The European automotive industry has historically been one of the most important industries in Europe. It suffered from one of the highest decays when the “Great recession” took place. This research explores how the three biggest luxury European passenger car brands have performed during the Great Recession. Three hypotheses are set in order to find out how this performance has been achieved. The first one, which is focused on the three luxury European car brands’ share in the European (EU28) PC market explains part of the manufacturers’ performance increase. The second hypothesis analysis the individual factors to explain why these companies have achieved this performance. Finally, how the manufacturers have been able to switch the European market for other geographical market is shown in hypothesis three. This is the main the reason why BMW AG, AUDI AG and Mercedes-Benz have been able to grow more than the European PC market. Particularly, the growth has been boosted by the Chinese market.