EUROPEAN NEW CAR SALES UP 5.8% FOR THE FIRST HALF OF 2014

Thursday 17 July, 2014

Related Sectors:

Motoring ::

Scan Me:

- **New car sales increase in 24 out of 30 European markets since the start of the year**
- **June 2014 sales are up 4.3% on the same month last year**
- **Renault's strong performance in 2014 continues, with year-to-date growth of 13.5%**

It has been a strong first half of the year for the European new car market, with growth of 5.8% for the period from January to June, according to the latest analysis from JATO Dynamics, the world's leading provider of automotive intelligence. Sales growth of 4.3% in June means that year-on-year sales increased for the tenth consecutive month.

JATO's headline market analysis:

- *Great Britain records the biggest year-to-date increase in units sold - over 120,000 more than H1 2013, a 10.6% increase*
- *All of the top 10 brands have increased their sales for the year so far compared with the same period in 2013*
- *Sales of Renault's Captur have taken off in 2014 and becomes the seventh best-selling model in Europe in June as a result*

Overall, 24 of the 30 countries analysed recorded year-to-date increases in volumes compared to the same period last year, including Europe's five largest markets France, Germany, Great Britain, Italy and Spain. With growth of 18.8%, Spain was particularly strong during the first half of the year following the re-introduction of government incentives, after very low sales a year ago. Great Britain also performed well with year-to-date growth of 10.6%. Over 120,000 more new cars were sold in Great Britain in the first half of 2014 compared to the same period last year, representing the largest increase in volumes in Europe.

Fewer available selling days in June contributed to a slight dip in sales volumes in Germany during June (-1.9%), however over the first half of 2014 this market grew by 2.4%. Italy recorded year-to-date growth of 3.4%, and France 2.9%.

The Czech Republic (+16.4%), Portugal (+37.7%) and Sweden (+17.7%) are amongst the medium-sized markets recording strong double-digit growth for the first half of 2014. Conversely, sales in the Netherlands continue to slow as a result of tax changes brought in at the start of the year. New car sales were down 5.6% in June and down 5.1% for the year-to-date.

European Monthly Sales Volumes Year-on-Year Comparison

(Image file of graph also attached)

Seven of the top 10 brands saw increases in their sales in June and all ten saw increases for the year-to-date. The two best-selling brands in Europe so far this year – Volkswagen and Ford – have both been affected by the slowdown in the Netherlands, where the former is the market leader. Volkswagen's sales fell 3.1% in June compared to the same month last year, while its year-to-date growth of 1.9% is below the market average. Ford's H1 2014 sales have grown in line with the market (up 5.5% YtD) despite a slight fall in June (-1.2%).

It has been a good year so far for third placed Opel/Vauxhall (up 8.3% YtD and 11.7% for June), with strong demand for the new Mokka small crossover and the revised, lower-CO_2Insignia model. Renault's year-to-date growth of 13.5% helps close the gap on the top three. Its performance is further boosted by a strong June that saw new car sales rise by 20.8%. It was also a good month for BMW, which recorded a 7.8% rise in volumes.

Outside the top 10, Skoda (+12.6%), Seat (12.7%), Volvo (+15.0%) and Mazda (+12.9%) all recorded double-digit growth during June. Dacia is one of the fastest growing low-cost volume brands of 2014 with sales up 35.3% for the year-to-date and 32.4% for June.

Top 10 Brands

Make	Jun 14	Jun 13	% change Jun	Jun YtD_14	Jun YtD_13	% change YtD
VOLKSWAGEN	141,278	145,758	-3.1%	825,041	809,677	+1.9%
RENAULT	105,394	87,268	+20.8%	468,248	412,384	+13.5%
OPEL/VAUXHALL	93,235	83,494	+11.7%	472,312	436,037	+8.3%
FORD	91,474	92,608	-1.2%	514,943	488,208	+5.5%
PEUGEOT	75,057	72,649	+3.3%	422,155	394,074	+7.1%
BMW	64,396	59,744	+7.8%	345,515	328,048	+5.3%
AUDI	64,392	63,580	+1.3%	383,675	364,601	+5.2%
MERCEDES	60,032	59,455	+1.0%	334,112	323,148	+3.4%
CITROEN	59,963	62,496	-4.1%	333,666	325,355	+2.6%
FIAT	57,495	54,807	+4.9%	324,002	319,124	+1.5%

Volkswagen's Golf remains Europe's top selling model thanks to impressive year-to-date growth of 14.2%. In contrast to the lower overall sales growth for the Volkswagen brand, the strong performance of the Golf in 2014 has resulted in it gaining market share.Renault's Clio is the second best-selling model in June following a 12.3% rise in sales compared to 2013; however the Ford Fiesta is the second best-selling model of 2014, recording growth of 9.3% for the first half of the year. The Opel/Vauxhall Corsa (up 3.5% for June and 1.5% YtD) and the Volkswagen Polo (down 14.5% for June and 1.5% YtD) complete the top five.

In June the Renault Captur (+116.0%) becomes the first small crossover to enter the top 10 models by sales volume. This breakthrough demonstrates how small crossovers have joined medium crossovers such as Nissan's Qashqai, also in the top 10, as a mainstream choice for consumers.

Fiat's 500 just misses out on the top 10, but nonetheless has performed well in 2014 so far. Sales were up 22.7% in June and 15.6% for the year-to-date. The other models recording strong double-digit growth for the first half of the year are the Skoda Octavia (+42.1%), Dacia Sandero (+35.7%) and the Audi A3/S3/RS3 (+30.4%).

Top 10 Models

Make & Model	Jun_14	Jun_13	% change Jun	Jun YtD_14	Jun YtD_13	% change YtD
VOLKSWAGEN GOLF	43,960	40,883	+7.5%	270,462	236,902	+14.2%
RENAULT CLIO	34,606	30,806	+12.3%	162,558	154,359	+5.3%
FORD FIESTA	27,523	25,909	+6.2%	167,941	153,715	+9.3%
OPEL/VAUXHALL CORSA	26,935	26,035	+3.5%	133,729	131,785	+1.5%
VOLKSWAGEN POLO	22,531	26,361	-14.5%	140,539	142,701	-1.5%
FORD FOCUS	21,712	22,382	-3.0%	121,570	122,661	-0.9%
RENAULT CAPTUR	20,893	9,673	+116.0%	87,410	19,178	+355.8%
PEUGEOT 208	19,373	22,774	-14.9%	119,686	136,774	-12.5%
NISSAN QASHQAI	19,271	18,364	+4.9%	110,474	113,726	-2.9%
OPEL/VAUXHALL ASTRA	19,063	19,663	-3.1%	97,336	104,248	-6.6%

Gareth Hession, Vice President of Research at JATO Dynamics, commented: "Overall it has been a very positive first half of the year for the European new car market. Year-to-date growth of 5.8% and ten consecutive months of sales increases are fantastic achievements in the current economic climate. These trends suggest that the industry has every chance of extending this level of performance for the remainder of 2014."For more information email jatoteam@firstlightpr.com, visit www.jato.com and follow JATO on LinkedIn &Twitter.

-Ends-

For media enquiries:
Aimen Chouchane
+44 (0) 203 617 7239
jatoteam@firstlightpr.com

For all other enquiries:
Andrew Hill
+44 (0) 208 423 7127
pr@jato.com

You can now follow JATO on LinkedIn and Twitter (@JATO_Dynamics).

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.

Visit JATO at www.jato.com for more information.

For media use only. Advertising and/or any other promotional use of the information contained within this release must be pre-agreed with JATO Dynamics Ltd.

Notes to editors

Sales by Market

Country	Jun_14	Jun_13	% change Jun	Jun YtD_14	Jun YtD_13	% change YtD
Austria	29,100	31,279	-7.0%	166,607	171,204	-2.7%
Belgium	43,018	43,158	-0.3%	287,824	289,873	-0.7%
Croatia	4,170	3,215	+29.7%	20,854	15,384	+35.6%
Cyprus	696	475	+46.5%	4,024	3,151	+27.7%
Czech Republic	18,171	14,482	+25.5%	94,058	80,815	+16.4%
Denmark	17,546	17,544	+0.0%	98,727	91,920	+7.4%
Estonia	1,894	1,702	+11.3%	10,669	10,348	+3.1%
Finland	9,211	8,820	+4.4%	59,090	56,460	+4.7%
France	196,233	191,355	+2.5%	958,752	931,476	+2.9%
Germany	277,614	282,913	-1.9%	1,538,268	1,502,630	+2.4%
Great Britain	228,291	214,957	+6.2%	1,287,265	1,163,623	+10.6%
Greece	7,958	5,641	+41.1%	37,239	30,335	+22.8%
Hungary	6,278	5,020	+25.1%	33,251	27,353	+21.6%
Iceland*	824	1,468	-43.9%	3,893	4,803	-18.9%
Ireland	1,690	1,669	+1.3%	65,721	53,225	+23.5%
Italy	128,297	123,486	+3.9%	761,371	736,486	+3.4%
Latvia	1,122	1,027	+9.3%	6,160	5,137	+19.9%
Lithuania	1,223	1,121	+9.1%	7,335	6,014	+22.0%
Luxembourg	4,416	4,320	+2.2%	27,145	26,409	+2.8%
Norway	11,698	11,240	+4.1%	73,490	71,725	+2.5%
Poland	25,535	25,293	+1.0%	152,998	147,583	+3.7%
Portugal	15,734	12,742	+23.5%	75,802	55,064	+37.7%
Romania	6,947	3,967	+75.1%	31,225	24,549	+27.2%
Serbia*	1,925	2,054	-6.3%	9,695	10,592	-8.5%
Slovakia	6,897	5,807	+18.8%	34,789	31,683	+9.8%
Slovenia	4,826	5,845	-17.4%	28,238	28,161	+0.3%
Spain	91,534	73,620	+24.3%	462,206	389,122	+18.8%
Sweden	28,749	22,869	+25.7%	151,747	128,900	+17.7%
Switzerland	27,309	28,769	-5.1%	148,543	155,993	-4.8%
The Netherlands	33,457	35,435	-5.6%	201,989	212,737	-5.1%
Grand Total	**1,232,363**	**1,181,293**	**+4.3%**	**6,838,975**	**6,462,755**	**+5.8%**

*NOTE: *denotes estimated data included for June '14*

Company Contact:

_

Pressat Wire

E. support[@]pressat.co.uk

View Online

Newsroom: Visit our Newsroom for all the latest stories:
https://www.wire.pressat.co.uk