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March registration statistics - ASE Chairman Mike Jones's commentary

Coronavirus could not have hit the motor retail sector at a worse time, forcing the suspension of sales for the second half of the busiest month of the year. The overall drop of 44.4% is not surprising given the massive disruption we saw to trading. Digging into the data shows that the vast majority of the UK's fall took place after the shutdown.

Registrations were down just 4% on 2019 as we came out of the last normal trading weekend on the 23rd of March, with only another 43,000 cars registered in the rest of the month. We expected there to be a larger than normal surge in the second half of March, as cars were registered in advance of the WLTP-based road tax increases, however the final week of March saw a 82% drop in registration levels compared to the prior year. The job for retailers and OEMs is to ensure that this pipeline is kept live, ready to be released once the lockdown is lifted.

End

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ASE work with thousands of motor dealers, all the major manufacturers and finance houses around the world to improve dealer, and network, profitability. With a team of 280 operating out of 14 offices and in 50 markets around the world.

ASE's 40 years' of experience; providing practical advice to improve dealer performance, providing motor trade tax, audit and accounting services, as well as analysing data from thousands of dealer transactions every month; means that it's expertise is unique.

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