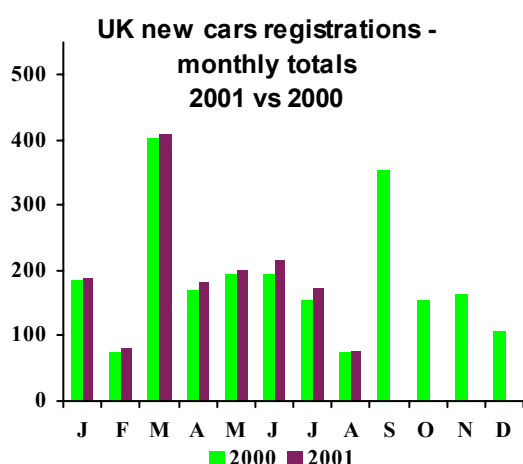


August 2001 New Car Registrations - Analysis & Comment

| New Registrations | | August 2001 | |
|-------------------|------|-------------|--------|
| | | all cars | % chge |
| Month | | 77,246 | 6.2% |
| YTD | | 1,519,435 | 5.2% |
| Last three months | | 465,732 | 10.6% |
| 12 MMAT | | 2,296,845 | 4.0% |
| Year | 2000 | 2,221,647 | 1.1% |
| Forecast | 2001 | 2,300,000 | 3.5% |
| | 2002 | 2,225,000 | -3.3% |

MMAT - monthly moving annual totals

| Registrations by customer type | | | |
|--------------------------------|---------|---------|----------|
| August 2001 | Private | Fleet | Business |
| Registrations | 32,124 | 40,595 | 4,527 |
| Market share | 41.6% | 52.6% | 5.9% |
| % change | 12.5% | 2.1% | 2.9% |
| Year to Date 2001 | Private | Fleet | Business |
| Registrations | 731,159 | 655,305 | 132,971 |
| Market share | 48.1% | 43.1% | 8.8% |
| % change | 18.7% | -3.5% | -11.0% |



Market still bouyant

- New car registrations rose in August, the eleventh consecutive month of growth. The rise of 6.2 per cent rise took registrations to 77,246 units.
- 75,000 more new cars have been registered so far this year compared to the same period in 2000. This is an increase of 5.2 per increase to a total of 1.52 million new cars.

Private demand remains strong

- The private sector once again led growth, rising by 12.5 per cent in August. The private sector continues to be buoyed by tough competition, strong finance packages, and enticing new models.
- Business and large fleet demand also recorded modest growth in August.
- Year-to-date private demand rose by 18.7 per cent, whilst fleet and business demand eased.

A record year?

- August accounts for just three per cent of total annual sales. The September tally, which makes up 18 per cent of the annual market, will be key to the overall market performance in 2001.
- Current trends point to a market of well over 400,000 units in September – a record high which could boost full-year sales beyond 2.3 million units, to make 2001 a record year.

Top 10 registrations

| Aug 2001 | | | | YTD 2001 | | | |
|----------|--------|---|----|----------|--------|--------|--|
| 5,706 | Focus | ◀ | 1 | ▶ | Focus | 87,464 | |
| 4,292 | Corsa | ◀ | 2 | ▶ | Astra | 63,215 | |
| 3,512 | Astra | ◀ | 3 | ▶ | 206 | 62,790 | |
| 3,403 | Mégane | ◀ | 4 | ▶ | Fiesta | 59,400 | |
| 3,124 | Xsara | ◀ | 5 | ▶ | Mondeo | 57,898 | |
| 2,930 | Mondeo | ◀ | 6 | ▶ | Corsa | 55,888 | |
| 2,630 | Fiesta | ◀ | 7 | ▶ | Mégane | 48,102 | |
| 2,571 | 206 | ◀ | 8 | ▶ | Clio | 46,410 | |
| 2,160 | Clio | ◀ | 9 | ▶ | Golf | 41,861 | |
| 1,983 | Golf | ◀ | 10 | ▶ | Xsara | 41,799 | |

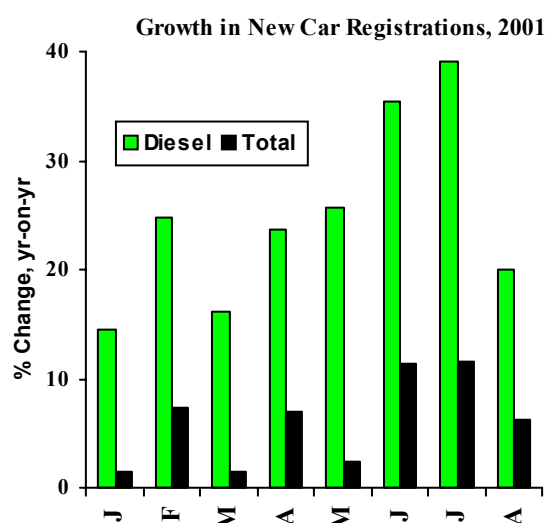
UK penetration

| | August 2001 | 2000 | YTD 2001 | 2000 |
|---------------|-------------|--------|-----------|-----------|
| UK | | | | |
| Registrations | 15,144 | 17,301 | 369,671 | 415,875 |
| Market share | 19.6% | 23.8% | 24.3% | 28.8% |
| % change | -12.5% | -10.4% | -11.1% | 2.9% |
| Imports | | | | |
| Registrations | 62,102 | 55,407 | 1,149,764 | 1,028,362 |
| Market share | 80.4% | 76.2% | 75.7% | 71.2% |
| % change | 12.1% | 0.5% | 11.8% | -0.1% |

Imports reach record high

- Registrations of imported cars rose by 12.1 per cent in August to take an 80.4 per cent market share - an all time high. Imports have risen by 11.8 per cent over the course of 2001.
- Registrations of cars built in the UK declined in August, and were down 11.1 per cent over the year to date.

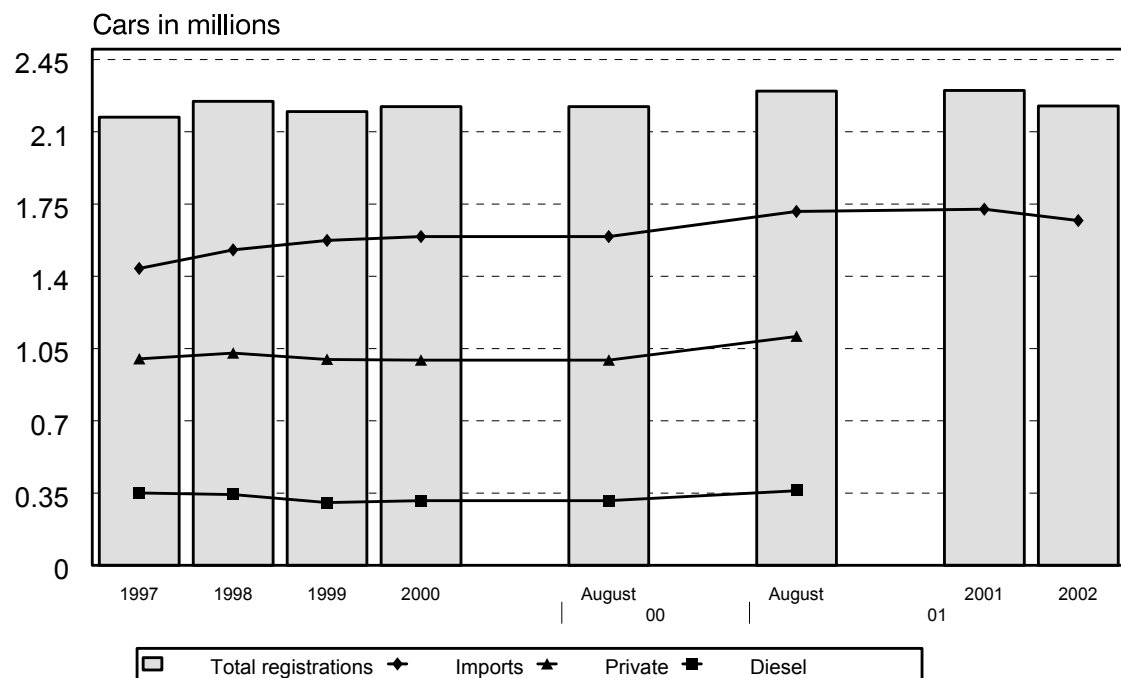
INDICATOR OF THE MONTH



Diesel market riding high

- Diesel car sales have soared this year (see chart opposite). With 23.9 per cent growth over the first eight months of the year, growth in diesel registrations have risen by almost five times the overall market.
- Market share has risen to 16.4 per cent to 249,883 units, the highest since 1997.
- Demand has risen as diesel duty rates were cut in March 2000. The importance of CO₂ data in motoring taxes, particularly company car tax, where diesels have a superior performance comparative to petrol cars, has also boosted sales.

Annual UK new car registrations 1997 to 2000; Monthly moving annual total for August 2000 & 2001 and SMMT's annual forecasts for 2001 and 2002



Source: SMMT

- August is traditionally a slow month for car sales. Expectations were that the market might ease this year, prior to changes to the registration plate on 1 September. However, registrations continued to grow last month, rising by 6.2 per cent to 77,246 units, making August the eleventh consecutive month of growth in the new car market.
- The market has now risen by 5.2 per cent over the first eight months of the year and currently stands at 1,519,435 units.
- With August sales making up just three per cent of total annual sales, September will be key to overall volumes this year. Current industry estimates suggest strong sales of more than 400,000 units - perhaps as high as 420,000 units - compared to just 353,494 in September 2000. Demand may ease in the final quarter, but a full-year tally of 2.3 million units is currently forecast, which may top 1989's record 2,300,944 new car registrations.