# SMMT NEW CAR REGISTRATIONS

**6 June 2011** (data for May 2011)

NEWS RELEASE NUMBER: 4910 FOR RELEASE: IMMEDIATE

**May 2011 new car market on par with 2010**

* With 150,431 registrations, the May new car market was just 1.7% or 2,664 units down on May 2010.
* Registrations over the first five months of 2011 were down 7.3% to 846,513 units.
* Market on track to achieve full year forecast of 1.93 million units, although economic setting remains uncertain.
* Fleet and diesel volumes continue to perform well, both growing by over 10% in May.

“New car registrations for May were down just 1.7% on 2010 levels, with strong performances in the fleet and business sectors,” said Paul Everitt, SMMT Chief Executive. “Consumers remain cautious, but with significantly improved fuel economy, service plans and more affordable finance, there is great value on offer across the market.”

**New car registrations, monthly totals 2009–2011, including SMMT forecast at April 2011**

# Notes

The Society of Motor Manufacturers and Traders (SMMT) is one of the largest and most influential trade associations in the UK. It supports the interests of the UK automotive industry at home and abroad, promoting a united position to government, stakeholders and the media. The automotive industry is a vital part of the UK economy accounting for £40 billion turnover and £8.5 billion value added. With over 700,000 jobs dependent on the industry, it accounts for more than 10% of total UK exports and invests £1.5 billion each year in R&D. For more details see SMMT’s CO2 Report, Sustainability Report and Motor Industry Facts at [www.smmt.co.uk/publications](http://www.smmt.co.uk/publications).

**Please note that on Monday 6 June 2011, due to technical difficulties, all media enquiries should be made using the below contact details:**

**Media contacts:**

Jonathan Visscher 07816 906 794 [jvisscher@smmt.co.uk](mailto:jvisscher@smmt.co.uk)

Nikki Rooke 07790 019 518 [nrooke@smmt.co.uk](mailto:nrooke@smmt.co.uk)

Kate Owen 07974 436 640 [kowen@smmt.co.uk](mailto:kowen@smmt.co.uk)

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **May** | | | **Total** | | **Diesel** | | | **Petrol** | | | **AFV** | | **Private** | | | **Fleet** | | | **Business** |
|  | | |  | |  | | |  | | |  | |  | | |  | | |  |
| 2011 | | | 150,431 | | 79,533 | | | 69,299 | | | 1,599 | | 60,964 | | | 83,120 | | | 6,347 |
| 2010 | | | 153,095 | | 71,840 | | | 79,551 | | | 1,704 | | 72,007 | | | 74,786 | | | 6,302 |
| % change | | | -1.7% | | 10.7% | | | -12.9% | | | -6.2% | | -15.3% | | | 11.1% | | | 0.7% |
| Mkt share '11 | | |  | | *52.9%* | | | *46.1%* | | | *1.1%* | | *40.5%* | | | *55.3%* | | | *4.2%* |
| Mkt share '10 | | |  | | *46.9%* | | | *52.0%* | | | *1.1%* | | *47.0%* | | | *48.8%* | | | *4.1%* |
|  | | |  | |  | | |  | | |  | |  | | |  | | |  |
| **Year-to-date** | | | **Total** | | **Diesel** | | | **Petrol** | | | **AFV** | | **Private** | | | **Fleet** | | | **Business** |
|  | | |  | |  | | |  | | |  | |  | | |  | | |  |
| 2011 | | | 846,513 | | 423,115 | | | 412,051 | | | 11,347 | | 365,396 | | | 435,606 | | | 45,511 |
| 2010 | | | 913,436 | | 390,658 | | | 513,637 | | | 9,141 | | 450,720 | | | 419,676 | | | 43,040 |
| % change | | | -7.3% | | 8.3% | | | -19.8% | | | 24.1% | | -18.9% | | | 3.8% | | | 5.7% |
| Mkt share '11 | | |  | | *50.0%* | | | *48.7%* | | | *1.3%* | | *43.2%* | | | *51.5%* | | | *5.4%* |
| Mkt share '10 | | |  | | *42.8%* | | | *56.2%* | | | *1.0%* | | *49.3%* | | | *45.9%* | | | *4.7%* |
|  | | |  | |  | | |  | | |  | |  | | |  | | |  |
| **Best sellers** | | | | **May** | | |  | | |  |  | | | **Year-to-date** | | | | | |
|  |  | | |  | | |  | | |  |  | | |  | | |  | | |
|  | | 1 | | Fiesta | | 8,135 | | |  | | | 1 | | | Fiesta | | | 42,814 | |
|  | | 2 | | Focus | | 6,492 | | |  | | | 2 | | | Focus | | | 35,770 | |
|  | | 3 | | Golf | | 5,541 | | |  | | | 3 | | | Corsa | | | 30,792 | |
|  | | 4 | | Corsa | | 5,368 | | |  | | | 4 | | | Golf | | | 27,615 | |
|  | | 5 | | Astra | | 5,011 | | |  | | | 5 | | | Astra | | | 27,161 | |
|  | | 6 | | Insignia | | 4,205 | | |  | | | 6 | | | Insignia | | | 20,021 | |
|  | | 7 | | 3 Series | | 4,058 | | |  | | | 7 | | | Polo | | | 19,647 | |
|  | | 8 | | MINI | | 3,139 | | |  | | | 8 | | | 3 Series | | | 17,332 | |
|  | | 9 | | Qashqai | | 3,083 | | |  | | | 9 | | | Qashqai | | | 16,074 | |
|  | | 10 | | Passat | | 2,981 | | |  | | | 10 | | | 207 | | | 14,968 | |

**Pace of market slowdown moderating, as market continues to move in line with expectations**

* New car registrations fell for an 11th successive month in May, to 150,431 units. The 1.7% decline was the smallest fall reported since registrations began to contract in July last year.
* Registrations over the first five months of 2011 have fallen by 7.3% or 66,923 units to 846,513 units. The 12 month moving annual total stood at 1.964 million units in May, down over 195,000 units from a year ago.
* Registrations have moved in line with SMMT’s forecast, the May total being 2% or almost 3,000 units above expectations. SMMT is forecasting the market to stabilise in Q3 and the full year market to total 1.93 million units in 2011, a decline of some 34,000 units on the current moving annual total.
* The market is constrained by the unsettled economic backdrop, with consumer confidence suppressed by concerns over employment levels, low wage growth and rising costs of living. The effects of the scrappage scheme have almost washed through now; 4,000 cars went through the scheme in May 2010 and just 1,500 collectively in June and July 2010, compared with over 100,000 units in the first four months of last year.
* Private demand continues to fall, down 15.3% in May and by 18.9% over the year-to-date. Total market volumes have been supported by fleet demand, which rose by 11.1% in May.
* Diesel cars accounted for 52.9% of the market in May, from 46.9% last May, after a 10.7% rise in volumes. VW’s Golf was the best selling diesel model in the month, whilst the Ford Fiesta was the top selling car overall in May.
* Registrations of Supermini cars posted their first rise in registrations since June 2010. Volumes of Executive, Luxury Saloon and Dual Purpose cars showed the best growth rates during May.

The attached tables show the registration figures for Great Britain, Northern Ireland, the Isle of Man and the Channel Islands in detail. Providing that **www.smmt.co.uk** is acknowledged as the source of this information, the figures may be quoted for editorial use only. Substantial reproduction needs specific approval by SMMT.

**June 2011 new car registration figures will be released on 6 July 2011 at 09:00.**