

December 2001 New Car Registrations - Analysis & Comment

New Registrations		December 2001	
		all cars	% chge
Month		126,471	17.3%
YTD		2,458,769	10.7%
Last three months		496,074	17.0%
12 MMAT		2,458,769	10.7%
Year	2000	2,221,647	1.1%
Forecast	2001	2,458,769	10.7%
	2002	2,300,000	-6.5%

MMAT - monthly moving annual totals

Registrations by customer type

December 2001	Private	Fleet	Business
Registrations	57,090	59,342	10,039
Market share	45.1%	46.9%	7.9%
% change	23.1%	10.9%	26.4%
Full Year 2001	Private	Fleet	Business
Registrations	1,212,964	1,031,429	214,376
Market share	49.3%	41.9%	8.7%
% change	22.0%	1.4%	2.0%

2001 breaks all records

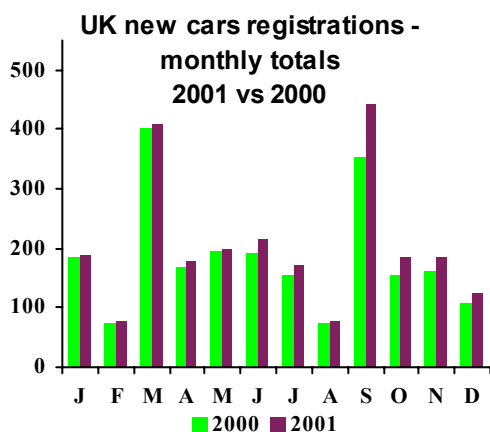
- Total registrations in 2001 hit 2,458,769 units. This record total was above industry forecasts and 10.7 per cent ahead of total sales in 2000.
- The year ended with a best-ever December, as registrations soared by 18,668 units. Seven of the past 12 months recorded best-ever totals, including four months in a row at the end of the year.

Growth led by private sector, but fleets also up

- The 2001 market was buoyed by 22 per cent growth in private demand. This rose by 219,074 units, equivalent to more than 90 per cent of overall market growth. The number of cars registered by private buyers rose every month in 2001 with full-year market share at its highest level since 1993.
- Large fleet and business demand rose in December reflecting stronger performance in the second half of the year. This helped boost total 2001 volumes beyond 2000 levels.

Can growth be sustained into 2002?

- Registrations rose every month in 2001. This came despite expectations of a slowdown in the final quarter and fears over the economy. Consumer spending in the motor sector remained buoyant, fuelled by intense competition, lower list prices, and attractive new models.
- A modest slowdown is still envisaged next year, to around 2.3 million units. At the moment however the market shows little sign of cooling.



Top 10 registrations

Dec 2001					Full Year 2001
8,823	Focus	◀ 1 ▶	Focus		137,074
5,602	Clio	◀ 2 ▶	Astra		98,999
5,498	Astra	◀ 3 ▶	Fiesta		98,221
5,371	Corsa	◀ 4 ▶	206		97,887
4,917	Fiesta	◀ 5 ▶	Corsa		93,792
4,419	206	◀ 6 ▶	Mondeo		86,559
4,138	Vectra	◀ 7 ▶	Clio		79,843
4,010	BMW 3	◀ 8 ▶	Mégane		73,577
3,787	Mondeo	◀ 9 ▶	Golf		67,099
3,055	Mégane	◀ 10 ▶	Xsara		65,681

Focus leads, superminis follow

- The Ford Focus was the best selling car in 2001. It headed the sales list every month of the year.
- Second place was taken by the Vauxhall Astra, following stronger sales than both the Fiesta and 206 in December.
- The Renault Clio finished the year on a high, and BMW's 3 series continued its assault on the top 10.

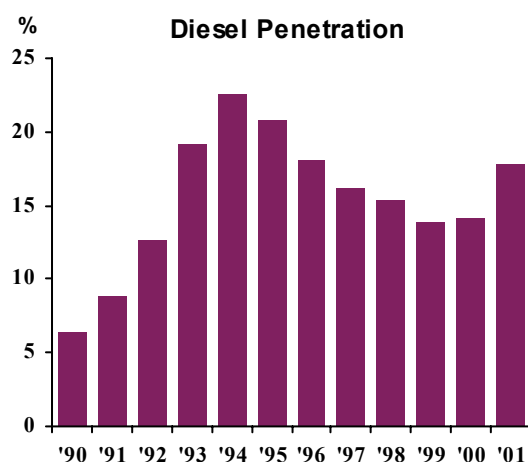
UK penetration

	Dec 2001	2000	Full Year 2001	2000
UK				
Registrations	31,074	28,813	594,029	629,210
Market share	24.6%	26.7%	24.2%	28.3%
% change	7.8%	28.4%	-5.6%	0.8%
Imports				
Registrations	95,397	78,990	1,864,740	1,592,437
Market share	75.4%	73.3%	75.8%	71.7%
% change	20.8%	27.1%	17.1%	1.2%

Imports reach record high in 2001

- Imported cars accounted for a record 75.8 per cent of all registrations in 2001, up from 71.7 per cent in 2000. Demand for imported cars rose each month in 2001, with French and German imports doing especially well.
- Registrations of UK-built cars rose in December, but slipped overall in 2001.

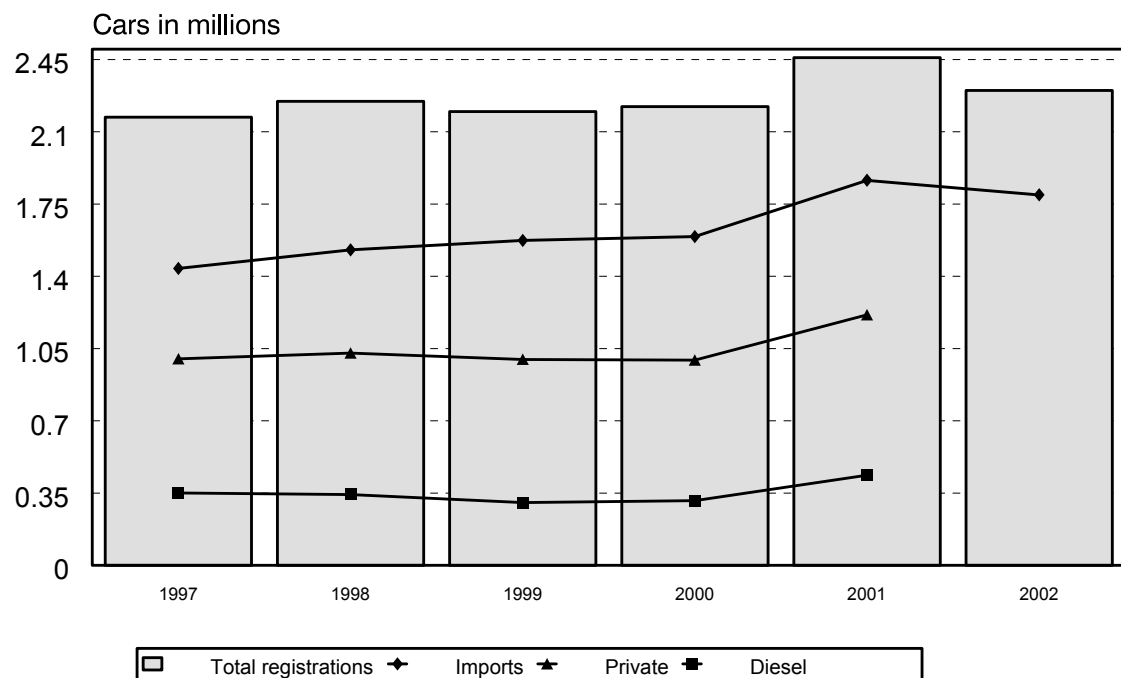
INDICATOR OF THE MONTH



Diesel market – record volume in 2001

- More new diesel cars were sold in 2001 than ever before. The 436,591 units registered represents a rise of 39.4 per cent on the 2000 market. Diesel penetration rose to 17.8 per cent in 2001, up from 14.1 per cent in 2000, its highest level since 1996.
- Parity on fuel duties, improved diesel performance and product availability and better CO₂ performance relative to petrol cars has boosted demand this year. These factors should remain a positive influence on future diesel demand.

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



Source: SMMT

- The new car market rose 10.7 per cent in 2001. It was almost 160,000 units up on the previous record total of 2,300,944 new cars, set in 1989. Market performance is all the more impressive coming on the back of a global slowdown and economic uncertainty.
- Consumer spending, falling interest rates and intense competition among vehicle manufacturers boosted the market in 2001. A slowdown in the final quarter of the year, forecast by many in the industry, did not materialise. The final four months of the year all showed record totals, adding to the three record months earlier in the year.
- Growth in the final quarter came on top of surging demand towards the end of 2000, when list price cuts were introduced. Growth in the second half of the year, at 18.4 per cent, was over four times the pace reported in the first half of 2001.
- The market was buoyed by very strong growth in the private sector and record sales volumes in the diesel market, while imports took their highest ever market share.
- The outlook is generally positive, with little slowdown in consumer spending expected. Demand is expected to ease following a record 2001 with the market set to return to 2000 levels.