

Too early to trumpet all clear - brand-new Auto AID 2009 study concludes

It may be perplexing to some that after several months of strong recovery growth AID's latest comprehensive study on West Europe's car market forecasts that a sustainable return to pre-crisis sales levels still remains more than five years away. AID's brand-new study - **Auto AID 2009** - which contains bang-up-to date late November forecasts for car sales and production in most leading global markets, further concludes that upbeat predictions for a strong and sustainable rebound in the world's automotive industry next year still appear too optimistic.

Recent upbeat indicators suggesting that West Europe's battered new car market may have seen the worst of the downturn, and if anything has staged a strong recovery, have lulled some observers into the soothing comfort of a make-believe world. Looked at in isolation, the bounce back in West European sales and production seen of late clearly says that the very worst is over, and the eagerly awaited recovery probably has begun. Indirectly at least, by way of scrappage incentives, the vast majority of autoindustry members still rely on life support and their economies are still receiving transfusions in government cash. It's going to be a long convalescence - and we can't rule out a relapse, AID's study concludes. Publication of AID's "Auto AID 2009" has been held back until now in order to ensure that the car sales and production forecasts contained within its fact-packed 271 content pages are based on the very latest developments.

This latest study also contains highly topical car sales data for diesel-powered cars - a trend that literally set the market alight but has suffered recently due to the numerous scrappage incentives aimed at smaller vehicles. That's to say that for full years 2008 and 2007 the study contains total diesel car sales and market share for virtually every West European market. Equally topical, the study's near unique sales-split by sector draws renewed attention to the unstoppable gains from the Basic sector and the recent phenomenon of consumers' downsizing.

Car sales and production forecasts to 2014 are identified for each and every West European car market, the US, China, Japan, South Korea, Brazil and even Czech Republic. There is also a car sales forecast for India. Moreover, apart from each and every market in Western Europe, the study also includes new car sales 2008/2007 at TIV (Total Industry Volume) level for Central European markets such as Slovenia, Slovakia, Romania and Bulgaria. Also, for the years 2008 & 2007 the study shows the top-selling models and sales by manufacturer and marque for every West European market. The study reveals automotive plant locations and associated employment levels, including major assembly operations outside Europe.

Furthermore, this exhaustive study contains historic sales together with detailed segmentation and niche-sector sizes for all of Western Europe's car markets, complete with comments and graphs to provide industry professionals and autoindustry analysts with an affordable, and yet professional, planning document/reference book.

Please see the enclosed leaflet for additional details, or visit our web-site www.eagleAID.com/reports for a full listing of the study's contents. You may contact me by phone or email for any further queries you have.

Best wishes,



Peter Schmidt
AID Limited
t: +44(0) 1926 410040
e: peter.schmidt@eagleaid.com
w: www.eagleaid.com