

Automotive Retailing - Ireland - April 2017

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“The Brexit’s effects can already be felt on both sides of the borders, with new car registration levels in the year to date down compared to 2016. Further to this, the shift in the £/€ exchange rate has seen a surge in RoI consumers importing used cars from NI and the wider UK.”

– Brian O’Connor, Senior Consumer 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?

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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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