

Car price report

Car prices at 1/1/2011

ANNEX

Methodology

The report is factual and based on list prices – before any discount – both including and excluding taxes, provided by car manufacturers in co-operation with their associations (ACEA and JAMA). It is widely distributed and made available on DG Competition's website. For the 2011 report, European, American, Japanese and Korean manufacturers supplied the Commission with their recommended retail prices, as of 1 January 2011, for 89 best-selling models representing 26 brands.

The reference price for the calculation of differences for any model is that of the cheapest country within the euro zone. Prices are adjusted for differences in standard equipment, and are given in euro and, where applicable, local currency¹, both before and after tax. Prices for major options and for right-hand drive specification are also supplied. For some models, further options and variations in standard equipment may exist on certain national markets. It should be noted that actual retail prices may differ from recommended list prices, as dealers must be free to propose lower prices and to offer additional financial benefits to customers, depending on the market.

Car Prices declining in real terms

According to Eurostat figures on inflation, the dispersion shown by the report takes place in a context of car prices increasing significantly less than the average price for other products in the large majority of Member States:

Year-on-year change in price index and real car prices in % (January 2011 compared with January 2010), expressed in the respective local currency after taxes.

Euro zone	Nominal Car Price	Headline inflation	Real Car Price	EU countries having national currencies	Nominal Car Price	Headline inflation	Real Car Price
Austria	-0.9	2.5	-3.4	Bulgaria	-9.2	4.3	-13.5
Belgium	0.7	3.7	-3.0	Czech Republic	-7.1	1.9	-9.0
Cyprus	-1.6	3.0	-4.6	Denmark	-1.0	2.6	-3.6
Estonia	-0.1	5.1	-5.2	Hungary	-2.5	4.0	-6.5
Finland	1.2	3.1	-1.9	Latvia	-2.6	3.5	-6.1
France	1.1	2.0	-0.9	Lithuania	-4.4	2.8	-7.2
Germany	0.1	2.0	-1.9	Poland	-2.1	3.5	-5.6
Greece	1.1	4.9	-3.8	Romania	4.7	7.0	-2.3
Ireland	-5.5	0.2	-5.7	Sweden	0.3	1.4	-1.1
Italy	2.1	1.9	0.2	United Kingdom	0.3	4.0	-3.7
Luxembourg	0.9	3.4	-2.5	EU 27	0.3	2.8	-2.5
Malta	3.5	3.3	0.2	Source:Eurostat, HCPI			
Netherlands	-1.7	2.0	-3.7				
Portugal	6.2	3.6	2.6				
Slovakia	-14.2	3.2	-17.4				
Slovenia	-9.3	2.3	-11.6				
Spain	1.4	3.0	-1.6				
Euro zone	0.8	2.3	-1.5				

¹ The euro rates used for conversion are those published in the Official Journal C1 of 4 January 2011, p.1.

Some highlights within the euro zone

Price differences for a selection of best-selling cars (expressed as percentages of prices in euro before tax, comparing the most expensive with the cheapest euro zone market) on 1 January 2010 were as follows:

Small segments A and B:	1/01/2011	1/01/2010	1/01/2009
Peugeot 207	36.9%	39.7%	32.7%
Renault Clio	39.5%	32.3%	44.9%
Fiat Grande Punto/Punto	44.3%	29.2%	30.4%
VW Polo	34.4%	28.1%	26.8%
Ford Fiesta	25.4%	24.3%	17.9%

Medium segment C:	1/01/2011	1/01/2010	1/01/2009
Peugeot 308	36.1%	36.0%	31.7%
VW Golf	24.4%	27.4%	25.8%
Ford Focus	23.8%	27.9%	28.7%
Renault Mégane	30.3%	26.8%	51.6%
Audi A3	23.4%	18.1%	17.4%

Large car segments D, E and F:	1/01/2011	1/01/2010	1/01/2009
VW Passat	31.8%	28.1%	24.1%
Mercedes C	17.3%	14.2%	12.8%
Audi A4	14.0%	13.1%	17.0%
BMW 320D	8.7%	10.6%	10.3%