

0819

Meltdown - August UK car sales plunge 21.2%
pages 18 - 19

Europe now world's biggest vehicle market
pages 14

"Oilpreza" Subaru's 1st Diesel
pages 16 - 18

15.10.08

Western Europe

Downturn threatens to turn into slump

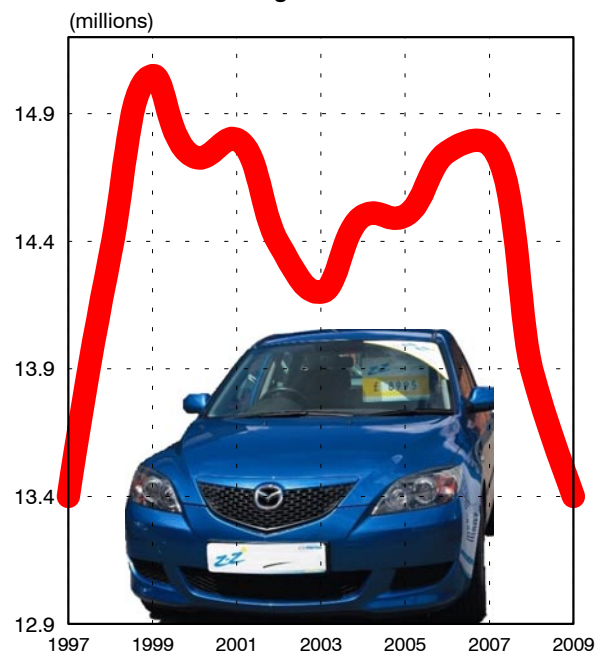
Confidence on the rocks, industry braced for more gloom from fast ailing markets

AUTOINDUSTRY strategists, shocked by the severity of tremors from today's global financial crisis, now predict privately that the toxic fallout from the forever tightening crisis, chiefly far lower than earlier feared car sales in Europe, could still be felt in 2010 and beyond. Nevertheless, dazed by today's headline dominating events and fearful of the inevitable fallout spreading further into near empty dealer showrooms, carmakers now appear reluctant to issue a sales forecast for this and next year.

As much of Europe appears to be sliding further towards recession, the autoindustry's current downturn is potentially threatening to turn into a full blown car sales slump, strongly echoing the negative sentiments seen of late in the slump-struck US, where September sales tumbled by 26.6 per cent.

The sheer gravity of today's intensifying crisis was underlined chiefly in major European markets like the UK and Spain, where September car sales slumped by a respective 21.2 and 32.2 per cent, followed no less revealingly by a headlong 40.4 per cent dive in fast-slowing Eire.

Western Europe
Passenger Car Sales



AID Graph 08/82

2008/2009 = AID Forecast

Europe	1 - 6, 8, 9, 10, 12 - 17, 18
Austria/Belgium/Bulgaria	2
Brazil	10
Eastern Europe	10, 13, 14
China	9, 10, 11, 12, 15
Czech Republic/Finland	2
Denmark/Greece/Norway	2, 3
Eire	1, 2, 3
France	2, 3, 4, 5, 6, 7, 9
Germany	2, 3, 8, 9, 11, 12, 15
Hungary/Iceland	2
India	9, 10
Italy	2, 3, 10, 15
Japan	4, 5, 7, 9, 10, 16, 19
Kazakhstan/Uzbekistan	13
Latvia/Lithuania, Estonia	2
Netherlands/Portugal/Romania	2
Poland	2, 10
Russia	9, 10, 11, 12, 13, 15
South Korea	5, 19
Spain	1, 2, 3, 4
Slovakia/Slovenia	2
Switzerland	2, 3
Sweden	2, 3, 7
UK	1, 2, 3, 8, 12, 15, 18, 19
Ukraine	13, 14
USA	1, 7, 8, 9, 10 - 13, 14, 15, 16

"Smooth operator"
Subaru's 1st ever diesel is impressively good 16 - 18

In Depth & Other Topics:
"Gimme shelter"
Europe's car sales bubble has popped 1 - 3

"Power Play"
VW, also buffeted by strengthening storms, still rolling strong 3 - 7

"Moment of truth"
Credit crisis stirs up rumour mill as big three totter 7 - 8

"French short-termism"
Renault's Ghosn, keen to keep face, reverts to "Le cost killer" 6-7

"Lights flashing amber"
Porsche built record 105,162 cars in fiscal 2007/8
What next? 11 - 12

Alfa Romeo	5, 19
Aston Martin	18, 19
Audi	4, 5, 15, 16, 16, 19
Bentley/Lamborghini	12, 18, 19
BMW	5, 8, 9, 10, 12, 15, 18, 19
Chevrolet/Daewoo	5, 14, 19
Chrysler	5, 7, 8, 10, 19
Citroën	4, 5, 8, 9, 19
Citigroup	8
Dacia	5
Daihatsu	5, 19
Daimler	5, 7, 10
Deutsche Bank	7, 8, 9
Ferrari/Maserati	5
Fiat	5, 8, 10, 19
Ford	5, 7, 10, 17, 18, 19
Global Insight	10
Opel/Vaux	4, 5, 9-10, 13-14, 18, 19
GM (US)	5, 7, 8, 13, 14
Honda	5, 9, 16, 19
Hummer	18
Hyundai	5, 19
Jaguar	5, 19
J.D Power	9
Jeep	18, 19
Kia	5, 19
Lancia	5
Land Rover	5, 18, 19
Lexus	4, 5, 12, 16, 19
Mazda	5, 7, 19
Mercedes	5, 8, 9, 10, 12, 16, 18, 19
Mini	5, 19
Mitsubishi	5, 19
Merril Lynch	9, 10
Nissan	5, 7, 9, 19
Porsche	11, 12, 18, 19
PSA-Peugeot	4, 5, 8, 10, 19
Renault4, 5, 6, 7, 8, 9, 10, 17, 18, 19	
Saab	5, 10, 19
SEAT	4, 5, 18, 19
Škoda	4, 5, 19
Smart	5, 18, 19
Subaru	5, 16, 17, 18, 19
Suzuki	5, 19
Tata Group	5, 19
Toyota	3, 4, 5, 9, 19
VW 3, 4, 5, 6, 8, 9, 10, 15, 16, 17, 19	
Volvo	5, 7, 19



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