

Volkswagen Group South Africa leads passenger car market in February

- **Volkswagen's Polo Vivo again number one selling Brand in South Africa**

During February 2011 a total of 34 056 new passenger cars were sold in South Africa. Total new passenger car sales in February increased by 3.3 percent when compared to January 2011, and by 31.1 percent when compared to February 2010. This brought year-to-date sales of new passenger cars in 2011 to a level 26.5 percent above January and February sales in 2010.

"Volkswagen Group South Africa captured 21.7% of the passenger market in February – with 7 421 units sold. Polo Vivo was once again the top seller, with the sale of 2 945 units. The New Polo sold 1 704 units in February," said Mike Glendinning, Director of Sales and Marketing, Volkswagen Group South Africa.

"In the premium segment, Audi sold 395 units of its new A1 during its first month of sales. With the introduction of the trendy Audi A1, the Brand is well-positioned to extend its share of the premium segment".

"The new Amarok Double Cab Pick-up sold 492 units during February and continues to give Volkswagen Group SA a firm footing in the light commercial segment," said Glendinning.

"Sales of new passenger cars in South Africa once again performed strongly during February 2011 with the selling rate of new cars per day hitting levels last experienced in January 2008."

"The buoyant underlying momentum in demand for new passenger cars so far in 2011 comes on the back of improved performance in the pace of economic activity during the fourth quarter of 2010 with the economy having grown by 4.4 per cent during the quarter," continued Glendinning.

"Buoyant demand for new passenger cars continues to be supported by the necessity of replacement demand and improved affordability of new cars. Highly competitive trading conditions have driven growth in sales volumes," he concluded.

See pictures below>>>

www.motorpics.co.za 300911 (c) VW Group SA



www.motorpics.co.za 300912 (c) VW Group SA

