

Motor Sector News

February 2022



January Lookback

In the month of January, new passenger car (PC) sales fell slightly by 0.2% year-on-year (y-o-y) to 25,093 units. Light Commercial Vehicle (LCV) sales increased 0.7% y-o-y to 5,055 units and used imports declined 40.8% y-o-y to 4,041 units.

PC Registrations

Toyota holds the #1 position with 20.1% market share, followed by Hyundai with 14.5% in #2, Volkswagen with 6.9% in #3, Skoda also with 6.9% in #4 and Kia with 6.1% in #5.

LCV Registrations

Ford holds the #1 position with 26.4% market share, followed by Volkswagen with 16.0% in #2, Opel with 13.8% in #3, Citroen with 9.6% in #4 and Toyota with 9.5% in #5.

Passenger Car Sales

Jan 2022
-0.2%

Light Commercial Vehicles

Jan 2022
+0.7%

Used Imported Cars

Jan 2022
-40.8%

Provincial Developments

National Position

New (N) -0.2% YTD
Used Imports (UI) -40.8% YTD

Dublin

N -4.1% YTD
UI -17.1% YTD

Rest of Leinster

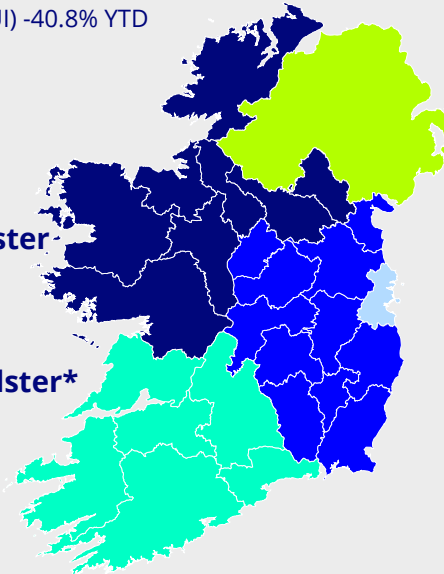
N +1.3% YTD
UI -51.5% YTD

Connacht/Ulster*

N +5.4% YTD
UI -53.5% YTD

Munster

N +0.9% YTD
UI -53.6% YTD



*Ulster Border counties
SIMI stats January 2022



Market News

In 2022, the news is likely to be dominated by supply and electric vehicles.

Sales of new vehicles were flat in January however this is not due to a lack of consumer demand. The motor sector was hampered by supply challenges, particularly relating to semi-conductor chip shortages. This is a global problem affecting vehicle production and has led to lower inventories and supply shortages worldwide.

Motor dealers report strong consumer demand and we see evidence of this demand in on-going approval activity. Supply shortages are, however, driving improved margins which partially mitigates against lower volumes.

Pre-pandemic, Q1 accounts for almost 57% of annual new car sales with January alone representing almost 30%. This year, market seasonality will be different.

The extent of the supply challenge varies from franchise to franchise

as can be seen in market share movements in the chart below. Automotive News Europe predict global vehicle supply shortages will exist for most of 2022 but production volumes will start to improve in Q2.

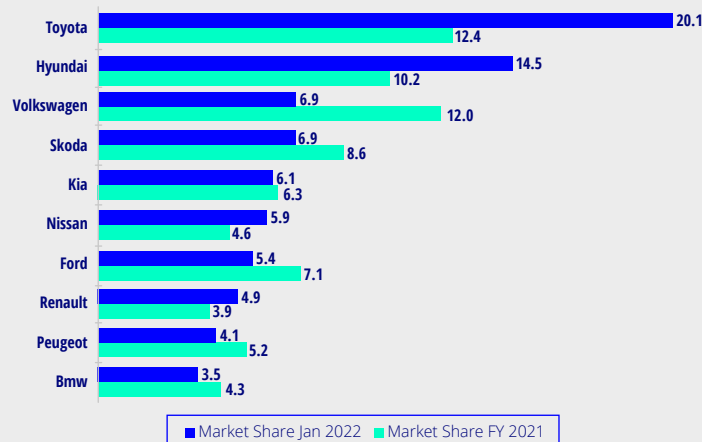
This would be timely for the Irish market as we have a second peak in new vehicle sales in July. Improved supply in Q2 would arrive in Ireland to help feed new car sales from July, so it is likely we will see a stronger second half when compared to historical trends.

Sales of electrically chargeable vehicles (ECV's) increased to almost 20% of new car sales in January with battery electric vehicles (BEV's) accounting for nearly 11%. Combined sales of ECV's and Hybrid vehicles now account for almost half of new car sales this year.

This sector expects new car sales growth of 10-15% in 2022. Undoubtedly, there will be twists and turns along the way but the sector has proved its resilience over the past two years of Covid.

Top Selling Brands: January 2022

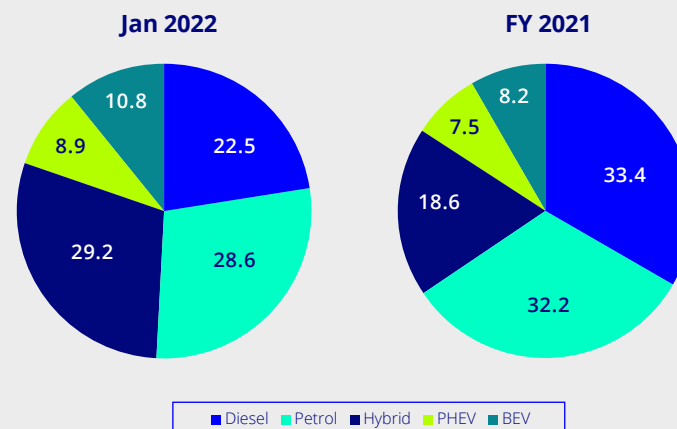
New Passenger Cars



* FY = Full Year

Fuel Type Developments

New Passenger Cars



*FY = Full Year BEV= Battery Electric Vehicle PHEV: Plug-in Hybrid Electric

Supporting our Customers



Bank of Ireland Finance (BIF) supports 15 motor franchises representing c. 44% of annual new car sales and we remain committed to our customers. Bank of Ireland and the Irish motor sector is open for business.



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Data Source: Society of Irish Motor Industry (SIMI). Data as at 31/01/2022

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