

# AID NEWSLETTER

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**SPAIN**  
MEDIUM VANS  
REBOUND WITH  
STRONG GAINS  
PAGES 18-20

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**W-EUROPE** Car market sees strong 6.8% May car sales bounce - Bright outlook **3 - 5**

**BRAZIL ON THE REBOUND** Brazil's previously limp car sales balloon ready to rise? **8 - 12**

**FRANCE** Car buyers switch back to petrol in droves, diesel share slips to near two-decade low **12 - 13**

## UNITED KINGDOM | PICK-UP MARKET

# UK buyers still gravitating to butch Pick-Ups

Ford's F-Series Pick-Up, a stereotypical man's motor in almost every sense, may be the single best-selling vehicle in the world - a view underlined by the realisation that in the five months to May this year a striking 352,000 were already snapped up by keen US buyers alone - but in Europe these butch Pick-Ups simply didn't sell. Until now, that is.

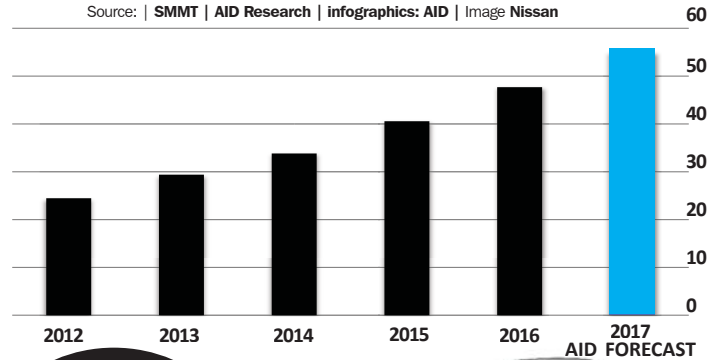
A sense of disappointment likely carried by this year's sudden cooling of the UK's previously buzzing market for both passenger cars and light commercial vehicles lost at least some of its sting following news that one lone vehicle sector, albeit a small one, is still riding against the odds.

UK Pick-Up sales gathered momentum where they left off from last year's record result, with five months sales topping last year's comparative totals by 19 per cent following an even hotter 26.2 per cent sales surge during May itself. Put into perspective, May sales of the UK's previously booming Transit-dominated medium van segment - vehicles in the over 2.50t to 3.50t GVW (Gross Vehicle Weight) class already trail last year's

## UNITED KINGDOM PICK-UP SALES HISTORY 5 YEAR HISTORY ('000s)

AID Graph 17/87

Source: | SMMT | AID Research | infographics: AID | Image Nissan



**55,000**  
**2017 UK PICK-UP  
SALES FORECAST**  
SOURCE | AID



COUNTRIES	IN DEPTH & OTHER TOPICS	COMPANIES
W-Europe... 1, 3, 4 - 8, 11, 15, 16, 19, 20	<b>W-EUROPE   HYBRID CARS</b> Is this a second lease of life for previously long-ignored hybrids in Europe? ..... <b>5 - 7</b>	Alfa Romeo ..... 6
Austria ..... 4	<b>CAR MARKET   EUROPE MAY SALES</b> SEAT on a roll - What a difference a trendy SUV-Crossover makes ..... <b>7 - 8</b>	Audi ..... 6, 9
BeLux ..... 4, 20	<b>BRAZIL   CAR BUYING TRENDS</b> SUV-Crossovers gaining fast, 5-months sales share zooms to 21.6% ..... <b>10 - 12</b>	Barclays Equity Research ..... 14
Brazil ..... 8, 9, 10, 11, 12, 16	<b>FRANCE   PETROL COMEBACK</b> Petrol-fuelled cars gain 4.2 percentage points of market share in 5-months ..... <b>12 - 13</b>	Bentley ..... 6
Bulgaria ..... 4	<b>USA   CAR SALES FORECAST</b> Big slide in US car sales predicted by Morgan Stanley ..... <b>14 - 15</b>	Berenberg Bank ..... 16
China ..... 10, 20	<b>STOCK MARKET VIEW   TESLA</b> Tesla 3 will be late and make no money, says analyst ..... <b>16 - 18</b>	Bernstein Research ..... 15, 16, 17
Croatia/Cyprus/Iceland ..... 4		BMI Research ..... 15, 16
Czech Republic/Denmark ..... 4		BMW ..... 6, 8, 9
Eire/Greece ..... 3, 4		CAR ..... 18
Finland ..... 4, 5		Chevrolet ..... 6, 9, 10, 11
France ..... 4, 12, 13, 15, 16, 20		Chrysler ..... 6
Germany ..... 4, 5, 7, 8, 11, 15 - 17, 18, 20		Citi Equity Research ..... 16
Hungary ..... 4		Citroën ..... 6, 9, 19
Italy ..... 4		Dacia ..... 6
Japan ..... 6, 9		Daihatsu ..... 5
Latvia/Lithuania/Estonia ..... 4		Daimler ..... 6
Netherlands ..... 4, 5		DS ..... 6
Norway ..... 4, 5		Evercore ISI ..... 17
Poland ..... 4		Experian ..... 14
Hungary/Romania/Russia ..... 4		Fiat ..... 6, 9, 10, 11, 12, 19
Portugal ..... 4		FCA Fiat-Chrysler ..... 6, 9, 10, 19
Slovenia/Slovakia ..... 4		Ford ..... 1, 2, 3, 6, 9, 11, 19, 20
South Korea ..... 6, 9, 10		GM ..... 6, 9, 10, 11, 12, 19, 20
Spain ..... 4, 18, 19, 20		GM Opel/Vauxhall ..... 6, 12, 15, 16, 19, 20
Sweden ..... 4		Honda ..... 6, 8, 9, 10, 11
Switzerland ..... 4		Hyundai-Kia ..... 6, 7, 9, 10, 11, 13, 19
UK ..... 1, 2, 3, 4, 7, 8, 15, 16, 18, 20		IHS Markit ..... 14
USA ..... 1, 2, 3, 10, 14, 15, 16, 17, 18		Isuzu ..... 2, 3, 6, 19
World ..... 16, 17		IVECO ..... 19
		Jaguar ..... 6
		Jeep ..... 6, 9, 10, 11
		Lada ..... 6
		Lancia ..... 6
		Land Rover ..... 6, 9
		Lexus ..... 5, 6, 13
		LMC ..... 15
		Mazda ..... 6, 8
		Mercedes ..... 6, 9, 19
		Mini ..... 6
		Mitsubishi ..... 2, 3, 6, 9, 19
		Morgan Stanley ..... 14, 15, 17
		Nissan ..... 2, 3, 6, 9, 16, 19
		Porsche ..... 6
		PSA Peugeot ..... 6, 9, 15, 19, 20
		Renault ..... 6, 9, 11, 16, 19, 20
		Scania ..... 20
		SEAT ..... 6, 7, 8
		Škoda ..... 6, 7
		Smart ..... 6
		Subaru ..... 6
		Suzuki ..... 6, 9
		Tata ..... 6
		Tesla ..... 6, 16, 17, 18
		Toyota ..... 2, 3, 5, 6, 7, 9, 11, 13, 19
		VW ..... 2, 6, 7, 9, 10, 11, 12, 19, 20
		Volvo ..... 6, 20