

What's Europe driving in 1H15?



Car sales in the EU continued to grow during the first six months of 2015 extending the market's longest period of continuous growth, since ACEA began compiling figures in 1990.

June marked the **22nd consecutive month of growth.**



Growth drivers

- ▶ Continued economic recovery
- ▶ New model launches
- ▶ Weak euro
- ▶ Low interest rates
- ▶ Ageing car park

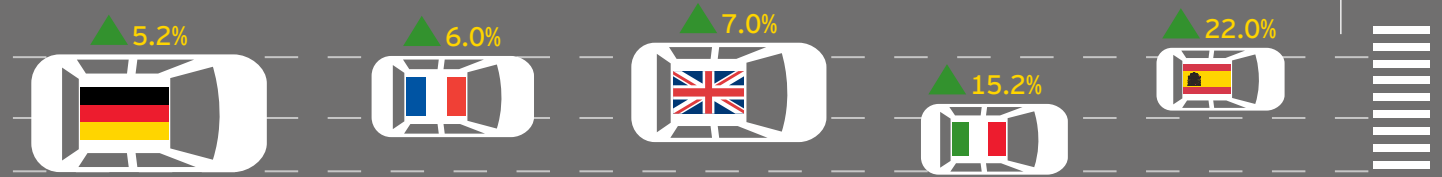


Causes of concern

- ▶ Self-registrations and heavy discounting continue to distort the true level of demand
- ▶ Uncertainty due to Greek crisis
- ▶ High unemployment in some countries

As we move further into 2015, the European car market is expected to witness a moderate growth of 3%-5% in 2015 on the back of continued macroeconomic recovery, new model launches and high discounts. However, a decline in consumer confidence due to the Greek crisis, may dampen the pace of growth.

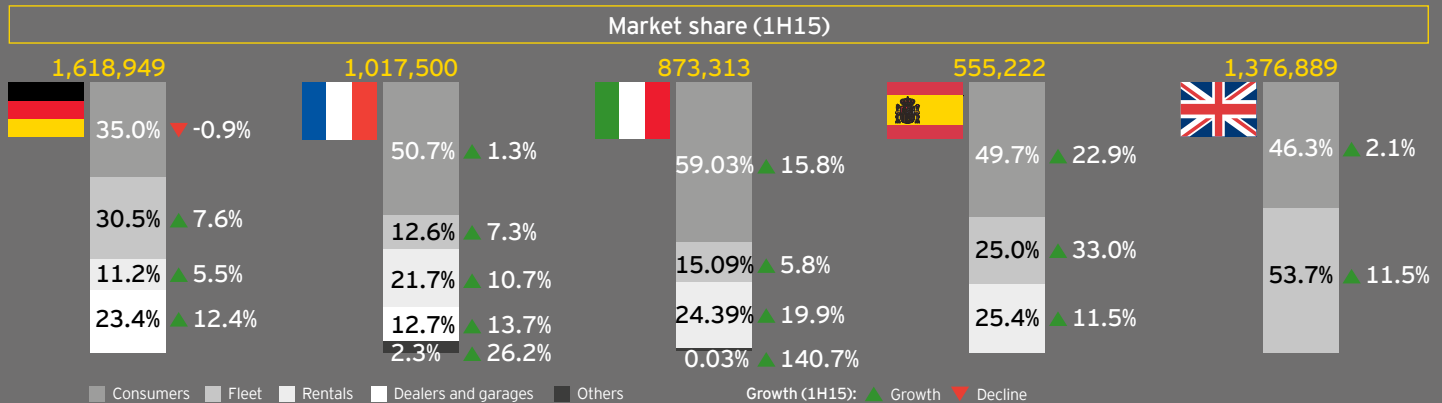
Car sales growth comparison for top 5 markets



Car sales growth (1H15)
Size of the car represents relative volume of sales in the five markets

Private vs. fleet sales segment data for top 5 markets

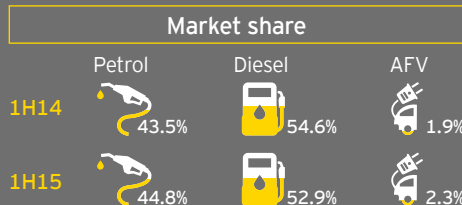
In 1H15, while car sales to fleet buyers recorded a strong rise in all five countries due to growing business confidence, private sales also witnessed marginal growth, with only Germany recording a marginal decline.



Note: The data for each country has been derived from that published by their respective automotive associations. 'Rentals' includes short-term and long-term rentals. The numbers on top of the bars denote car sales in respective countries, during the period.

What is the fuel mix?

Top 5 markets for Europe in 1H15



Consumers are gradually moving away from diesel cars as countries such as the UK and France become wary of air pollution problems caused by diesel-powered engines.

35.9%
alternate fuel vehicle (AFV) sales growth

AFVs witnessed growth across all five markets, with the UK and France recording strong growth supported by government incentives.

12.0%
petrol vehicle sales growth

Petrol vehicle sales witnessed strong growth, with France, the UK and Italy contributing the most to the rise.

What's driving the sales?

Market indicator comparison (GDP and unemployment rate)

