5,744	+69.8%
Finland	8,604	7,309	+17.7%	79,882	69,745	+14.5%
France	160,199	169,944	-5.7%	1,385,283	1,382,380	+0.2%
Germany	260,907	237,428	+9.9%	1,883,486	1,706,219	+10.4%
Great Britain	131,634	136,446	-3.5%	1,161,272	1,245,108	-6.7%
Greece	9,936	11,527	-13.8%	65,096	109,259	-40.4%
Hungary	3,739	4,390	-14.8%	27,102	26,070	+4.0%
Iceland	444	435	+2.1%	3,500	2,360	+48.3%
Ireland	4,076	6,307	-35.4%	81,210	73,848	+10.0%
Italy	138,504	155,018	-10.7%	1,155,892	1,326,437	-12.9%
Latvia	913	614	+48.7%	5,995	3,248	+84.6%
Lithuania	1,072	709	+51.2%	7,695	3,986	+93.1%
Luxembourg	4,529	4,434	+2.1%	33,125	34,111	-2.9%
Norway	11,417	11,507	-0.8%	80,794	73,476	+10.0%
Poland	23,309	24,605	-5.3%	175,186	183,409	-4.5%
Portugal*	17,780	20,299	-12.4%	109,695	135,544	-19.1%
Slovakia	7,357	5,641	+30.4%	41,575	35,163	+18.2%
Slovenia	4,743	5,165	-8.2%	37,685	37,568	+0.3%
Spain	79,147	82,676	-4.3%	521,526	687,998	-24.2%
Sweden	19,621	20,375	-3.7%	176,663	158,454	+11.5%
Switzerland	25,127	25,278	-0.6%	180,394	172,643	+4.5%
The Netherlands	42,280	38,482	+9.9%	370,793	308,573	+20.2%
Grand Total	1,051,332	1,061,979	-1.0%	8,385,517	8,533,672	-1.7%

* Denotes estimated data used for July 2011

Top 10 Brands

Make	Jul_11	Jul_10	% change Jul	Jul YtD_11	Jul YtD_10	% change YtD
VOLKSWAGEN	136,516	120,051	+13.7%	1,019,504	956,679	+6.6%
FORD	81,272	84,945	-4.3%	677,923	721,470	-6.0%
RENAULT	77,546	85,826	-9.6%	644,537	724,518	-11.0%
PEUGEOT	73,586	78,844	-6.7%	593,426	639,123	-7.1%
OPEL/VAUXHALL	73,057	74,077	-1.4%	620,078	608,311	+1.9%
CITROEN	59,465	66,817	-11.0%	496,442	535,280	-7.3%
AUDI	54,414	50,487	+7.8%	413,632	381,623	+8.4%
FIAT	52,670	62,260	-15.4%	447,519	551,133	-18.8%
MERCEDES	51,101	50,533	+1.1%	352,299	350,588	+0.5%
BMW	49,276	50,347	-2.1%	386,165	362,444	+6.5%

Top 10 Models

Make & Model	Jul_11	Jul_10	% change Jul	Jul YtD_11	Jul YtD_10	% change YtD
VOLKSWAGEN GOLF	37,847	36,770	+2.9%	292,241	311,285	-6.1%
VOLKSWAGEN POLO	30,144	29,947	+0.7%	219,118	221,700	-1.2%
FORD FIESTA	25,659	29,051	-11.7%	220,555	267,794	-17.6%
FORD FOCUS	23,089	19,464	+18.6%	172,650	167,307	+3.2%
RENAULT CLIO	21,986	23,104	-4.8%	184,800	217,713	-15.1%
OPEL/VAUXHALL ASTRA	21,864	21,292	+2.7%	180,996	186,751	-3.1%
OPEL/VAUXHALL CORSA	21,669	21,541	+0.6%	192,042	199,702	-3.8%
VOLKSWAGEN PASSAT	21,589	17,608	+22.6%	153,651	120,975	+27.0%
RENAULT MEGANE	19,024	22,702	-16.2%	148,047	166,997	-11.3%
PEUGEOT 207	18,938	22,506	-15.9%	159,893	197,525	-19.1%

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About JATO

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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.

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