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October prestige class
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Porsche's magical
€8.6bn jackpot win
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Mercedes S-Class Diesel 17.11.08
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Western Europe

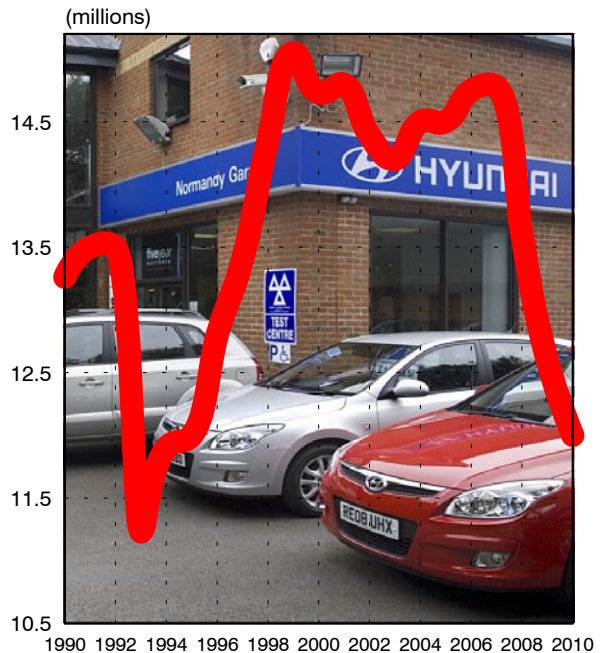
Light fading in stormy skies

Steep 15.5% October car sales plunge sets autoindustry's alarm bells ringing

THE steep and sudden downward spiral in European economic activity has further sunk its teeth into an already rapidly depleting market for new passenger cars. A less severe October sales dip in central Europe - down just 3.3 per cent - thanks in the main to trendbucking sales gains in both Poland and the Czech Republic, helped soften the blow of October's headlong car sales plunge in western Europe. Viewed that way October sales in Europe, made up of the usual 28 markets, still tumbled 14.5 per cent, bringing the regional sales shortfall after ten months to 5.4 per cent.

An already deeply anxious industry was sent yet another sobering reminder of the difficulties ahead with news that October car sales in Western Europe slumped 15.5 per cent, coming in the wake of a 9.3 per cent sales tumble only the month before. The latest plunge brings West Europe's cumulative ten months car sales total to a markedly slimmer 11.9m units, down 6 per cent on the same time last year. That compares with a sales shortfall of just 2.7 per cent at the halfway stage, underlining the steep and sudden

Western Europe
Passenger Car Sales



AID Graph 08/95

2008/09 F-Cast = AUTO AID 2008

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

"Green Luxobarge"
Mercedes S-Class diesel is certainly no fuel guzzler . 10 - 12

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Alarm bells - steepest US vehicle sales slide in decades . 14 - 15

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BMW	2 - 5, 6, 9, 10, 11 - 17, 18, 19
Cadillac	18
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Chrysler	4, 5, 6, 7, 10, 14, 15, 16, 17
Citroën	5
Citigroup	8
Dacia	4, 5, 6
Daihatsu	5
Daimler	5, 8, 13
Deutsche Bank	7
Ferrari/Maserati	5, 17
Fiat	4, 5
Ford	4, 5, 6, 7, 10, 15, 16, 17, 18
Opel/Vaux	3, 4, 5, 7
Global Insight	7, 8
GM (US)	5, 6, 7, 10, 14 - 16, 17, 18
Honda	4, 5, 14, 15, 16, 17
Hyundai	4, 5, 15, 16, 17
Jaguar	5, 6, 17
J.D Power	8
Kia	4, 5, 15, 16, 17
Lamborghini	17
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Nissan	4, 5, 15, 16, 17
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Renault	4, 5
Saab	4, 5, 15, 17
Scion	16, 17
SEAT	4, 5, 9
Škoda	5, 9
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Subaru	5, 6, 15, 17
Suzuki	5, 15, 17
Toyota	3, 4, 5, 9 - 11, 14, 15, 16, 17
VW	4, 5, 6, 8, 9, 13, 14, 15, 17
Volvo	4, 5, 15, 16, 17, 18



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