

Press release

**IN JANUARY CAR NEW REGISTRATIONS WENT UP BY 30.2%**  
***though orders still to be carried out will sustain the market only up to March***  
***(deadline for benefiting from scrapping incentives)***

*Turin, 1<sup>st</sup> February 2010* – In January the Italian Car Market went up again (by 30.2%), posting 206,341 new registrations. Failing governmental the scrapping incentive support, the above result is mainly to be attributed to the large number of orders posted in these last months, and that will certainly produce new registrations within March, for benefiting from 2009 incentive.

The penetration share of green cars (alternative motorizations) has continued maintaining quite high levels, up to 29.5% in January on 9.9% recorded in January 2009. 84.4% of cars sold in January 2010 belongs to A, B and C segments, and considering the total number of registrations scored in these segments, the share of alternative motorizations this January represented 49.6% on 12.1% of the same month in 2009 (*provisional data*).

*“As soon as the portfolio of unfulfilled orders is completely cleared up, the market is expected to collapse should we do not gradually leave the incentive phase - declared ANFIA President Eugenio Razelli – and this is also confirmed by the negative trend recorded by car orders (down by 10% on January 2009 in deceleration by 32.1%). Lacking new governmental measures, this will lead to the threshold of 1,700,000 registrations, end of the year. Not to mention that, thanks to the continuity of scrapping incentives, the share of cars alternatively motorized has more than tripled in a comparison made between the year 2008 (7%) and 2009 (22%), producing remarkable improvements in environment. The incentives have also allowed a right replacement of the car park, ameliorating as well safety performances of cars in use. Lastly, they have surely represented the necessary instrument to lead the whole automotive sector out of the crisis, strategic for all kinds of economic policies worldwide. That’s why most of the European countries have been renewing the incentive campaigns for 2010”.*

With regard to the number of orders collected, according to first information drawn from the usual data exchange between ANFIA and UNRAE, in January the contracts signed were nearly 125,000 (down by 10% on January 2009), in contraction by around 45% on the average of the last year quarter.

On the other hand, as for new registrations, domestic Makes went up by 30.6% totaling 66,634 units. Also the penetration share increased: up by 32.3% on the previous 32.2%.

The best selling cars in January were as follows: Fiat Punto at the 1<sup>st</sup> place (20,496 units), Fiat Panda at the 2<sup>nd</sup> place (14,992), Fiat 500 (7,358) at the 4<sup>th</sup> place, in acceleration by four positions, and finally Lancia Ypsilon at the 10<sup>th</sup> place (3,845).



With regard to diesel cars, new registrations went up by 39.3% in January, in line with December 2009 (38.4%). In the best selling list of diesel cars, Fiat Punto ranked at the 2<sup>nd</sup> place, with 5,075 units.

As for the second-hand market, January posted 329,371 ownership transfer operations (*including the mini-transfer transactions between clients and dealers*), recording a marked decrease on January 2009 (down by 10.7%).

*For more information: ANFIA Press Office  
Miriam Gangi (Ms) - [m.gangi@anfia.it](mailto:m.gangi@anfia.it)  
telephone: +39 011 5546502  
mobile phone: 338 7303167*

#### **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.

ITALIA - IMMATRICOLAZIONI AUTOVETTURE  
ITALY - NEW CAR REGISTRATIONS

dati provvisori/provisional data

MARCA/MAKE	GENNAIO JANUARY				VAR. % % CHG. 10/09
	2010	%	2009	%	
FIAT	51.994	25,20	40.263	25,41	29,14
ALFA ROMEO	5.103	2,47	4.114	2,60	24,04
LANCIA	8.984	4,35	6.306	3,98	42,47
DR MOTOR	409	0,20	158	0,10	158,86
FERRARI	85	0,04	74	0,05	14,86
MASERATI	38	0,02	83	0,05	-54,22
LAMBORGHINI	14	0,01	12	0,01	16,67
ALTRE NAZIONALI	7	0,00	8	0,01	-12,50
<b>TOT. MARCHE NAZ.</b>	<b>66.634</b>	<b>32,29</b>	<b>51.018</b>	<b>32,20</b>	<b>30,61</b>
AUDI	6.195	3,00	6.528	4,12	-5,10
BMW	3.737	1,81	4.158	2,62	-10,13
CHEVROLET	3.469	1,68	3.886	2,45	-10,73
CHRYSLER/JEEP/DODGE	598	0,29	965	0,61	-38,03
CITROEN	10.935	5,30	8.580	5,41	27,45
DACIA	2.994	1,45	999	0,63	199,70
DAIHATSU	486	0,24	1.008	0,64	-51,79
FORD	21.673	10,50	15.560	9,82	39,29
HONDA	1.221	0,59	1.799	1,14	-32,13
HYUNDAI	3.467	1,68	1.342	0,85	158,35
KIA	1.974	0,96	1.695	1,07	16,46
LAND ROVER	1.184	0,57	1.015	0,64	16,65
MAZDA	1.297	0,63	1.228	0,77	5,62
MERCEDES	4.032	1,95	4.867	3,07	-17,16
MINI	984	0,48	984	0,62	0,00
MITSUBISHI	306	0,15	507	0,32	-39,64
NISSAN	5.678	2,75	4.697	2,96	20,89
OPEL	10.766	5,22	9.383	5,92	14,74
PEUGEOT	11.248	5,45	7.299	4,61	54,10
PORSCHE	387	0,19	364	0,23	6,32
RENAULT	13.680	6,63	5.343	3,37	156,04
SEAT	1.133	0,55	1.711	1,08	-33,78
SKODA	1.235	0,60	943	0,60	30,97
SMART	2.136	1,04	2.360	1,49	-9,49
SUBARU	387	0,19	440	0,28	-12,05
SUZUKI	3.585	1,74	2.373	1,50	51,07
TOYOTA/LEXUS	8.468	4,10	4.703	2,97	80,06
VOLKSWAGEN	14.174	6,87	10.556	6,66	34,27
VOLVO	1.572	0,76	1.326	0,84	18,55
ALTRE	706	0,34	820	0,52	-13,90
<b>TOT.MARCHE EST.</b>	<b>139.707</b>	<b>67,71</b>	<b>107.439</b>	<b>67,80</b>	<b>30,03</b>
<b>TOT.MERCATO</b>	<b>206.341</b>	<b>100,00</b>	<b>158.457</b>	<b>100,00</b>	<b>30,22</b>

Elaborazioni ANFIA su dati del CED-Ministero dei Trasporti/Prepared by ANFIA from the data of Ministry of Transportations

I dati rappresentano le risultanze dell'archivio nazionale dei veicoli al 31/01/2010

Associazione Nazionale Filiera Industria Automobilistica

Sede di Torino: 10128 - Corso Galileo Ferraris, 61 - Tel. +39 011 5546511 - Fax +39 011 545464

Dir. Studi e Ricerche: Tel. +39 0115546524 - E-mail: studi.ricerche@anfiam.it - www.anfiam.it

Sede di Roma: 00144 - Viale Pasteur, 10 - Tel. +39 06 54221493 (4) - Fax +39 06 54221418 - E-mail: anfiam.roma@anfiam.it

## ITALIA - IMMATRICOLAZIONI AUTOVETTURE - Top ten

### ITALY - NEW CAR REGISTRATIONS - Top ten

dati provvisori/*provisional data*

#### TOTALE MERCATO / MARKET TOTAL

N.	MARCA <i>Make</i>	MODELLO <i>Model</i>	GENNAIO 2010 <i>JANUARY 2010</i>
1	FIAT	PUNTO	20.496
2	FIAT	PANDA	14.992
3	FORD	FIESTA	13.770
4	FIAT	500	7.358
5	CITROEN	C3	6.123
6	VOLKSWAGEN	GOLF	5.767
7	RENAULT	CLIO	5.432
8	VOLKSWAGEN	POLO	5.402
9	OPEL	CORSA	5.177
10	LANCIA	YPSILON	3.845

#### DIESEL - DIESEL

N.	MARCA <i>Make</i>	MODELLO <i>Model</i>	GENNAIO 2010 <i>JANUARY 2010</i>
1	FORD	FIESTA	5.229
2	FIAT	PUNTO	5.075
3	VOLKSWAGEN	GOLF	3.894
4	RENAULT	MEGANE	2.694
5	VOLKSWAGEN	POLO	2.398
6	NISSAN	QASHQAI	2.367
7	FORD	FOCUS	2.049
8	AUDI	A4	1.911
9	RENAULT	SCENIC	1.715
10	CITROEN	C3	1.591

Elaborazioni ANFIA/Unrae su dati del Ministero dei Trasporti presenti in archivio al 31/1/2010 (Aut. Min. D07161/H4)

*Prepared by ANFIA/Unrae from the databases of Ministry of Transportations as of January 31, 2010*