

## Automotive Retailing - Ireland - April 2018

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“Despite low levels of ownership in 2017, sales of Alternative-fuel Vehicles (AFVs) such as hybrids or electric cars continue to see year-on-year increases as Irish consumers become increasingly concerned with maximising fuel efficiency and minimising car running costs.”

- **Brian O’Connor, Senior Consumer Analyst**

This report looks at the following areas:

Car registration levels in both NI and RoI declined when comparing 2016 and 2017 as consumers became somewhat more cautious with their spending, but within the sector registrations of electric and hybrid cars saw strong improvements (albeit from a low base) highlighting the changing attitudes towards the environment and fuel usage among Irish consumers.

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