

# AID NEWSLETTER

EUROPE'S LEADING AUTOMOTIVE INDUSTRY TREND JOURNAL

**Q1 SALES**  
SUPPLEMENT  
INCLUDED  
CENTRE PAGES

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**WORLD CAR MARKET** Springtime cheer from Europe's Q1 car sales numbers **CENTRE PAGES**

## WESTERN EUROPE | Q1 DIESEL CAR SALES

# Europe's diesel car market remains in tailspin

March diesel car sales share slumps to 45.5% - 18 months of deterioration

There is no let-up to the dark storm clouds and showers that have engulfed much of West Europe's battered diesel car market during the past 18 months or so. AID compiled figures, throwing a timely spotlight on the extent and speed at which this main sector is continuing to deteriorate, show that West Europe's diesel car sales share in March slipped yet another notch to 45.5 per cent. That's not only 3.5 percentage points down on the same month last year, but also stands out as the lowest diesel car sales penetration level for any month since late 2015 while setting the worst underlying sales rate since the closing months of 2015

Since September 2015, following the bombshell news of Volkswagen's dieselgate scandal, demand for diesel-fuelled cars in Western Europe has been on a steady downward trajectory. Fresh evidence that in Western Europe demand for diesels is slowing fast comes from exclusive AID numbers. This March, which turned into a bumper car sales month thanks to two extra working days, new car sales rocketed ahead by 10.3 per cent to a vintage



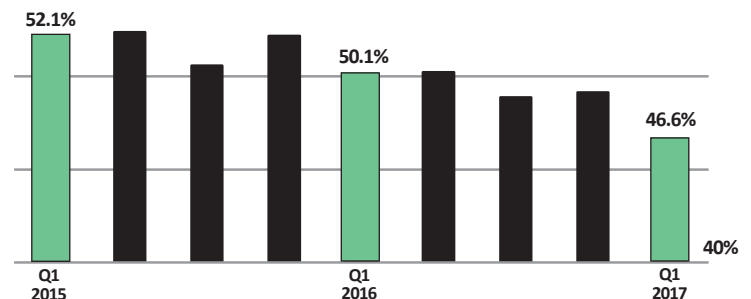
## WESTERN EUROPE

AID Graph 17/58

### QUARTERLY DIESEL PASSENGER CAR SHARE Q1 2015 - Q1 2017

SOURCE: AID RESEARCH

55%



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