

# Volkswagen Group records its highest market share in Europe for over three years

20/11/24

- Electric models drove Volkswagen Group's strong performance.
- The Skoda Enyaq became Europe's best-selling EV in October.
- Registrations of Tesla fell by 24%, and the volume of Chinese car brands rose by 24% Y-o-Y.

The European new car market remained stable in October. According to JATO Dynamics' data for 28 European markets, the number of new car registrations decreased by just 0.1% to 1,040,390 units compared to figures from October 2023. Year-to-date new passenger car registrations rose by 1.1% to a total of 10,796,414. Felipe Munoz, Global Analyst at JATO Dynamics, said: "As we head towards the end of the year, carmakers are increasingly rolling out discounts and deals to sell off any unsold stock. This is helping registration figures stabilise and shouldn't be mistaken as an indication of market recovery."

Registrations of electric vehicles increased by 6.7% compared to October 2023, driving overall sales figures last month. Gasoline car registrations rose by 0.7%, while figures for diesel vehicles and plug-in hybrids fell by 8.1% and 7.2%, respectively. In October, gasoline cars were the most popular among European consumers, followed by pure electric vehicles. Munoz, added: "The strong performance of electric vehicles in Europe is welcome news, in particular for those manufacturers that already have a large electric offering."

## Volkswagen Group experienced record market share

The Volkswagen Group took poll position in October, landing more than 287,000 new car registrations – an increase of 11%. As a result, its market share rose to a record of 27.6% - the highest in three years. Munoz,

## New Car Registrations Europe-28

-0.1%

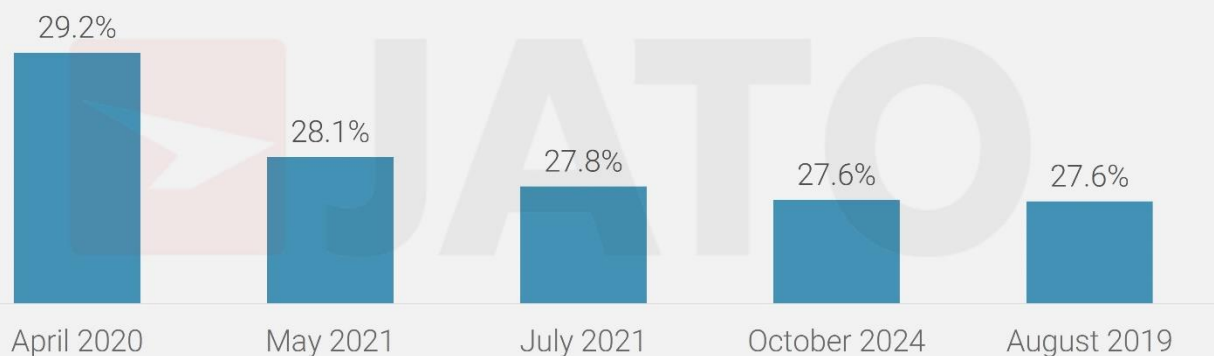
less vehicles registered in October  
2024 compared to October 2023

## Million units October



continued: "Despite the challenges that Volkswagen Group is currently facing, it's performing well and continues to set the standard across many segments." Pure electric cars were largely responsible for the manufacturer's success last month, with the Skoda Enyaq securing the top spot as Europe's best-selling EV – outperforming the Tesla Model Y. Registrations of the Volkswagen ID.4 increased by 24%, and the ID.7 registered more than 5,000 units. Despite the strong performance of electric vehicles for Volkswagen Group, gasoline and diesel cars accounted for over three quarters of its registrations in October.

## Volkswagen Group market share in Europe-28 Top 5 monthly share January 2015 – October 2024



### Stellantis registrations continued to drop

Despite being the second best-seller last month, Stellantis experienced a 17% decrease in registrations. While registrations of its electric vehicles increased by 5%, figures for its gasoline, diesel, and plug-in hybrid cars dropped by 13%, 25%, and 63%, respectively. Stellantis' market share is continuing to fall considerably – with Munoz previously attributing this to many of its brands "needing to refresh their offering."

### Toyota and Geely Group showed strong performance

Alongside the Volkswagen Group, Toyota and Geely Group performed well in October. Toyota recorded an increase in registrations of 13% due to the continued popularity of its Yaris, as well as its second-generation C-HR. Hybrid vehicles from the manufacturer registered almost 63,000 units last month – this amounted to almost 75% of its volume, while only recording 2,800 pure electric cars. In the case of Geely Group, both electric vehicles and plug-in hybrids performed well, responsible for 39% and 31% of its registrations last month, respectively. Both Volvo and Polestar also experienced sizable increases in registrations last month.

## PHEV & BEV Registrations Europe-28

October 2024

PHEV			BEV		
		vs Oct-23			vs Oct-23
1	Volvo XC60	5,881 +57%	1	Skoda Enyaq	9,977 +44%
2	BMW X1	4,619 +68%	2	Tesla Model Y	8,795 -18%
3	Volkswagen Tiguan	4,181 +113%	3	Volkswagen ID.4	6,894 +24%
4	Ford Kuga	3,298 -29%	4	Volvo EX30	5,360 new
5	BMW X5	2,377 +50%	5	Volkswagen ID.7	5,330 new
6	Mercedes GLC	2,328 -13%	6	Volkswagen ID.3	4,692 +21%
7	Volvo XC90	2,140 +70%	7	BMW iX1	4,685 +2%
8	Mercedes E-Class	1,975 +497%	8	Tesla Model 3	4,506 -29%
9	Toyota C-HR	1,922 new	9	Mercedes EQA	4,262 +37%
10	S60/V60	1,769 +297%	10	Porsche Macan	4,260 new
Total PHEV		82,824 -7%	Total BEV		168,618 +7%



### Top 25 Best-Selling brands. October 2024 Europe-28

			vs Oct-23
1	Volkswagen	115,027	+18%
2	Toyota	77,463	+11%
3	Skoda	70,737	+28%
4	BMW	64,344	+6%
5	Mercedes	61,359	+6%
6	Peugeot	58,111	+11%
7	Renault	56,920	0%
8	Audi	54,172	-14%
9	Dacia	45,371	-1%
10	Kia	42,233	-7%
11	Hyundai	41,436	-3%
12	Ford	38,698	-12%
13	Opel/Vauxhall	31,610	-14%
14	Citroen	23,492	-30%
15	Nissan	20,657	-9%
16	Cupra	19,812	+12%
17	Fiat	18,410	-46%
18	MG	18,250	-8%
19	Seat	16,550	+2%
20	Suzuki	14,350	-13%
21	Tesla	13,451	-24%
22	Mini	12,474	-18%
23	Mazda	12,332	-13%
24	Jeep	11,494	-7%
25	Porsche	10,300	+5%

Chinese manufacturers recorded mixed results. SAIC, the owner of MG and Maxus, registered 18,300 new cars in October – a drop of 8%. In contrast, BYD had a strong month due to the performance of its electric cars as well as the introduction of its plug-in hybrid models, registering 4,600 pure electric vehicles and 1,000 plug-in hybrid vehicles. Chery's brands, Jaecoo and Omoda, also recorded good results last month. As it stands, these brands are mostly present in Italy, Poland, Spain, and the UK.

#### The Dacia Sandero continued to lead the rankings

The Dacia Sandero retained its position as the best-selling vehicle last month, despite a decrease in registrations of 2.7%. The Peugeot 208 took second spot in the ranking, with a significant increase in

registrations of 41%. Other key players last month included the Volkswagen Golf and Tiguan, the Toyota Yaris, and the Dacia Duster. The BMW X1, Skoda Enyaq, Karoq, and Kodiaq also had solid performances in October. The Volvo EX30 registered more than 5,300 units, the Porsche Macan registered an increase of 142% units due to its new electric generation, and the Fiat/Abarth 600 experienced a rise in units – from 304 in October 2023 to more than 4,169 units last month.

### Top 25 Best-Selling models. October 2024 Europe-28

			vs Oct-23
1	Dacia Sandero	21,740	-3%
2	Peugeot 208	20,389	+40%
3	Volkswagen Tiguan	17,368	+72%
4	Renault Clio	16,987	+10%
5	Toyota Yaris Cross	16,542	+7%
6	Volkswagen Golf	16,455	+34%
7	Toyota Yaris	15,977	+46%
8	Kia Sportage	14,677	+8%
9	Volkswagen T-Roc	14,385	+8%
10	Skoda Octavia	14,372	+16%
11	Dacia Duster	14,235	+44%
12	Opel/Vauxhall Corsa	13,905	+1%
13	Peugeot 2008	11,920	-20%
14	Renault Captur	11,918	-3%
15	Hyundai Tucson	11,807	-9%
16	BMW X1	11,722	+54%
17	Toyota C-HR	11,180	+21%
18	Ford Puma	11,104	-21%
19	Toyota Corolla	10,770	-7%
20	Volkswagen Polo	10,658	-23%
21	Skoda Enyaq	9,977	+44%
22	Ford Kuga	9,654	-8%
23	Citroen C3	9,653	-34%
24	Nissan Qashqai	9,620	-9%
25	Peugeot 3008	9,238	+16%

## About JATO

JATO Dynamics, founded in 1984, now has representation in over 51 countries around the world. We provide precision under pressure, providing the world's most timely, accurate and up-to-date automotive information on vehicle specifications, pricing, sales and registrations for over 30 years. We offer more than just data, as we've watched the world change, and consumer mindsets alter with it we have been able to offer insights that help inform the industry. We're able to react to short-term market movements, plan for long-term developments and ultimately to meet the needs of our clients. Visit JATO at [www.jato.com](http://www.jato.com) for more information.