

# Automotive Retailing - Ireland - April 2015

**Report Price:** £1095.00 | \$1773.30 | €1390.99

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"2014 was a great year for the Irish automotive industry, with new car registrations growing since 2013. Moving forward, it is likely that electric and hybrid cars will account for an increasing level of car sales, as consumers focus more on car running costs, and government incentives to buy these types of cars."  
— Brian O'Connor, Production Manager

This report looks at the following areas:

- What impact has improving consumer confidence had on the Irish automotive industry?
- What types of car ownership arrangements are common in Ireland?
- How do consumers fund the purchase or lease of a vehicle?
- How important are insurance/road tax considerations when choosing a car to buy?

The automotive retailing market in Ireland has seen strong improvement, with an increase in new car registrations for all-Ireland, showing that improving consumer confidence has helped to encourage more consumers to splash out on a new car.

Moving forward, with consumers still quite strongly focused on controlling car running costs, fuel efficiency and the cost of road tax/insurance will increasingly inform consumer purchase decisions.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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## Table of Contents

### Introduction

Key themes of the report  
Definition  
Data sources  
Abbreviations

### Executive Summary

The market  
Figure 1: Passenger cars by engine type, RoI, 2014

Forecast  
Figure 2: Indexed total new car registrations, IoI, NI and RoI, 2010-20

Market factors  
Decline in fuel costs  
Improving consumer confidence  
Consumers less likely to use savings to buy a car in future  
Changing household composition could alter types of cars bought  
Innovations

The consumer  
Seven in 10 personally own a car  
Figure 3: Ownership of a car, NI and RoI, March 2015

Irish drivers most likely to own a second-hand car  
Figure 4: When consumers bought their car, and if it was new or second-hand, NI and RoI, March 2015

Using savings the most common method of funding a car purchase  
Figure 5: Types of funding used for the last car that consumers bought or leased, NI and RoI, March 2015

Consumers see second-hand cars as better value for money  
Figure 6: Agreement with statements relating to buying cars, NI and RoI, March 2015

What we think

### Issues and Insights

What impact has improving consumer confidence had on the Irish automotive industry?  
The facts  
The implications  
What types of car ownership arrangements are common in Ireland?  
The facts  
The implications  
How do consumers fund the purchase or lease of a vehicle?  
The implications  
How important are insurance/road tax considerations when choosing a car to buy?

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The facts

The implications

## Market Overview

### Key points

#### Petrol and diesel price decline

Figure 7: Crude oil price per barrel, global, March 2010-March 2015

Figure 8: Road fuel prices (monthly), for unleaded petrol and diesel, UK (including NI), January 2013 to March 2015

Figure 9: Road fuel prices (monthly), for unleaded petrol and diesel, RoI, January 2013 to April 2015

#### Prices may be lower, but motorists are not driving more

Figure 10: How consumers rate their current financial situation, NI and RoI, March 2014 and 2015

#### Consumer confidence improves, paving way for car spending

Figure 11: Consumer Confidence Index, NI, January 2012 -March 2015

Figure 12: Consumer Confidence Index, RoI, January 2011- March 2015

#### Savings deposits from Irish households show slow growth

Figure 13: Total deposits from private households, RoI and NI, 2010-20

#### Demand for car financing set to grow?

Figure 14: Household savings ratio as proportion of household income, UK (including NI) and RoI, actual and forecast, 2008-15

#### Changes to household sizes will impact upon the types of cars bought

Figure 15: Household size projections, NI, 2012-20

Figure 16: Household sizes, RoI, 1991-2011

## Market Size and Forecast

### Key points

#### New car registrations grow by a fifth

Figure 17: Total new car registrations, IoI, NI and RoI, 2010-20

#### Market recovery set to continue between 2015 and 2020

Figure 18: Indexed total new car registrations, IoI, NI and RoI, 2010-20

#### Volkswagen top brand for 2014

Figure 19: New car registrations, by top 10 brands of cars, RoI, 2010-15

#### Strong growth of electric and hybrid car registrations

Figure 20: Passenger cars by engine type, RoI, 2012-14

#### Electric and hybrid car sales growing

#### Hatchback and saloon cars account for 60% of new cars in RoI

Figure 21: Top selling types of cars (body type), RoI, 2014 and 2015

## Strengths and Weaknesses

Strengths

Weaknesses

## Companies and Innovations

Key facts

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## Innovations

Mercedes-Benz launches its new range of self-drive cars

BMW launches its new car with self-parking technology

Audi opens the next chapter in car innovation with its new Audi A3 Sportback e-tron

## Company profiles

Agnew Group

Key facts

Recent developments

Audi Ireland

Key facts

Recent developments

BMW Ireland

Key facts

Recent developments

Charles Hurst

Key facts

Recent developments

Donnelly Group

Key facts

Recent developments

Ford Ireland

Key facts

Recent developments

Mercedes-Benz Ireland

Key facts

Recent developments

MSL (Motor Services Limited) Motor Group

Key facts

Recent developments

Nissan Ireland

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Recent developments

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Key facts  
Recent developments  
Toyota Ireland  
Key facts  
Recent developments

## The Consumer – Car Ownership and When Last Car Was Purchased

### Key points

Majority of Irish consumers personally own a car

Figure 22: Ownership of a car, NI and RoI, March 2015

Figure 23: Ownership of a car, by gender, NI and RoI, March 2015

Ownership lower among the young

Figure 24: Ownership of a car, by age, NI and RoI, March 2015

Lack of driving licence main barrier for those who do not own a car

Figure 25: Reasons that consumers do not currently personally own a car, NI and RoI, March 2015

NI women and consumers of low affluence less likely to have a driving licence

Figure 26: Consumers who do not currently own a driving licence, by gender and social grade, NI and RoI, March 2015

Irish consumers most likely to own a second-hand car bought over two years ago

Figure 27: When consumers bought their car, and if it was new or second-hand, NI and RoI, March 2015

Mature consumers most likely to own a new car

Figure 28: When consumers bought new cars, by gender and age, NI and RoI, March 2015

## The Consumer – Methods Used to Purchase Last Car

### Key points

Half of buyers used savings

Figure 29: Types of funding used for the last car the car that consumers bought or leased, NI and RoI, March 2015

More mature consumers more likely to use savings to fund car purchasing

Over one in five uses part-exchange to finance car

RoI consumers twice as likely to use a personal loan to pay for car

Figure 30: Consumers who used took out a personal loan (eg from a bank or building society), by gender, NI and RoI, March 2015

## The Consumer – Attitudes towards Automotive Retailing

### Key points

Second-hand cars seen as better value

Figure 31: Agreement with statements relating to buying cars, NI and RoI, March 2015

C2DEF consumers in NI more likely to opt for second-hand motors

Figure 32: Agreement with the statement 'Second-hand cars are better value for money than new cars', by gender and social class, NI and RoI, March 2015

RoI consumers show strong intentions to use price comparison sites in the future

Figure 33: Agreement with the statement 'I am more likely to use price comparison sites when buying a car in future', by age, NI and RoI, March 2015

Greater demand for road tax/insurance information when buying a car

Irish men more likely to enjoy the car buying process; women tend to be more stressed

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Figure 34: Agreement with statements relating to buying a car, by gender, NI and RoI, March 2015

## Appendix

### NI Toluna data

Figure 35: If consumers personally own a car, by demographics, NI, March 2015

Figure 36: When consumers bought their car, and if it was new or second-hand, NI and RoI, March 2015, by demographics, NI, March 2015

Figure 37: Reasons that consumers do not currently personally own a car, by demographics, NI, March 2015

Figure 38: Types of funding used for the last car the car that consumers bought or leased, NI, March 2015

Figure 39: Types of funding used for the last car the car that consumers bought or leased, NI, March 2015 (continued)

Figure 40: Agreement with statements relating to purchasing cars, by demographics, NI, March 2015

Figure 41: Agreement with statements relating to purchasing cars, by demographics, NI, March 2015 (continued)

Figure 42: Agreement with statements relating to purchasing cars, by demographics, NI, March 2015 (continued)

### RoI Toluna data

Figure 43: If consumers personally own a car, by demographics, RoI, March 2015

Figure 44: When consumers bought their car, and if it was new or second-hand, by demographics, RoI, March 2015

Figure 45: Reasons that consumers do not currently personally own a car, by demographics, RoI, March 2015

Figure 46: Types of funding used for the last car the car that consumers bought or leased, RoI, March 2015

Figure 47: Types of funding used for the last car the car that consumers bought or leased, RoI, March 2015 (continued)

Figure 48: Agreement with statements relating to purchasing cars, by demographics, RoI, March 2015

Figure 49: Agreement with statements relating to purchasing cars, by demographics, RoI, March 2015 (continued)

Figure 50: Agreement with statements relating to purchasing cars, by demographics, RoI, March 2015 (continued)

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