

W-EUROPE Car sales fell 1% in October, weighed down by one fewer selling day **3 - 4**

W-EUROPE Volkswagen now looks suspiciously like a carmaker whose luck has finally run out **5 - 8**

CAR INDUSTRY SYMPOSIUM
Silicon Germany - Handelsblatt
Auto Gipfel 2016 **8 - 9**



WORLD | PRESTIGE CARS

For Mercedes, BMW and Audi, Christmas will be merrier than ever

Global prestige sector car sales in October, paced in no small measure by yet another month of double-digit sales expansion in China, rose 5.4 per cent, bringing the cumulative gain at this year's ten months stage to 8.5 per cent. In consequence, buoyed on the one hand by China and Western Europe on the other, where prestige sector car sales have continued to outpace an already strongly recovering overall car market, this year's global prestige sector car sales are almost guaranteed to set yet another all-time record. Very good news for the likes of Mercedes, BMW and Audi which have made this expansionary and highly profitable sector almost their own.

Europe's prestige sector dominating carmakers are heading for an extra merry Christmas season with the soothing satisfaction that this year will again enter industry record books as yet another all-round vintage sales year. In Western Europe prestige sector cars already account for nearly a fifth of total new car sales.



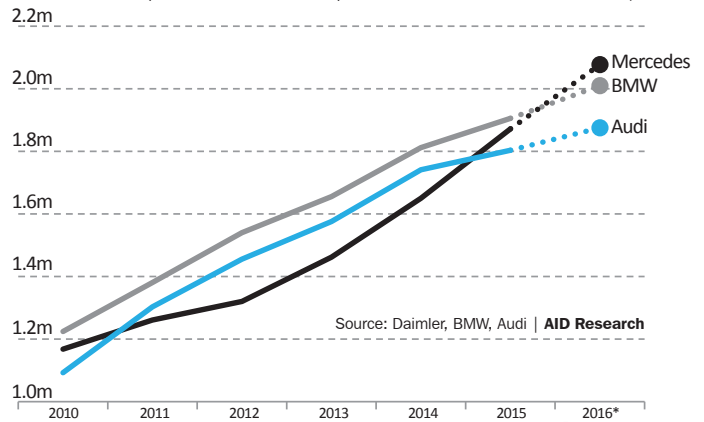
Images: Daimler, BMW, Audi

WORLD | PREMIUM CAR MARKET

SALES HISTORY (MILLIONS)

2010 - 2016* (2016 AID FORECAST)

AID Graph 16/136



Source: Daimler, BMW, Audi | **AID Research**

COUNTRIES

- W-Europe..... 1 - 8, 9, 10, 11, 12, 15 - 20
- Austria/Eire..... 4, 10
- Belgium..... 4, 10, 11
- Bulgaria..... 4
- Canada..... 13, 14
- China..... 1, 2, 3, 4, 5, 8, 12, 15
- Czech-Republic/Croatia/Cyprus..... 4
- Denmark..... 4, 10, 11
- Estonia/Latvia/Lithuania..... 4
- France/Finland/Greece..... 4, 10
- Germany..... 3 - 5, 7, 8, 9, 10, 15 - 20
- Hungary/Iceland..... 4
- Italy..... 4, 9, 10, 11, 12, 15
- Japan..... 6, 8
- Luxembourg..... 4, 10
- Mexico..... 13, 14
- Netherlands..... 3, 4, 10
- Norway..... 4, 10, 11
- Poland/ Slovakia/Slovenia..... 4
- Portugal..... 4, 10
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