Press release

IN 2009 ITALIAN CAR MARKET ALIGNED WITH THE YEAR 2008

with Home Makes in growth by 19.4% in December (2009 share close to 33%)

Turin, 4th January 2010 – Also in January the Italian Car market increased, up by 16.7%, recording 165,428 new-car registrations; volumes realized in 2009 totally amounted to 2,158,010 units, attaining the same levels of 2008 when the year closed with 2,161,682 registrations.

The increase recorded in new registrations was partly motivated by the *expiration* of the governmental scrapping incentive program, ended in December 2009, and also due to several promotional campaigns offered by all Carmakers.

The penetration share of cars with alternative motorizations was around 31% in December, in alignment with the growing trend recorded during the whole year (share recorded in January: 9.9%). As a final result the global share of 2009 was about 21.6% on 6.4% of the previous year. 87.4% of the alternative motorized cars sold in 2009 belonged to A, B e C segments (provisional data).

"*At the beginning of 2009, nobody could expect such a closure in 2009, aligned with those volumes recorded in 2008, considering the heavy difficulties created by the economic financial crisis in progress* – declared Eugenio Razelli, President of ANFIA. *This situation was also expected to persist, but this did not occur thanks to the scrapping incentive campaign started up. Now, it is fundamental that these measures be renewed this year, to sustain both economy and environment; actually, the majority of European countries have already made their decision to extend the incentives for 2010. On the other hand, the EU Vice President Antonio Tajani has already reconfirmed his "green light" to these measures, being aware of the importance to help and accompany the automotive sector towards the complete recovery, in view of replacing the vehicles in circulation and promoting a wider use of low environmental impact cars*."

With regard to our country, the incentive plan for 2009 proved really quite efficient and successful, and now it is to be extended for 2010, with particular focus on alternative and methane motorizations by means of a more lasting deferment, in order to progressively adequate the whole sector, and strengthen the dealer network. Further to the great results obtained by scrapping incentives, it is now necessary to look for valid solutions, for example by including in the disposition Tremonti-ter also some vehicles like commercial vehicles, trailers and semi-trailers, that have not yet benefited from these advantages up to now."

As for total orders received, further to some first information based on the usual exchange of data between ANFIA and UNRAE, in December around 260,000 were signed, namely more than 68% on December 2008, while in 2009 were recorded nearly 2,335,000 orders (up by 15% on orders collected in 2008).

In December the growth recorded by Domestic makes (up by 19.4% with 52,452 new

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registrations) exceeded the market increase whereas the penetration share went up by 0.7 of a percentage point (31.7% on 31%). Also the 12-month period was positive: up by 2.7% for a total of 710,870 new units recorded. The market share went up as well in 2009 (by around one percentage point), reaching almost 33% (32.9% on 32%).

The top-ten best selling car list was led in December by Fiat Punto (15,078 units) and Fiat Panda (12,999), that were also the two best selling models of 2009 (by respectively 182,622 and 171,435 units sold). At 7th place Lancia Ypsilon (advancing by two positions on the previous month, with 3,999 units), followed at 8th place by Fiat 500 (3,957) that was at 4th place in the yearly best selling list (80,078).

With regard to diesel cars, the share attained in December was around 38.4%, namely down by 39.2% on November, while the share for 2009 was close to 41.8% (down by almost 9 percentage points on 2008 – 50.6% - and almost 14 points on 2007 – 55.7%).

In December the best selling diesel model was Fiat Punto (with 2,957 units) on 2009 (49,163). In the yearly list of best selling models, respectively at 6th and 7th places we find Fiat Bravo (21,793) and Fiat 500 (20,086), with Lancia Delta at 10th place (17,764).

As for the second-hand car market, in December, total transfers of ownership (*including the mini-transfer transactions between clients and dealers*) attained 397,887 units and posted a light growth on December 2008 (up by 1.8%). 2009 total transactions recorded were 4,469,775 with a decrease by 10.5% on 2008.

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ANFIA

With more than 280 companies, for a total of around 130,000 workers and a turnover of around €60 billion/year, ANFIA – Italian Association of the Automotive Industry – is one of the leading Italian Trade Associations, members of CONFINDUSTRIA.

ANFIA mission is to ensure effective communication between the Italian motor vehicle industry on the one hand, and the Public Administration and Italian political bodies on the other, with regard to all technical, economic, fiscal, legal, statistical and quality-related issues referred to the automotive universe and the vehicle traffic.

The Association is structured in nine product-based Groups, chaired by a President and governed by a Board of directors: Motor Vehicles, Sports and Special Cars, Car Coachbuilders, Buses, Motor Caravan Manufacturers, Commercial Vehicles Coachbuilders, Components, Trailers, Tires.

Comunicato Stampa

ANFIA
Associazione Nazionale Filiera Industria Automobilistica

ITALIA - IMMATRICOLAZIONI AUTOVETTURE
ITALY - NEW CAR REGISTRATIONS

dati provvisori/*provisional data*

	DICEMBRE *DECEMBER*				VAR. % *% CHG.*	GENNAIO/DICEMBRE *JANUARY/DECEMBER*				VAR. % *% CHG.*
MARCA/MAKE	2009	*%*	2008	*%*	*09/08*	2009	*%*	2008	*%*	*09/08*
FIAT	41.115	*24,85*	34.479	*24,33*	*19,25*	549.310	*25,45*	542.408	*25,09*	*1,27*
ALFA ROMEO	3.233	*1,95*	3.375	*2,38*	*-4,21*	55.251	*2,56*	52.833	*2,44*	*4,58*
LANCIA	7.817	*4,73*	5.879	*4,15*	*32,96*	102.549	*4,75*	93.331	*4,32*	*9,88*
DR MOTOR	235	*0,14*	142	*0,10*	*65,49*	2.326	*0,11*	1.908	*0,09*	*21,91*
FERRARI	16	*0,01*	18	*0,01*	*-11,11*	620	*0,03*	645	*0,03*	*-3,88*
MASERATI	25	*0,02*	38	*0,03*	*-34,21*	587	*0,03*	813	*0,04*	*-27,80*
LAMBORGHINI	3	*0,00*	2	*0,00*	*50,00*	151	*0,01*	170	*0,01*	*-11,18*
ALTRE NAZIONALI	8	*0,00*	4	-	-	76	*0,00*	25	*0,00*	-
TOT. MARCHE NAZ.	52.452	*31,71*	43.937	*31,00*	*19,38*	710.870	*32,94*	692.133	*32,02*	*2,71*
AUDI	2.779	*1,68*	3.965	*2,80*	*-29,91*	60.256	*2,79*	61.386	*2,84*	*-1,84*
BMW	5.871	*3,55*	4.968	*3,51*	*18,18*	55.316	*2,56*	68.298	*3,16*	*-19,01*
CHEVROLET	3.968	*2,40*	2.678	*1,89*	*48,17*	52.843	*2,45*	45.339	*2,10*	*16,55*
CHRYSLER/JEEP/DODGE	693	*0,42*	967	*0,68*	*-28,34*	9.365	*0,43*	18.160	*0,84*	*-48,43*
CITROEN	9.246	*5,59*	7.103	*5,01*	*30,17*	111.016	*5,14*	116.115	*5,37*	*-4,39*
DAIHATSU	744	*0,45*	1.018	*0,72*	*-26,92*	9.125	*0,42*	15.490	*0,72*	*-41,09*
FORD	15.401	*9,31*	10.633	*7,50*	*44,84*	210.705	*9,76*	169.872	*7,86*	*24,04*
HONDA	1.167	*0,71*	1.136	*0,80*	*2,73*	18.668	*0,87*	18.938	*0,88*	*-1,43*
HYUNDAI	4.432	*2,68*	779	*0,55*	*468,93*	38.866	*1,80*	20.354	*0,94*	*90,95*
KIA	1.819	*1,10*	1.494	*1,05*	*21,75*	20.823	*0,96*	20.659	*0,96*	*0,79*
LAND ROVER	507	*0,31*	493	*0,35*	*2,84*	9.362	*0,43*	11.839	*0,55*	*-20,92*
MAZDA	1.086	*0,66*	1.072	*0,76*	*1,31*	14.396	*0,67*	18.340	*0,85*	*-21,50*
MERCEDES	4.527	*2,74*	3.565	*2,52*	*26,98*	55.482	*2,57*	70.752	*3,27*	*-21,58*
MINI	1.658	*1,00*	1.254	*0,88*	*32,22*	17.544	*0,81*	18.463	*0,85*	*-4,98*
MITSUBISHI	365	*0,22*	480	*0,34*	*-23,96*	4.812	*0,22*	10.546	*0,49*	*-54,37*
NISSAN	3.652	*2,21*	1.889	*1,33*	*93,33*	53.082	*2,46*	47.460	*2,20*	*11,85*
OPEL	9.140	*5,53*	12.074	*8,52*	*-24,30*	126.799	*5,88*	142.525	*6,59*	*-11,03*
PEUGEOT	9.955	*6,02*	7.206	*5,08*	*38,15*	113.448	*5,26*	94.362	*4,37*	*20,23*
RENAULT	6.614	*4,00*	4.219	*2,98*	*56,77*	91.998	*4,26*	94.939	*4,39*	*-3,10*
SEAT	1.518	*0,92*	1.953	*1,38*	*-22,27*	19.488	*0,90*	25.847	*1,20*	*-24,60*
SKODA	1.089	*0,66*	781	*0,55*	*39,44*	13.939	*0,65*	17.696	*0,82*	*-21,23*
SMART	1.847	*1,12*	1.998	*1,41*	*-7,56*	29.245	*1,36*	33.825	*1,56*	*-13,54*
SUZUKI	3.089	*1,87*	2.356	*1,66*	*31,11*	33.475	*1,55*	33.300	*1,54*	*0,53*
TOYOTA/LEXUS	8.004	*4,84*	10.923	*7,71*	*-26,72*	95.914	*4,44*	109.748	*5,08*	*-12,61*
VOLKSWAGEN	9.039	*5,46*	9.352	*6,60*	*-3,35*	125.887	*5,83*	137.829	*6,38*	*-8,66*
VOLVO	1.209	*0,73*	1.064	*0,75*	*13,63*	16.181	*0,75*	16.642	*0,77*	*-2,77*
ALTRE	3.557	*2,15*	2.358	*1,66*	*50,85*	39.105	*1,81*	30.825	*1,43*	*26,86*
TOT.MARCHE EST.	112.976	*68,29*	97.778	*69,00*	*15,54*	1.447.140	*67,06*	1.469.549	*67,98*	*-1,52*
TOT.MERCATO	165.428	*100,00*	141.715	*100,00*	*16,73*	2.158.010	*100,00*	2.161.682	*100,00*	*-0,17*

Elaborazioni ANFIA su dati del Ministero dei Trasporti/Prepared by ANFIA from the data of Ministry of Transportations
I dati rappresentano le risultanze dell'archivio nazionale dei veicoli al 31/12/09

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ITALIA - IMMATRICOLAZIONI AUTOVETTURE - Top ten
ITALY - NEW CAR REGISTRATIONS - Top ten

dati provvisori/*provisional data*

TOTALE MERCATO - *MARKET TOTAL*

N.	MARCA *Make*	MODELLO *Model*	DICEMBRE 2009 *DECEMBER 2009*
1	FIAT	PUNTO	15.078
2	FIAT	PANDA	12.999
3	FORD	FIESTA	8.448
4	CITROEN	C3	5.322
5	OPEL	CORSA	4.068
6	PEUGEOT	207	4.052
7	LANCIA	YPSILON	3.999
8	FIAT	500	3.957
9	VOLKSWAGEN	GOLF	3.610
10	TOYOTA	YARIS	3.353

N.	MARCA *Make*	MODELLO *Model*	GENN./DICEMBRE 2009 *JAN./DECEMBER 2009*
1	FIAT	PUNTO	182.622
2	FIAT	PANDA	171.435
3	FORD	FIESTA	106.260
4	FIAT	500	80.078
5	CITROEN	C3	57.467
6	VOLKSWAGEN	GOLF	56.391
7	OPEL	CORSA	52.267
8	LANCIA	YPSILON	50.870
9	PEUGEOT	207	45.930
10	TOYOTA	YARIS	42.721

DIESEL

N.	MARCA *Make*	MODELLO *Model*	DICEMBRE 2009 *DECEMBER 2009*
1	FIAT	PUNTO	2.957
2	FORD	FIESTA	2.802
3	BMW	SERIE 3	2.548
4	VOLKSWAGEN	GOLF	2.247
5	FORD	FOCUS	1.791
6	PEUGEOT	308	1.384
7	NISSAN	QASHQAI	1.315
8	OPEL	CORSA	1.262
9	PEUGEOT	207	1.256
10	CITROEN	C3	1.218

N.	MARCA *Make*	MODELLO *Model*	GENN./DICEMBRE 2009 *JAN./DECEMBER 2009*
1	FIAT	PUNTO	49.163
2	FORD	FIESTA	42.262
3	VOLKSWAGEN	GOLF	34.515
4	FORD	FOCUS	31.245
5	NISSAN	QASHQAI	22.605
6	FIAT	BRAVO	21.793
7	FIAT	500	20.086
8	AUDI	A4	19.755
9	BMW	SERIE 3	19.577
10	LANCIA	DELTA	17.764

Elaborazioni ANFIA/Unrae su dati del Ministero dei Trasporti presenti in archivio al 31/12/2009 (Aut. Min. D07161/H4)
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