

Automotive Retailing - Ireland - April 2019

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“Growing negativity around diesel vehicles will see manufacturers produce fewer diesel cars in the coming years and more alternative-fuelled vehicles as eco-conscious consumers increasingly switch to cleaner-fuelled cars to reduce their carbon footprint and play their part in tackling issues such as poor air quality and climate change.”

– James Wilson, Research Analyst

This report looks at the following areas:

- UK/NI consumers see the cost of buying a car increase
- Personal contract purchasing a popular source of car financing
- RoI introduces 'diesel tax' in 2019
- Irish consumers see finances weaken in 2018

Despite the level of new car registrations falling over 2017-18, car ownership remains high overall in Ireland. Consumers in NI are more likely to own a new car while RoI consumers are more likely to own a car that they bought second-hand. This reflects that RoI consumers are turning to the second-hand market in the UK/NI to take advantage of favourable exchange rates.

When buying a new car, NI consumers are more likely to consider buying a petrol or diesel car while RoI consumers show a stronger preference for alternative-fuelled vehicles. However, with growing support for a ban on diesel cars in towns and cities and environmental reasons impacting car usage, demand for cleaner cars will continue to grow in NI and RoI.

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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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