

AID NEWSLETTER REPORT

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WESTERN EUROPE

2017 car sales up 2.5% to 14.3m - best turnout since 2007 **3 - 5**

W-EUROPE | DIESEL MONITOR

November's diesel car market slips deeper into decline **10 - 11**

W-EUROPE | BEV MONITOR

Germany leads region's electric car market in November **11 - 14**

WORLD | DAIMLER'S SMART CITY CAR BRAND

Smart - few signs of life as we know it

For today's still upwardly mobile Mercedes Car brand, seemingly chasing and reporting one global automotive industry record after another, a vehicle sales flop is probably one of its worst nightmares. However, its Smart offshoot, at its second attempt to get a foothold presence in the market, has at the very best received a lukewarm consumer reception.

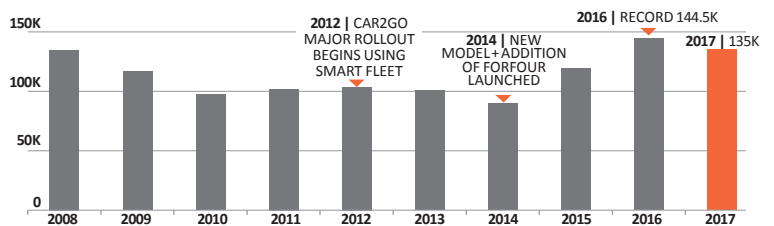
Daimler's well-oiled publicity machine is kept busy with the supply of yet another chapter of a seemingly endless success story from the Mercedes car brand. However, judged purely from Daimler's latest monthly data set, its Smart car brand still appears stuck in neutral at best. Not to put too fine a point on it, little more than three years on the scene, Mercedes' latest all-new Smart car range already displays all the familiar hallmarks of a high-profile flop.

If anything, Daimler's latest attempt to generate some enthusiasm for its latest Smart cars is tellingly illustrated by latest hard sales figures. In sharp contrast with its upwardly

AID Graph 18/01

SMART | DAIMLER'S PROBLEM CHILD

SMART WORLDWIDE ANNUAL REGISTRATIONS 10YR HISTORY



SOURCE: DAIMLER AG | AID RESEARCH

COUNTRIES

W-Europe	2 - 7, 9 - 13, 15, 16, 17, 19
Austria	4, 11, 12
BeLux	4, 11, 12
China	8, 9, 10, 14, 17
Czech Republic/Croatia/Cyprus	4
Denmark	3, 4, 11, 12
Eire/Finland	3, 4, 11, 12
France	2, 3, 4, 11, 12
Germany	2 - 4, 7, 10 - 13, 14, 17, 19
Greece	4, 11, 12
Hungary/Iceland	4
Italy	2, 3, 4, 11, 12, 14, 15
Japan	6, 18
Latvia/Lithuania/Estonia	4
Luxembourg	4, 11
Mexico	8
Netherlands	4, 11, 12, 14
Norway	4, 11, 12, 13
Poland	4
Portugal	4, 11, 12
Romania/Bulgaria	4
Slovenia/Slovakia	4
South Korea	6, 18
Spain	4, 5, 11, 12
Sweden	4, 11, 12
Switzerland	3, 4, 11, 12
UK	2 - 5, 7, 10, 11, 12, 15, 17 - 20
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Audi, after hot 11th hour sprint, regains China's prestige car sales crown	8 - 10
W-EUROPE DIESEL CAR MONITOR	
Germany's and UK's diesel car market highlight extent of the problem	10 - 11
EUROPE ELECTRIC CAR MARKET	
Germany overtakes France as region's second biggest electric car market	11 - 14
STOCK MARKET VIEW US AUTO MARKET	
US Light-Vehicle sales now predicted to slide in 2018	16
UK CAR MARKET WIND OF CHANGE	
UK car sales, after half-decade sales surge, thrown back into reverse	17 - 20

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