

# AID NEWSLETTER REPORT

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**JAPAN**  
Land of the rising diesel sales  
PAGES 12 - 16

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## W-EUROPE | ELECTRIC SALES



VW model tops BEV list for first time **5 - 6**

## GERMANY | TOPS EVs

BEV market propped up almost singlehandedly by Germany... **3 - 5**

## W-EUROPE | SUV MIX >30%

SUV-Crossover share pole-vault continues... **8 - 10**

## W-EUROPE | DIESEL CAR MARKET MONITOR | JANUARY 2018

# January's diesel car sales share in Western Europe sinks below 40%

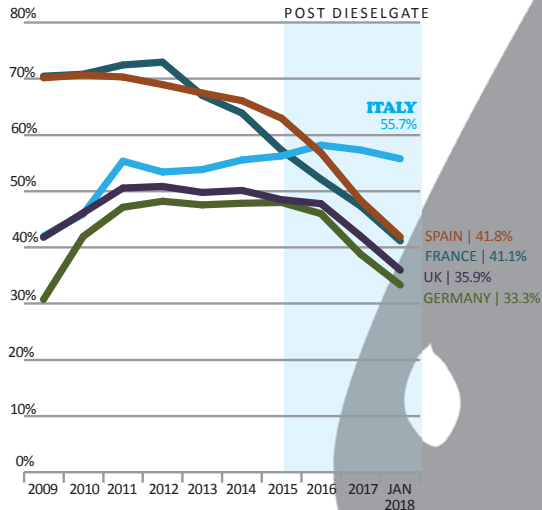
Most market observers saw Europe's underlying diesel car sales trend as bad, but few anticipated how bad. Diesel car sales plunged 11.6 per cent in Western Europe last month compared with the month a year ago in a fresh sign of the segment's deterioration as it hurtles down the slippery slope far faster than earlier feared. In consequence, and for the first time in 16 years, the sector's double-digit dive in January's otherwise expanding new car market slipped below the 40 per cent level.

West Europe's diesel car market, which just completed a year of substantial bloodletting, began the current year on a decidedly downbeat note. Pulled down a great deal by a huge 11.8 percentage point loss of market share in Germany, accompanied by yet another month of plummeting diesel car sales in the region's otherwise expanding new car market, West Europe's January diesel car sales share slipped narrowly below the 40 per cent mark.

Compared with the same month last year, that's a loss of almost 8 percentage points. It suggests that underlying consumer demand for

## ITALY KEEPS DIESEL FLAME BURNING

ANNUAL DIESEL SALES MIX HISTORY \*2018 = JAN



**39.8%**

W-EUROPEAN DIESEL SALES MIX JAN 2018

SOURCE AID



SOURCE: AID RESEARCH

### COUNTRIES

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