

July 2001 New Car Registrations - Analysis & Comment

Record July new car registrations

New Registrations		July 2001	
		all cars	% chge
Month		173,160	11.6%
YTD		1,442,188	5.2%
Last three months		587,104	8.2%
12 MMAT		2,290,826	3.6%
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

July 2001	Private	Fleet	Business
Registrations	81,551	77,291	14,318
Market share	47.1%	44.6%	8.3%
% change	20.8%	6.9%	-6.4%
Year to Date 2001	Private	Fleet	Business
Registrations	699,380	614,169	128,639
Market share	48.5%	42.6%	8.9%
% change	19.1%	-3.9%	-11.3%

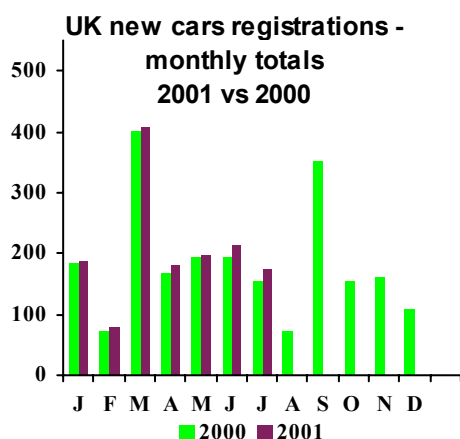
- Registrations of new cars rose by 11.6 per cent in July, to a record 173,160 units. The market has been boosted by demand from private buyers, benefiting from lower prices and attractive franchised dealer offers.
- Overall, the first seven months of the year have seen registrations rise 5.2 per cent. Total registrations for 2001 are now forecast to hit 2.3 million units.

Private demand soars in July

- Both private and large fleet demand improved on July 2000 figures. But once again growth was strongest in the private sector, which saw a massive 20.8 per cent rise in registrations over the first seven months of the year.
- Fleet demand rose by 6.9 per cent in July but overall remains 3.9 per cent down on the same period last year.

Buoyant demand to continue

- With the arrival of the all-new plate change format in September a cooling of the market had been expected. This has not been the case, however, and demand remains healthy.
- SMMT has revised upward full-year forecasts (see indicator of the month) to 2.3 million units for this year – equalling the all time high in 1989.



Top 10 registrations

July 2001				YTD 2001	
10,233	Focus	◀ 1 ▶	Focus	81,758	
7,995	206	◀ 2 ▶	206	60,219	
7,045	Fiesta	◀ 3 ▶	Astra	59,703	
6,764	Mondeo	◀ 4 ▶	Fiesta	56,770	
6,487	Astra	◀ 5 ▶	Mondeo	54,968	
6,413	Clio	◀ 6 ▶	Corsa	51,596	
5,683	Mégane	◀ 7 ▶	Mégane	44,699	
5,648	Corsa	◀ 8 ▶	Clio	44,250	
5,298	Golf	◀ 9 ▶	Golf	39,878	
5,013	Xsara	◀ 10 ▶	Punto	39,355	

UK penetration

	July 2001	2000	YTD 2001	2000
UK				
Registrations	40,699	43,829	354,527	398,574
Market share	23.5%	28.3%	24.6%	29.1%
% change	-7.1%	-9.8%	-11.1%	3.6%
Imports				
Registrations	132,461	111,279	1,087,661	972,955
Market share	76.5%	71.7%	75.4%	70.9%
% change	19.0%	-6.3%	11.8%	-0.1%

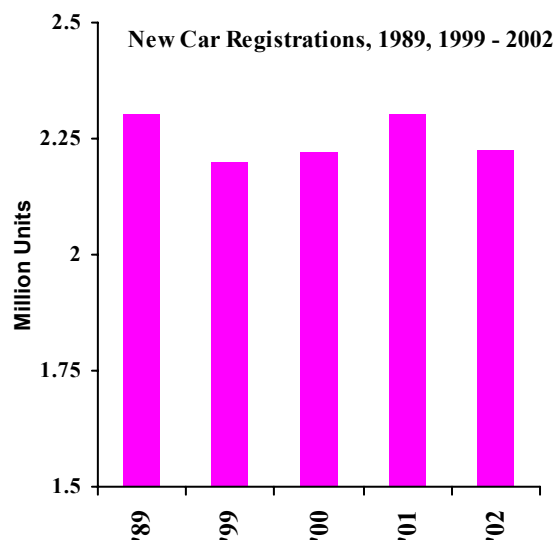
Ford heads best sellers list

- Ford took three of the top four spots in July. The Focus headed the best sellers table for the 15th month in a row. The Fiesta was third and Mondeo fourth.
- Peugeot's 206 took second spot in July with Citroens Xsara once again claiming a top 10 spot, after sales rose by over 3,000 units in July – a 200 per cent increase.

Imports keep on rising

- Registrations of imported cars rose by 19.0 per cent in July. Imports accounted for 76.5 per cent of the total market.
- Registrations of cars built in the UK declined in July, but MG Rover and Jaguar both reported strong sales growth, of 30 and 89 per cent respectively.

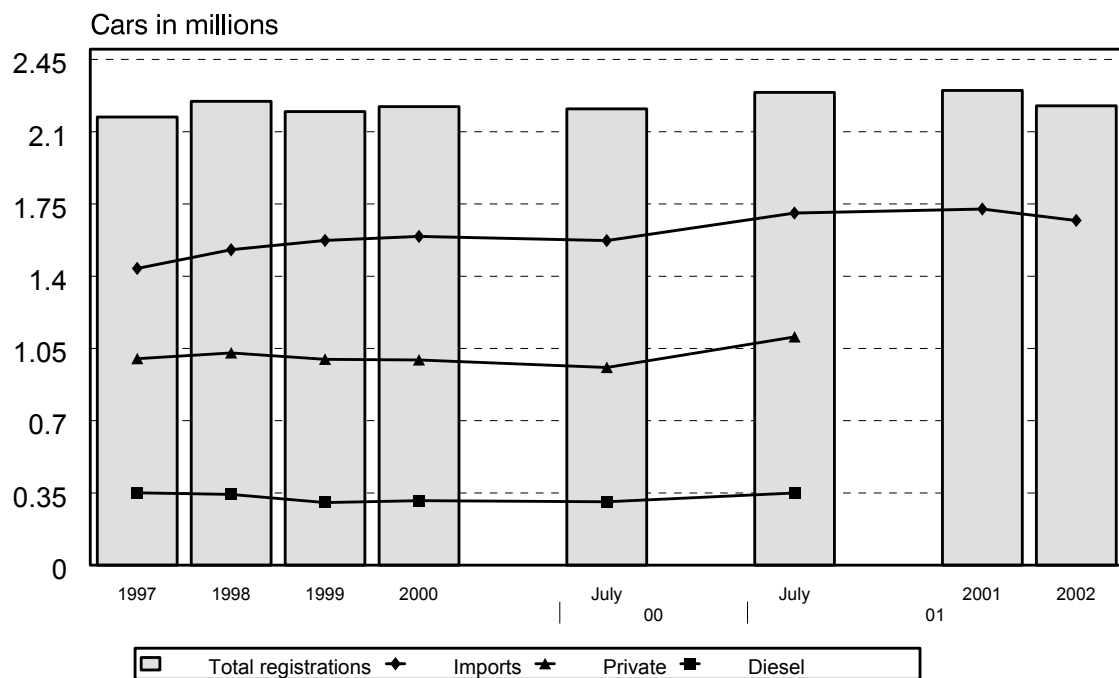
INDICATOR OF THE MONTH



2001 market to reach 2.3 million units

- SMMT has revised its full year forecast for new car registrations this year to 2.3 million units - 50,000 ahead of forecasts made at the beginning of the year.
- Buoyant demand and expectations of a strong September, are set to lift sales close to 1989's high.
- A modest drop in demand is expected in 2002, to 2.225 million units.

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



Source: SMMT

- Registrations rose for the 10th consecutive month in July. Following record figures in June, new vehicle registrations rose 11.6 per cent in July to 173,160 units, another record month. The annual running total has now risen to 2.29 million units and is forecast to end the year at 2.3 million units. Low-cost finance deals, falling prices and a raft of exciting new models have given the market a boost this year.
- August registrations may be slightly weaker than last year. However, the September market, which sees the introduction of a new registration plate system, is expected to top 400,000 units. Sales may dip slightly in the last three months of the year following a record final quarter in 2000, however demand remains robust, despite expectations of an economic slowdown.
- This year has seen strong demand for small cars, diesel models and imported cars. Superminis like the Peugeot 206 are proving extremely popular, diesel demand rose by 24.2 per cent (to 235,740 units) over the first seven months of the year (compared to 189,821 units in 2000) and imports are running at record highs.