

# Bank of Ireland Motor Sector News

## December 2020

In the month of December, new passenger car (PC) sales increased 168.3% (to 601 units), Light Commercial Vehicle (LCV) sales increased 72.0% (to 301 units) and used imports increased 27.9% (to 12,820 units).

### PC Registrations FYE 2020

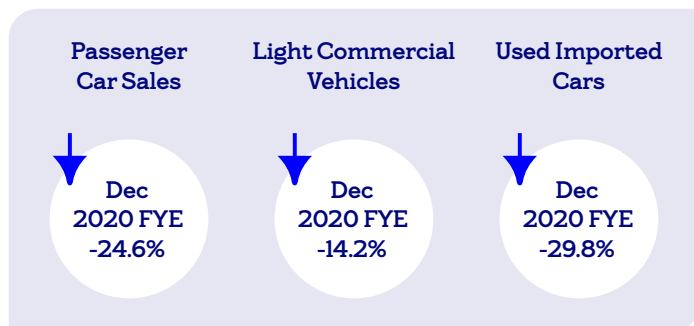
In the full year of 2020, the market declined 24.6% (to 88,324 units). Volkswagen holds the #1 position with 12.1% market share, followed by Toyota with 11.4% in #2, Hyundai with 9.3% in #3, Skoda with 8.4% in #4 and Ford with 7.7% in #5.

### LCV Registrations FYE 2020

In the full year of 2020, the market declined 14.2% (to 21,732 units). Ford holds the #1 position with 23.5% market share, followed by Volkswagen with 15.5% in #2, Renault with 13.0% in #3, Peugeot with 9.5% in #4 and Citroen with 8.2% in #5.

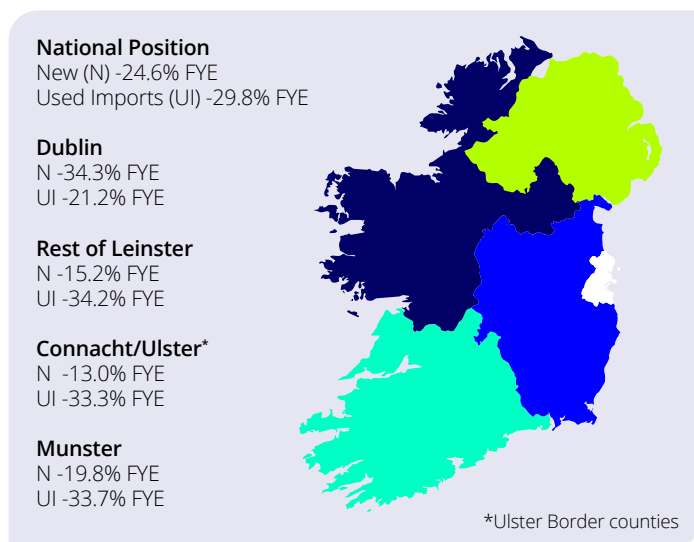
### Used Imports FYE 2020

Registrations of used imports declined 29.8% (to 79,969 units) in the full year of 2020.



## Provincial Developments

### December 2020 YTD



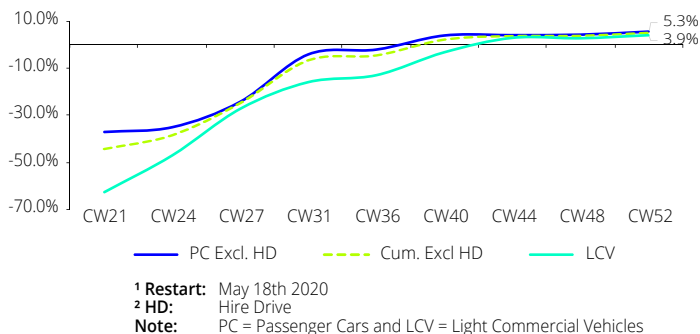
Bank of Ireland Information Classification: Green – Public

Data Source: Society of Irish Motor Industry (SIMI). Data as at 31/12/2020

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## Cumulative Sales Since Restart<sup>1</sup> (excl. HD<sup>2</sup>)



The annualised drop in new vehicle registrations in 2020 makes for stark reading, however, underlying retail sales in the period since the sector exited the first lockdown, in May 2020, were very encouraging.

In the 32 weeks since restart on May 18th (CW21-52), new passenger car sales excluding hire drive registrations increased 5.3% year on year. Hire Drive sales collapsed by c. 85% in 2020 and are excluded to highlight consumer demand. It is also encouraging to note the recovery in LCV sales, increasing 3.9% year on year in the same period.

## Engine Trends

Diesel engines remain the most popular choice with Irish consumers in the full year of 2020, representing 43.3% of all new cars sold. In the EU, the comparative figure is 28.9% (Q1-Q3 2020). Back in Ireland, petrol was the next popular choice at 36.9%, followed by Hybrid at 15.3% (12.5% Hybrid / 2.8% Plug-in Hybrid) and fully electric cars at 4.5%.

## National Framework for Living with COVID

What does Levels 5 mean for motor dealers? Motor dealers can remain open as usual for vehicle servicing and repairs. For new and used vehicle sales, dealers are available online, by phone and can operate a "click and deliver" service. Level 5 places additional operational and financial pressure on motor dealers as the month of January alone represents c.30% of annualised new car registrations. Vehicles ordered prior to these new restrictions may be collected.

## 2021 Market (update to November edition)

The agreement of a Brexit trade deal between the UK and the EU in December is positive news and has been broadly welcomed by vehicle associations. Welcoming the deal, the ACEA (European Automobile Manufacturers Association) said it can only make a full assessment of the deal when all technical details are publicly available.

Level 5 restrictions are likely to dampen market activity in January 2021, however, with "click and deliver" measures in place some new vehicle registrations will proceed while other deals will be postponed until February.

Commencing the roll out of vaccines in Ireland and Europe in January is further positive news to be welcomed. Roll out of the vaccine at pace is critically important so that stability can return to businesses as fast as possible.

## Supporting our Customers

Bank of Ireland Finance (BIF) supports 12 motor franchises representing c. 40% of annual new car sales and we remain committed to our customers.

Bank of Ireland and the Irish motor sector is open for business.

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