

Brand Insights



Brand

Global Performance & Forecast

2012; 2013; Q1 2014



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Kind regards,

Carlo Simongini

Founder & Managing Partner

csimongini@focus2move.com

| **World Ranking**

Brand Ranking (Q1 2014; 2013;2012)

| **Sales Performance**

Brand Sales Volume per month (Q1 2014; 2013;2012)

Brand Total Sales (2010-2013)

Brand Total Sales per Quarter (Q1 2014;2013)

Brand Market share (Q1 2014; 2013;2012)

Brand and World growth rate comparison (Q1 2014;2013)

| **Sales by Region**

World Sales by Region (Q1 2014; 2013;2012)

Brand Sales by region (Q1 2014; 2013;2012)

| **Trend by Region**

Brand vs World (Q1 2014; 2013;2012)

| **Sales by Country**

World's Country mix (Q1 2014; 2013;2012)

Brand Country mix (Q1 2014; 2013;2012)

| **Best-selling model mix – Top 10 (Q1 2014; 2013;2012)**

| **Table: Top 30 Markets**

| **Table: 2014 Forecast by Market & Quarter**

| **Forecast**

Sales Volume Forecast (2010-2014e)

Sales Trend Forecast (2010-2014e)

Sales Trend Forecast per Quarter (2010-2014e)

Executive Summary

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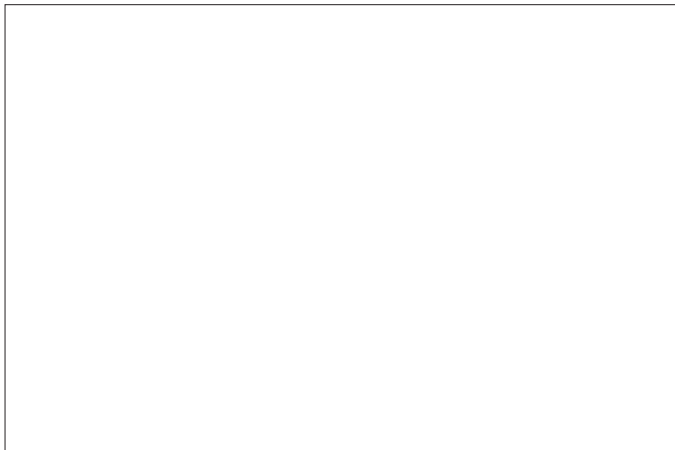
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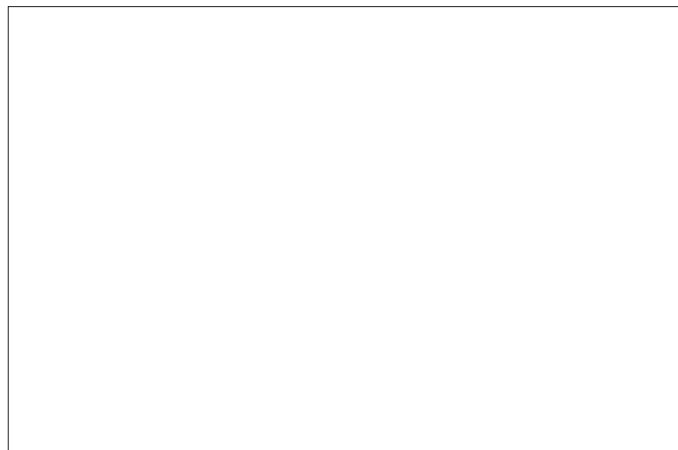
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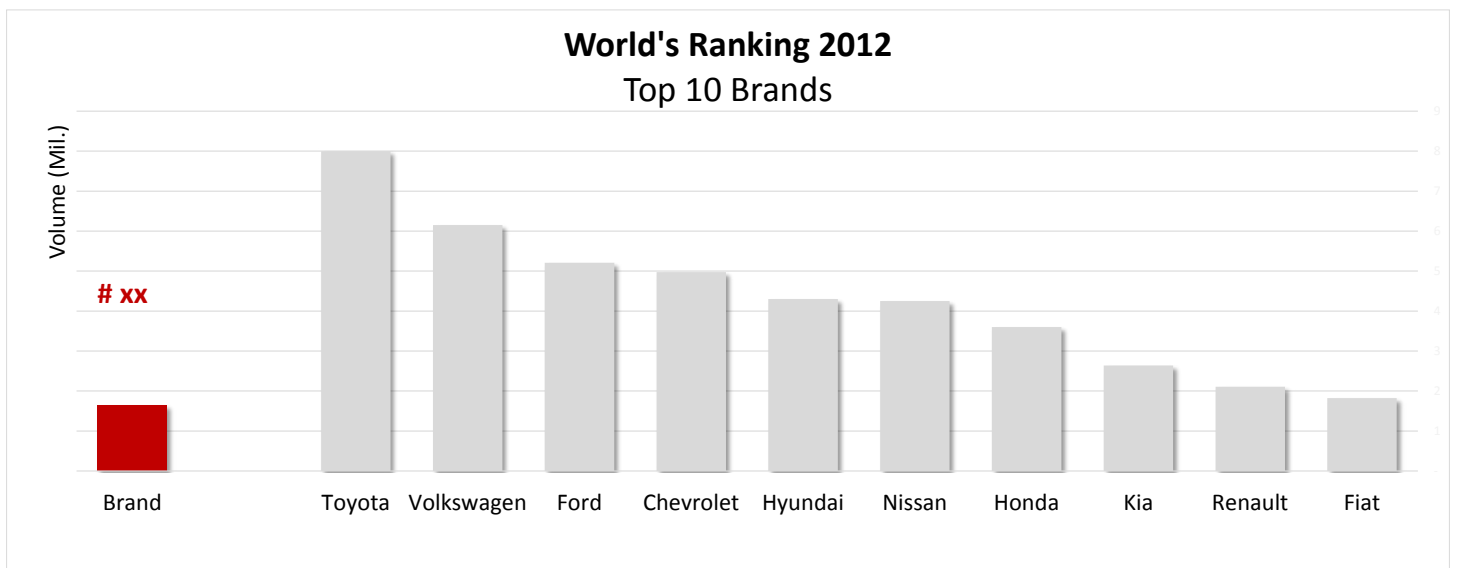
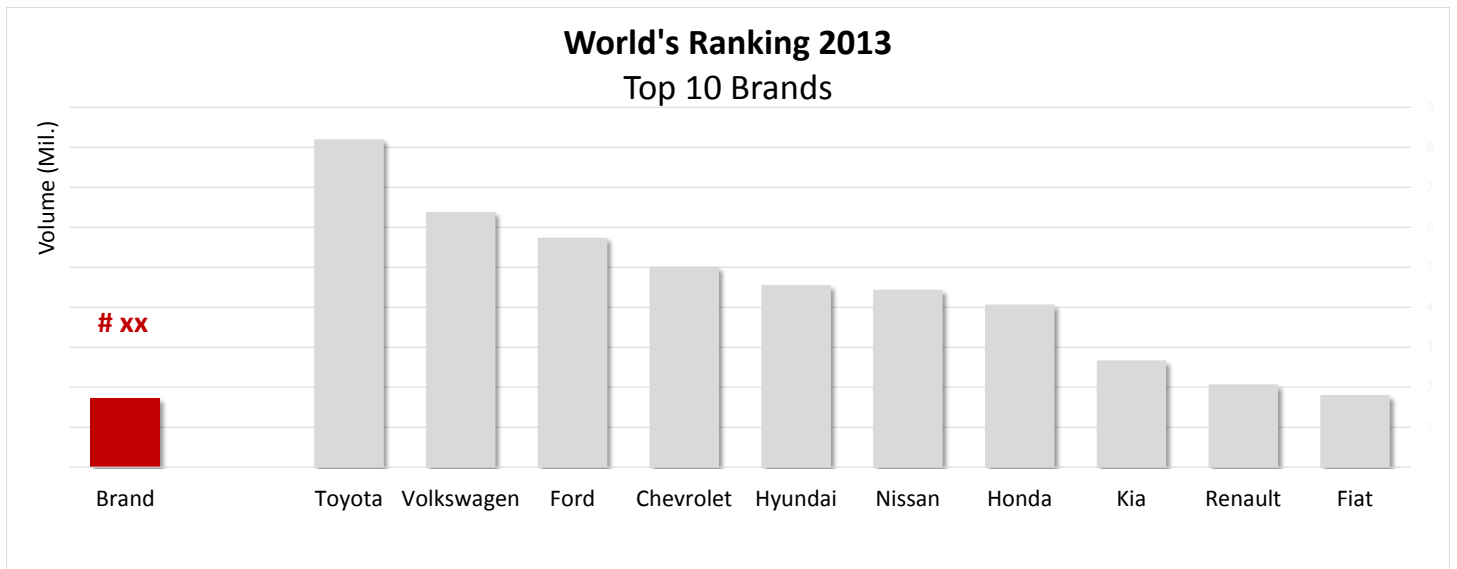
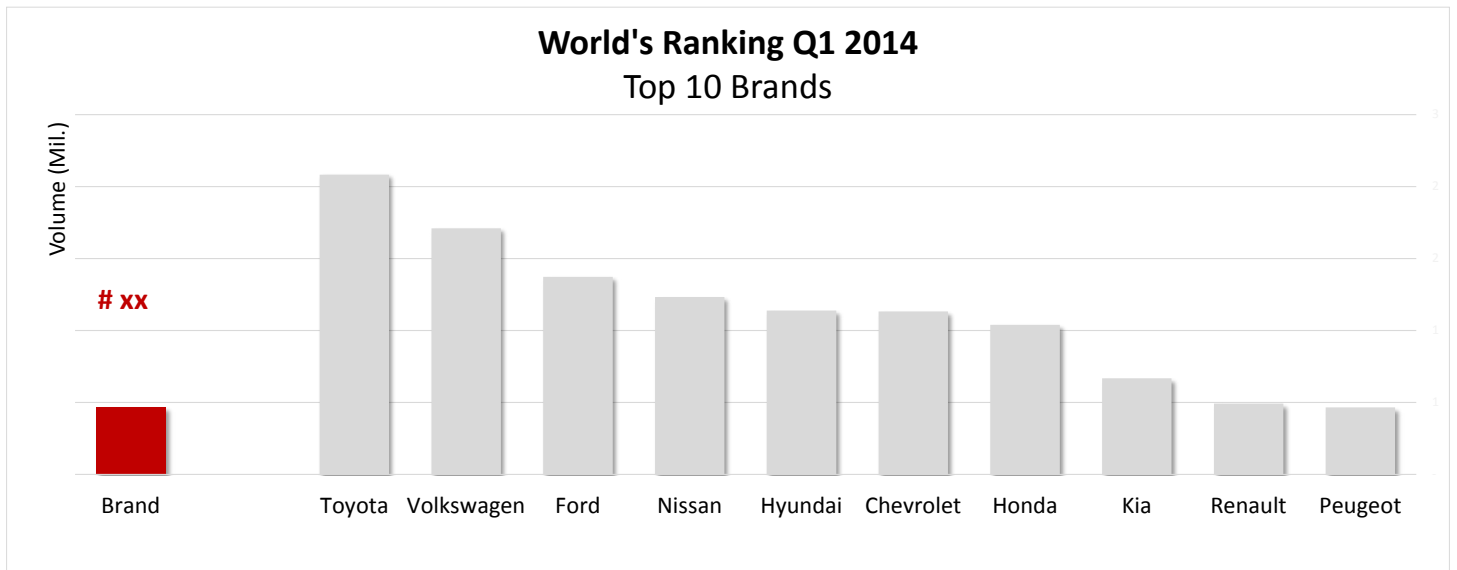
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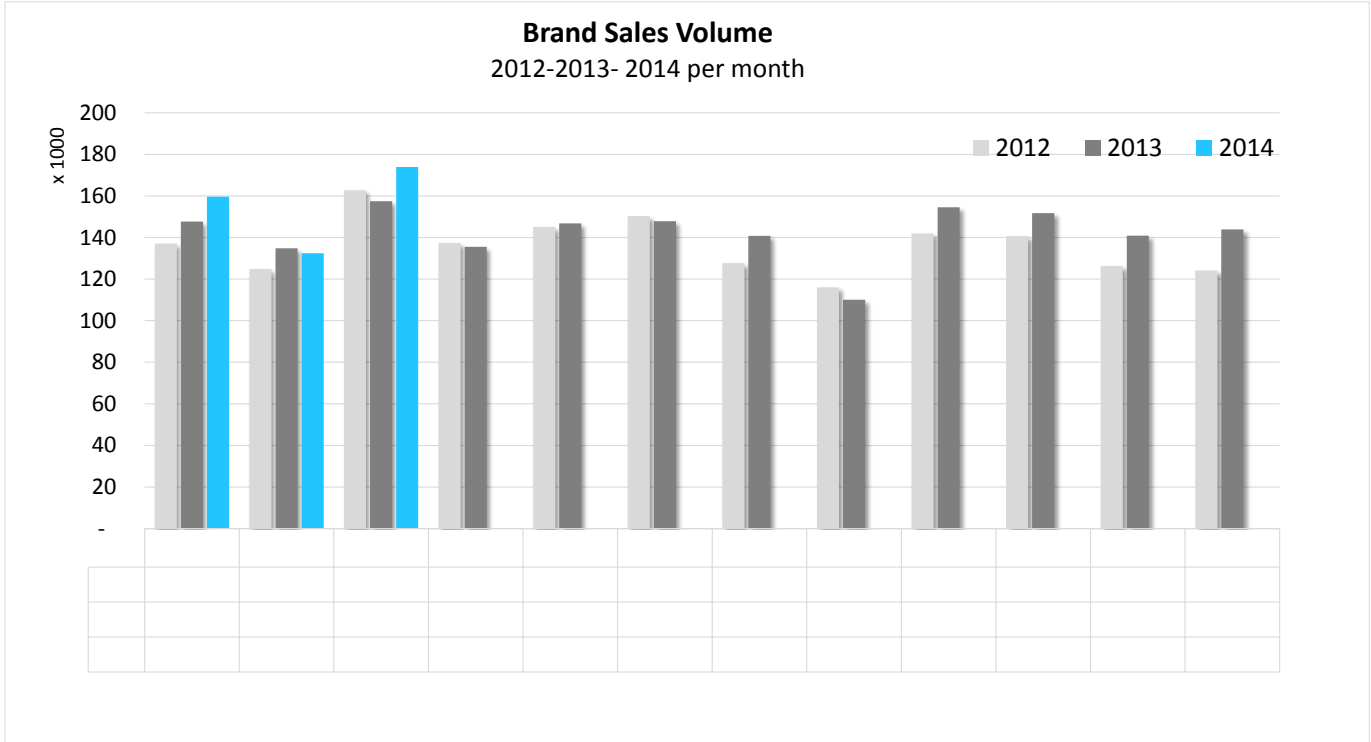
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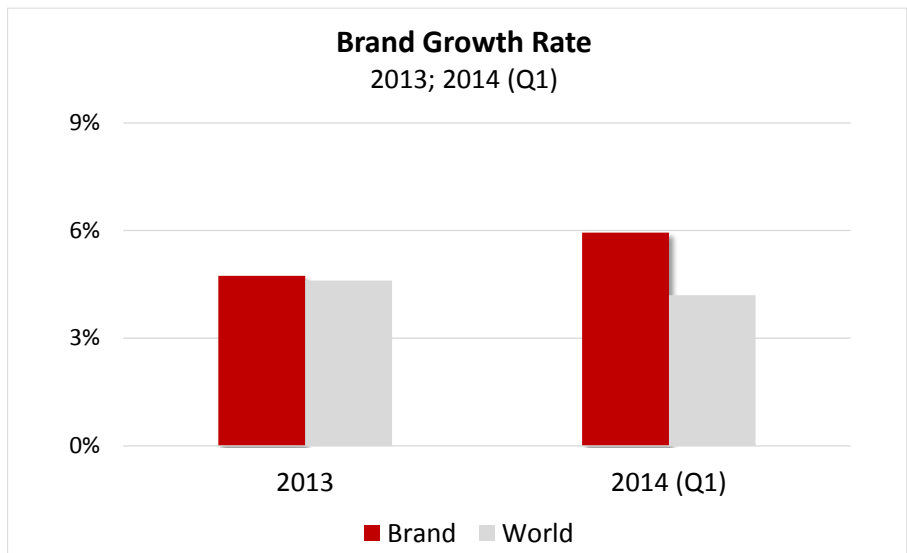
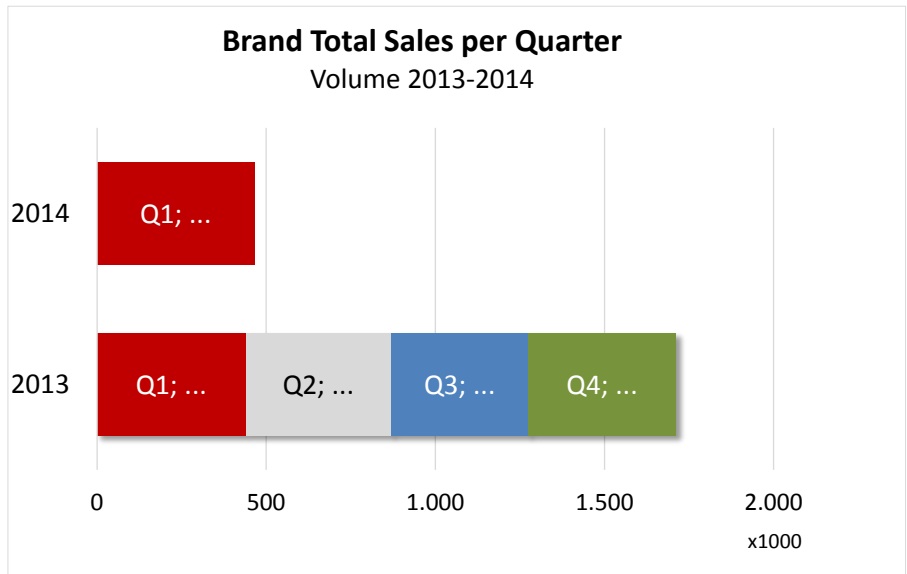
World Ranking

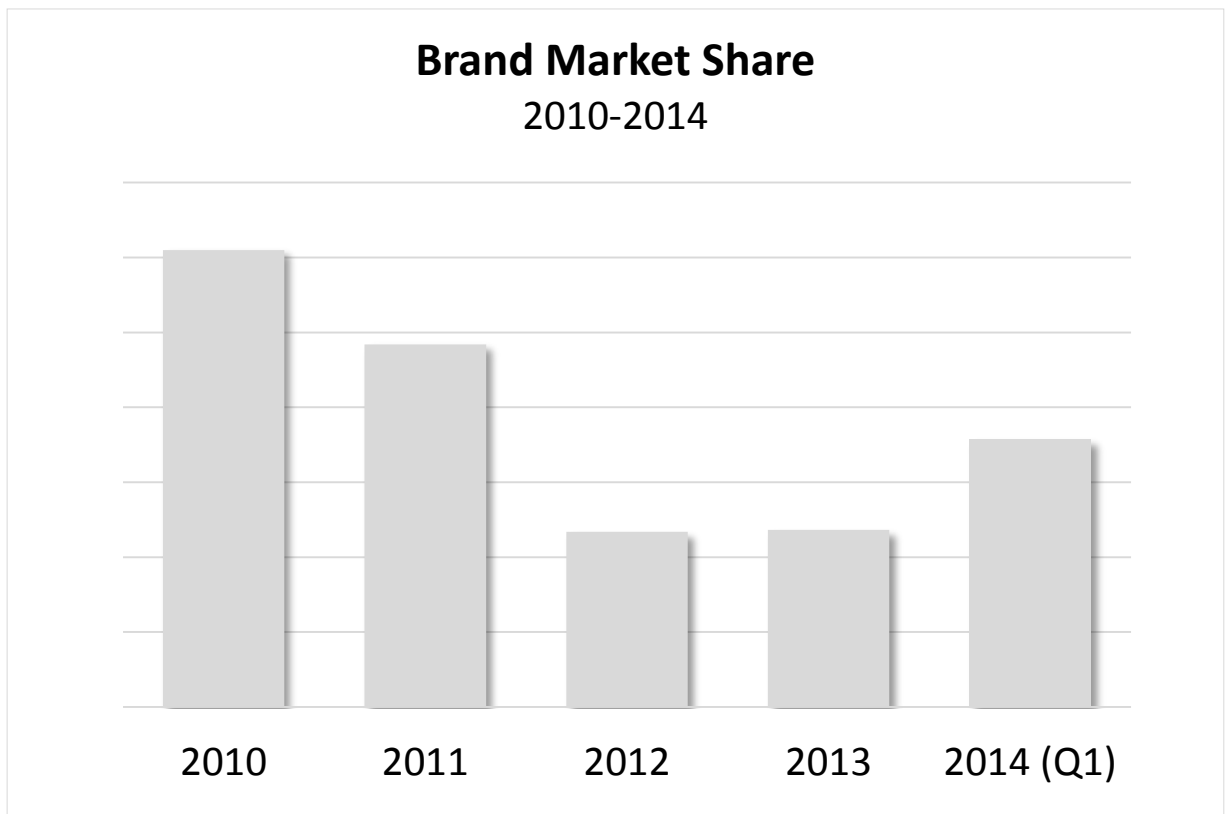
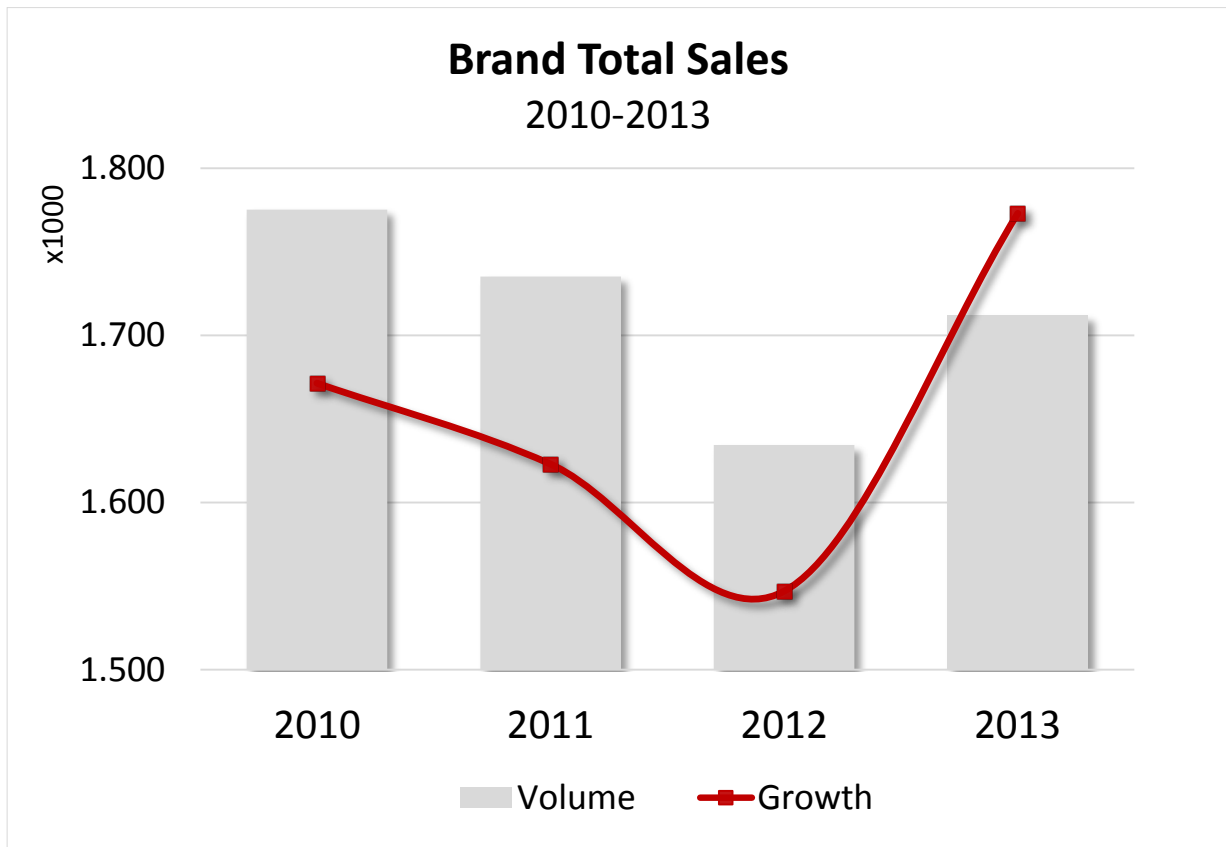


Sales Performance

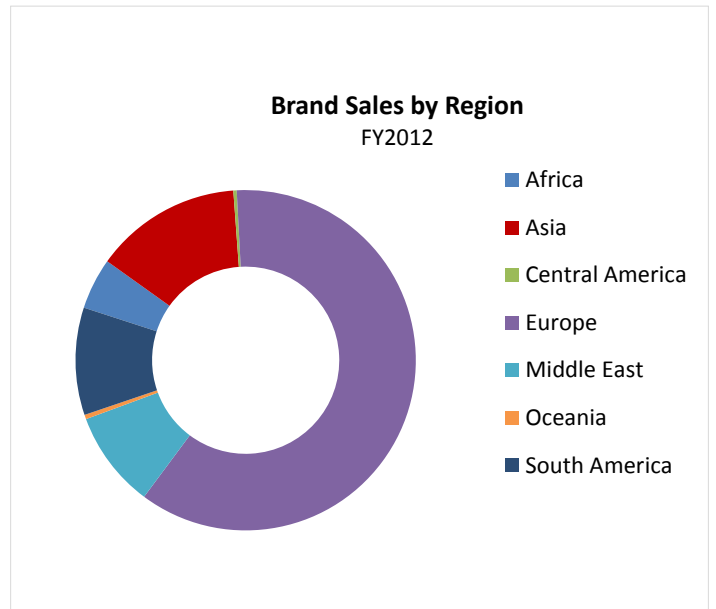
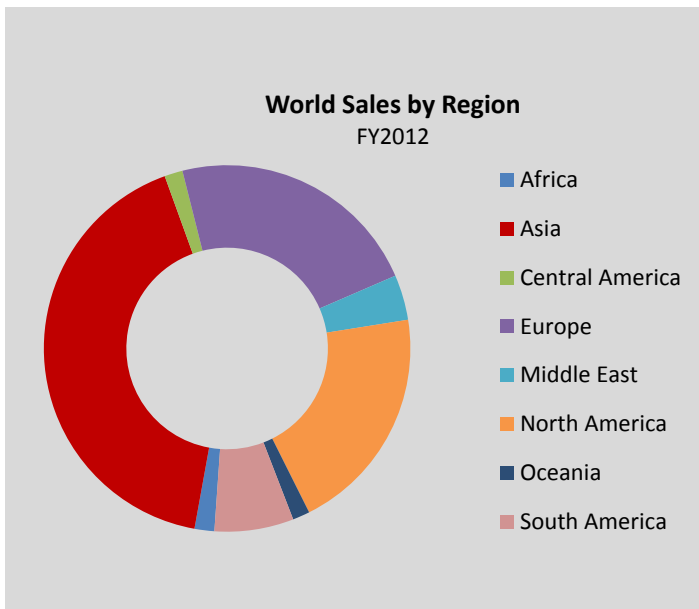
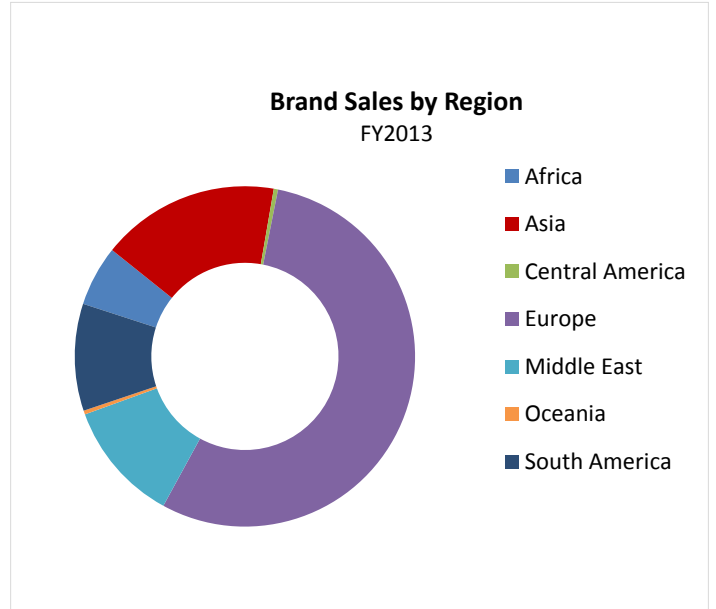
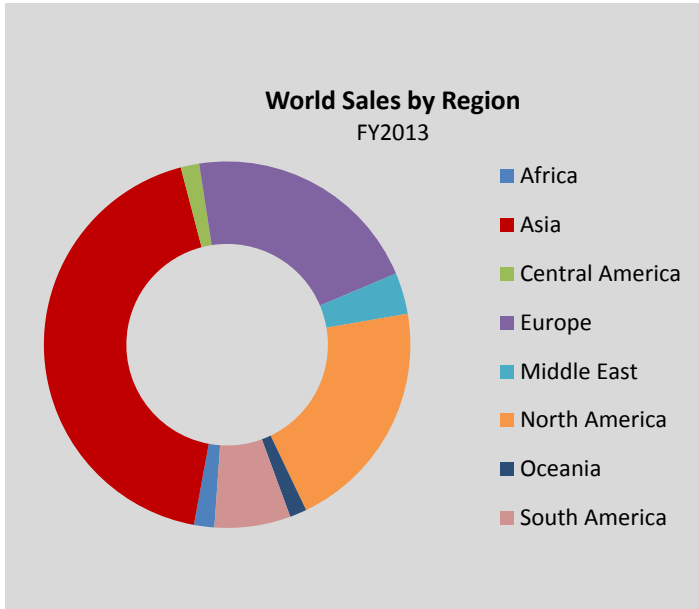
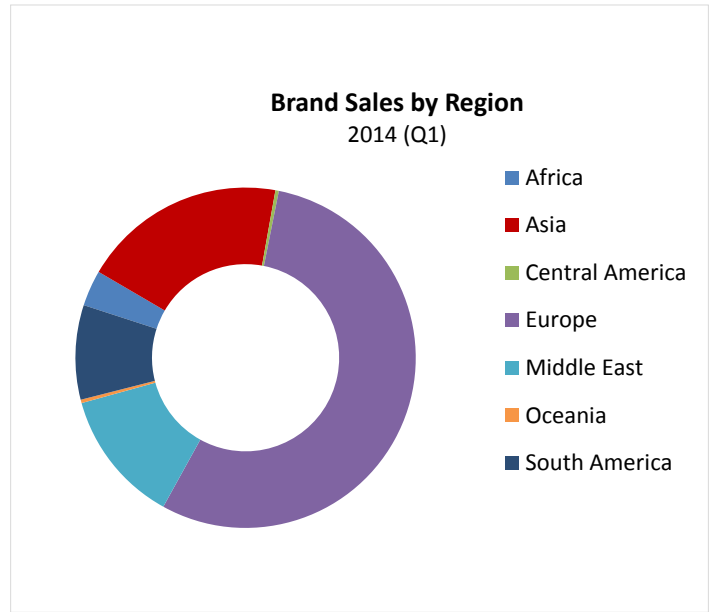
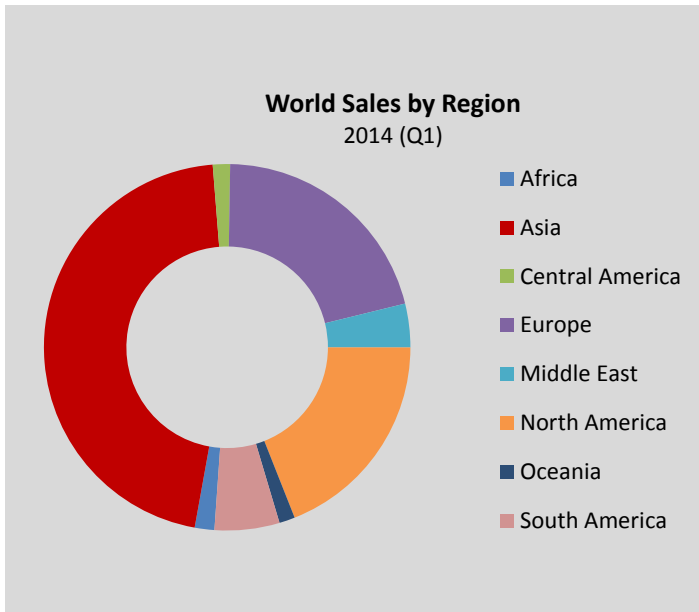


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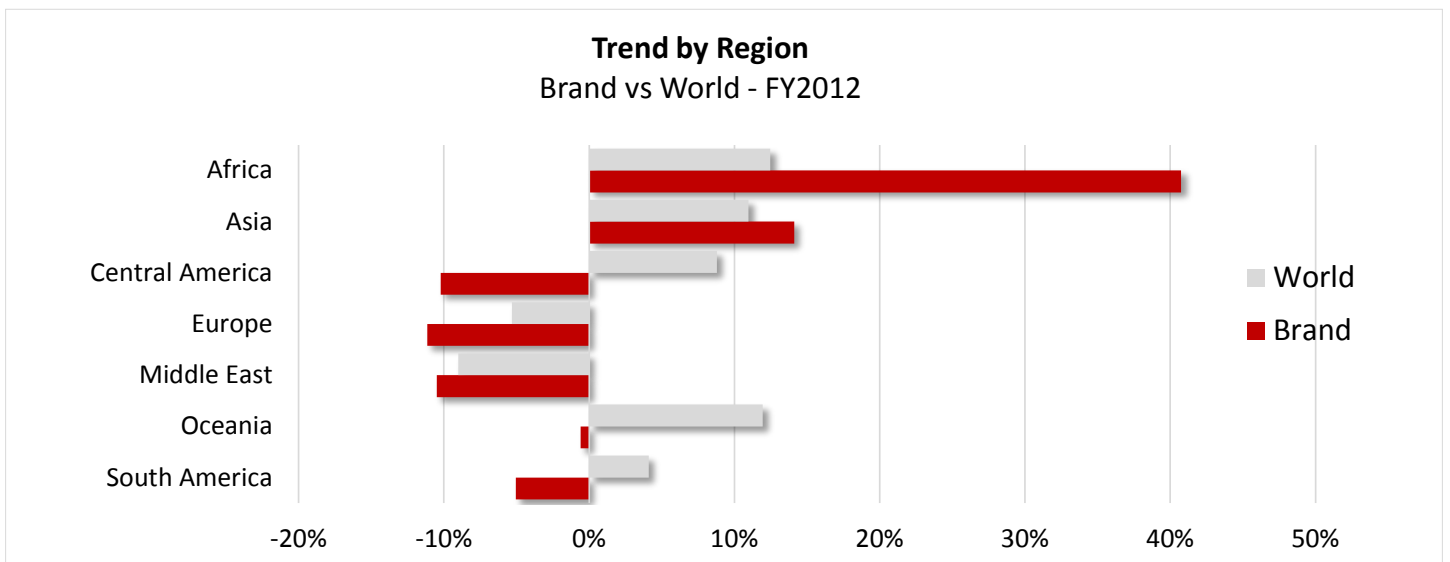
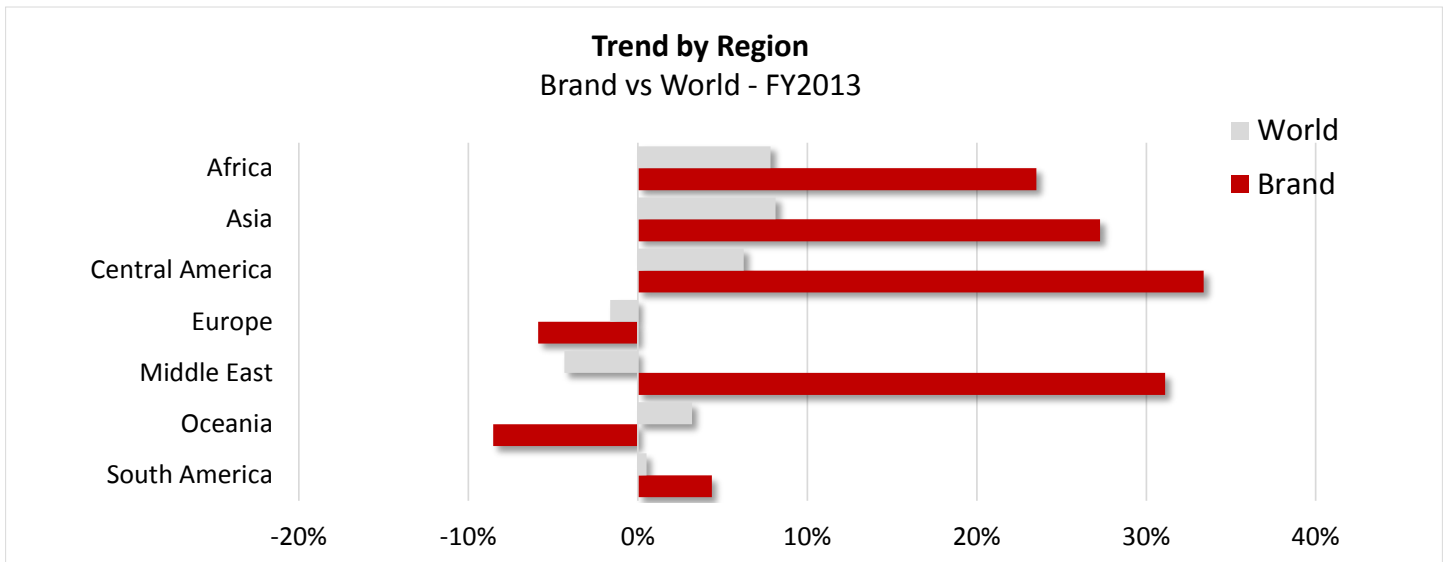
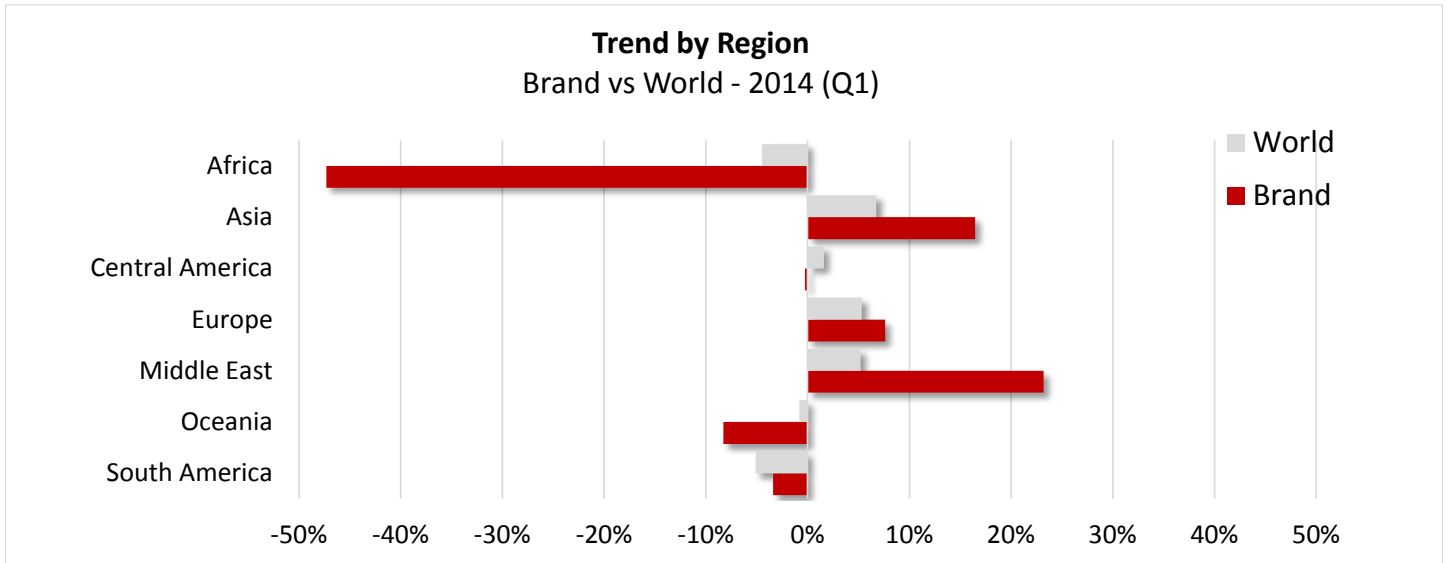




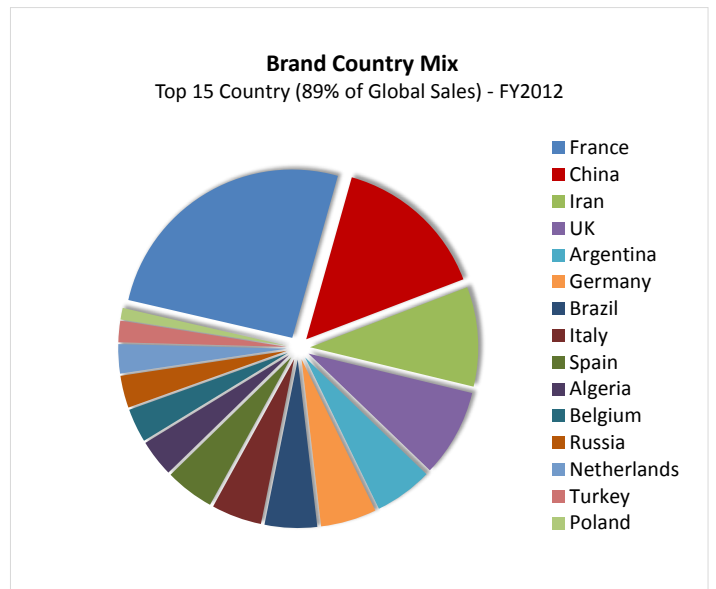
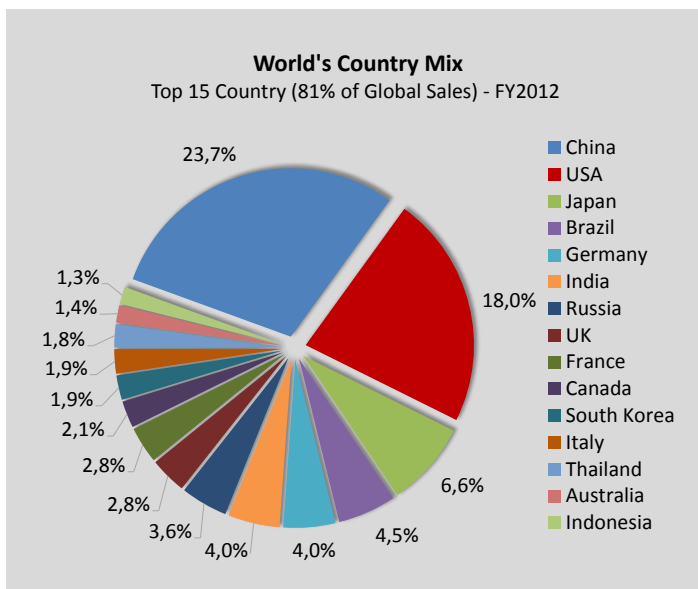
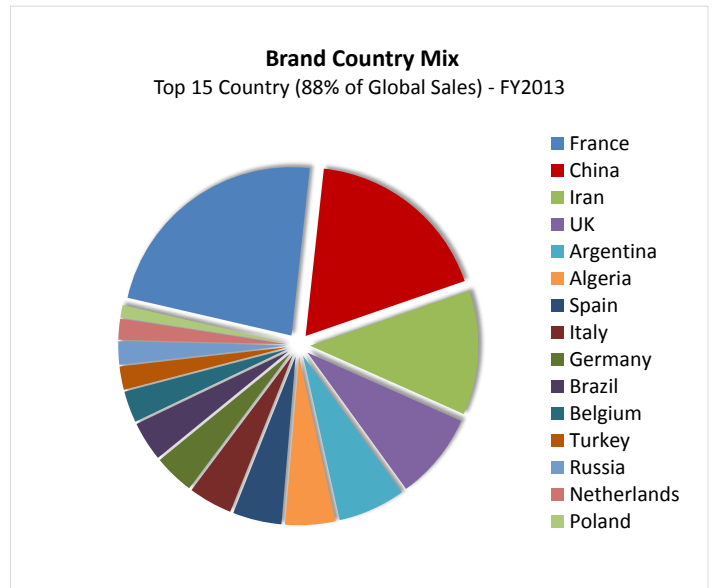
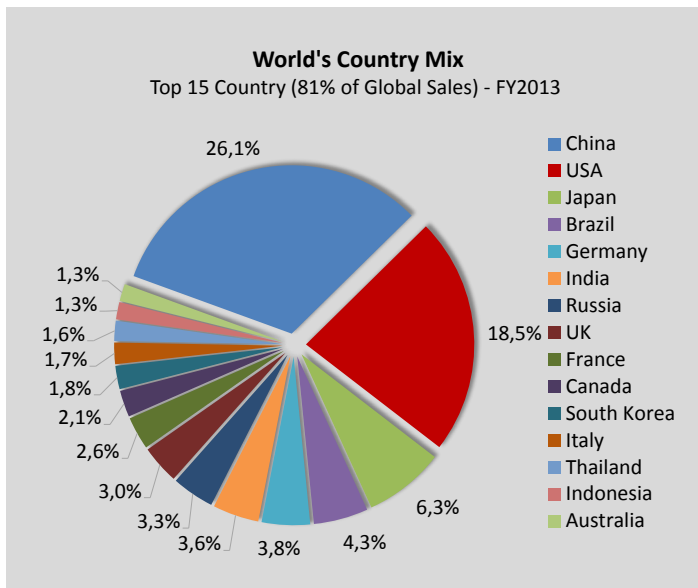
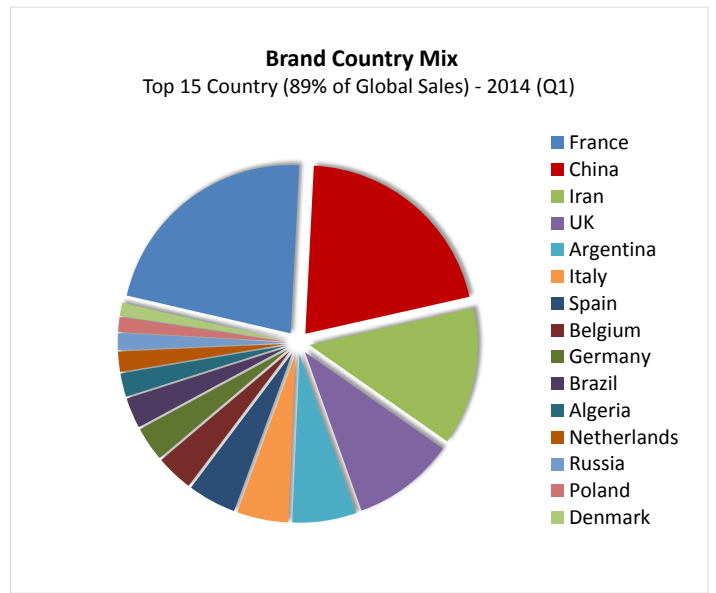
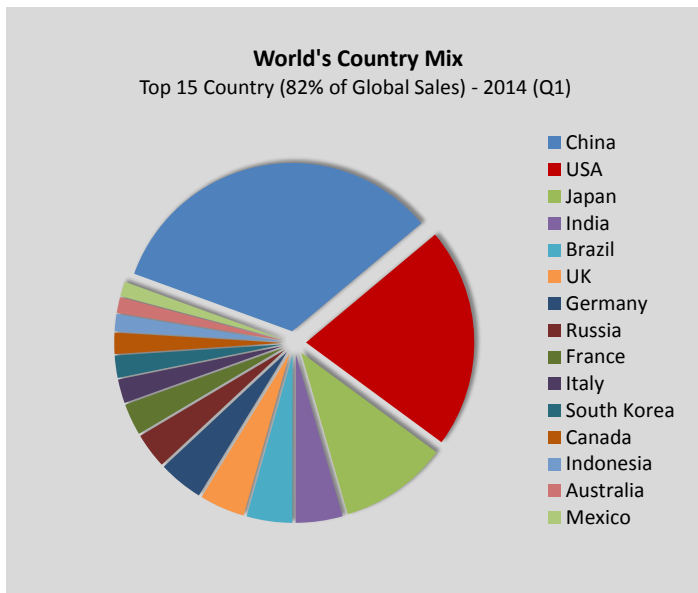
Sales by Region



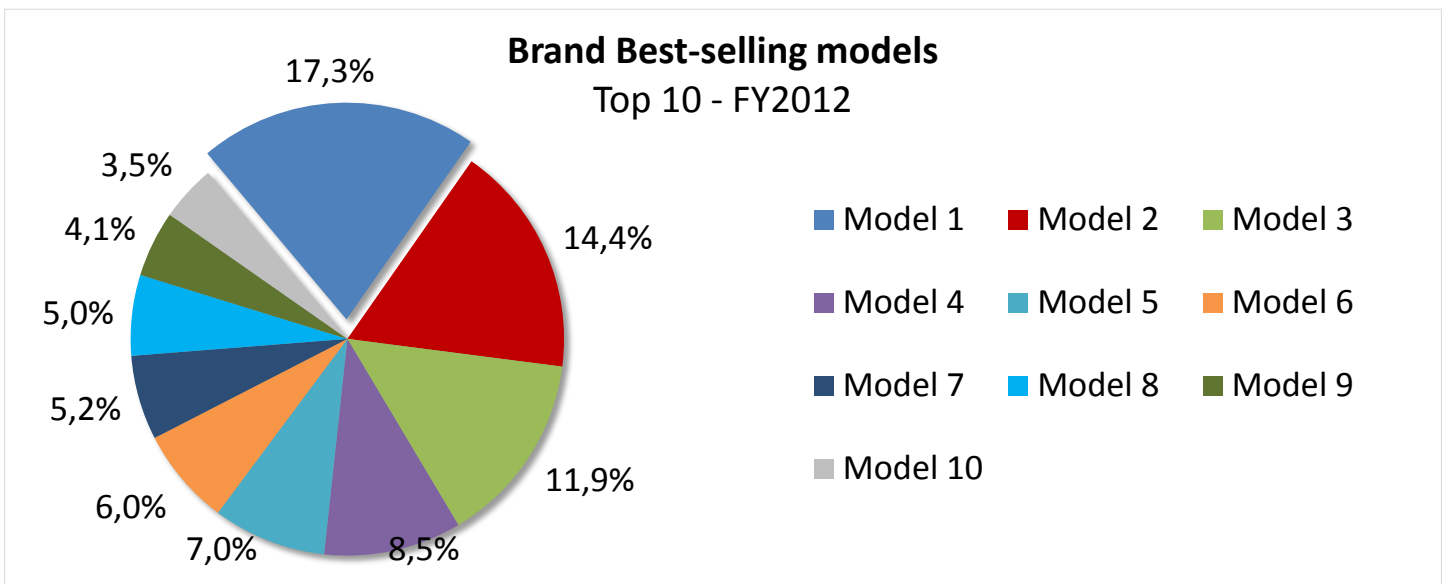
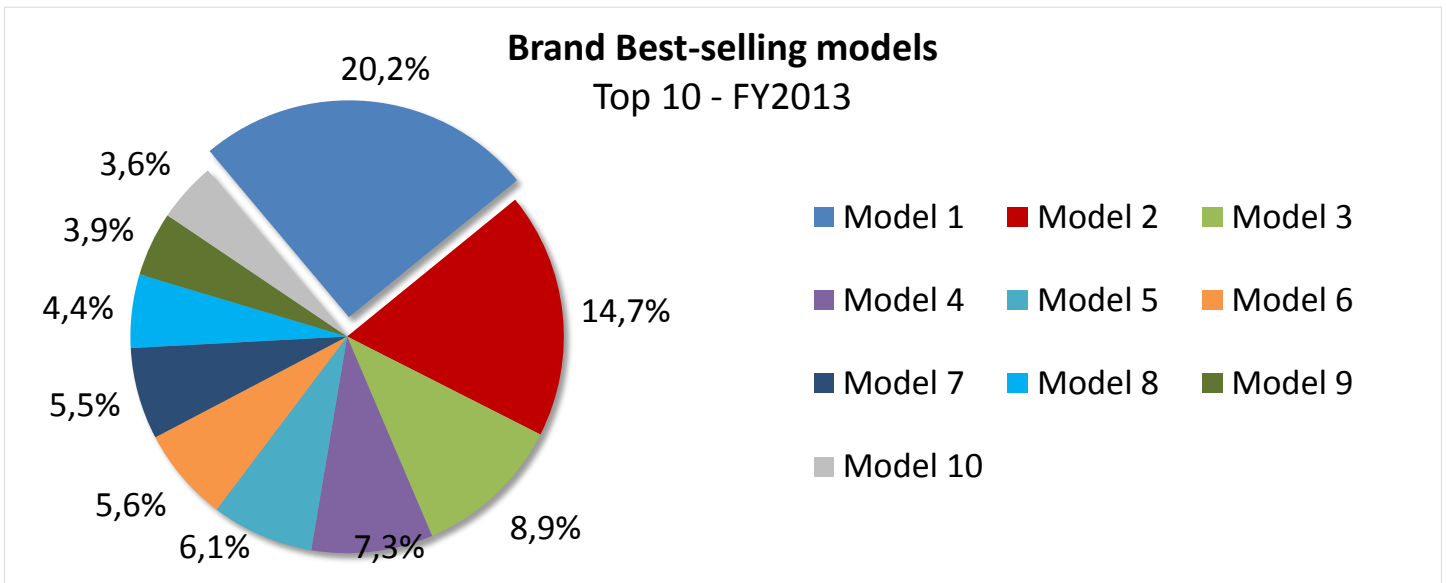
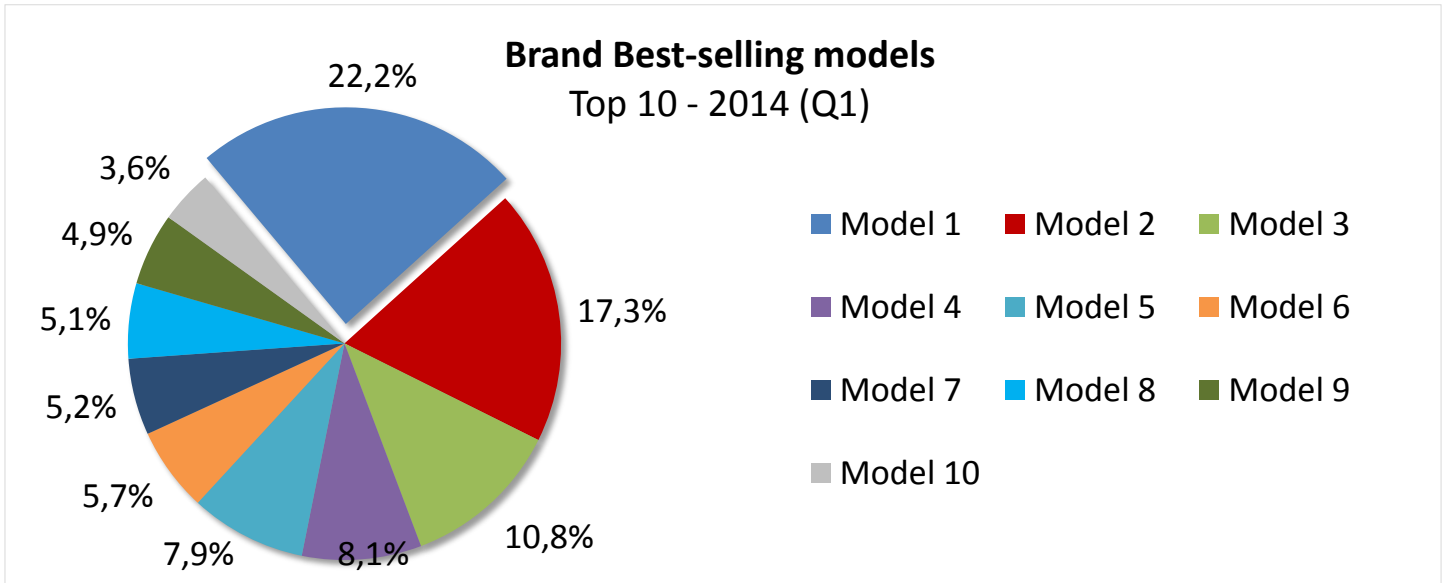
Trend by Region



Sales by Country



Best-selling models



Top 30 Markets



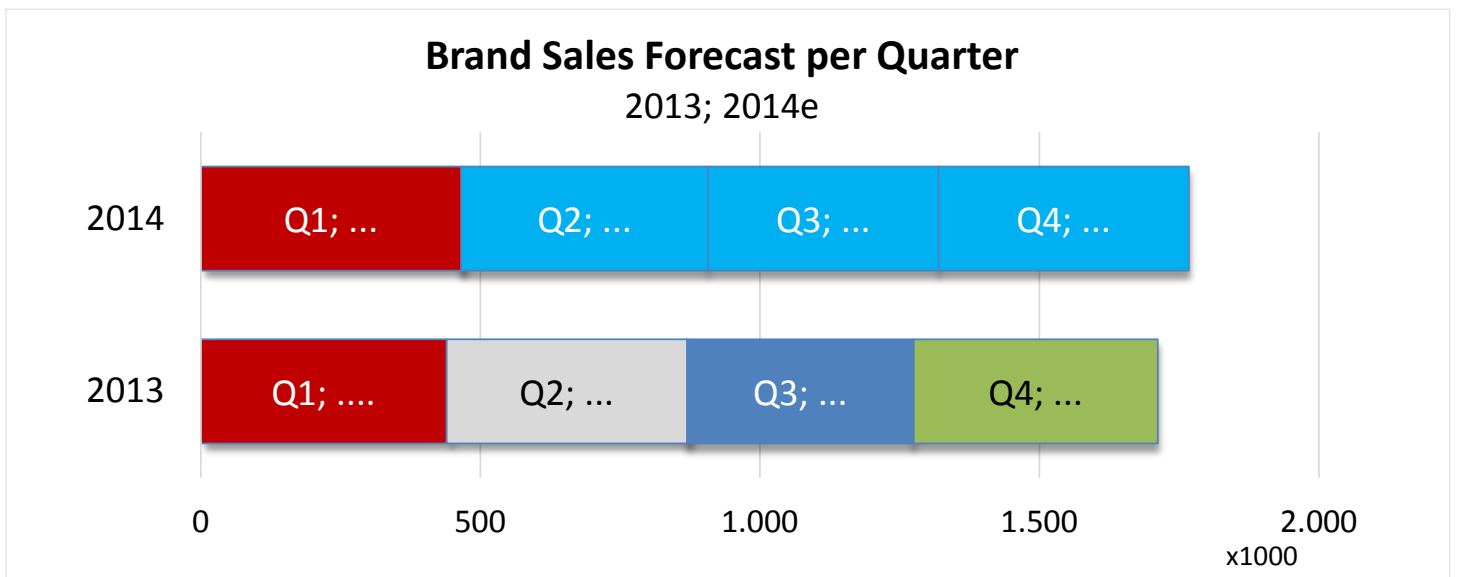
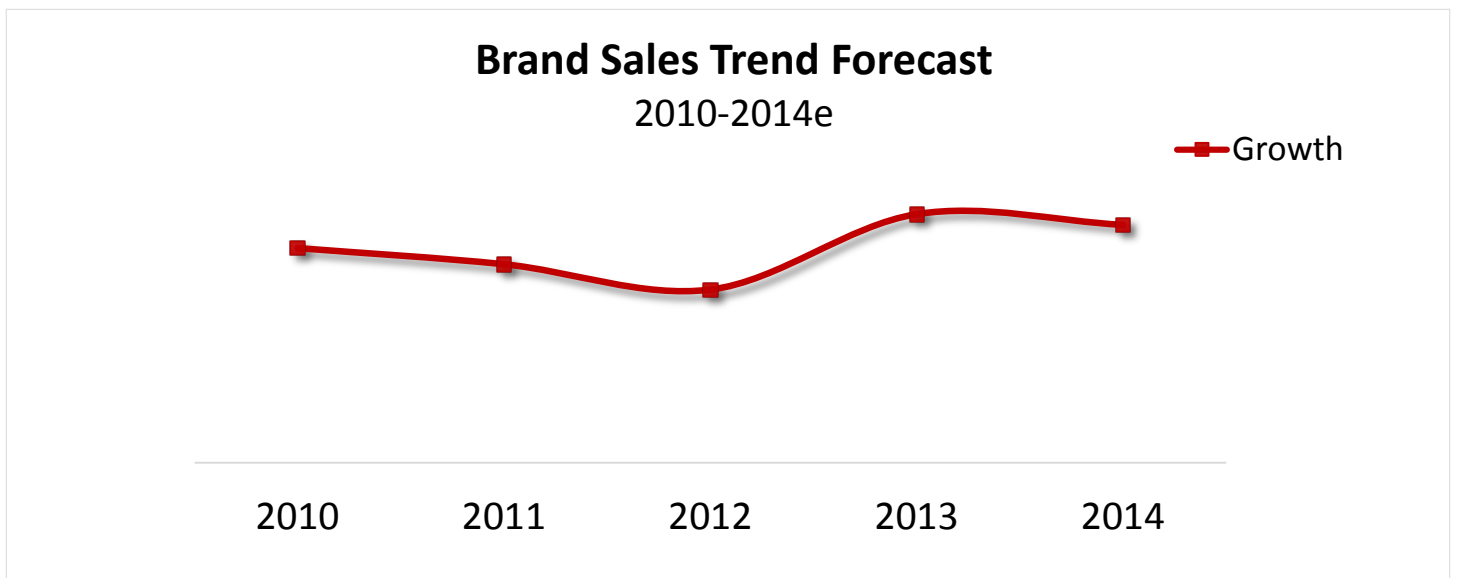
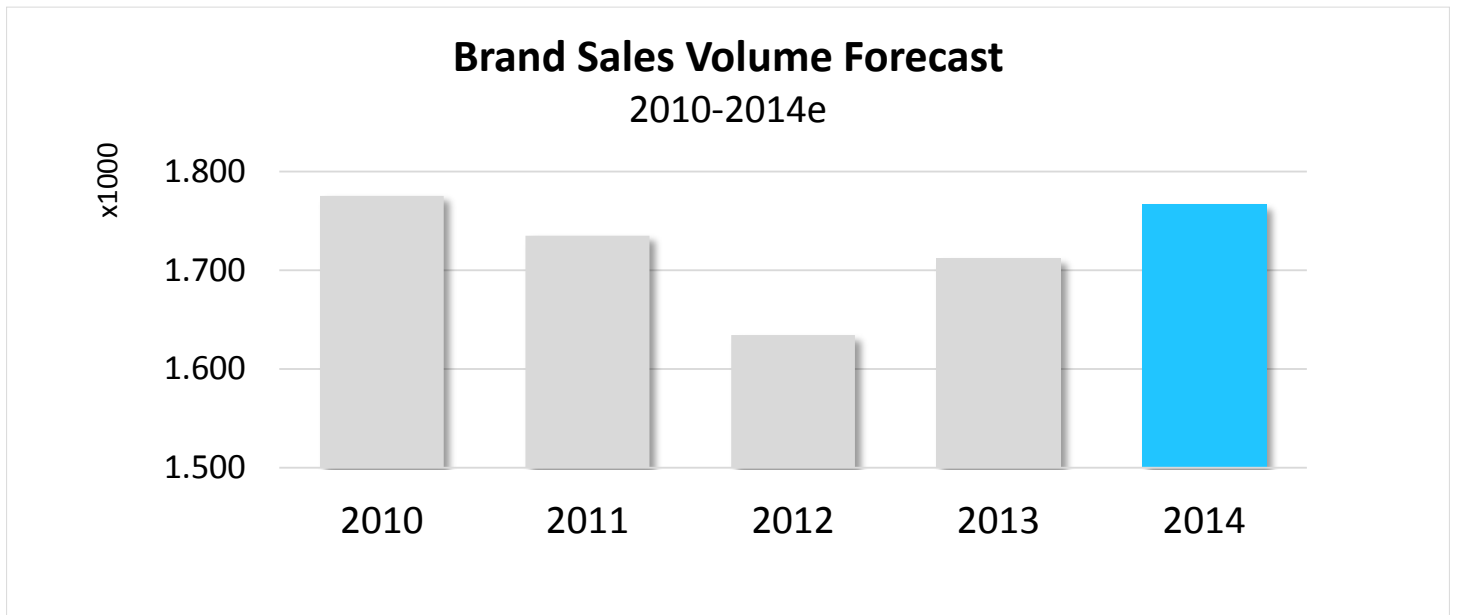
Country	Sales Q1 2014	Sales Q1 2013	2014 Q1 Var.	Sales 2013	Sales 2012	2013 Var.	Q1 2014 Mix	2013 Mix	Rank Q1
France	92.179	85.994	7,2%	350.061	369.153	-5,2%	19,8%	20,4%	1
China	85.828	73.403	16,9%	272.072	212.463	28,1%	18,4%	15,9%	2
Iran	55.003	44.327	24,1%	181.051	137.141	32,0%	11,8%	10,6%	3
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2014 Forecast by Market



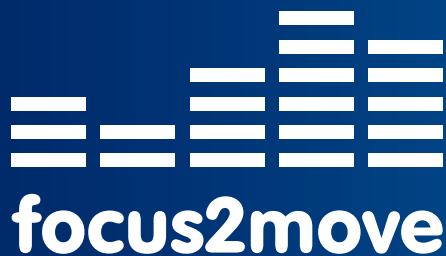
Country	2014 Q1	2014 Q2 e	2014 Q3 e	2014 Q4 e	Sales FY 2014 e	Sales FY 2013	2014 Var.	Rank 2014
France	92.179	97.038	69.819	88.892	347.928	350.061	-0,6%	1
China	85.828	80.547	67.119	74.970	308.464	272.072	13,4%	2
Iran	55.003	31.224	55.698	74.412	216.337	181.051	19,5%	3
UK	40.829	31.853	38.946	26.625	138.254	126.665	9,1%	4
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2014 Forecast



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