

AID NEWSLETTER

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burns at both ends
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French electric car market off
to a slow start
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Up-town Volkswagen heads
for UK showroom
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Western Europe

Value brand popularity keeps on rising

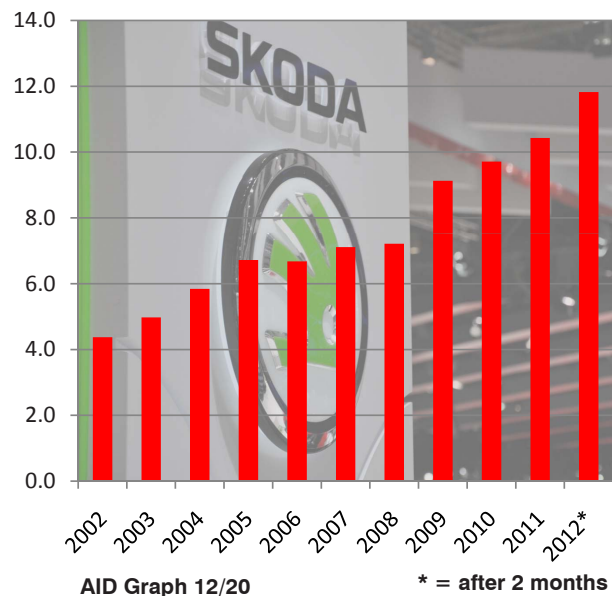
The sales share of most volume carmakers is being quietly but remorselessly eroded

VALUE brands, best typified by the meteoric climb from highly profitable Škoda, broke West European sales share records in ten out of the past eleven years, exclusively compiled AID data reveals. The 11.8 per cent captured by the group at this year's two months stage - a new historic high - is close on triple the 4.4 per cent held back in 2002.

Given the sector's near unbroken record run, accompanied for good measure by news that Škoda posted a 7.2 per cent operating margin during last year, it comes as no surprise than Nissan too will now join the speeding value-brand bandwagon. Nissan's Carlos Ghosn said last week that the Datsun brand, killed off in 1986, will be revived. Positioned as a value brand, from 2014 onwards Datsun-badged products will spearhead a Nissan car sales drive in price-conscious markets such as India, Russia and Indonesia, the company said.

Growing numbers of West Europe's motorists have long-gravitated towards value brands

Western Europe Value Brands Market Share



Countries

W-Europe	1, 2 - 4, 5, 7, 8, 11, 12, 13, 14, 18
Austria	7
Belgium	7, 8
Brazil	11
China	9, 10, 11, 12, 13, 15, 18
Denmark	7
Eire	7
Finland	7
France	4, 5, 6, 7
Germany	4, 7, 8, 9, 12, 13, 14
Greece	7
India	1
Italy	7, 11
Netherlands	7, 8
Norway	6, 7, 8
Portugal	7
Russia	1, 12, 14, 15, 16, 17, 18
South Korea	4, 15
Spain	7
Sweden	7
Switzerland	7
UK	3, 6, 7, 18, 19, 20
USA	12, 18
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Avtoframos	14	Lada	14, 15, 16, 17
AvtoVAZ	14, 15	Land Rover	15, 17, 18
Bernstein Research	9, 10, 11	Lexus	15
Bluecar	5	Mazda	2, 15
BMW	4, 5, 9, 10, 11, 13, 15	Mercedes	4, 5, 9, 10, 13, 18
Bolloré	5, 6	Mini	11, 15, 19, 20
BYD	15	Mitsubishi	6, 15
Chery	15	Morgan Stanley	9, 11, 12
Chevrolet	2, 3, 15	Nissan	1, 2, 5, 6, 15, 18
Citroën	3, 6, 15, 17, 18	Porsche	5, 13, 15
Credit Suisse	11	PSA Peugeot	2, 3, 5, 6, 15, 17, 18
Dacia	2, 3, 4, 15, 17	PWC	9
Daimler	18	Renault	2, 3, 5, 6, 7, 14, 15, 17, 20
Datsun	1, 3	Rolls-Royce	11
Deutsche Bank	9, 10, 11	SEAT	15, 18
Fiat	11, 12, 13, 15, 18, 19	Škoda	1, 2, 3, 4, 15, 17, 18
Ford	2, 3, 4, 13, 14, 15, 18, 19	Smart	18
GAZ	17	Subaru	15
Geely	15	Suzuki	13, 15
GM	15, 17	Tata	15, 17
GM Opel/Vauxhall	2, 3, 4, 5, 13, 14, 15	Toyota	2, 15, 18, 20
Great Wall	15	UBS	12
Haima	15	Volvo	15
Honda	2, 15	VW	2, 3, 4, 8, 13, 14, 15, 17, 18, 19, 20
Hyundai-Kia	2, 3, 4, 15, 16, 17, 18, 19		



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