

1121

Jaguar Land Rover to hire 1,000 extra staff  
pages 18 - 19

PSA ratings cut as profits slip away  
page 12

GTi era revisited  
New Suzuki Swift Sport 17.11.11  
pages 19 - 20

Western Europe

## 4WDs gain in down market

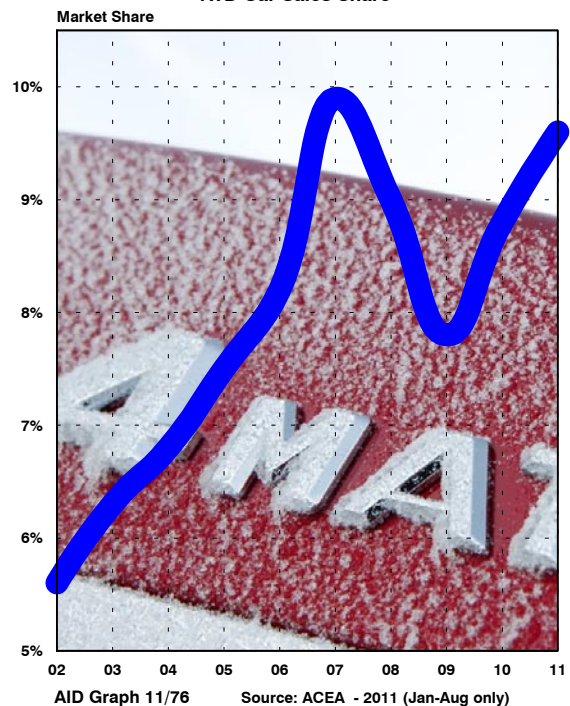
After a brief interlude of just two years, 4WD market resumes upward trajectory

ONE SECTOR of West Europe's slowing new car market that appears to be riding against the odds is the four-wheel-drive vehicle market. If 2011 closes on the trend established in the first eight months - 9.6 per cent market share - West Europe's 4WD share will conceivably touch the 10 per cent level, thus setting a new sales share record.

After just two years of sagging market share, dragged down chiefly by the ill-effects of the raging economic storms, since last year Europe's 4WD market has again sprung back to life, thus resuming the sector's lively and unwavering upward trajectory seen in the region since the early 2000s.

Vehicles equipped with 4WD technology, made up of Crossover-SUVs and mainly upmarket passenger cars typified by prestige sector Audis fitted with Quattro 4WD drive, are increasingly popular. Fresh evidence based on a near decade of West European 4WD sales, plus eight months sales to the end of August this year, supports the view that West Europe's 4WD segment remains on track for record orbit. That follows a strongly recovering overall

Western Europe  
4WD Car Sales Share



W-Europe	1, 2, 4, 5 - 8, 10, 11, 12, 18
Belgium	4, 5
Brazil	12
Bulgaria/Czech Republic	5
China	8, 10, 11, 12, 13, 18, 19
Denmark/Eire/Greece	5
Estonia, Latvia/Lithuania	5
Finland	4, 5
France	5, 6, 8, 10, 7
Germany	2, 3, 4, 5, 6, 8, 10, 11, 13
Hungary	5, 19
India	20
Italy	4, 5
Japan	7, 14, 15, 16, 17, 18, 20
Luxembourg	5
Netherlands/Austria	5, 6
Norway/Poland/Portugal	5
Romania/Slovakia/Slovenia	5
Russia	12, 18, 19
South Korea	6, 7
Spain	5, 19
Sweden	4, 5, 6
Switzerland	2, 4, 5
Thailand	17, 18
UK	4, 5, 8, 18, 19, 20
USA	10, 11, 12, 13, 18, 19

### In Depth & Other Topics:

**Up on all fours**  
Europe's 4WD demand bounces back from short sharp shock 1-4

**Quattro Era**  
A third of Audis sold in Germany today are 4WD Quattro drive 3

**Trouble Ahead**  
Europe's 1.2% October car sales slip revives double-dip fears 4 - 6

**Pull in different directions**  
Europe car sales - Hard slog for some, but not for others 6 - 8

**Baton Change**  
Toyota now outsold in Europe by Hyundai-Kia in October and year to date 6

**Focused on China's millionaires**  
Strong China sales boost BMW profits 10 - 12

**Signs of life in September data**  
Worst of Japan's car sales slump could well be over 14 - 18

Alfa Romeo	7, 15	Lancia	7
Aston Martin	15	Land Rover	7, 15, 18, 19
Audi	2, 3, 7, 8, 11, 13, 14, 15, 19	Lexus	7, 15
Bentley	7, 15	LMC Automotive	10
Bernstein Research	11, 12	Maruti Suzuki	20
BMW2, 3, 6, 7, 8, 10, 11, 13, 14, 15, 19		Mazda	6, 7, 15
Chevrolet	7, 12	Mercedes	2, 4, 7, 8, 13, 14, 15, 19
Chrysler	7, 10	Merril Lynch	10, 11
Citigroup Global Markets	11	Mini	7, 11, 14, 15, 20
Citroën	6, 7, 10, 12, 15	Mitsubishi	7, 15
Compact Power/LG Chem	13	Morgan Stanley	12, 13
Dacia	7	Nissan	6, 7, 15, 17, 18
Daihatsu	7, 15, 16, 17	Panasonic	13
Daimler	7, 13, 15	Peugeot	6, 7, 10, 12, 15
Deutsche Bank	10, 11, 12	Porsche	15, 19
Faurecia	12	Renault	6, 7, 15
Ferrari/Maserati	15	Rolls Royce	14, 15
Fiat	6, 7, 10, 15	Saab	15
Fisker	13	Škoda	7
Fitch Ratings	12	Smart	7, 15
Ford	7, 15	Standard & Poors	10
Gefco	12	Subaru	7, 15
GM	7, 12, 15	Suzuki	7, 15, 16, 17, 19, 20
GM Opel/Vauxhall	7, 15	Tata	7, 15, 18
Honda	6, 7, 15, 18	Tesla	13
Hyundai-Kia	6, 7, 8	Toyota	6, 7, 8, 13, 14, 15, 16, 17, 18
Jaguar	7, 15, 18	VW	6, 7, 8, 15, 18, 19
J.D Power	10	Volvo	6, 15
J.P. Morgan	12		



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AID Ltd.  
31 Cape Road  
Warwick  
CV34 4JP, England

Telephone: +44(0) 1926 410040  
Fax: +44(0) 1926 776252  
www.eagleAID.com  
subscriptions@eagleAID.com