

A daily e-mail bulletin of Czech wit & wisdom. For your free subscription, write to subscribe@fsfinalword.com

Central & Western Europe



Škoda Auto's sales are thriving in Asia, although its growth rate there slowed from 21.9% in 2011 to 11.8% last year. Its sales are also soaring in Eastern Europe, even if the annualized growth rate slipped from 47.0% in 2011 to 26.4% last year. Where growth is in the doldrums is in both Western and Central Europe. After an 8.6% rise in Škoda's deliveries in Western Europe in 2011, sales there contracted by 0.9% last year. Only moderately better was Central Europe, where Škoda's 1.7% growth in 2011 sputtered to 0.7% in 2012. Škoda is only one company, but it's a leading indicator of the market in general. What the figures show is that Western Europe is getting "stuck in reverse," to use the words of Škoda CEO [Winfried Vahland](#), just as Central Europe is peaking out. It might be time to redefine the map of Europe. Instead of speaking of Central & Eastern Europe, perhaps it should henceforth be Central & Western Europe.

Read this later today in [Czech](#)

GROWTH OR
FASTING ?



CZECH 2013 GROWTH EXPECTATIONS THROUGH THE EYES OF BUSINESS PROFESSIONALS AND FINAL WORD READERS AS SURVEYED RECENTLY BY [DBM](#) AND [PPM FACTUM RESEARCH](#).