

Bank of Ireland Motor Sector News

July 2020

In the month of July, new passenger car (PC) sales declined 14.1% (to 21,213 units), Light Commercial Vehicle (LCV) sales declined 5.5% (to 4,438 units) and used imports declined 6.8% (to 8,744 units).

PC Registrations YTD

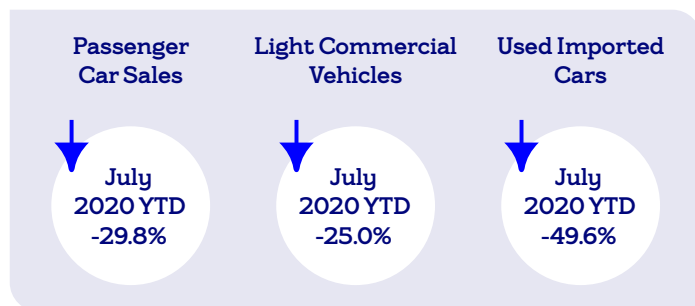
In the first 7 months, the market declined 29.8% (to 74,069 units). Volkswagen holds the #1 position with 11.99% market share, followed by Toyota with 11.98% in #2, Hyundai with 9.6% in #3, Skoda with 8.5% in #4 and Ford with 7.5% in #5.

LCV Registrations YTD

In the first 7 months, the market declined 25.0% (to 15,009 units). Ford holds the #1 position with 23.8% market share, followed by Volkswagen with 17.3% in #2, Renault with 10.2% in #3, Peugeot with 9.6% in #4 and Citroen with 8.7% in #5.

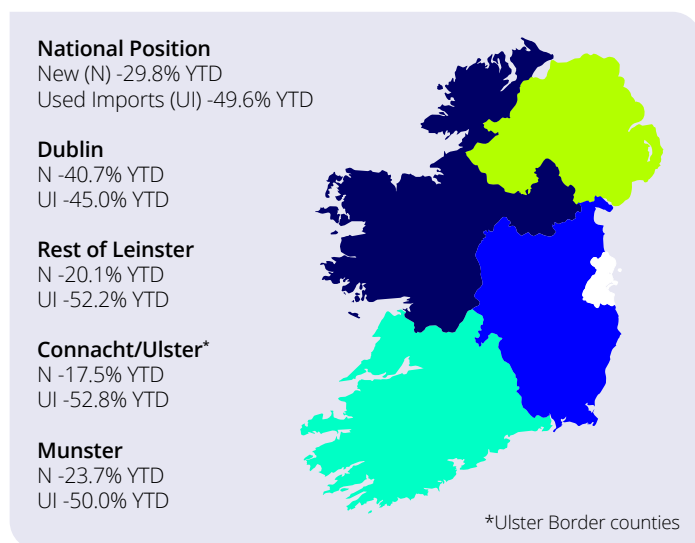
Used Imports

Registrations of used imports declined 49.6% (to 31,531 units) in the first 7 months of 2020.



Provincial Developments

July 2020 YTD



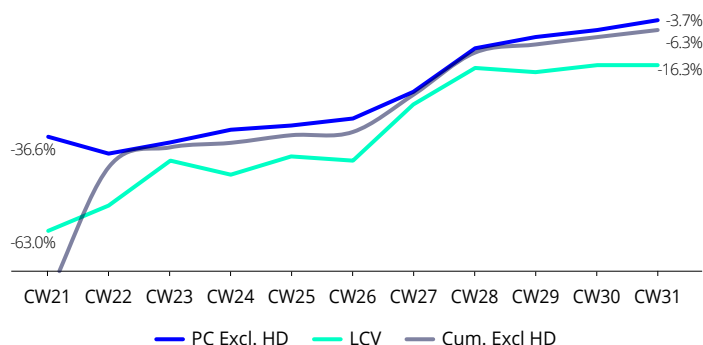
Bank of Ireland Information Classification: Green – Public

Data Source: Society of Irish Motor Industry (SIMI) Data as at 31/07/2020

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Cumulative Sales Since Restart¹ (excl. HD²)



PC = Passenger Cars; LCV = Light Commercial Vehicles

¹ Restart: 18th May; ² HD: Hire Drive

Forming part of phase one of reopening the economy, the motor sector reopened on May 18th 2020 (CW21). In the 11 weeks since restart, new vehicle sales excluding hire drive registrations have declined 6.3% year on year. This is a strong result for the sector and is ahead of expectations coming out of lockdown. The return of consumer confidence is therefore encouraging. Hire Drive sales collapsed by c. 85% in the first 7 months, due to a sharp fall in tourism, and are excluded to highlight consumer demand. Motor dealers are reporting strong levels of interest in used cars with brisk trade taking place. Pent up demand is evident along with anecdotal signals from motor dealers that consumers are purchasing cars to avoid public transport.

July 2020

	Jul-19	Jul-20	Diff. Units	Diff. %
PC	24681	21213	-3468	-14.1%
LCV	4697	4438	-259	-5.5%
Combined	29378	25651	-3727	-12.7%
Hire Drive	3854	64	-3790	-98.3%
PC Excl HD	20827	21149	322	1.5%
Combined Ex HD	25524	25587	63	0.2%
Used Imports	9382	8744	-638	-6.8%

July is an important month for new car sales representing c. 21% of annualised demand (compare June @ c. 1%). When Hire Drive registrations are excluded, new vehicle sales were slightly ahead year on year in July, increasing 0.2%. Demand for LCVs is particularly encouraging and highlights returning confidence within SMEs to invest in new commercial vehicles. The uptick in new passenger car registrations (excl. HD) in July is also positive and provides reason for cautious optimism looking forward.

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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Stephen joined Bank of Ireland in 2018 and brings over 20 years Motor Sector Industry experience having held senior positions in both wholesale distribution and in retail as a motor dealer where he operated as Dealer Principal for 7 years – read more about him at boi.com/motorsector.