New Car Sales / Registrations

An Analysis of Trends within the EU, UK, Republic of Ireland & Northern Ireland

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New Car Sales & Brand Analysis Summary

- According to the Society of Motor Manufacturers & Traders (SMMT) there were over 21,000 fewer new car sales in Northern Ireland in 2012 relative to 2007. This represents a fall of almost 1/3rd (31%). In 2012 new car sales in Scotland were 10% below 2007 levels. This compares with -15% for the UK, -19% and Wales respectively.
- While Northern Ireland has experienced the steepest decline in new car sales within the UK, it compares favourably with other parts of the EU. Greece and Romania have experienced falls of 80% between 2007-2012. These represent the largest falls within the EU. After Greece, the Republic of Ireland (-58%), Spain (-57%) and Portugal (-53%) have posted the steepest declines within the euro zone. Meanwhile Slovakia (+16%), Switzerland (+15%), Austria (+13%), Denmark (+7%) and Norway (+7%) all posted a rise in new car sales between 2007-2012.
- Last year was the first time in 5 years that Northern Ireland posted an annual increase in new car sales. The modest rise of 0.6% (+289) compared unfavourably with the increases in Scotland (+8.9%), Wales (+7.1%) and the UK (+5.4%). However, Northern Ireland's marginal rise compared with an 11.7% decline in the Republic of Ireland. Greece (-40%) & Portugal (-38%)posted the steepest year-on-year falls in the euro zone in 2012.
- Despite the overall fall in new car sales in Northern Ireland between 2007-2012, some brands actually posted significant growth. This highlights changing consumer tastes. Indeed, 5 brands recorded an increase in sales in 2012 relative to 2007. These were: Kia (+215%), Hyundai (+58%), Chevrolet (+31%), Nissan (+15%) and Skoda (+13%). Collectively these brands saw sales increase by 46% (+2,957) with Kia and Hyundai accounting for over 75% of this increase.
- The South Korean brands Kia & Hyundai have increased their market share globally over the last 5 years. In 2007 Kia and Hyundai accounted for 3.4% of all Northern Ireland new car sales. By 2012 this had risen to almost 1 in 10. In 2012 1 in 8 new car sales in Northern Ireland were either Kia, Hyundai or Skoda, up from 1 in 20 in 2007. The two South Korean brands now account for 10.5% of new car sales in the RoI & almost 8% in the UK. The Korean brands have significantly improved their design, specification & overall value for money (e.g. 7-yr warranties) relative to their peers.
- Japanese brands have lost market share across all markets over the last 5 years. A strong currency has adversely affected cost competitiveness and impacted upon the desirability of Japanese cars. French brands have also lost market share throughout the various car markets. In Northern Ireland it is noted that there are now more Hyundai cars leaving the car showrooms than Toyota. There are also more Kia cars sold than either Mazda & Honda combined or Renault. The latter has fallen from No.3 most popular brand in Northern Ireland in 2007 to No.12 in 2012.



Northern Ireland New Car Sales & Brand Analysis

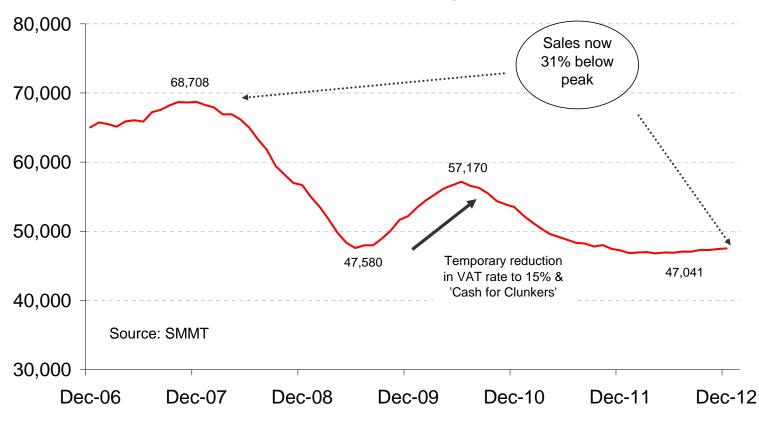


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Northern Ireland new car sales have 'double-dipped' but appear to have stabilised almost 1/3rd below peak

21,200 fewer new car sales relative to 2007 peak

12 Month Rolling Sum







Summary Table: NI New Car Registrations by Brand

Northern Ireland New Car Registrations by Manufacturer (Top 25)

Rank by Market Share 2012	Manufacturer	Car Sales 2012	2012 Market Share %	Rank by Market Share 2007	Market Share % Point Change 2007-12	% Change in Car Sales 2007-2012
1	Ford	6,005	12.6	2 (+1)	+0.6 🕇	-27.6
2	Vauxhall	5,634	11.9	1 (-1)	-1.0 👢	-36.1
3	Volkswagen	4,367	9.2	4 (+1)	+1.5 🕇	-17.6
4	Nissan	3,014	6.3	10 (+6)	+2.5 🕇	+15.1
5	Peugeot	2,846	6.0	6 (+1)	-0.4 ♣	-35.5
6	Hyundai	2,768	5.8	13 (+7)	+3.3 🕇	+57.8
7	BMW	2,357	5.0	7 (-)	0.0	-31.0
8	Citroen	2,001	4.2	8 (-)	-0.1 ↓	-32.4
9	Toyota	1,963	4.1	5 (-4)	-2.6 ↓	-57.8
10	Audi	1,941	4.1	11 (+1)	+1.2 🕇	-1.1
11	Kia	1,871	3.9	21 (+10)	+3.1 👚	+215.0
12	Renault	1,762	3.7	3 (-9)	-5.0 ↓	-70.5
13	Mercedes-Benz	1,330	2.8	15 (+2)	+0.4 👚	-19.4
14	Seat	1,319	2.8	14 (-)	+0.4 👚	-20.2
15	Skoda	1,239	2.6	18 (+3)	+1.0 🕇	+13.0
16	Honda	1,020	2.2	9 (-7)	-1.7 ♣	-61.3
17	Suzuki	948	2.0	12 (-5)	-0.7 ↓	-49.4
18	Mini	898	1.9	17 (-1)	+0.3 🕇	-19.3
19	Mazda	803	1.7	16 (-3)	-0.6 ♣	-49.2
20	Land Rover	729	1.5	19 (-1)	+0.1	-25.5
21	Fiat	596	1.3	20 (-1)	+0.1 🕇	-23.4
22	Volvo	546	1.2	22 (-)	+0.3 🕇	-7.9
23	Chevrolet	531	1.1	23 (-)	+o.5 <mark>1</mark>	+31.4
24	Jaguar	214	0.5	25 (+1)	-0.1 👢	-41.0
25	Alfa Romeo	133	0.3	30 (+5)	0.0	-31.8
Source: SMMT, Total	NI New Car Registrat	tions fell by 31% l	oetween 2007-2012	2.		



Brands gaining NI market share 2007-2012

Cool?

Seriously Cool?

Sub-Zero?

Value for Money?













Mercedes-Benz





















Brands experiencing falling NI market share 2007-2012

Uncool?

Seriously Uncool?











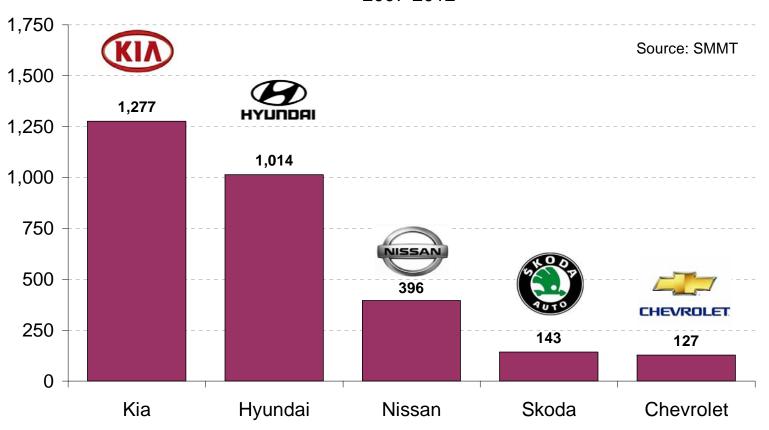






5 brands increased sales collectively by 46% (+2,957) with Kia & Hyundai accounting for >75% of increase

Increase in NI New Car Registrations by Manufacturer 2007-2012





Kia car sales more than treble, Hyundai up 58% & Skoda up 13%. All post new record sales in 2012



100%

150%

200%



0%

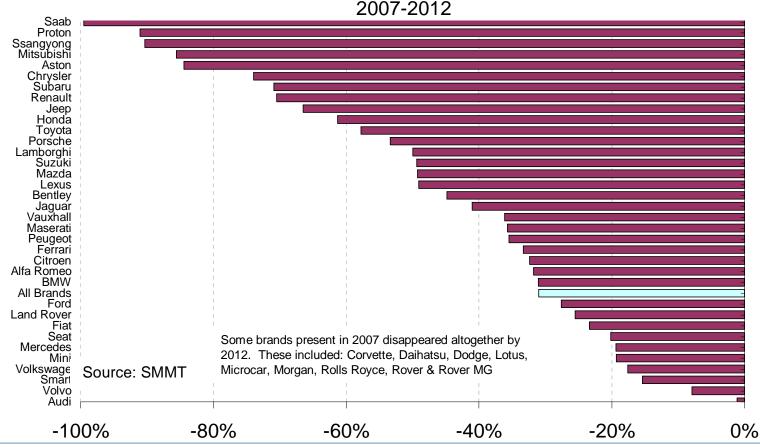
50%

250%



But winners were outnumbered by losers and big losers, with some brands disappearing altogether

% Fall in NI New Car Registrations by Manufacturer 2007-2012





N. Ireland premium brand new car sales have taken a hit

(house price peak)











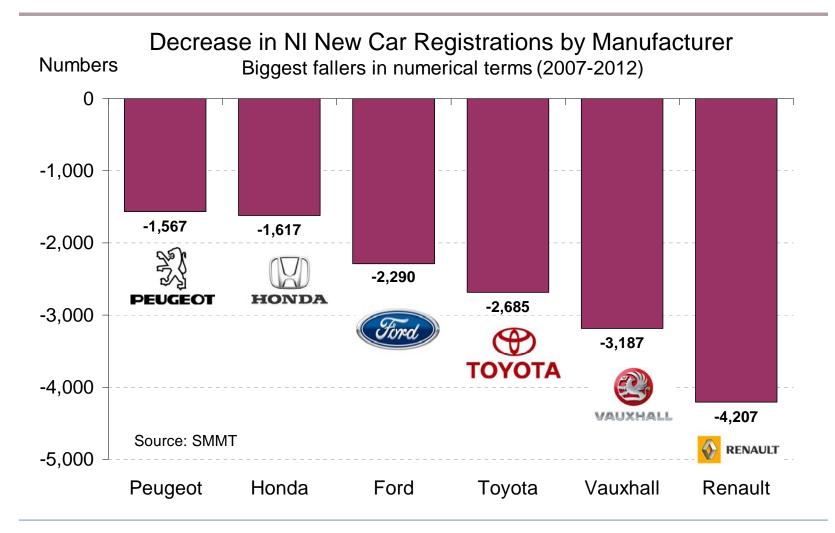






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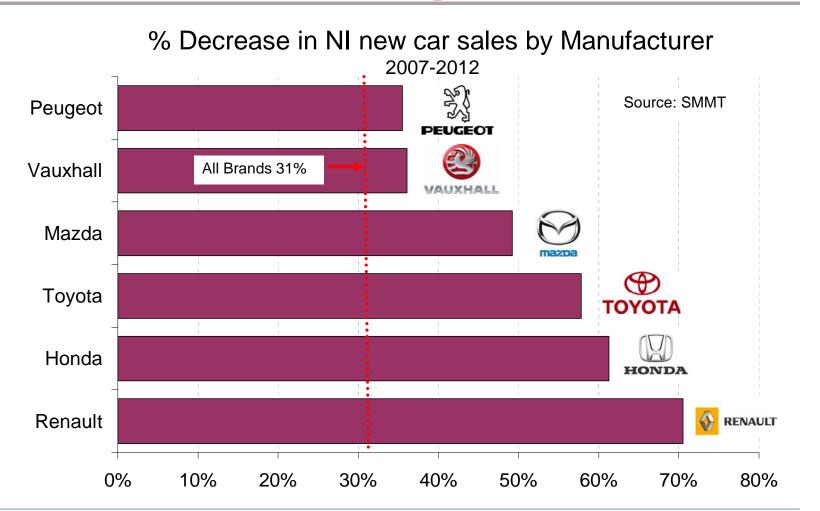
But fall in new car sales revealing a 'squeezed middle'





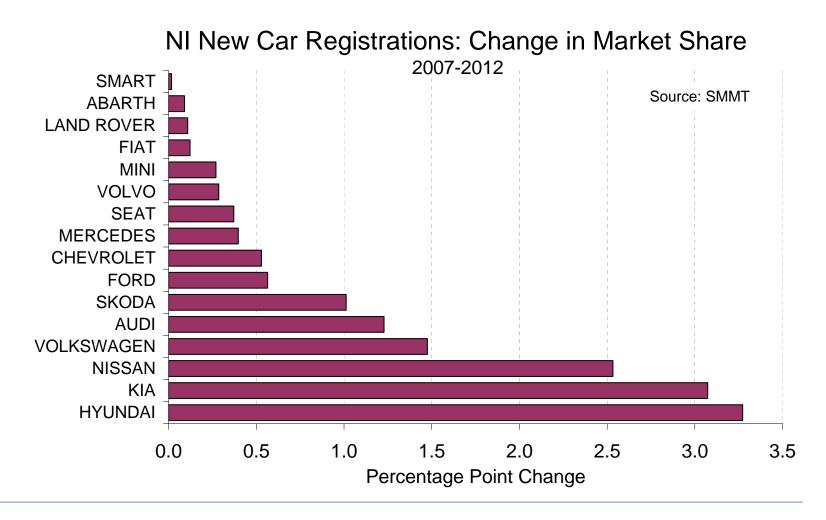
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French & Japanese brands post steeper than average % declines with Renault losing its Va..Va..Voom!





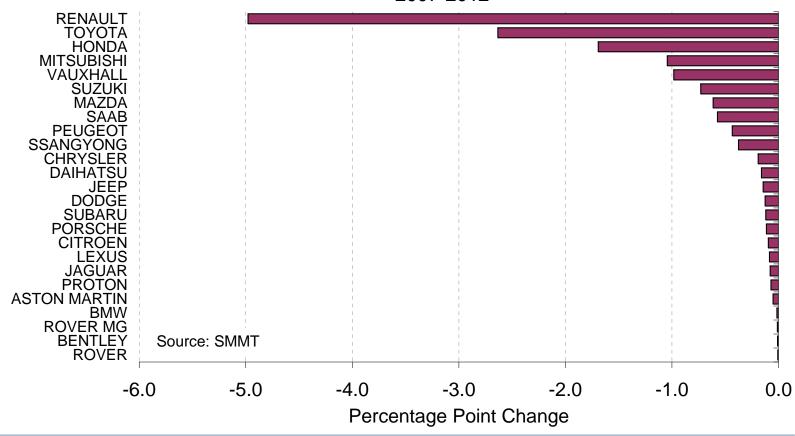
Manufacturing brands gaining NI market share 2007-2012





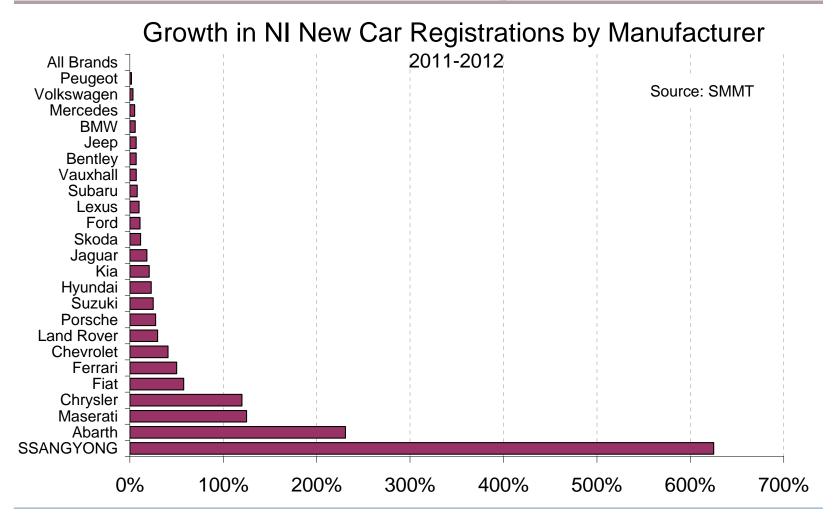
Manufacturing brands losing NI market share 2007-2012

NI New Car Registrations: Change in Market Share 2007-2012





A greater number of brands have witnessed an increase in annual sales in 2012, albeit many from a low base

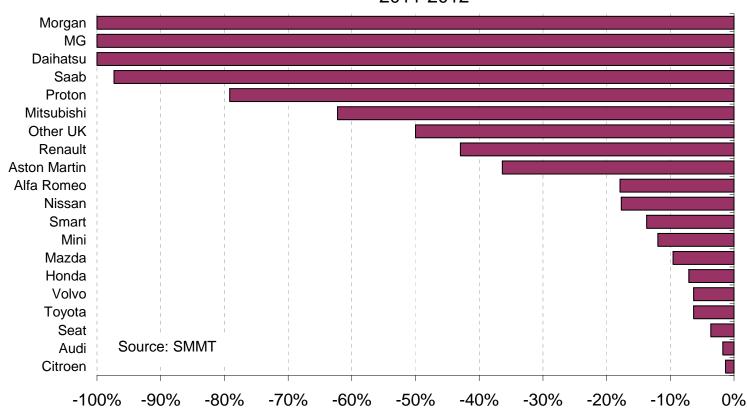






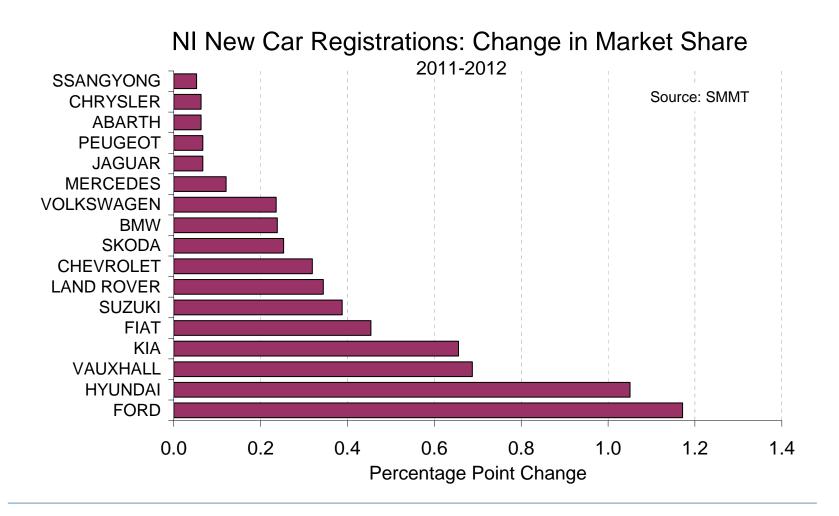
Meanwhile Japanese brands and Renault new car sales are still stuck in reverse

% Fall in NI New Car Registrations by Manufacturer 2011-2012





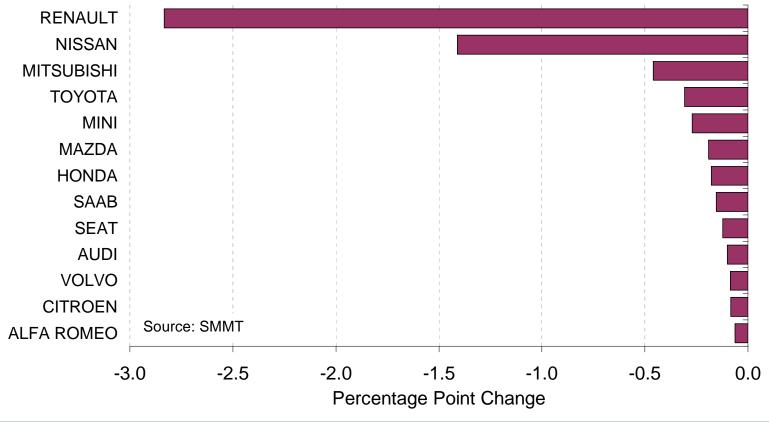
Manufacturers gaining NI market share over last year





Renault & Japanese brands continue to lose market share in 2012







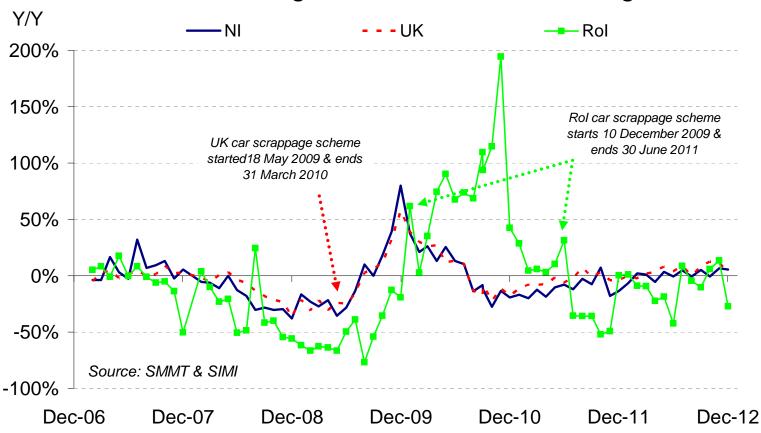
UK Regions & Republic of Ireland New Car Sales



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Car scrappage schemes provided a temporary stimulus that soon wore off

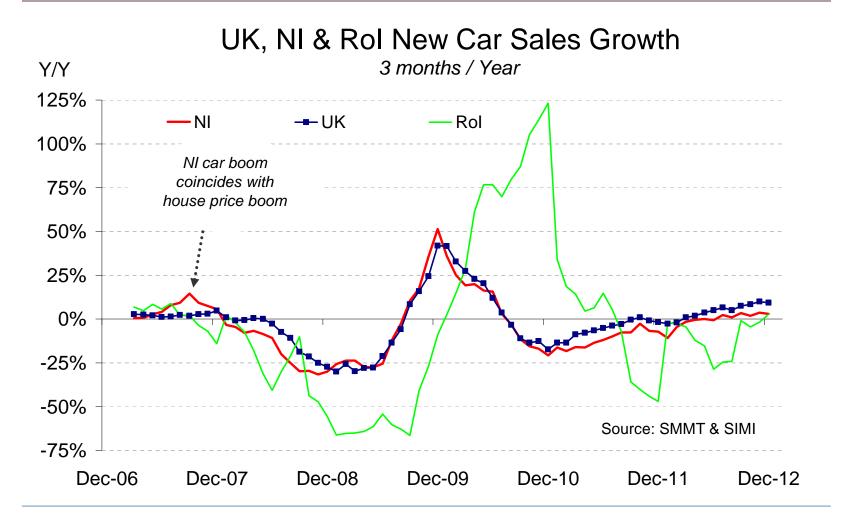
New Car Registrations Annual % Change





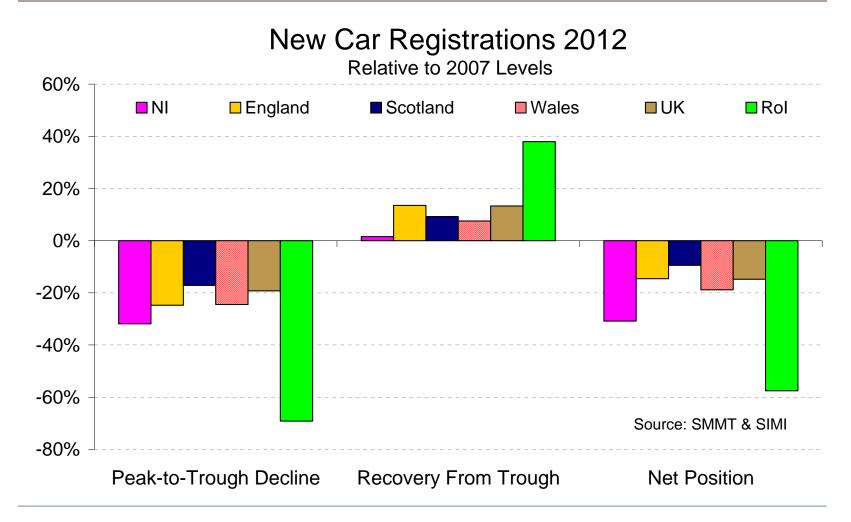


UK, NI & Rol post positive year-on-year growth in Q4 2012





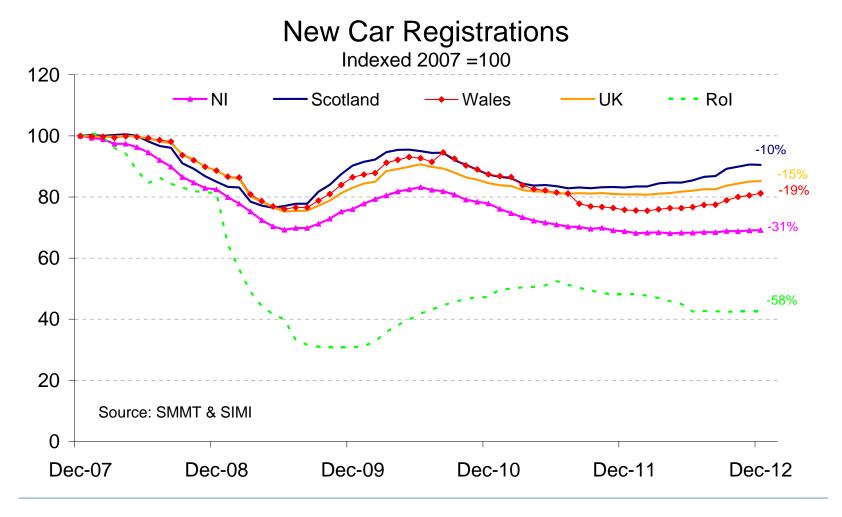
The Rol has experienced the largest fall & recovery in new car sales but remains the furthest adrift from to 2007 levels





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New car sales in Scotland were 10% below 2007 levels. This compares with UK (-19%), NI (-31%) & the RoI (-58%).





UK New Car Sales & Brand Analysis





UK records its first annual rise in 5 years in 2012 but still 20% (534,000) below 2003 peak

UK Annual New Car Registrations







Summary Table: UK New Car Registrations by Brand

UK New Car Registrations by Manufacturer (Top 25)

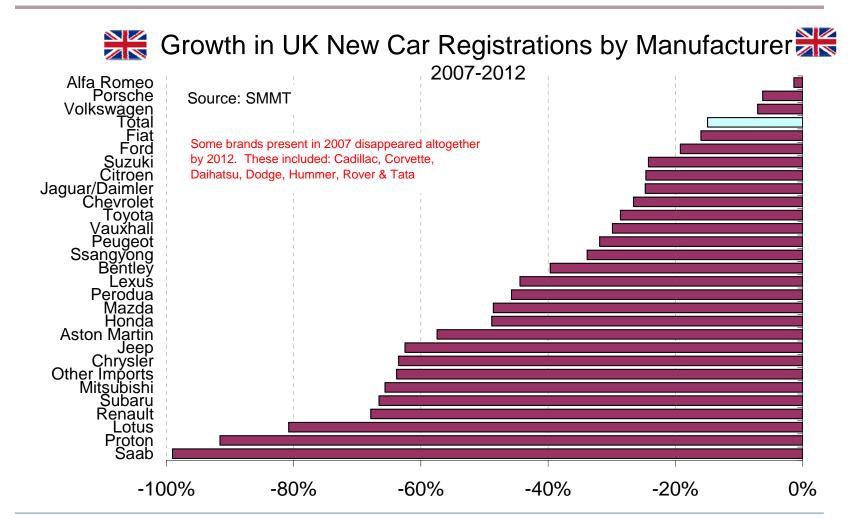


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Rank by Market Share	Manufacturer	Car Sales 2012	2012 Market Share %	Rank by Market Share 2007	Market Share % Point Change 2007-12	% Change in Car Sales 2007-2012
1	Ford	281,917	13.8	1 (-)	-3.2 ↓	-19.2
2	Vauxhall	232,255	11.4	2 (-)	-1.5 ↓	-29.9
3	Volkswagen	183,098	9.0	3 (-)	-1.5 👢	-7.1
4	BMW	127,530	6.2	6 (+2)	+1.3 🕇	+4.9
5	Audi	123,622	6.0	9 (+4)	+0.2 🕇	+22.6
6	Nissan	105,835	5.2	12 (+6)	+3.3 🕇	+59.3
7	Peugeot	99,486	4.9	4 (-3)	-0.7 👢	-31.9
8	Mercedes-Benz	91,855	4.5	11 (+3)	-0.7 👢	+11.6
9	Toyota	84,563	4.1	7 (-2)	-0.04↓	-28.6
10	Hyundai	74,285	3.6	21 (+11)	+3.6 🕇	+149.6
11	Citroen	73,656	3.6	10 (-1)	-0.1 👢	-24.6
12	Kia	66,629	3.3	22 (+10)	+1.9 🕇	+126.8
13	Honda	54,208	2.7	8 (-5)	-1.3 👢	-48.9
14	Skoda	53,602	2.6	17 (+3)	+0.4 🕇	+34.3
15	MINI	51,324	2.5	15 (-)	+1.2	+7.7
16	Fiat	49,907	2.4	13 (-3)	+0.4 🕇	-16.0
17	Land Rover	48,626	2.4	16 (-1)	+0.4 🕇	+4.5
18	Renault	40,760	2.0	4 (-14)	-1.2 ↓	-67.9
19	SEAT	38,798	1.9	18 (-1)	+0.9 <mark>1</mark>	+11.5
20	Volvo	31,790	1.6	20 (-)	+0.2	+5.8
21	Mazda	26,183	1.3	14 (-7)	-0.7 👢	-48.6
22	Suzuki	24,893	1.2	19 (-3)	-0.7 👢	-24.2
23	Jaguar	14,109	0.7	25 (+2)	+0.1 👚	-24.7
24	Chevrolet	13,476	0.7	26 (+2)	-0.4 ♣	-26.6
25	Lexus	8,404	0.4	27 (+2)	-0.3 ♣	-44-4
Course CMMT	Total HK Now Car I	Pagistrations fall 1	av 14 a0% batyyaan	2007 2012		

Source: SMMT, Total UK New Car Registrations fell by 14.9% between 2007-2012.

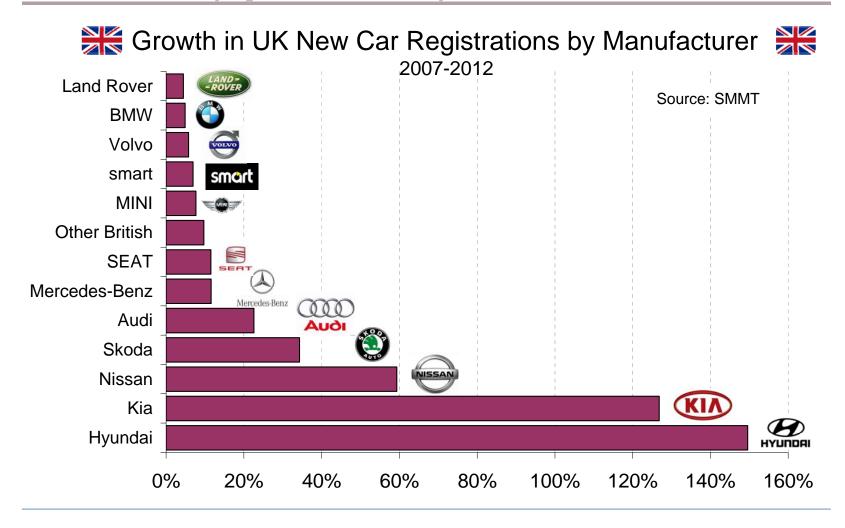


Some brands have disappeared altogether in UK...



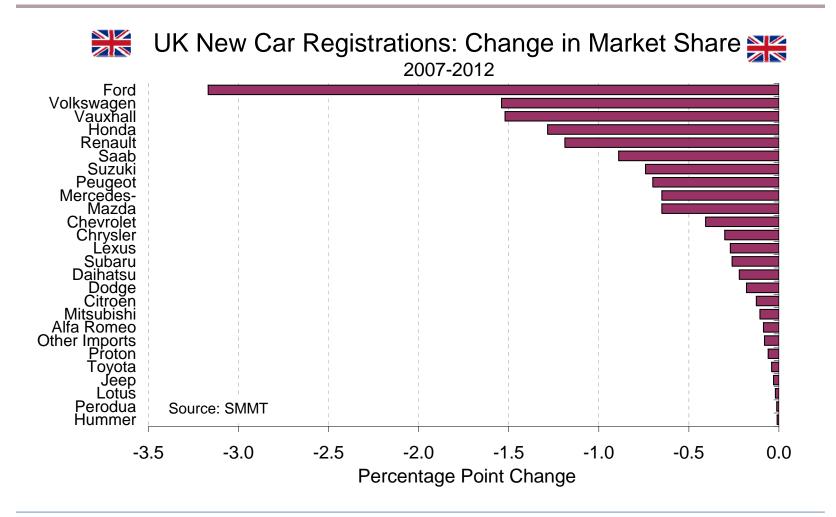


Other brands have bucked the wider trend. Sales of Korean brands (Hyundai & Kia) have more than doubled



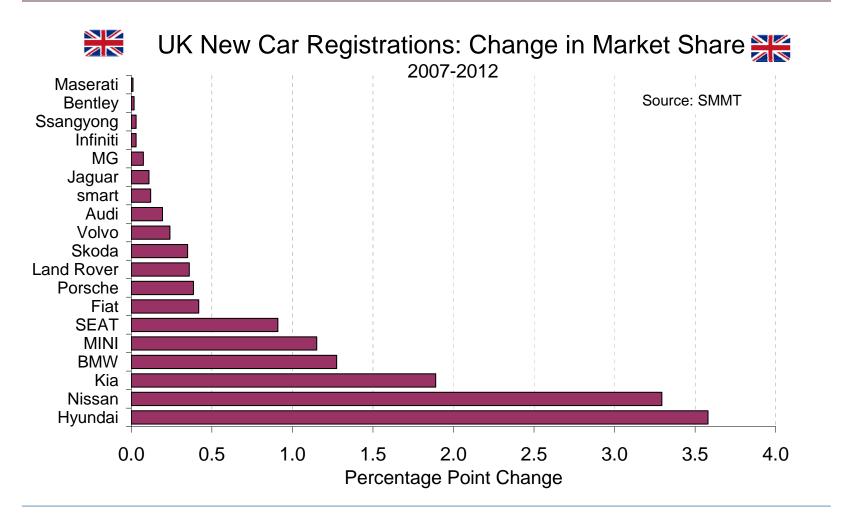


Ford lost the most market share (3.2pp) between 2007-2012



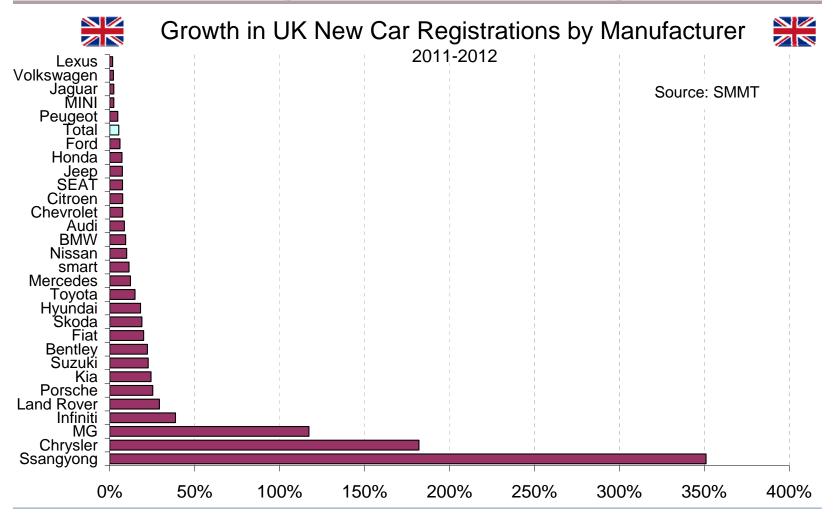


Hyundai (+3.6pp), Nissan (+3.3pp) & Kia (+1.9pp) saw the largest gains in market share during the last 5 years



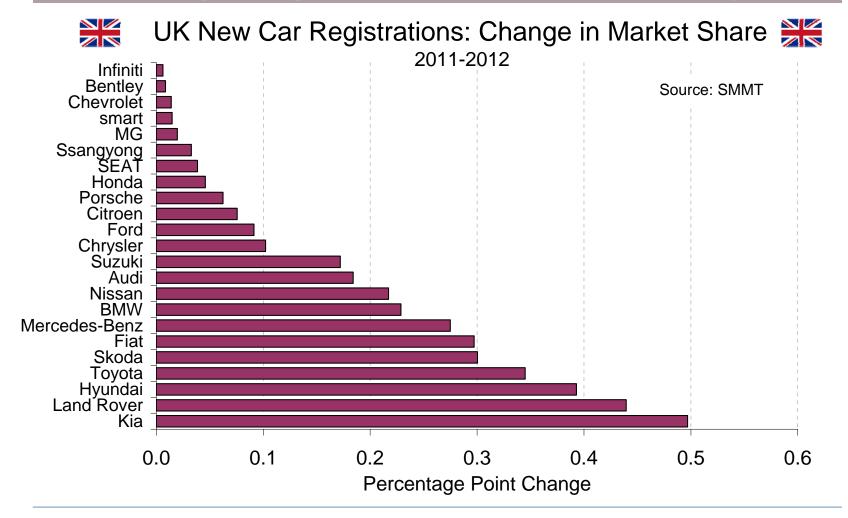


Korean manufacturer Ssangyong posts largest % increase in sales over the last year, albeit from a very low level





Kia, Land Rover & Hyundai were the most successful brands, in gaining market share, over the last year



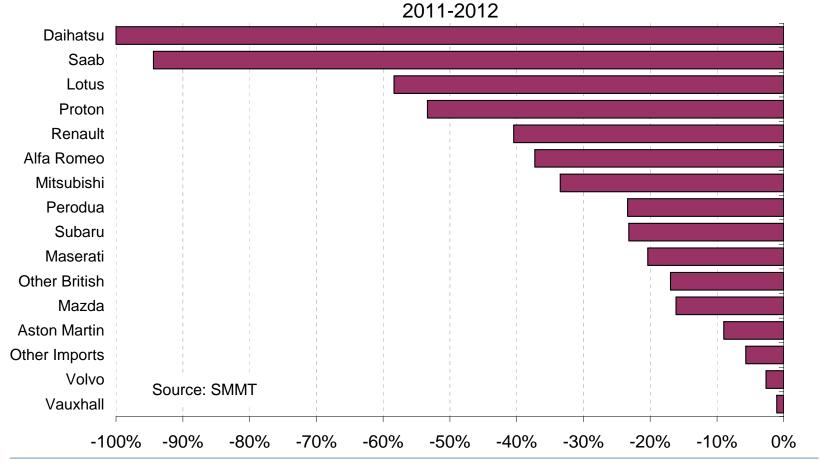


Renault sees new car sales drop over 40% in a year...



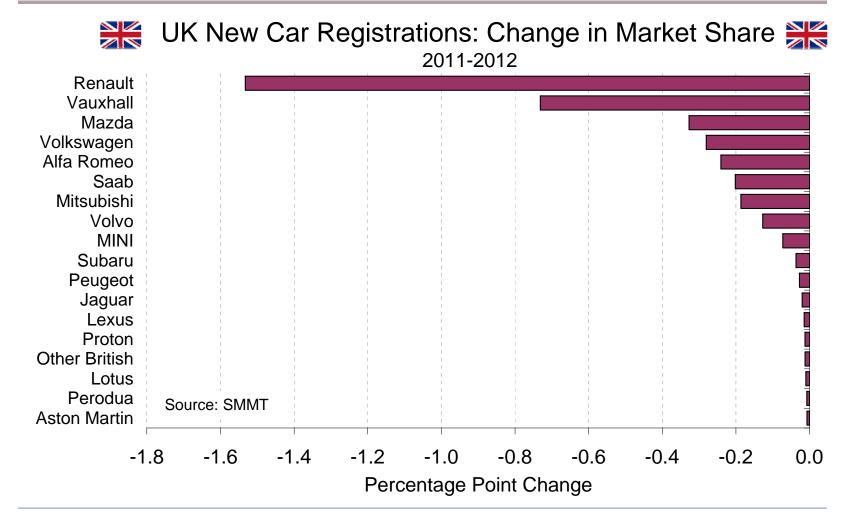
% Fall in UK New Car Registrations by Manufacturer





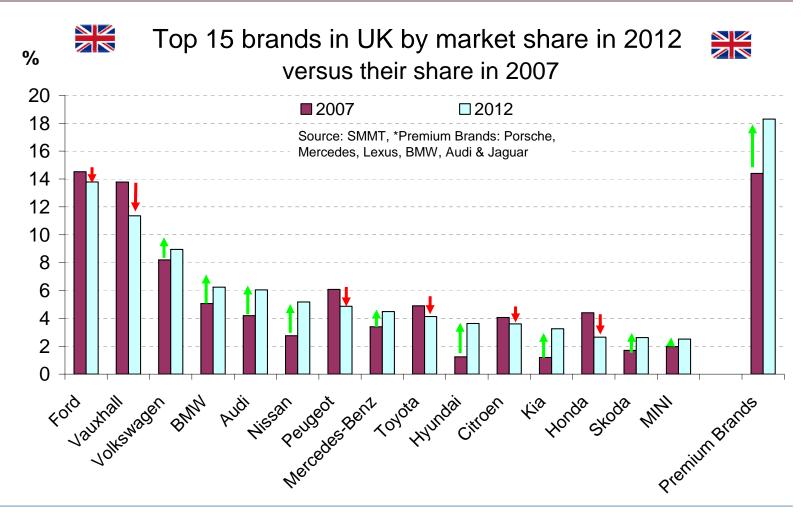


with a 1.5pp fall in market share - the steepest decline for all manufacturers





Nissan, Kia & Hyundai accounted for just 4% of UK new car sales market in 2007. By 2012 this had grown to 11%





EU New Car Sales & Brand Analysis





Summary Table: EU New Car Registrations

EU New Car Registrations by Manufacturer (Top 25)

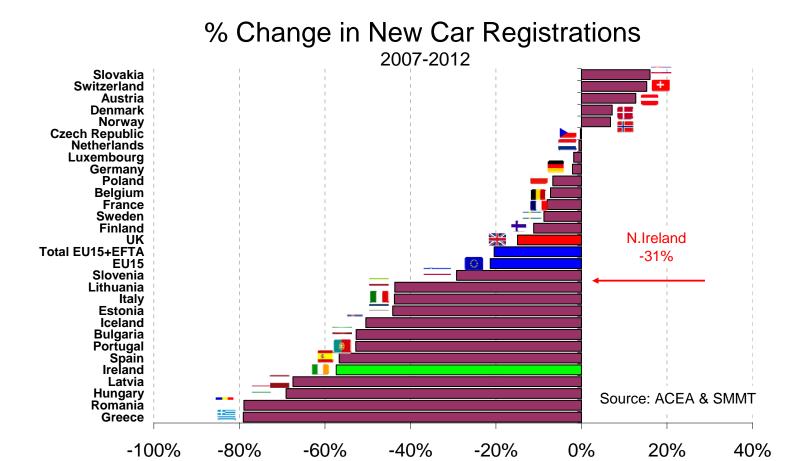
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Rank by Market Share 2012	Manufacturer	Car Sales 2012	2012 Market Share %	Rank by Market Share 2007	Market Share % Point Change 2007-12	% Change in Car Sales 2007-2012	
311aTe 2012	Volkswagen	1,541,643	12.8	1 (-)	+2.6 1	-5.6	
_	Ford						
2		910,318	7.6	3 (+1)	-0.5 ↓	-30.1	
3	Opel (GM)	815,961	6.8	2 (-1)	-1.6 👃	-39.3	
4	Renault	795,972	6.6	4 (-)	-1.0 👢	-34.2	
5	Peugeot	774,435	6.4	5 (-)	-0.5 ♣	-30.4	
6	Audi	673,647	5.6	11 (+5)	+1.5 🕇	+1.8	
7	Citroen	656,628	5.4	8 (+1)	-0.5 ♣	-30.4	
8	BMW	614,779	5.1	10 (+2)	+0.7 🕇	-12.9	
9	Mercedes	565,161	4.7	9 (-)	+0.1	-22.5	
10	Fiat	570,980	4.7	6 (-4)	-1.4 ↓	-41.6	
11	Toyota	483,131	4.0	7 (-4)	-1.9 ↓	-48.9	
12	Nissan	417,636	3.5	14 (+2)	+1.6 🕇	+33.9	
13	Hyundai	414,827	3.4	16 (+3)	+1.5 🕇	+35.3	
14	Skoda	465,341	3.0	12 (-2)	+0.4 🕇	-3.9	
15	Kia	327,995	2.7	19 (+4)	+1.1 👚	+29.4	
16	Seat	251,528	2.4	13 (-3)	-0.3 👃	-34.9	
17	Dacia	234,349	1.9	22 (+5)	+0.8 1	+35.1	
18	Volvo	212,578	1.8	18 (-)	+0.1	-20.1	
19	Chevrolet	167,917	1.4	21 (+2)	0.0	-23.3	
20	Mini	152,762	1.3	23 (-1)	+0.4 🕇	+5.4	
21	Suzuki	144,292	1.2	17 (-4)	-o.6 ↓	-49.7	
22	Honda	133,462	1.1	15 (-7)	-0.8 ↓	-57.2	
23	Mazda	114,208	0.9	20 (-3)	-0.6 ↓	-52.4	
24	Land Rover	96,847	0.8	27 (+3)	+0.2 🕇	-6.6	
25	Alfa Romeo	86,858	0.7	24 (-1)	0.0	-39.9	
Source: ACEA Total New Car Pegistrations fell by a 20% between 2007 ages for Ellis and 20% for Ellis (EETA Countries							

Source: ACEA, Total New Car Registrations fell by 21.3% between 2007-2012 for EU15 and 20.4% for EU15 +EFTA Countries.

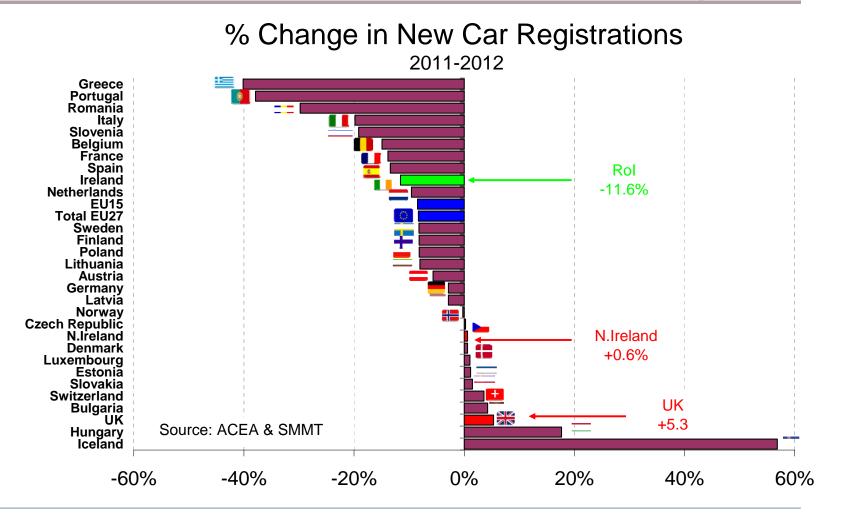


Most EU countries have recorded decreases in new car sales between 2007-2012 with Greece posting a fall of 79%





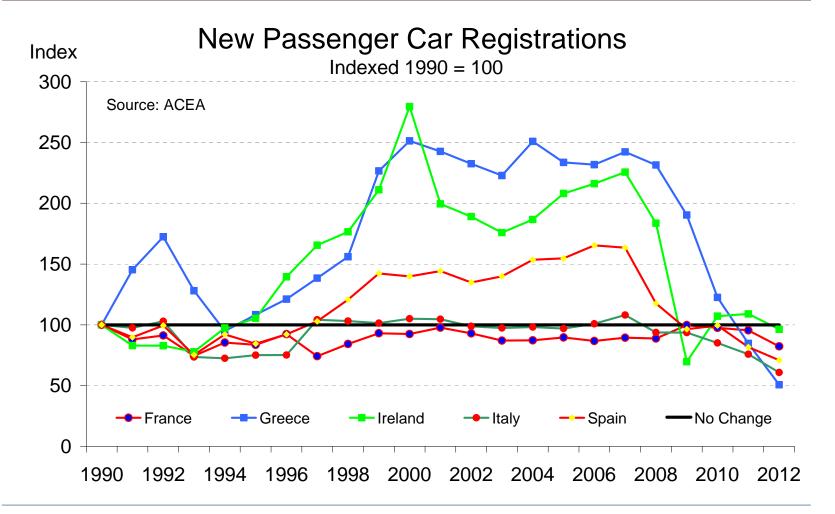
Most EU countries posting an annual decrease in new car sales in 2012 with the UK & Iceland notable exceptions





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Greece, Ireland & Spain all experienced a prolonged boom in new car sales. Now, new car sales are lower than 1990 levels

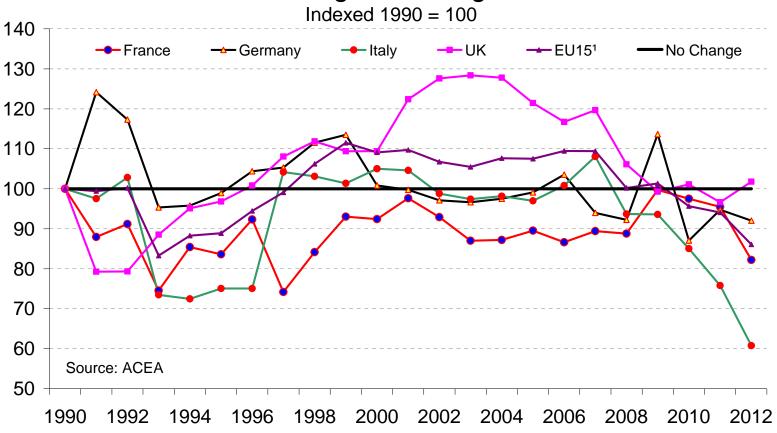






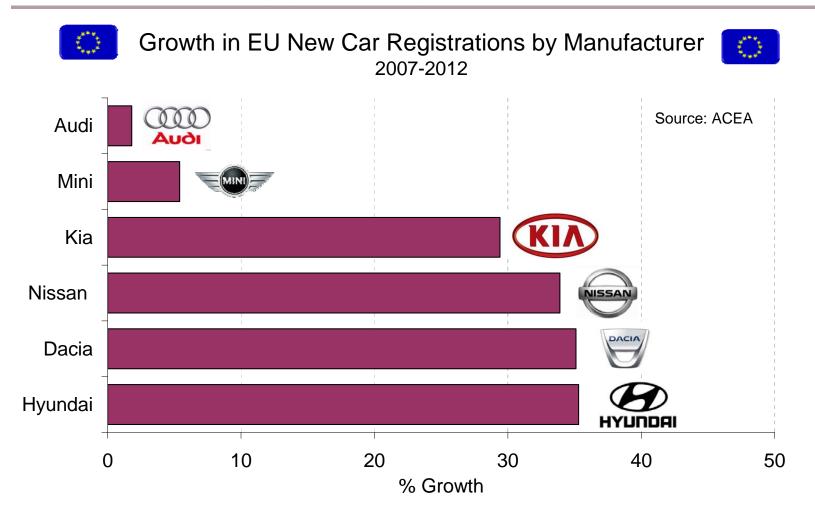
The UK is bucking the downward trend by some of its EU counterparts

New Passenger Car Registrations





Only 6 manufacturers posted an increase in new car sales between 2007 and 2012



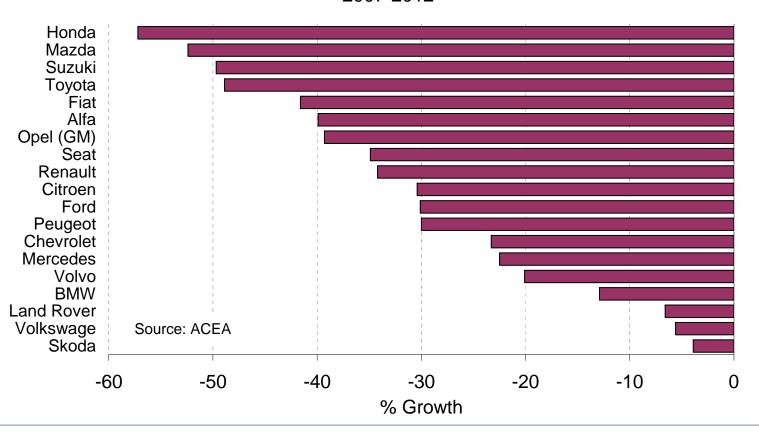


Japanese brands were the biggest losers within the EU. Italian & French brands also posted significant falls



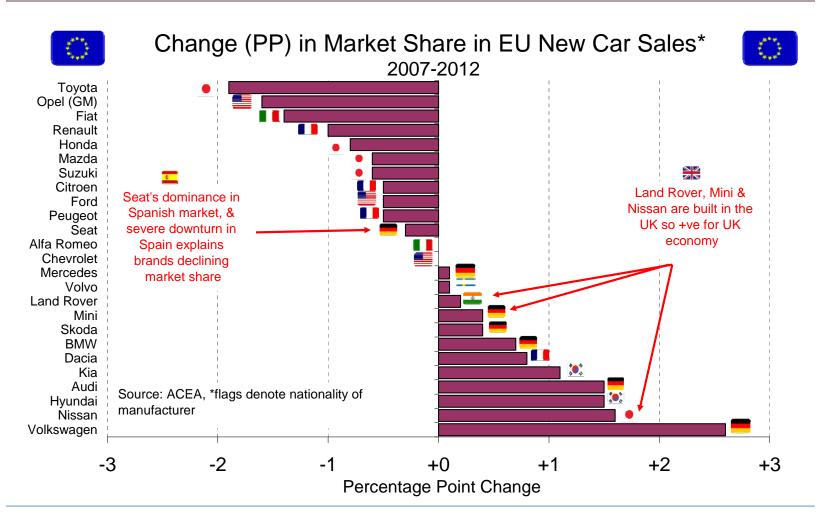
Growth in EU New Car Registrations by Manufacturer 2007-2012





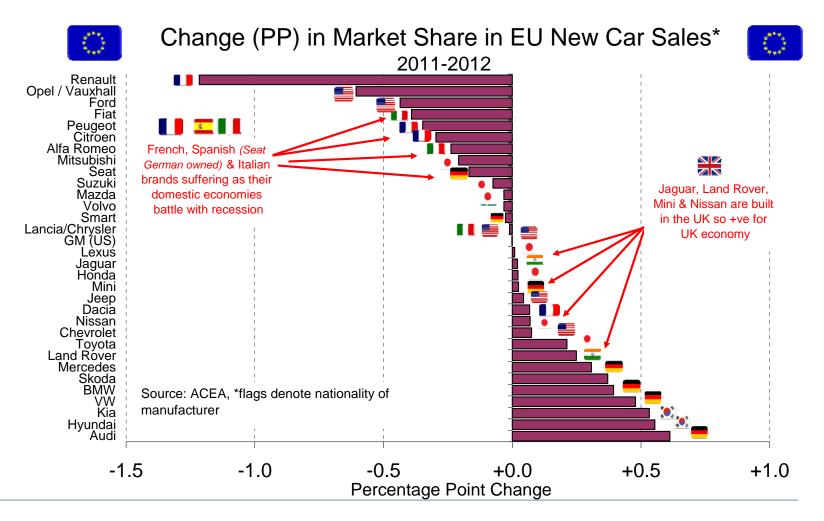


German & South Korean brands have gained market share since 2007. But so too have brands built in the UK



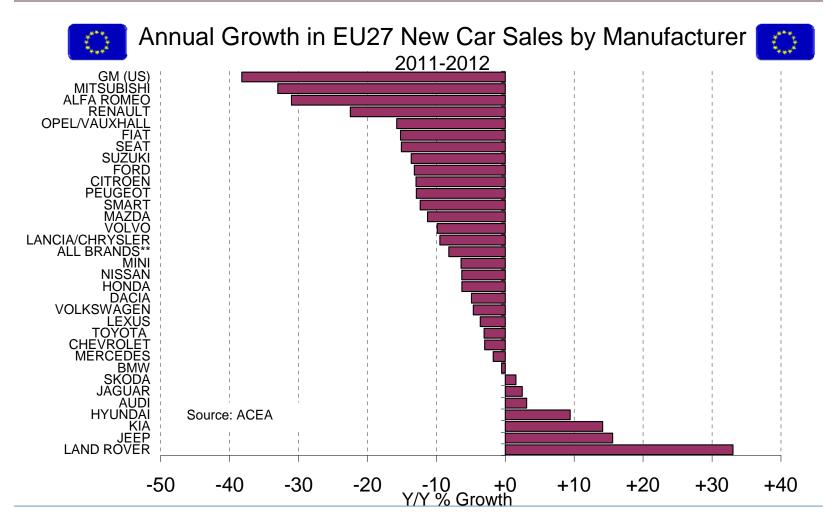


French & Italian brands losing significant market share in 2012 as their domestic economies battle recession





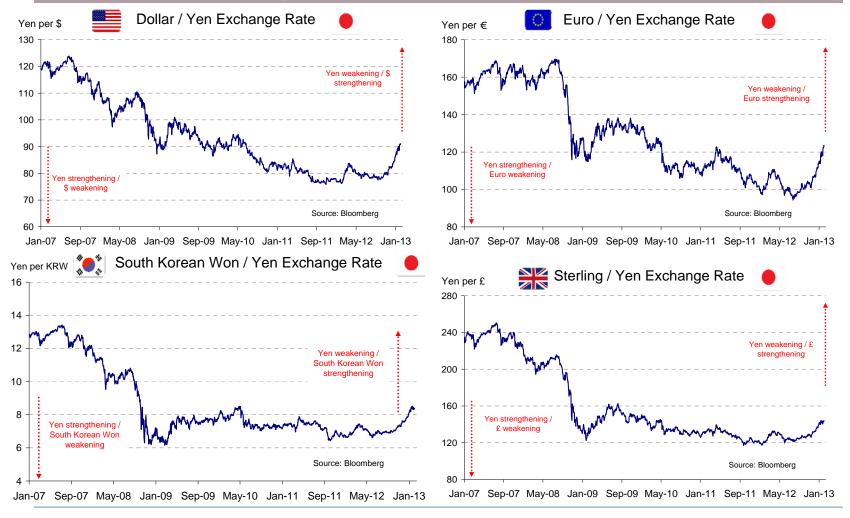
7 brands post annual growth in new car registrations in 2012 with Land Rover posting the largest rise (+33%)







The strength of the Japanese Yen hit exports with Kia & Hyundai benefiting from a weak South Korean currency



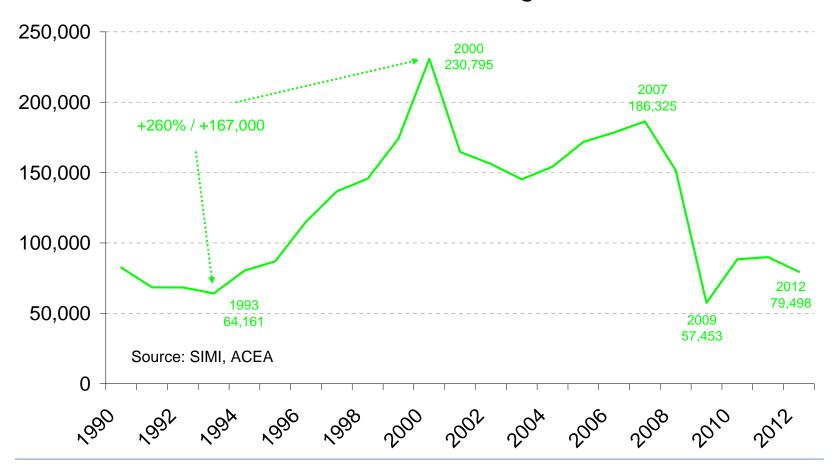


Republic of Ireland New Car Sales & Brand Analysis



New car sales in Rol in 2012 were just 1/3rd of Celtic Tiger peak of 2000. This represents a decline of 151,000 cars

Rol Annual New Car Registrations





Almost 108,000 fewer new car sales in 2012 relative to 2007

Rol New Car Registrations

12 Month Rolling Sum 200,000 175,000 Car sales 58% below peak & 38% above low 150,000 125,000 100,000 75,000 50,000 Source: SIMI 25,000 Dec-10 Dec-11 Dec-06 Dec-07 Dec-08 Dec-09 Dec-12





Summary Table: Rol New Car Registrations by Brand

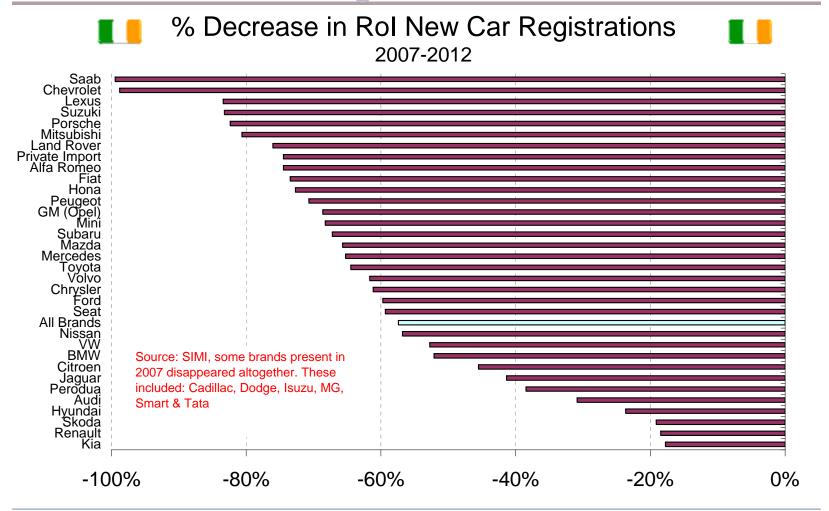
Republic of Ireland New Car Registrations by Manufacturer (Top 20)

Rank by Market Share	Manufacturer	Car Sales 2012	2012 Market Share %	Rank by Market Share 2007	Market Share % Point Change 2007-12	% Change in Car Sales 2007-2012
1	Volkswagen	10,051	12.6	2 (+1)	+1.21	-52.8
2	Toyota	9,956	12.5	1 (-1)	-2.5 ♣	-64.5
3	Ford	8,563	10.8	3 (-)	-0.6 ♣	-59.7
4	Nissan	6,023	7.6	5 (+1)	+0.1 🕇	-56.8
5	Renault	5,255	6.6	9 (+4)	+3.2 🕇	-18.5
6	Hyundai	5,206	6.5	8 (+2)	+2.9 🕇	-23.7
7	GM (Opel)	5,102	6.4	4 (-3)	-2.3 ↓	-68.6
8	Skoda	5,078	6.4	10 (+2)	+3.0 🕇	-19.1
9	Audi	3,647	4.6	11 (+2)	+1.8 🕇	-30.9
10	BMW	3,329	4.2	7 (-3)	+0.5 🕇	-52.1
11	Kia	3,117	3.9	15 (+4)	+1.9 🕇	-17.8
12	Peugeot	2,226	2.8	6 (-6)	-1.3 ↓	-70.7
13	Mercedes-Benz	1,834	2.3	12 (-1)	-0.5 ♣	-65.2
14	Mazda	1,433	1.8	13 (-1)	-0.4 ♣	-65.7
15	Seat	1,360	1.7	17 (+2)	-0.1 👢	-59.3
16	Citroen	1,161	1.5	21 (+6)	+o.3 1	-45.5
17	Volvo	1,154	1.5	18 (+1)	-0.2 ↓	-61.7
18	Honda	1,102	1.4	14 (-4)	-o.8 ↓	-72.7
19	Fiat	664	0.8	19 (-)	-0.5 ↓	-73.5
20	Suzuki	630	0.8	16 (-4)	-1.2 ↓	-83.2

Source: SIMI, Total RoI New Car Registrations fell by 58% between 2007-2012.

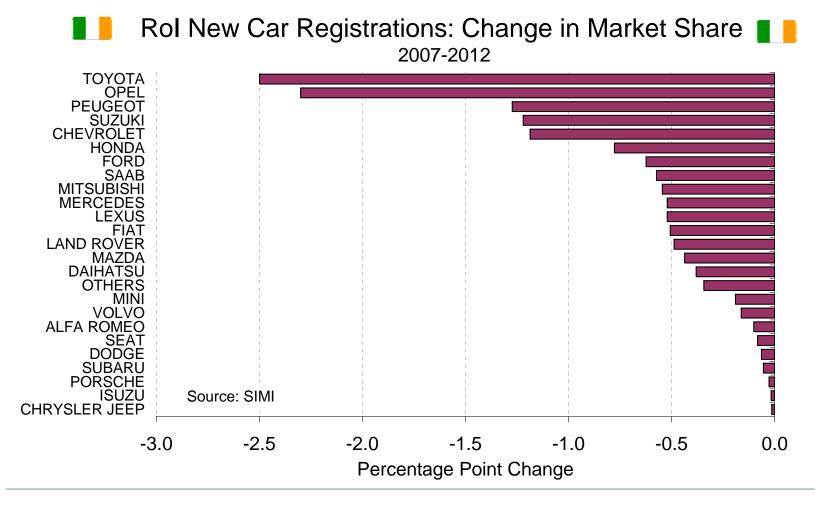


Some brands have disappeared altogether in Rol with no manufacturers increasing sales between 2007-2012



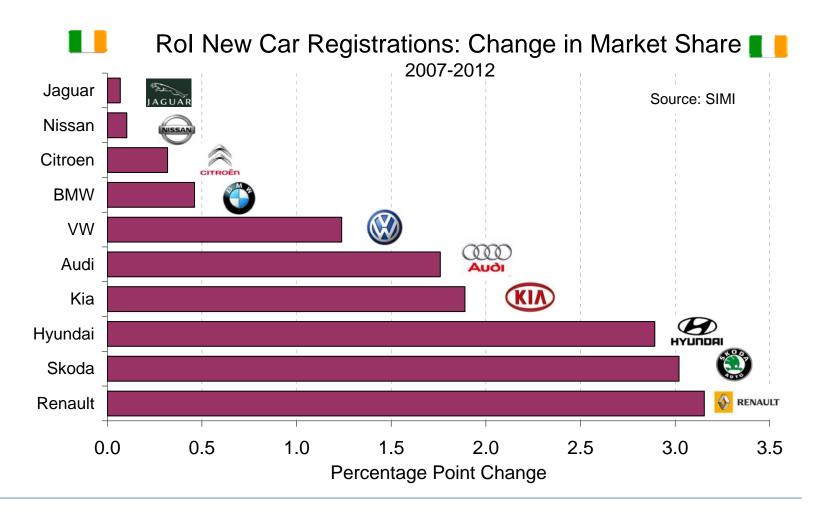


During the 5-year period 2007-2012, Toyota, Opel & Peugeot have experienced the sharpest falls in Rol market share





Skoda, Hyundai, Kia & Audi increase their share of Rol market significantly despite falling sales. But, Renault is top performer...

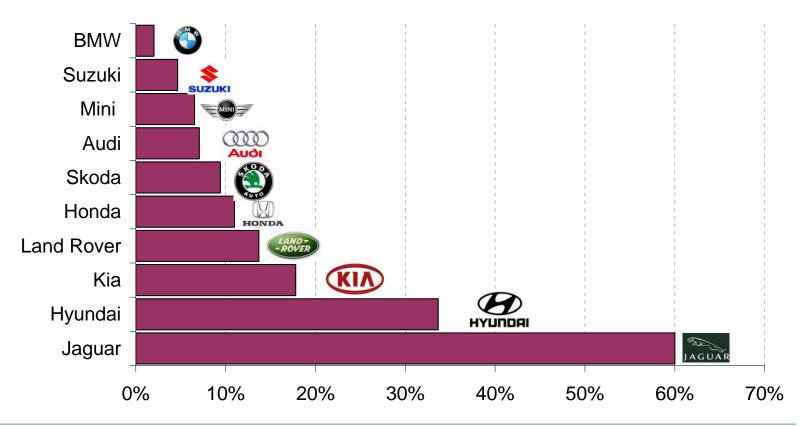




10 brands increase their sales in Rol in 2012 with Jaguar, Hyundai, Kia & Land Rover recording the largest % gains









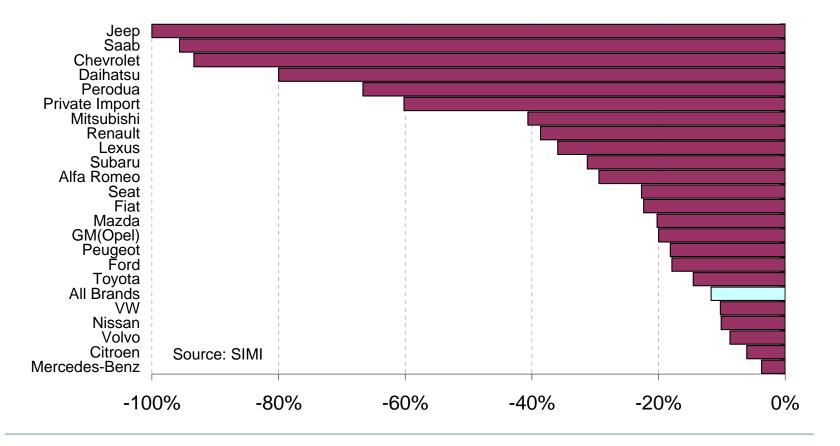


But French (Peugeot & Renault) and Italian (Fiat & Alfa Romeo) brands are amongst the 'big losers' in 2012



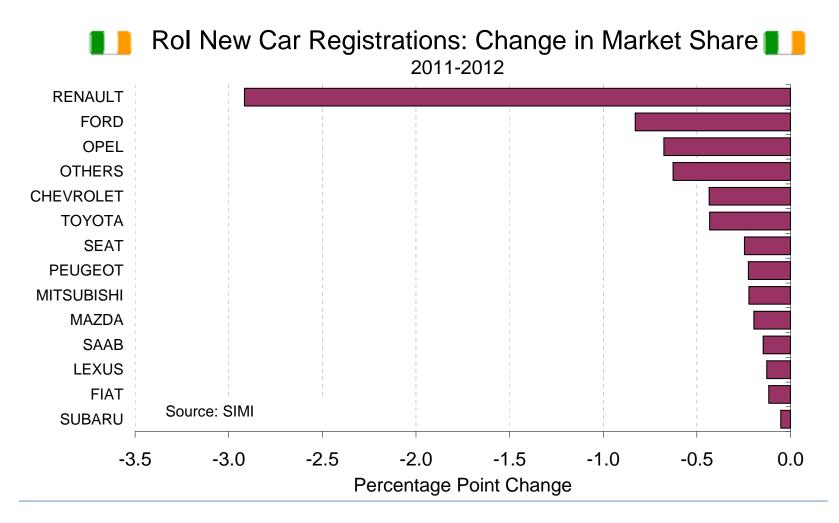
Annual % Change in Rol New Car Registrations





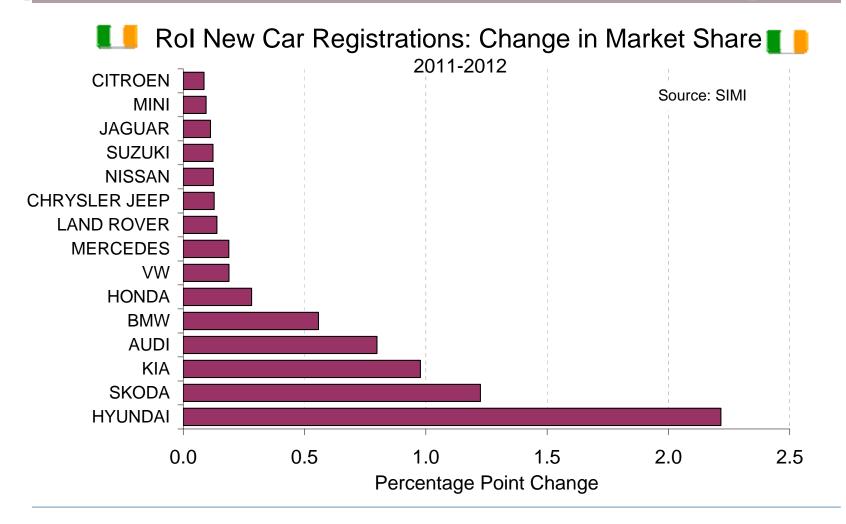


... but Renault loses almost 3 percentage points in Rol market share in just 1 year



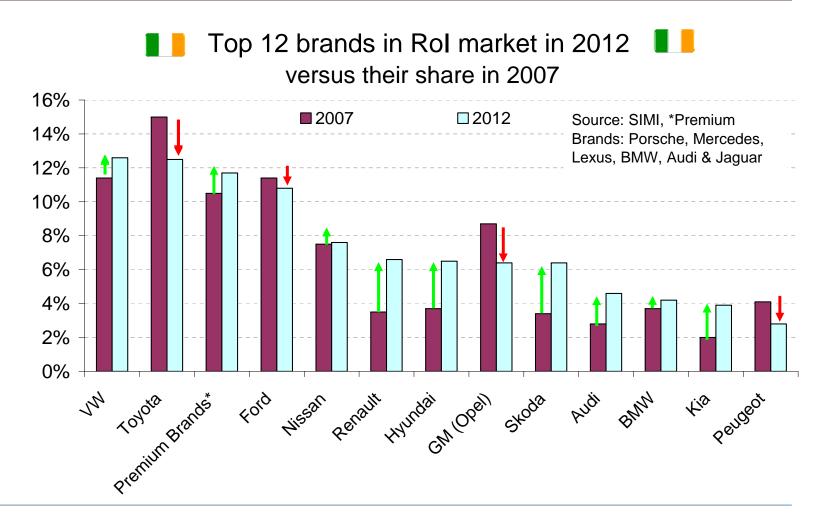


Hyundai (+2.2pp), Skoda (+1.2pp) & Kia (+1.0pp) post the largest increases in Rol market share in a shrinking market





Hyundai, Skoda & Kia accounted for 9% of new car sales in 2007 & 14% in 2012. Premium brands up from 10.5% to 11.7%





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