



SIMI

Serving the Irish Motor Industry

DoneDeal

Motor Industry Review

Q3 2017

A Report by Economist,
Jim Power

03
About the Organisation

05
Economic Context for
the Motor Industry



11
The Motor Industry
Q3 2017



21
Statistics



33
Motor Industry
Review Highlights



About the Organisation



Our Chief Economist **Jim Power**

Jim Power is owner manager of Jim Power Economics Limited, an economic consultancy.

In 2013, he co-founded CJP Consultants with Economist Chris Johns. He is Economic Advisor to the Friends First Group and was previously Treasury Economist at AIB Group and Chief Economist at Bank of Ireland Treasury. Jim writes a weekly column in the Irish Examiner and occasional articles for other publications. He has lectured on the MSc Management course at Smurfit School of Business UCD. He is a board member of Agri Aware, the food awareness body and is Chairperson of Love Irish Food and Three Rock Capital Management an investment company. Jim is a native of Waterford.



About Us **SIMI**

The Society of the Irish Motor Industry (SIMI) is the national representative body for the Motor Industry in Ireland.

The concept with this report is to review not just the Business health of the Industry on a quarterly basis but also to collate information from various sources to help develop a wider picture of where our sector fits into the overall economy and into the social life of the country. We wish to thank the Report's author, Economist Jim Power, and to acknowledge the support of the sponsor and our partner in this project.

DoneDeal

Our Sponsor **DoneDeal**

DoneDeal is the largest and most cost effective lead generating car marketplace in Ireland.

The Motor section is a key element of DoneDeal's product offering and the site has experienced exponential growth in recent years. We now provide independent and franchise dealers with data rich, quality leads helping them to sell cars faster. Through our partner sites, such as Daft.ie, Adverts.ie & TheJournal.ie, we have a wider reach than any other online publisher. With close to 70% of Irish people accessing these sites every month, we can give unparalleled exposure to motor dealers.

Economic Context for The Motor Industry

- 07 Irish Economic Developments
- 09 Budget 2018

Irish Economic Developments

As was the case in 2016, the Irish economy has continued to deliver strong growth so far in 2017. The majority of economic indicators continue to evolve in a positive fashion. However, this strong growth backdrop is not delivering the growth in new car registrations that might be expected.

- **In the first half of 2017, gross domestic product (GDP) expanded 5.5% and gross national product (GNP) expanded by 2.6%.** Consumer spending on goods and services increased by 1.7%; investment expanded by 3.1%; exports of goods & services expanded by 3.2%; and imports of goods & services declined by 1.9%.

- **In the first 8 months of the year, the value of retail sales increased by 1% and volume of sales increased by 3.3%.** However, weak new car sales have distorted these figures. When car sales are excluded, the value of retail sales increased by 3.6% and the volume of sales by 6.6%. The persistent gap between the value and volume metrics is indicative of a consumer sector that is still resistant to higher prices.

- **The labour market is performing very strongly.** Employment increased by 48,100 or 2.4% in the year to the end of June 2017. Employment in the second quarter stood at 2.063 million. The sectoral breakdown of employment growth is strong. The overall increase in employment was made up of a very strong increase of 77,800 or 5% in full-time employment and a decline of 29,700 (-6.7%) in

part-time employment. The latter changes are really indicative of the strength of the overall labour market and the improving confidence of the business community.

- **The long-term unemployment rate has fallen to 3.1%, and accounted for 48.7% of total unemployment in Q2 2017.** This is the first time since Q3 2010 that long-term unemployment has accounted for less than 50% of total unemployment.

- **The unemployment rate stood at 6.1% of the labour force in September 2017, down from 15.2% in 2012.** The seasonally adjusted number of people unemployed stood at 133,200 in August and has declined by 63,600 over the past two years.

- **The export sector of the economy is performing strongly.** In the first seven months of the year, the value of merchandise exports was 6.7% ahead of the same period in 2016. Exports of food and live animals increased by 15.9%. Somewhat surprisingly given the weakness of sterling, exports to the UK increased by 12.6%. It is probably the case that Irish exporters to the UK are using price to maintain competitiveness in the face of very adverse exchange rate movements.

3.3% increase

IN THE VOLUME OF SALES IN THE FIRST 8 MONTHS OF THE YEAR

This would have negative implications for business margins and would not be a sustainable situation for business.

- **The tourism performance continues to be very strong.** In the first eight months of 2017, the number of overseas visitors to Ireland was 2.5% ahead of the same period in 2016. However, visitor numbers from the UK were 7.1% lower. Visitors from Great Britain accounted for 37% of total overseas visitors to Ireland in the first eight months of 2017. This is down from 41% in 2016. Sterling weakness is pressurising this market.

- **Visitors from North America increased by 17.9% in the first eight months of 2017.** This growth is potentially under threat from recent weakness of the US dollar against the euro. It is currently trading just under 1.18 against the euro, having been at 1.0384 at the end of 2016. This dollar weakness will damage the competitiveness of the tourism product for US visitors and if dollar weakness is sustained, it poses a significant threat over the coming year.

It is clear that Ireland continues to enjoy broadly based growth. The global economic background is looking increasingly better and most domestic indicators are positive.

For a small open economy like Ireland, the stronger global backdrop is very important. Real GDP should expand by at least 4.5% in 2017, which is up from a forecast of 3.3% at the beginning of the year.

TABLE 1 Overseas Trips to Ireland Jan–Aug 2017	% of Total 2017	2017	2016	% Change
Great Britain	37.0%	2,483,200	2,673,600	-7.1%
Other Europe	35.5%	2,383,400	2,309,000	+3.2%
North America	21.1%	1,419,400	1,203,600	+17.9%
Other Areas	6.4%	428,600	366,600	+16.9%
Total*	100.0%	6,714,600	6,552,800	+2.5%

Source: CSO

Budget 2018

The Irish Fiscal Advisory Council (IFAC) recently suggested that the Minister for Finance would have an extra €1.7 billion at his disposal on budget day, assuming he adhered to his expenditure commitments as laid down by the EU.

GDP growth is expected to average 3.5% per annum between 2017 and 2020.

Of this €1.7 billion, the carry over effect of previously announced measures and the yet-to-be approved public sector pay increases would use up around €1.2 billion. This would limit the budgetary scope to around €500 million, which in the context of the magnitude of overall expenditure and revenues, is a small amount of money.

However, on Budget Day he increased the available fiscal space by increasing the economic forecast for 2018, which is realistic, and also through tax raising measures totalling €830 million.

Eventually, Budget 2018 contained an expansionary package worth €1.233 billion. Of this expenditure measures accounted for €898 million or 72.8 % and the tax reduction measures totalled a net €335 million, or 27.2% of the total fiscal expansion.

The success or failure of any budget in terms of its fiscal targets is heavily dependent on how the real economy performs. Table 2 provides a summary of the economic outlook according to the Department of Finance following the changes announced in Budget 2018.

GDP growth is expected to average 3.5% per annum between 2017 and 2020.

The forecasts look very realistic

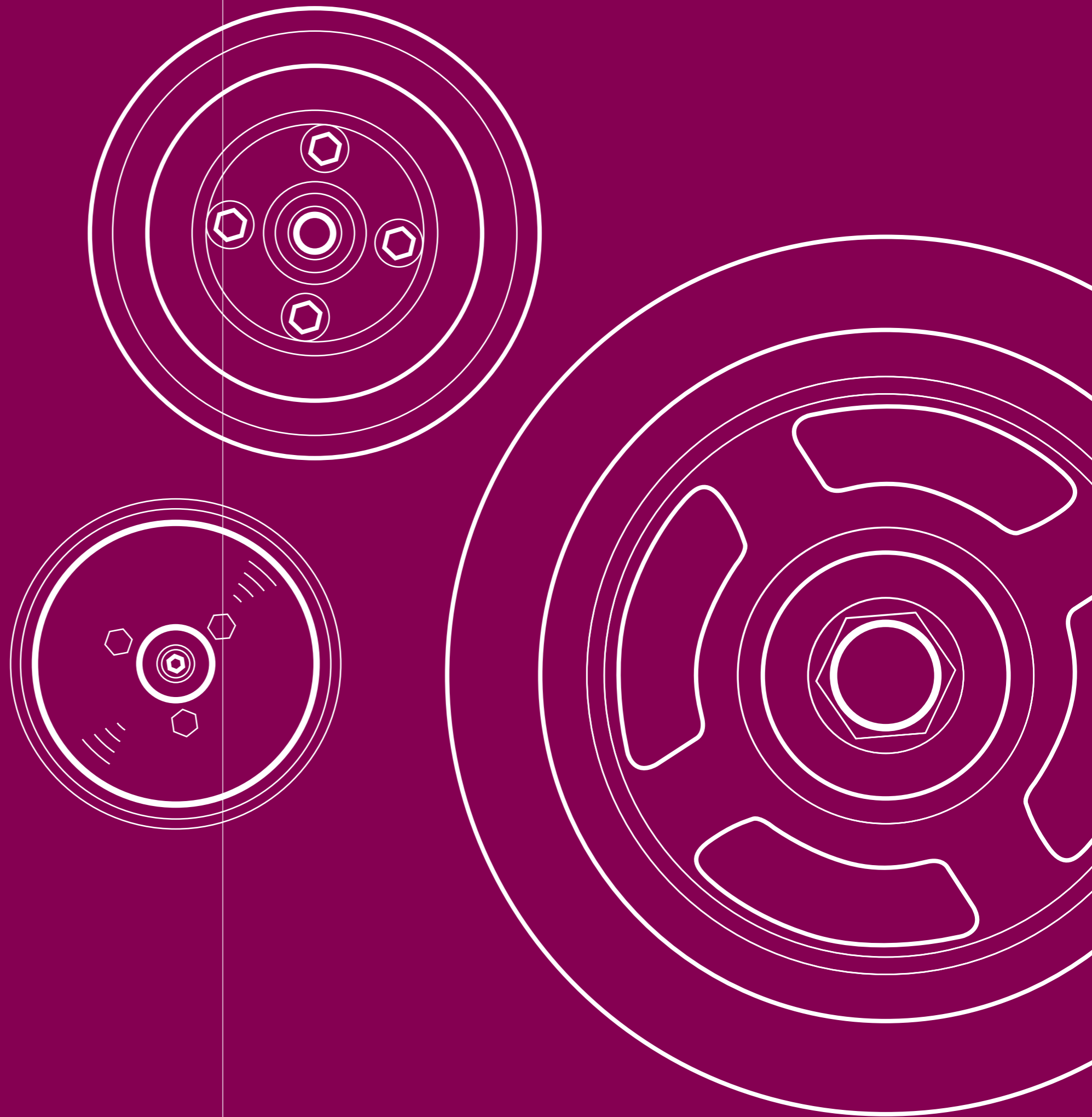
TABLE 2 Economic Forecast	2017F	2018F	2019F	2020F	AVERAGE 2017-2020
GDP	4.3%	3.5%	3.2%	2.8%	3.5%
GNP	0.0%	3.3%	3.0%	2.5%	2.2%
Consumption	2.3%	2.3%	2.2%	2.1%	2.2%
Investment	-3.7%	6.1%	5.6%	4.2%	3.1%
Government	2.0%	2.0%	2.0%	1.9%	2.0%
Exports Goods & services	3.5%	4.8%	4.3%	4.0%	4.2%
Imports Goods & Services	-1.0%	5.5%	4.9%	4.4%	3.5%
Unemployment Rate	6.3%	5.7%	5.5%	5.5%	-
Employment (000s)	2,075	2,125	2,170	2,208	-
Inflation	0.2%	0.8%	1.4%	1.8%	1.1%

Source: Department of Finance

There was not much in the budget for the motor industry. There were no changes to excise duties on fuel or VAT rates. In Budget 2018 and the subsequent Finance Bill 2018 there contained a provision whereby Electric Vehicles supplied by Employers to employees will be subject to 0% BIK during 2018, the Minister during the 2nd Stage of the Finance Bill indicated his intention to extend this beyond 2018. " While this relief is provided for an initial period of one year, it is my intention that the zero rate will remain in place for a period of time, a minimum of three to five years, sufficient to incentivise the uptake of electric vehicles or EVs." This will allow for a comprehensive review of benefit in kind on vehicles, which will inform decisions for the next budget. Electricity used in the workplace for charging vehicles will also be exempt from BIK.

The Motor Industry

Q3 2017



- 13 New Car Registrations
- 14 Car Registrations by County
- 15 Commercial Vehicle Registrations
- 15 Used (Imported) Cars Registered for First Time
- 17 Exchequer Receipts from The Motor Industry
- 17 The Cost of Motoring
- 18 Carbon Emissions
- 19 Outlook for the Motor Industry
- 20 DoneDeal Statistics

New Car Registrations

New car registrations in the third quarter totalled 37,350 and were 10.8% lower than the third quarter of 2016.

New car registrations in the first 9 months of the year totalled 128,578 and were 10.2% down on the same period in 2016. Sales in every month were lower than the equivalent month the previous year.

In the first 9 months of the year, diesel cars accounted for 65.3% of total sales, but were 16.4% down on 2016; petrol cars accounted for 30.6% of the total and were 0.7% down on last year; and hybrid petrol accounted for 3.4% of the total and were 77% up on last year. Just 579 electric cars were registered, which is 56% ahead of the same period in 2016.

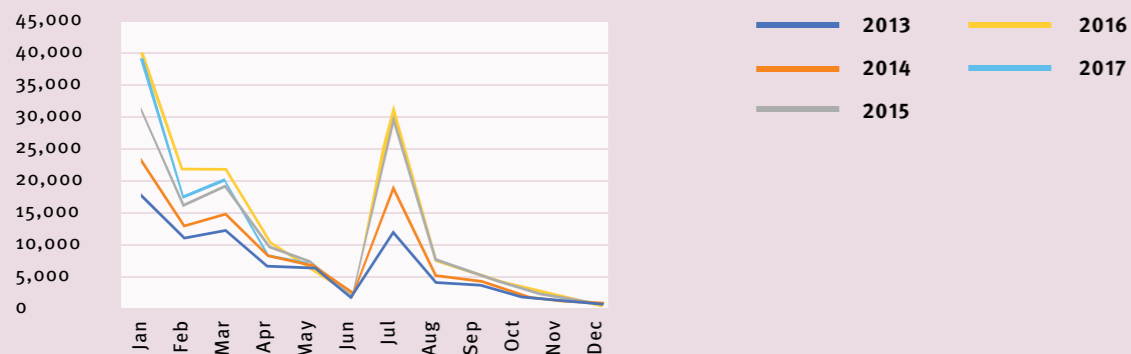
In the first nine months of 2017, 18,543 new hire cars were registered, which is down 0.9% on the same period in 2016.

TABLE 3 Monthly Car Sales Q1 – Q3 2017	2017	2016	% Change
January	39,002	39,722	-1.81%
February	17,090	21,573	-20.78%
March	19,894	21,529	-7.59%
Q1	75,986	82,824	-8.26%
April	7,843	10,381	-24.45%
May	5,997	6,499	-7.72%
June	1,402	1,623	-13.62%
Q2	15,242	18,503	-17.62%
July	2,771	29,880	-7.24%
August	5,734	7,297	-21.42%
September	3,898	4,707	-17.19%
Q3	37,350	41,884	-10.83%
Q1 – Q3	128,578	143,211	-10.22%

Source: SIMI

FIG. 1 MONTHLY TREND IN NEW CAR REGISTRATIONS

The monthly totals had been rising consistently since 2013, but the first half of 2017 is showing a weaker trend.



Source: SIMI

Car Registrations by County

During the first 9 months of the year, every county in the country experienced negative growth in new car registrations. Mayo experienced the largest decline at 19.2%, while Dublin experienced the smallest decline at 5.2%. Dublin accounted for 41.6% of the market in the first 9 months of 2017.

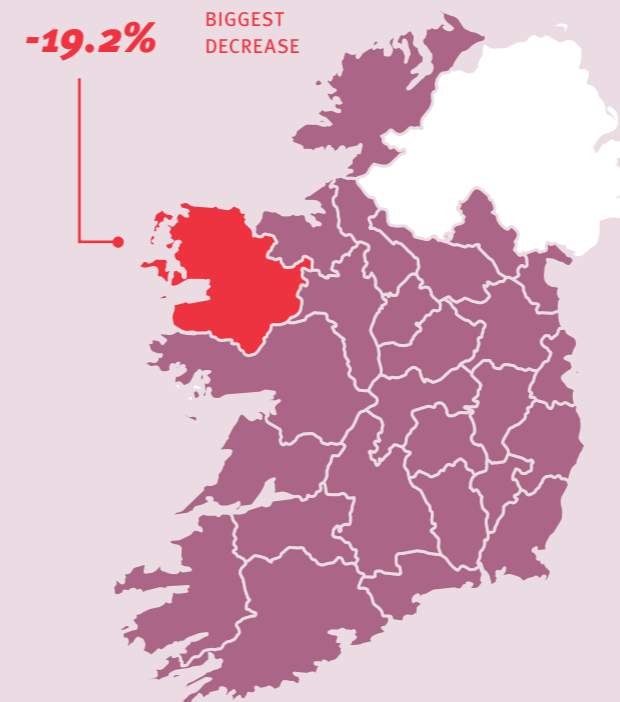


TABLE 4 New Car Registrations by County Q1 – Q3 2017	2017 Units	2016 Units	2017 % Share	2016 % Share	% Change
Carlow	1516	1731	1.18%	1.21%	-12.42
Cavan	1469	1575	1.14%	1.10%	-6.73
Clare	2683	3106	2.09%	2.17%	-13.62
Cork	16259	18478	12.64%	12.90%	-12.01
Donegal	2885	3452	2.24%	2.41%	-16.43
Dublin	53469	56411	41.58%	39.39%	-5.22
Galway	4822	5725	3.75%	4.00%	-15.77
Kerry	2776	3184	2.16%	2.22%	-12.81
Kildare	5169	5930	4.02%	4.14%	-12.83
Kilkenny	2355	2785	1.83%	1.94%	-15.44
Laois	1512	1741	1.18%	1.22%	-13.15
Leitrim	540	621	0.42%	0.43%	-13.04
Limerick	4389	5103	3.41%	3.56%	-13.99
Longford	629	714	0.49%	0.50%	-11.9
Louth	2719	3112	2.11%	2.17%	-12.63
Mayo	2231	2761	1.74%	1.93%	-19.2
Meath	3831	4560	2.98%	3.18%	-15.99
Monaghan	1035	1217	0.80%	0.85%	-14.95
Offaly	1535	1850	1.19%	1.29%	-17.03
Roscommon	1176	1393	0.91%	0.97%	-15.58
Sligo	1128	1303	0.88%	0.91%	-13.43
Tipperary	3495	4077	2.72%	2.85%	-14.28
Waterford	3378	3633	2.63%	2.54%	-7.02
Westmeath	1857	2169	1.44%	1.51%	-14.38
Wexford	3013	3433	2.34%	2.40%	-12.23
Wicklow	2714	3147	2.11%	2.20%	-13.76

Source: SIMI

Commercial Vehicle Registrations

The softer trend in new car registrations has also been seen in the commercial vehicle sector.

- Sales of Light Commercial Vehicles totaled 22,484 in the first 9 months of the year, which represents a decline of 13.9% on the first 9 months of 2016.
- Imports of LCVs in the first 9 months totaled 10,749, which is 28.9% ahead of the first 9 months of 2016.
- Sales of Heavy Commercial Vehicles totaled 2,251, which represents a decline of 14.9% on the first half of 2016.

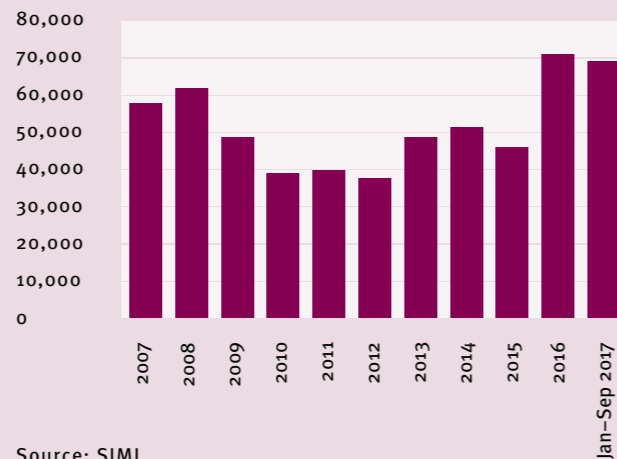
	Q1 – Q3 2017	Q1 – Q3 2016	% Change
LCV	22,484	26,137	-13.98%
HCV	2,251	2,645	-14.9%

Source: SIMI

Used (Imported) Cars Registered for First Time

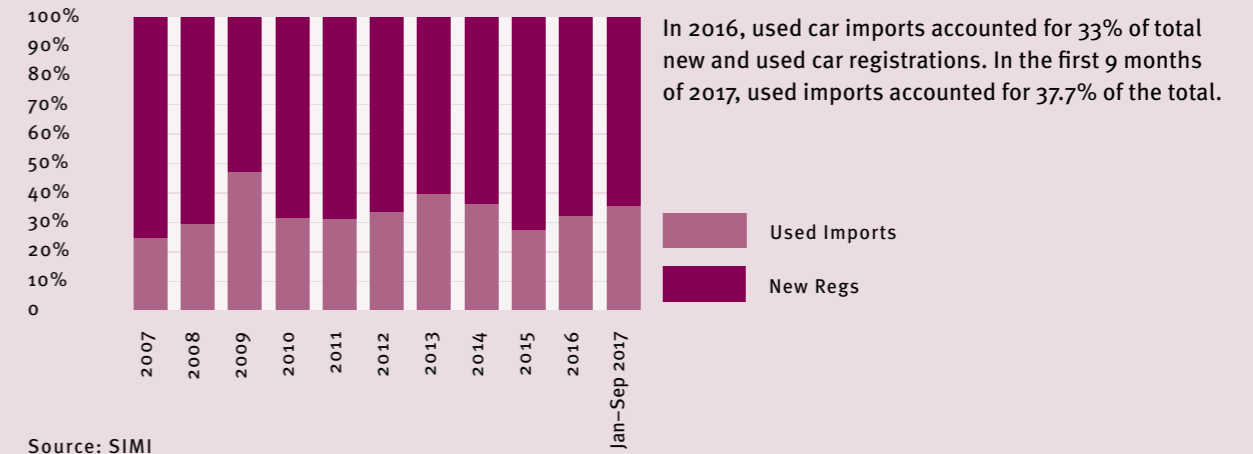
Imported used cars have remained a significant feature of the market so far in 2017. In the first 9 months of the year, 70,821 used cars were imported, which is 37.7% ahead of the first nine months of 2016. Persistent sterling weakness is primarily driving this trend, but scarcity of second-hand cars is also a factor. Figure 2 shows the trend in imported used cars since 2007. In 2016, they reached the highest level on record and will surpass this in 2017. Almost 97% of the imported used cars came from the UK.

FIG.2 USED (IMPORTED) CARS REGISTERED FOR FIRST TIME



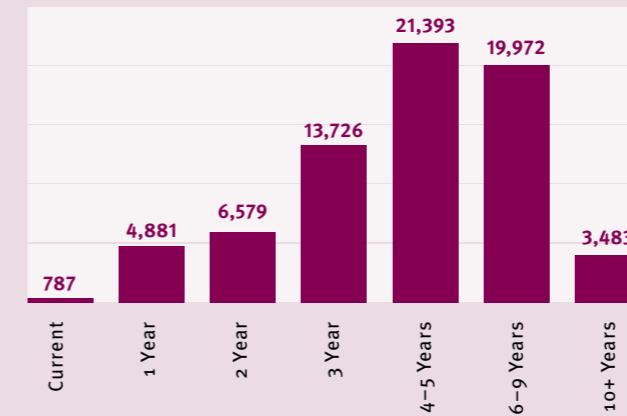
Source: SIMI

FIG.3 BREAKDOWN OF CARS REGISTERED FOR FIRST TIME



Source: SIMI

FIG.4 AGE PROFILE IMPORTED USED CARS Q1-Q3 2017

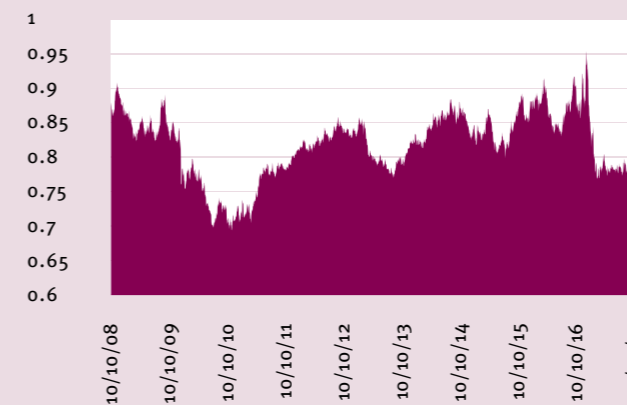


Source: SIMI

Almost 37% of the imported used cars were 3 years or less in age. It is highly likely that imported cars of three years or less are displacing new car sales.

From the perspective of the Revenue Commissioners, there is a hit here because the VAT and VRT receipts on used car imports are just over a third of the receipts from new car sales. In the first 9 months of 2017, the average tax take from a new car was €9,020 and €3,187 from a used car. It is also the case that cheaper second-hand car imports from the UK will tend to depress the price of domestic second-hand cars.

FIG.5 STERLING V. EURO



Source: Bloomberg

Sterling weakness is an important driver of used imports from the UK. In 2015, the sterling/euro exchange rate averaged 72.6 pence; in 2016, it averaged 81.9 pence; and in the year to October 10th 2017 it has averaged 87.34 pence.

Exchequer Receipts from The Motor Industry

In 2016, the motor industry generated strong returns for the Exchequer. The total tax take from new car sales was €1.28 billion and the total tax take from used car sales was €223.5 million. In total, the Exchequer collected €1.5 billion in VRT and VAT receipts from new and used car sales in 2016, which was 26.8% higher than 2015.

In the first nine months of 2017, the total tax take from new car sales was €1.16 billion, which was 7.5% lower than the first nine months of 2016. The total tax take from used car sales was €225.7 million, which was 43.4% ahead of the same period in 2016. In total, the Exchequer collected €1.39 billion in VRT and VAT receipts from new and used car sales in the first 9 months of 2017, which is just 1.8% lower than the same period in 2016. In the first 9 months of 2017, the average tax take from a new car was €9,020 and €3,187 from a used car.

In the first 8 months of 2017, €4.27 million was collected in Excise Duty, NORA Levy, Carbon Tax, Refit Levy and VAT as they apply to motor fuel. This is 17.3% higher than the first 5 months of 2016.

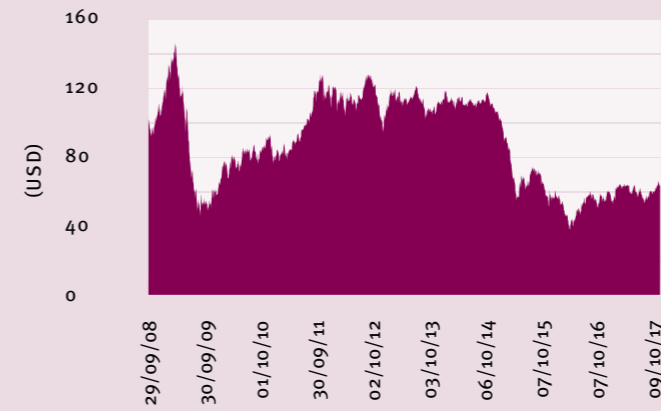
Type	Q1 - Q3 2017 (€M)	Q1 - Q3 2016 (€M)	% Change	
New Cars	VRT	607.0	656.4	-7.5%
	VAT	552.6	596.7	-7.4%
	TOTAL	1,159.6	1,253.1	-7.5%
Used Cars	VRT	199.2	138.3	+44.0%
	VAT	26.5	19.1	+38.8%
	TOTAL	225.7	157.4	+43.4%
Total Cars	VRT	806.3	794.7	+1.4%
	VAT	579.0	615.8	-6.0%
	TOTAL	1,385.3	1,410.5	-1.8%

Source: Revenue Commissioners & SIMI

The Cost of Motoring

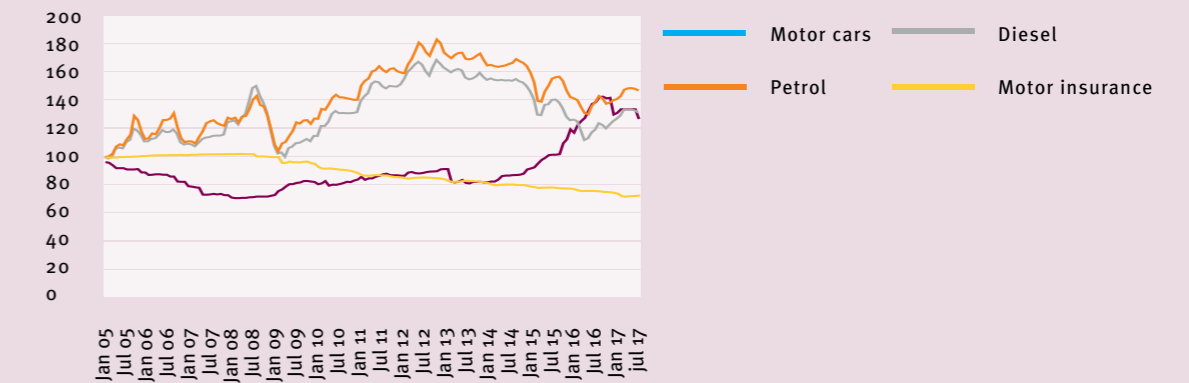
- In September 2017, the average price of a new car based on CSO data, was 3.5% lower than a year earlier. Between January 2008 and September 2017, the average price of a new car has declined by 28.9%. The CSO compares prices for cars with the same specifications. However, the OMSP (Open Market Sales Price) shows the actual price paid for cars, which is showing a different trend. In the third quarter of 2017, the average OMSP for new cars was 3.3% higher than a year earlier. This is due to the fact that car buyers are paying more for higher specification cars. The average OMSP for used imports in the third quarter was 3.1% lower than a year earlier.
- In September 2017, the price of petrol was 5.7% higher than a year earlier and the price of diesel was 5.3% higher than a year earlier. The increase in fuel prices reflects the recent modest tightening of global crude oil prices.
- The cost of motor insurance in September 2017 was 14.3% lower than a year earlier. Average motor insurance costs in September were 44.8% higher than in September 2013. However, between July 2016 and September 2017, motor insurance costs declined by 14.7%. The recent decline is related to the Insurance companies reacting to the measures that the Government is trying to put in place to bring the cost of insurance down.

FIG. 6 BRENT CRUDE OIL



Source: Bloomberg

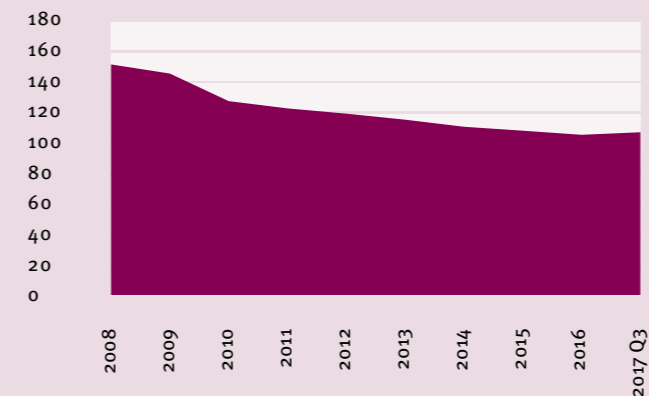
FIG. 7 THE COST OF MOTORING



Source: CSO

Carbon Emissions

FIG. 8 AVERAGE CO2 EMISSIONS



Source: SIMI

The downward trend in average CO2 emissions has been firmly established since 2008. However, in the first 9 months of 2017, there has been a small increase. This is most likely due to a trend towards petrol and away from diesel so far in 2017. Average emissions in the third quarter of 2017 were 0.2% higher than a year earlier. Emissions have declined by 29.3% since 2008.

Outlook for the Motor Industry

Coming into 2017, it was obvious that it would be a year of great uncertainty for the motor industry.

Coming into 2017, it was obvious that it would be a year of great uncertainty for the motor industry. While prospects for the economy and all of the macro variables that drive the new car market looked very positive, Brexit related uncertainty and sterling weakness posed a major source of uncertainty. In the event, this is exactly how the year has turned out. The economy has performed very strongly, but new car registrations have weakened considerably.

The economy has performed strongly in 2017. Economy activity looks set to expand by at least 4.5% for the year as a whole; employment is likely to expand by around 3%; the unemployment rate has declined from 6.9% in December 2016 to 6.1% in September 2017; consumer confidence in September reached an 18-month high; and personal disposable incomes expanded strongly on the back of average earnings growth of around 3%, strong growth in employment, and a modest reduction in the personal tax burden.

All of these economic factors should have pushed the new car market forward, but this has not happened. Brexit related uncertainty has definitely engendered a strong sense of caution, but the weakness of sterling has resulted in strong growth in used imports from the UK. In the past, used imports tended to be older and had minimal impact on new car sales, but in the first nine months of this year, almost 37% of the imported used cars were 3 years or less in age. It is highly likely that imported cars of three years or less are displacing new car sales.

New car registrations in 2017 are likely to come in around 131,650, which represents a decline of around 10.2% on 2016. Used imports are likely to come in around 97,000, which represents an increase of around 34.4% on 2016.

Looking ahead to the market in 2018, many of the features that characterised the market in 2017 will likely apply.

The economic factors will be supportive of activity:

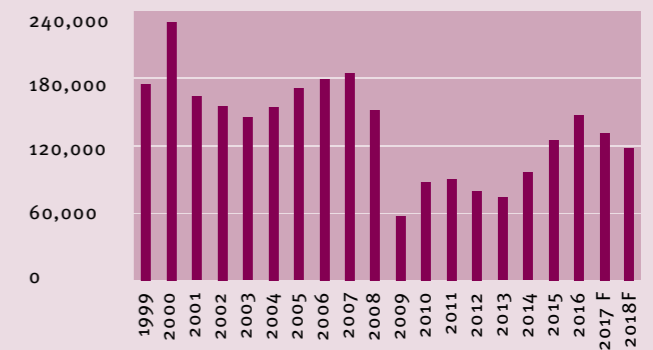
- GDP is forecast to expand by around 3.5%
- Employment is likely to grow by around 2.5%
- The unemployment rate could hit 5% by the end of 2018
- Average earnings are set to grow by around 3%
- The tax changes announced in Budget 2018 will give a modest boost to personable incomes
- Interest rates will remain low

However, continued Brexit related uncertainty and sterling weakness are likely to remain a feature of the landscape and are likely to counter the positive economic dynamics. In other words, used imports from the UK will remain a significant feature of the market and will undoubtedly displace new car sales once again. In addition, the surge in used imports from the UK effectively means that those prices are now setting prices for the domestic second-hand car stock, and this is making the cost of change to a new car more expensive and is also serving to undermine new car sales.

In normal circumstances, the positive economic backdrop would be expected to deliver growth of up to 20% in the new car market in 2018. However, the distortionary impact of sterling weakness and the associated surge in used imports from the UK will in all likelihood more than offset the positive economics. For 2018, the used import market is projected to grow by 20% to reach 116,934. New car registrations in 2018 are forecast at 118,066, which would represent a decline of 10.3% on the likely 2017 outturn.

As was the case last year, the year ahead is shrouded in deep uncertainty, largely due to the difficult-to-determine impact of used imports from the UK. At this juncture, the risks to this forecast would appear to be on the downside.

FIG.9 NEW CAR REGISTRATIONS



Source: Jim Power Economics Limited

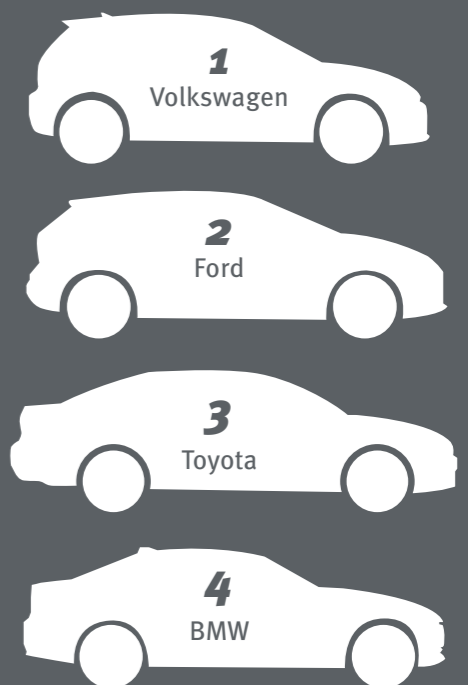
DoneDeal Statistics

DoneDeal is Ireland's largest classified advertising website. The Motor Industry is a key element of its product offering on the Island of Ireland. DoneDeal accepts motor advertisements from both personal sellers and the motor trade and has experienced significant growth in advertising volumes in recent years.

The latest advertising statistics from the DoneDeal motor website show that in the first nine months of 2017:

- DoneDeal carried 857,966 motor advertisements, which was 11.3% higher than the first nine months of 2016
- Dealer advertisements accounted for 49.9% of the total, and showed year-on-year growth of 40%. 46% of dealer car advertisements result in a sale within two weeks
- Volkswagen Golf was the top selling used car model for private sellers followed by Ford Focus and Volkswagen Passat.
- DoneDeal is experiencing very strong growth with the motor trade
- In the third quarter of 2017 alone, over 297,000 cars were advertised on the DoneDeal website, with a total value of €2.04 billion

The top car brands advertised on the DoneDeal website are:



For further DoneDeal site statistics see Motor Industry Review Highlights section.

Statistics



23 Motor Statistics Overview

31 Vehicle Testing Statistics

Motor Statistics Overview

Source: SIMI.ie/motorstats

Total Registrations (January–September 2017)

Passenger Cars

Light Commercial Vehicles (LCVs)

Heavy Commercial Vehicles (HCVs)



2017	128,585	2017	22,484	2017	2,251
2016	143,211	2016	26,137	2016	2,645

Passenger Cars

Total Registrations	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Total
2017	39,002	17,090	19,894	7,843	5,997	1,402	27,718	5,734	3,905	128,585
2016	39,722	21,573	21,529	10,381	6,499	1,623	29,880	7,297	4,707	143,211
% Change	-1.81	-20.78	-7.59	-24.45	7.72	-13.62	-7.24	-21.42	-17.04	-10.21

By Make		2017 Units	2016 Units	% Change	2017 % Share	2016 % Share
1	VOLKSWAGEN	13,391	15,049	-11.02	10.41%	10.51%
2	TOYOTA	12,531	15,018	-16.56	9.75%	10.49%
3	FORD	12,085	14,442	-16.32	9.40%	10.08%
4	HYUNDAI	11,778	15,310	-23.07	9.16%	10.69%
5	NISSAN	10,175	11,700	-13.03	7.91%	8.17%
6	SKODA	8,775	9,246	-5.09	6.82%	6.46%
7	RENAULT	8,248	8,295	-0.57	6.41%	5.79%
8	KIA	6,933	6,602	5.01	5.39%	4.61%
9	GM(OPEL)	6,412	7,655	-16.24	4.99%	5.35%
10	AUDI	5,396	5,805	-7.05	4.20%	4.05%

By Model		2017 Units	2016 Units	% Change	2017 % Share	2016 % Share
1	HYUNDAI TUCSON	4,870	7,366	-33.89	3.79%	5.14%
2	VOLKSWAGEN GOLF	4,191	4,880	-14.12	3.26%	3.41%
3	NISSAN QASHQAI	4,124	4,520	-8.76	3.21%	3.16%
4	SKODA OCTAVIA	3,884	4,564	-14.9	3.02%	3.19%
5	FORD FOCUS	3,826	4,810	-20.46	2.98%	3.36%
6	FORD FIESTA	3,193	3,809	-16.17	2.48%	2.66%
7	KIA SPORTAGE	3,016	2,846	5.97	2.35%	1.99%
8	TOYOTA YARIS	2,853	3,602	-20.79	2.22%	2.52%
9	TOYOTA COROLLA	2,780	3,708	-25.03	2.16%	2.59%
10	VOLKSWAGEN TIGUAN	2,411	1,556	54.95	1.88%	1.09%

By CO2 Emission Band	2017 Units	2016 Units	% Change	2017 % Share	2016 % Share
0 A0	579	371	56.06	0.45%	0.26%
1-80 A1	1,550	1,338	15.84	1.21%	0.93%
81-100 A2	25,868	32,165	-19.58	20.12%	22.46%
101-110 A3	38,854	42,548	-8.68	30.22%	29.71%
111-120 A4	31,915	35,681	-10.55	24.82%	24.91%
121-130 B1	17,442	19,145	-8.9	13.56%	13.37%
131-140 B2	7,176	6,830	5.07	5.58%	4.77%
141-155 C	3,539	3,608	-1.91	2.75%	2.52%
156-170 D	953	828	15.1	0.74%	0.58%
171-190 E	619	531	16.57	0.48%	0.37%
191-225 F	74	137	-45.99	0.06%	0.10%
226+ G	16	29	-44.83	0.01%	0.02%

By Body Type	2017 Units	2016 Units	% Change	2017 % Share	2016 % Share
1 HATCHBACK	43,645	45,971	-5.06	33.94%	32.10%
2 MPV	33,643	39,252	-14.29	26.16%	27.41%
3 SALOON	25,810	32,278	-20.04	20.07%	22.54%
4 JEEP	13,663	13,240	3.19	10.63%	9.25%
5 ESTATE	10,834	11,441	-5.31	8.43%	7.99%
6 SPORTS COUPE	718	771	-6.87	0.56%	0.54%
7 CONVERTIBLE	172	193	-10.88	0.13%	0.13%
8 VAN	39	38	2.63	0.03%	0.03%
9 BUS	36	0	0	0.03%	0.00%

By Engine Type	2017 Units	2016 Units	% Change	2017 % Share	2016 % Share
1 DIESEL	84,016	100,488	-16.39	65.34%	70.17%
2 PETROL	39,351	39,612	-0.66	30.60%	27.66%
3 PETROL ELECTRIC	4,343	2,455	76.9	3.38%	1.71%
4 ELECTRIC	579	371	56.06	0.45%	0.26%
5 PETROL/PLUG-IN ELECTRIC HYBRID	292	271	7.75	0.23%	0.19%
6 DIESEL/PLUG-IN ELECTRIC HYBRID	3	10	-70	0.00%	0.01%
7 DIESEL/ELECTRIC	1	4	-75	0.00%	0.00%

By Colour	2017 Units	2016 Units	% Change	2017 % Share	2016 % Share
1 GREY	48,316	29,429	64.18	37.58%	20.55%
2 BLACK	24,564	27,501	-10.68	19.10%	19.20%
3 WHITE/IVORY	19,128	20,894	-8.45	14.88%	14.59%
4 BLUE	15,936	16,664	-4.37	12.39%	11.64%
5 RED/MAROON	14,607	16,895	-13.54	11.36%	11.80%
6 BROWN	3,372	2,543	32.6	2.62%	1.78%
7 YELLOW	1,001	159	529.56	0.78%	0.11%
8 GREEN	795	896	-11.27	0.62%	0.63%
9 PURPLE	199	63	215.87	0.15%	0.04%
10 ORANGE	176	282	-37.59	0.14%	0.20%

By County	2017 Units	2016 Units	% Change	2017 % Share	2016 % Share
CARLOW	1,516	1,731	-12.42	1.18%	1.21%
CAVAN	1,469	1,575	-6.73	1.14%	1.10%
CLARE	2,683	3,106	-13.62	2.09%	2.17%
CORK	16,259	18,478	-12.01	12.64%	12.90%
DONEGAL	2,885	3,452	-16.43	2.24%	2.41%
DUBLIN	53,469	56,411	-5.22	41.58%	39.39%
GALWAY	4,822	5,725	-15.77	3.75%	4.00%
KERRY	2,776	3,184	-12.81	2.16%	2.22%
KILDARE	5,169	5,930	-12.83	4.02%	4.14%
KILKENNY	2,355	2,785	-15.44	1.83%	1.94%
LAOIS	1,512	1,741	-13.15	1.18%	1.22%
LEITRIM	540	621	-13.04	0.42%	0.43%
LIMERICK	4,389	5,103	-13.99	3.41%	3.56%
LONGFORD	629	714	-11.9	0.49%	0.50%
LOUTH	2,719	3,112	-12.63	2.11%	2.17%
MAYO	2,231	2,761	-19.2	1.74%	1.93%
MEATH	3,831	4,560	-15.99	2.98%	3.18%
MONAGHAN	1,035	1,217	-14.95	0.80%	0.85%
OFFALY	1,535	1,850	-17.03	1.19%	1.29%
ROSCOMMON	1,176	1,393	-15.58	0.91%	0.97%
SLIGO	1,128	1,303	-13.43	0.88%	0.91%
TIPPERARY	3,495	4,077	-14.28	2.72%	2.85%
WATERFORD	3,378	3,633	-7.02	2.63%	2.54%
WESTMEATH	1,857	2,169	-14.38	1.44%	1.51%
WEXFORD	3,013	3,433	-12.23	2.34%	2.40%
WICKLOW	2,714	3,147	-13.76	2.11%	2.20%

Light Commercial Vehicles (LCVs)

Total LCV Registrations										
Year	January	February	March	April	May	June	July	August	September	TOTAL
2017	6,330	2,487	3,080	1,689	1,459	678	3,932	1,376	1,453	22,484
2016	6,555	3,457	3,402	2,302	1,819	866	4,330	1,797	1,609	26,137
% Change	-3.43	-28.06	-9.47	-26.63	-19.79	-21.71	-9.19	-23.43	-9.7	-13.98

By Make	2017 Units	2016 Units	% Change	2017 % Share	2016 % Share
1 FORD	5,327	7,034	-24.27	23.69%	26.91%
2 VOLKSWAGEN	4,025	4,199	-4.14	17.90%	16.07%
3 RENAULT	3,013	3,272	-7.92	13.40%	12.52%
4 TOYOTA	1,891	1,872	1.01	8.41%	7.16%
5 PEUGEOT	1,600	1,614	-0.87	7.12%	6.18%
6 CITROEN	1,370	1,344	1.93	6.09%	5.14%
7 NISSAN	1,260	1,135	11.01	5.60	4.34%
8 MERCEDES-BENZ	1,106	989	11.83	4.92%	3.78%
9 GM (OPEL)	926	1,238	-25.2	4.12%	4.74%
10 MITSUBISHI	486	602	-19.27	2.16%	2.30%

By Model	2017 Units	2016 Units	% Change	2017 % Share	2016 % Share
1 FORD TRANSIT VAN	1,653	3,110	-46.85	7.35%	11.90%
2 VOLKSWAGEN CADDY	1,516	1,771	-14.4	6.74%	6.78%
3 FORD TRANSIT CONNECT	1,383	2,162	-36.03	6.15%	8.27%
4 RENAULT TRAFIC VANS	1,382	1,427	-3.15	6.15%	5.46%
5 PEUGEOT PARTNER VAN	1,152	1,286	-10.42	5.12%	4.92%
6 CITROEN BERLINGO	1,081	1,080	0.09	4.81%	4.13%
7 FORD TRANSIT CUSTOM COMM	996	153	550.98	4.43%	0.59%
8 VOLKSWAGEN T6	973	464	109.7	4.33%	1.78%
9 RENAULT MASTER VANS	928	1,312	-29.27	4.13%	5.02%
10 TOYOTA LANDCRUISER COMM	927	1,148	-19.25	4.12%	4.39%

By Weight (kg)	2017 Units	2016 Units	% Change	2017 % Share	2016 % Share
1-2000	4,251	4,312	-1.41	18.91%	16.50%
2001-2500	4,780	6,589	-27.45	21.26%	25.21%
2501-3000	5,235	6,623	-20.96	23.28%	25.34%
3001-3500	8,010	8,205	-2.38	35.63%	31.39%
3501+	208	340	-38.82	0.93%	1.30%

Heavy Commercial Vehicles (HCVs)

Total HCV Registrations										
Year	January	February	March	April	May	June	July	August	September	TOTAL
2017	456	270	305	232	238	88	309	205	148	2,251
2016	487	258	315	313	306	108	395	250	213	2,645
% Change	-6.37	4.65	-3.17	25.88	-22.22	-18.52	-21.77	-18	-30.52	-14.9

By Make	2017 Units	2016 Units	% Change	2017 % Share	2016 % Share
1 VOLVO	600	588	2.04	26.65%	22.23%
2 SCANIA	465	605	-23.14	20.66%	22.87%
3 DAF	252	377	-33.16	11.20%	14.25%
4 MERCEDES-BENZ	251	306	-17.97	11.15%	11.57%
5 RENAULT	214	234	-8.55	9.51%	8.85%
6 MAN	133	198	-32.83	5.91%	7.49%
7 IVECO	120	104	15.38	5.33%	3.93%
8 ISUZU	62	81	-23.46	2.75%	3.06%
9 FUSO	46	45	2.22	2.04%	1.70%
10 VDL DAF	42	17	147.06	1.87%	0.64%

By Model	2017 Units	2016 Units	% Change	2017 % Share	2016 % Share
1 VOLVO 3 AXLE TRACTOR	289	300	-3.67	12.84%	11.34%
2 SCANIA 3 AXLE TRACTOR	221	300	-26.33	9.82%	11.34%
3 SCANIA 2 AXLE TRACTOR	99	108	-8.33	4.40%	4.08%
4 VOLVO BUSES & COACHES	92	45	104.44	4.09%	1.70%
5 DAF 3 AXLE TRACTOR	77	300	-74.33	3.42%	11.34%
6 MERCEDES-BENZ 3 AXLE TRACTOR	69	300	-77	3.07%	11.34%
7 SCANIA 4 AXLE RIGID	65	94	-30.85	2.89%	3.55%
8 RENAULT 4 AXLE RIGID	60	94	-36.17	2.67%	3.55%
9 DAF 2 AXLE RIGID >17T	55	84	-34.52	2.44%	3.18%
10 ISUZU 2 AXLE RIGID 6-7.9T	54	77	-29.87	2.40%	2.91%

By County	2017 Units	2016 Units	% Change	2017 % Share	2016 % Share
CARLOW	15	23	-34.78	0.67%	0.87%
CAVAN	41	30	36.67	1.82%	1.13%
CLARE	39	39	0	1.73%	1.47%
CORK	286	308	-7.14	12.71%	11.64%
DONEGAL	40	64	-37.5	1.78%	2.42%
DUBLIN	823	859	-4.19	36.56%	32.48%
GALWAY	104	88	18.18	4.62%	3.33%
KERRY	66	71	-7.04	2.93%	2.68%
KILDARE	109	124	-12.1	4.84%	4.69%
KILKENNY	63	97	-35.05	2.80%	3.67%
LAOIS	22	28	-21.43	0.98%	1.06%
LEITRIM	3	7	-57.14	0.13%	0.26%
LIMERICK	59	107	-44.86	2.62%	4.05%
LONGFORD	30	34	-11.76	1.33%	1.29%
LOUTH	39	51	-23.53	1.73%	1.93%
MAYO	33	56	-41.07	1.47%	2.12%
MEATH	118	171	-30.99	5.24%	6.47%
MONAGHAN	77	102	-24.51	3.42%	3.86%
OFFALY	9	14	-35.71	0.40%	0.53%
ROSCOMMON	10	14	-28.57	0.44%	0.53%
SLIGO	22	45	-51.11	0.98%	1.70%
TIPPERARY	68	85	-20	3.02%	3.21%
WATERFORD	37	35	5.71	1.64%	1.32%
WESTMEATH	27	31	-12.9	1.20%	1.17%
WEXFORD	78	129	-39.53	3.47%	4.88%
WICKLOW	33	33	0	1.47%	1.25%

Vehicle Testing Statistics



Passenger Cars Test Volumes and Pass Rates

	Pass	%	Fail Refusal	%	Fail Dangerous	%	Total
Full Tests	522,889	48.5%	550,780	51.1%	4,207	0.4%	1,077,876
Re-Tests	500,122	91.2%	47,955	8.7%	718	0.1%	548,858
	1,023,011		598,735		4,988		1,626,734



Source: SIMI/VTN

Over

7,703

fail dangerous vehicles have been identified since beginning of this year

LCV Monthly Test Volumes Year-on-Year

	Q1	Q2	Q3	Q4	Total	% Change
2012	100,261	103,008	100,778	89,931	393,978	-
2013	100,901	105,028	110,634	102,239	418,802	6.30%
2014	107,780	119,269	127,503	132,478	487,030	16.29%
2015	130,152	132,434	142,806	128,190	533,582	9.56%
2016	128,745	142,175	142,951	126,021	539,892	1.18%
2017	143,643	141,867	144,525	-	430,035	3.91%

LCV Quarterly Test Volumes with Annual Comparison

Please note from Q2 2016 this report covers CVR tests only and does not include Voluntary and Safety Tests.

LCV Full Tests	2017	2016	% Change
Fail	128,886	128,230	0.51%
Fail Dangerous	5,648	128,230	4.9%
Pass	171,400	128,230	8.67%
Total	305,934	128,230	5.01%
LCV Re-Tests	2017	2016	% Change
Fail	6,746	7,052	-4.34%
Fail Dangerous	267	297	-10.1%
Pass	116,305	114,701	1.4%
Total	123,318	122,050	1.04%

HCV Monthly Test Volumes Year-on-Year

	Q1	Q2	Q3	Q4	Total	% Change
2012	29,346	29,924	30,436	25,094	114,800	-
2013	29,738	30,635	33,028	29,009	122,410	6.60%
2014	32,154	34,550	38,928	32,962	138,594	13.20%
2015	35,635	37,477	41,108	34,093	148,313	7.00%
2016	36,891	40,240	41,730	34,321	153,182	3.30%
2017	39,103	38,927	40,618	-	118,648	-0.20%

HCV Quarterly Test Volumes with Annual Comparison

HCV Full Tests	2017	2016	% Change
Fail	34,185	38,644	-11.54%
Fail Dangerous	1,543	1422	8.51%
Pass	44,405	37,942	17.03%
Total	80,133	78,008	2.72%
HCV Re-Tests	2017	2016	% Change
Fail	2,494	33,46	-25.46%
Fail Dangerous	103	79	30.38%
Pass	30,792	34,035	-9.53%
Total	33,389	37,460	-10.87%



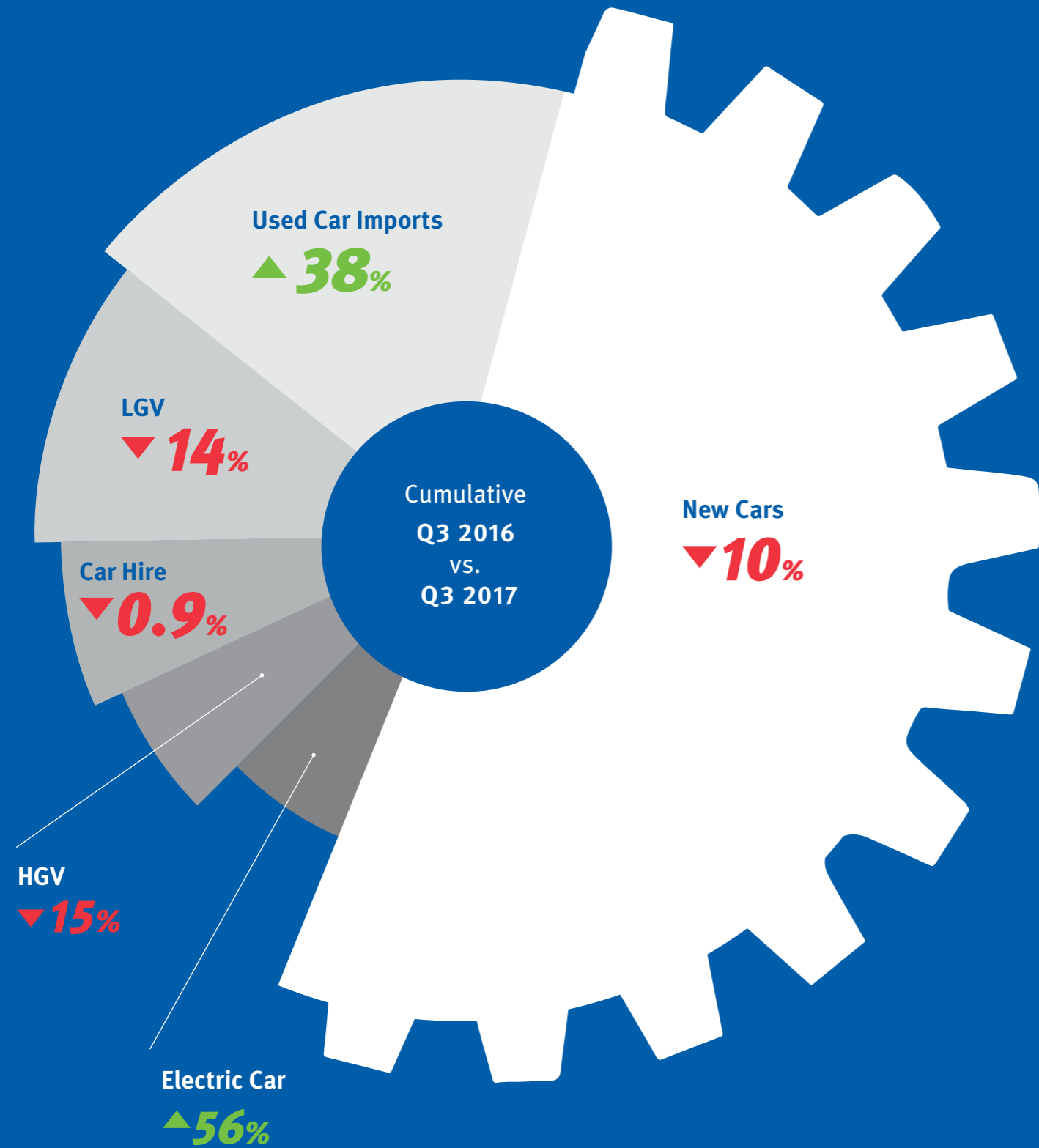
Motor Industry Review Highlights

in association with

DoneDeal



01 Total New Sales



02 Top Selling Models Q3 2017*



DoneDeal

New

Used

1	HYUNDAI TUSCON	VOLKSWAGEN GOLF	1
2	VOLKSWAGEN GOLF	FORD FOCUS	2
3	NISSAN QASHQAI	VOLKSWAGEN PASSAT	3
4	SKODA OCTAVIA	AUDI A4	4
5	FORD FOCUS	BMW 3-SERIES	5

03 Top Selling Car Colours Q3 2017*



DoneDeal

New

Used

1	GREY	SILVER	1
2	BLACK	BLACK	2
3	WHITE	BLUE	3
4	BLUE	GREY	4
5	RED	RED	5

*New car information sourced from SIMI stats, used car information sourced from DoneDeal.ie/motors

04 Top Selling Body Types Q3 2017



New

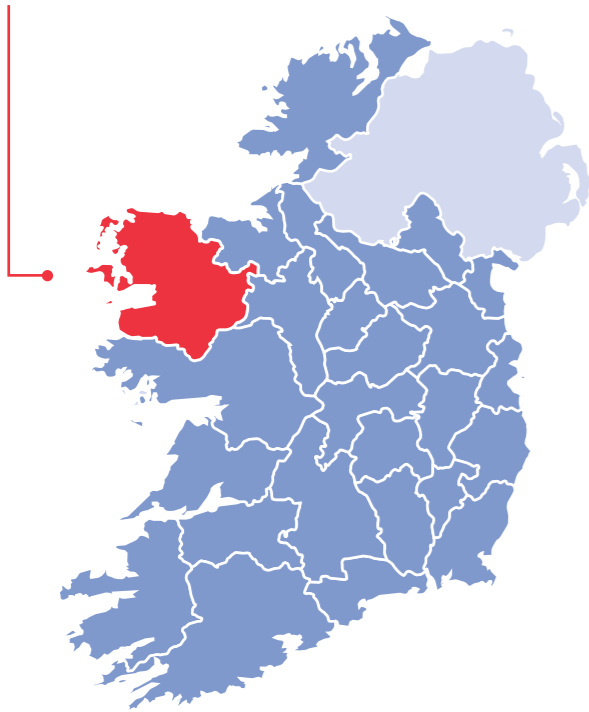
Used Imports

1	HATCHBACK	HATCHBACK	1
2	MPV	SALOON	2
3	SALOON	ESTATE	3

Source: SIMI Stats

05 New Car Registrations % Change by County January–September 2017

BIGGEST DECREASE
Mayo
▼19.2%

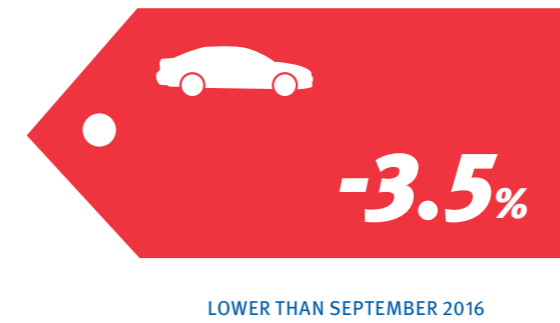


County	2017 Units	2016 Units	% Change
Carlow	1,516	1,731	-12.42
Cavan	1,469	1,575	-6.73
Clare	2,683	3,106	-13.62
Cork	16,259	18,478	-12.01
Donegal	2,885	3,452	-16.43
Dublin	53,469	56,411	-5.22
Galway	4,822	5,725	-15.77
Kerry	2,776	3,184	-12.81
Kildare	5,169	5,930	-12.83
Kilkenny	2,355	2,785	-15.44
Laois	1,512	1,741	-13.15
Leitrim	540	621	-13.04
Limerick	4,389	5,103	-13.99
Longford	629	714	-11.9
Louth	2,719	3,112	-12.63
Mayo	2,231	2,761	-19.2
Meath	3,831	4,560	-15.99
Monaghan	1,035	1,217	-14.95
Offaly	1,535	1,850	-17.03
Roscommon	1,176	1,393	-15.58
Sligo	1,128	1,303	-13.43
Tipperary	3,495	4,077	-14.28
Waterford	3,378	3,633	-7.02
Westmeath	1,857	2,169	-14.38
Wexford	3,013	3,433	-12.23
Wicklow	2,714	3,147	-13.76

06 Cost of Motoring

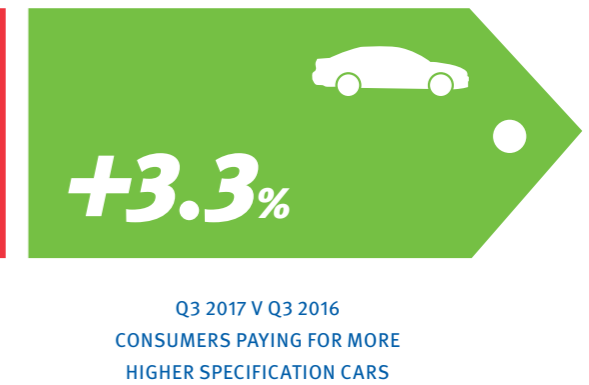


07 Cost of a New Car



Source: CSO

08 Cost of a New Car Based on OMSP*

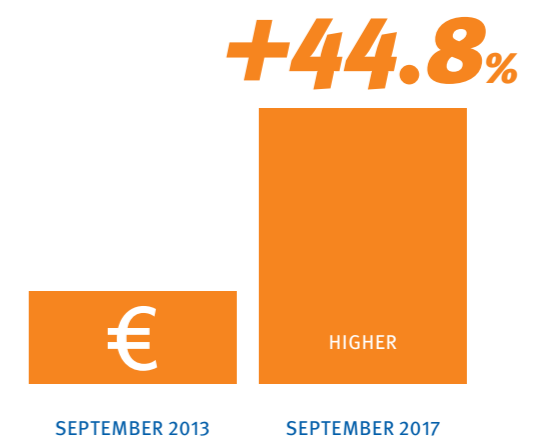


* Open Market Sales Price

09 Motor Insurance Cost



10 Average Motor Insurance Cost



11 Government Revenues on Car Sales (Q3 2017 vs Q3 2016)

€1,385.3mn

TOTAL REVENUE

REVENUE DECREASE

-1.78%

SINCE 2016

NEW CAR SALES

-7.4%

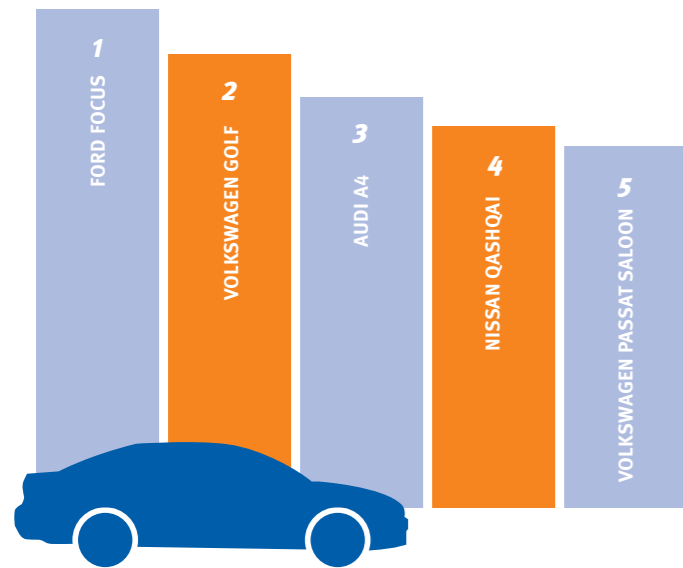
€1,159.6MN

USED CAR SALES (IMPORTS)

+43%

€225.6MN

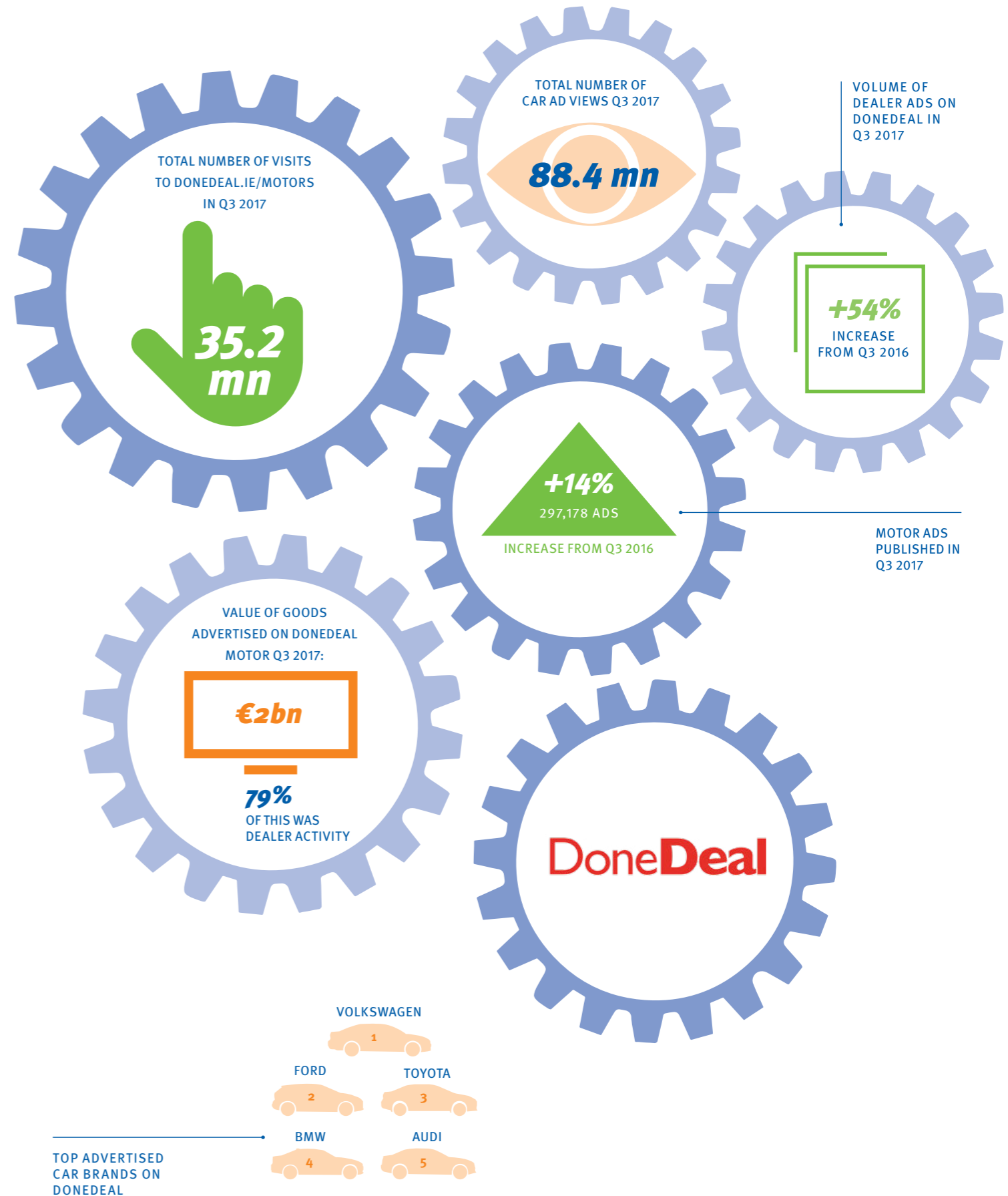
12 Top Selling Used Imports Models



13 Age Profile Used Imports

	Q3 2017 Units	Q3 2016 Units	% Change
Current Year	787	541	45.47%
1 Year Old	4,881	2,394	103.88%
2 Years Old	6,579	3,620	81.74%
3 Years Old	13,726	8,526	60.99%
4 & 5 Years Old	21,393	16,421	30.28%
6 to 9 Years Old	19,972	15,787	26.51%
10 Years & Older	3,482	4,134	-15.77%
Total	70,820	51,423	

14 DoneDeal.ie/motors Ireland's largest motor website





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Dublin 2

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