

For immediate release

## Letter in Financial Times, 25 June 2009

cebr expects economic cycle to be saxophone shaped



making business sense

You may be interested to see this letter which appeared in today's Financial Times:

Dear Sir

Columns have been filled with discussion about whether the economic cycle follows the shape of a U, V, W or even L.

None of these seems to describe accurately what seems to be a very severe inventory and investment-led downturn, followed by a bit of a trampoline bounce as inventories recover and then a sluggish period of consolidation where the effects of high levels of indebtedness in both the public and household sectors are worked off.

Rather than name it after a letter of the alphabet, why not turn to musical instruments to describe the cycle? The line describing the progress of gross domestic product goes up, then sharply down, then comes back up sharply initially before leveling off – describing the rough profile of a saxophone.

Yours faithfully

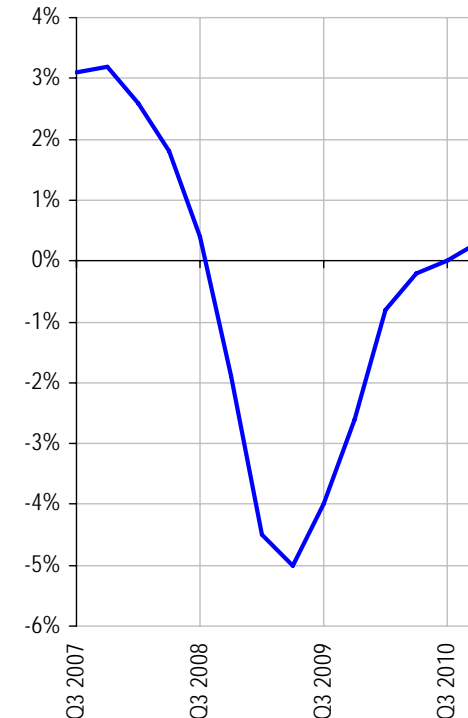
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UK GDP, annual growth on a quarterly basis



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