

## 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 2010 report, European, American, Japanese and Korean manufacturers supplied the Commission with their recommended retail prices, as of 1 January 2009, for 79 best-selling models representing 25 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 currency<sup>1</sup>, 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 2010 compared with January 2009), expressed in the respective local currency.**

Euro zone	Nominal Car Price	Headline inflation	Real Car Price	EU-27	Nominal Car Price	Headline inflation	Real Car Price
Austria	-1.2	1.2	-2.4	Bulgaria	-7.3	1.8	-9.1
Belgium	0.3	0.8	-0.5	Czech Republic	-9.0	0.4	-9.4
Cyprus	-5.8	2.5	-8.3	Denmark	-0.5	1.9	-2.4
Finland	-0.5	1.6	-2.1	Estonia	-6.9	-1.0	-5.9
France	0.6	1.2	-0.6	Hungary	5.6	6.2	-0.6
Germany	-0.2	0.8	-1	Latvia	-8.3	-3.3	-5.0
Greece	-4.7	2.3	-7	Lithuania	-11.4	-0.3	-11.1
Ireland	-7.9	-2.4	-5.5	Poland	2.8	3.9	-1.1
Italy	0.2	1.3	-1.1	Romania	-4.9	5.2	-10.1
Luxembourg	1.1	3.0	-1.9	Sweden	5.4	2.7	2.7
Malta	-8.0	1.2	-9.2	United Kingdom	11.2	3.5	7.7
Netherlands	0.4	0.4	0	<b>EU</b>	<b>1.1</b>	<b>1.7</b>	<b>-0.6</b>
Portugal	-6.6	0.1	-6.7				
Slovakia	-11.2	-0.2	-11				
Slovenia	-11.6	1.8	-13.4				
Spain	-3.6	1.1	-4.7				
<b>Euro zone</b>	<b>-1.1</b>	<b>1.0</b>	<b>-2.1</b>	Source: Eurostat, HCPI			

<sup>1</sup> The euro rates used for conversion are those published in the Official Journal C1 of 5 January 2010, p.6.

### 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:	1/01/2010	1/01/2009	1/01/2008
Peugeot 206/207	39.7%	32.7%	32.6%
Renault Clio	32.3%	44.9%	23.4%
Fiat Grande Punto/Punto	29.2%	30.4%	21.4%
VW Polo	28.1%	26.8%	25.0%
Ford Fiesta	24.3%	17.9%	21.4%

Medium segment C:	1/01/2010	1/01/2009	1/01/2008
Peugeot 308	36.0%	31.7%	37.5%
VW Golf	27.4%	25.8%	24.3%
Ford Focus	27.9%	28.7%	27.4%
Renault Mégane	26.8%	51.6%	17.3%
Audi A3	18.1%	17.4%	14.5%

Large car segments D, E and F:	1/01/2010	1/01/2009	1/01/2008
VW Passat	28.1%	24.1%	17.1%
Peugeot 407	20.5%	39.0%	15.2%
Mercedes C	14.2%	12.8%	11.9%
Audi A4	13.1%	17.0%	7.4%
BMW 320D	10.6%	10.3%	12.0%