

## Automotive Retailing - Ireland - April 2016

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“Safety is an important consideration for Irish consumers when buying a car. Introducing innovative safety features such as night vision and pedestrian detection can help car manufacturers to boost the appeal of their brands to consumers and reduce the number of accidents, injuries and deaths, thus improving the overall road safety of Ireland’s roads.”

– James Wilson, Research Analyst

### This report looks at the following areas:

- What types of car ownership arrangements are common in Ireland?
- How did Irish consumers fund the purchase of their last car?
- Which features are most likely to influence Irish consumers when buying a car?

Car ownership in Ireland is high, with three quarters of consumers in NI and RoI personally owning a car. Irish consumers are most likely to own a second-hand car that they bought over two years ago, indicating that there is a buoyant used car market in Ireland which may constrain the growth in new car registrations in the region during 2016.

The main source of funding car purchases among Irish consumers is their savings. Part-exchanging an old car for a new car is also a popular funding method. Combined, this indicates that Irish consumers prefer to buy cars using cash or a convertible asset as they are unwilling to add to their debt levels. This likely explains why there is little demand for financing options such as specialist car loans and personal contract purchases.

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### DID YOU KNOW?

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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- How did Irish consumers fund the purchase of their last car?
  - The facts
  - The implications
- Which features are most likely to influence Irish consumers when buying a car?
  - The facts
  - The implications

### The Market – What You Need to Know

- 2016 sees new car registrations increase

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## The Consumer – What You Need To Know

Car ownership high in Ireland  
Irish consumers using savings to fund car purchases

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