

AID NEWSLETTER

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EUROPE'S LEADING AUTOMOTIVE NEWSLETTER

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1211 Little interest in hybrids in Europe, for now at least
pages 1 - 5



Europe's car sales slide for 8th month in a row, May down 9%
pages 6 - 10

New Yaris Hybrid - Price and real-world economy are right
pages 17 - 20

Western Europe

Hybrids struggling in Europe

TIMES may be tough for electric carmakers, but they may take some comfort from the fact that in diesel-dominated Europe the hybrid car industry has fared little better.

While the popular media has long praised cutting-edge hybrids like Toyota's Prius for their ability to save almost single-handedly our planet's slow cooking in greenhouses gases, to the vast majority of Europe's value conscious car buying public today's hybrids may promise great things in the increasingly critical running cost department, but in the real world of daily motoring hybrids are still falling short on delivery. In consequence, when European sales numbers are added up, tradition still rules, relegating even media darlings like Toyota's Prius and its more cost effective Auris hybrid to also-ran status.

That's driven home by AID's exclusively compiled figures showing that just over 103,000 hybrids hit West Europe's roads for the first time

Western Europe Hybrid Car Sales by Market First Quarter 2012



AID Graph 12/40

Countries

W-Europe ..	1, 2, 3 -10, 12, 15, 16, 17, 18, 19
Austria	2, 5, 6, 7
BeLux	2, 7
Bulgaria, Cyprus	7
China	13, 14, 16, 17
Czech Republic	7
Denmark	2, 5, 6, 7
Eire	2, 7
Estonia, Latvia, Lithuania	7
Finland	2, 6, 7
France ..	2, 4, 6 - 8, 10, 11, 13, 14, 16, 18, 19
Germany	2, 4, 6, 7, 8, 13, 14, 15, 17
Greece	2, 7
Hungary	7
Iceland	6, 7
Italy	2, 6, 7
Japan	2, 3, 9, 11, 12, 15
Netherlands	2, 3, 4, 5, 6, 7, 20
Norway	2, 3, 4, 5, 6, 7
Poland	7
Portugal	2, 7
Romania	7, 8
Slovakia, Slovenia	7
South Korea	7, 9, 11, 12, 15
Spain	2, 4, 6, 7
Sweden	2, 5, 6, 7
Switzerland	2, 5, 6, 7
UK	2, 4, 5, 6, 7, 18, 19, 20
USA	2, 3, 14, 15, 16, 17
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Mere trickle for now
Hybrids gain toehold presence in just Norway and the Netherlands..... **4 - 5**

Europe's car sales slide worsens
May's 9% car sales dive says underlying rate of decline is still accelerating..... **6 - 7**

Monsieur Hollande we've got a problem
French domestic car sales barometer points to 'Low'..... **10 - 13**

Glass half empty or half full?
VW faces some rare negative news . **13 - 14**

What Crisis?
World economies dimming, but luxury car demand is slowing only gently **16 - 17**

Crystal ball gazing
GM beats Ford 10 years hence, but Germans win overall **14 - 15**

Companies

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Chrysler	9, 11, 14, 16
Citroën	9, 10, 11, 13, 16
Dacia	8, 9, 11, 13
Daihatsu	9, 11
Daimler	11, 15
Deutsche Bank	14, 16
Fiat	8, 9, 11, 13, 14
Ford	8, 9, 11, 13, 14, 15, 16
GM	9, 11, 14, 15, 16
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Nissan	9, 11, 13, 15
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Tata	9, 11
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Toyota	1 - 5, 9, 11, 13, 15, 17 - 19, 20
UBS	13, 14
Volvo	9, 11
VW	3, 8, 9, 11 - 13, 14, 15, 18, 19, 20



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