



Experian Automotive Quarterly Briefing

First quarter 2019 automotive market share,
trends and registrations

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Today's presentation



What's on the Road

VIO by model year, segment, age and market share

U.S. light duty vehicles through March 31, 2019

New, Used and other market changes

Industry news and special market analysis:

- An update on the electric vehicle market



Experian Automotive

Driving the automotive industry forward

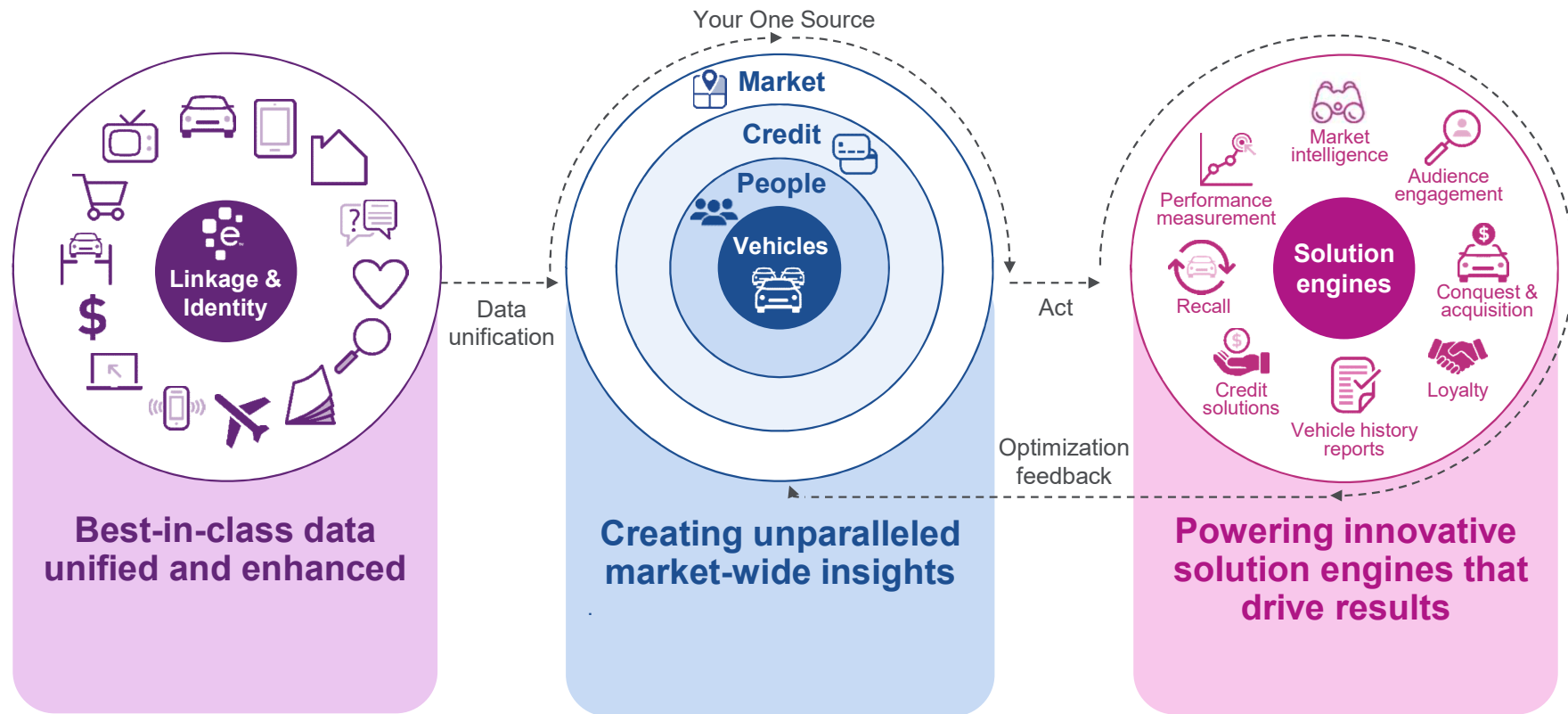
The right vehicles. The right customers.
The right data to know the difference.

- We deliver an integrated perspective using the highest quality automotive information and market intelligence focused on these key areas:
 - Automotive Credit
 - Automotive Marketing
 - Vehicle Market Statistics
 - AutoCheck® Vehicle History
- Our success comes from delivering actionable insights and lasting partnerships with our clients

<https://www.experian.com/automotive/auto-data>

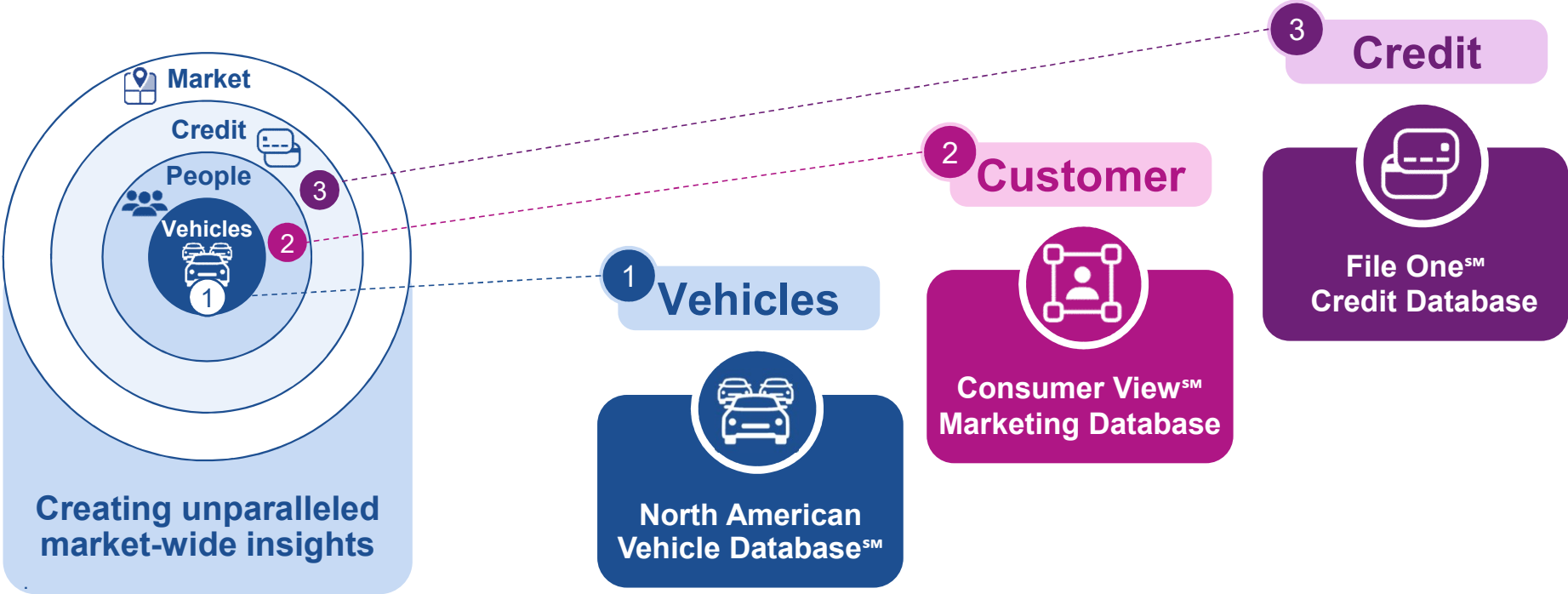
The power of Experian data

Your unified source of automotive data enabling you to link insight into action



It takes 3 things to sell a vehicle...

Only Experian provides all three data sources under one roof



U.S. and Canada total Vehicles in Operation = 322.6M

Light Duty

Passenger Cars, Light Trucks, Vans

Cars and GVW Class 1 – 3

Medium & Heavy Duty

Large Vans, Delivery Trucks, Buses, RVs,
Cement Trucks, Semi-Tractors

GVW Class 4 - 8

Power Sports

Motorcycles, All-Terrain,
Utility Task, Snowmobiles



Types of vehicles by weight class

Cars and CUVs



CLASS 1

6,000 lbs. or less



CLASS 2

6,001 to 10,000 lbs.



CLASS 3

10,001 to 14,000 lbs.



CLASS 4

14,001 to 16,000 lbs.



Power sports



CLASS 5

16,001 to 19,500 lbs.



CLASS 6

19,501 to 26,000 lbs.



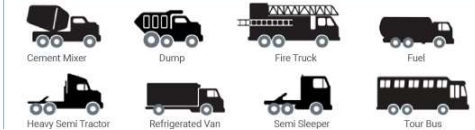
CLASS 7

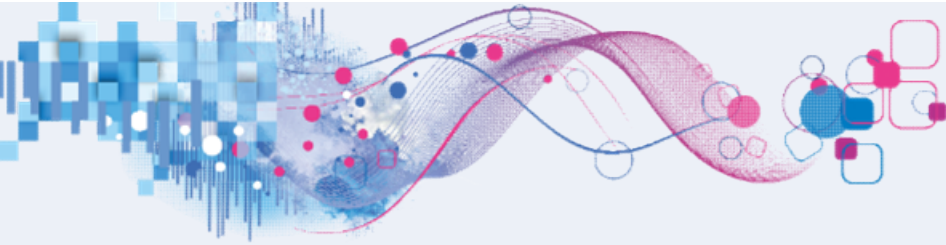
26,001 to 33,000 lbs.



CLASS 8

over 33,000 lbs.





Vehicles in Operation

What's on the road today? Light Duty Vehicles

Cars and CUVs

Passenger Car Cross-over (CUV)

CLASS 1 6,000 lbs. or less

Full Size Pickup Mini Pickup Minivan SUV Utility Van

CLASS 2 6,001 to 10,000 lbs.

Crew Size Pickup Full Size Pickup Mini Bus Minivan Step Van Utility Van

CLASS 3 10,001 to 14,000 lbs.

City Delivery Mini Bus Walk In

To find out more about Automotive Market and Registration Trends and access to the latest Experian Automotive Market Trends quarterly webinar, visit us at: www.experian.com/VIO, contact your local Experian sales representative or call 1 888 689 9961.

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03/19



Changes in U.S. vehicles in operation

Light duty vehicles*

Q1 2019*

Q1 2019 Total*
276
MILLION
Vehicles on the road

2019 VIO changes

Q1 2018 Total*
271.4
MILLION
Vehicles on the road


17.1
MILLION
NEW Vehicles
Registered


12.5
MILLION
Vehicles went
out of operation


42.1
MILLION
USED vehicles
changed owners

=

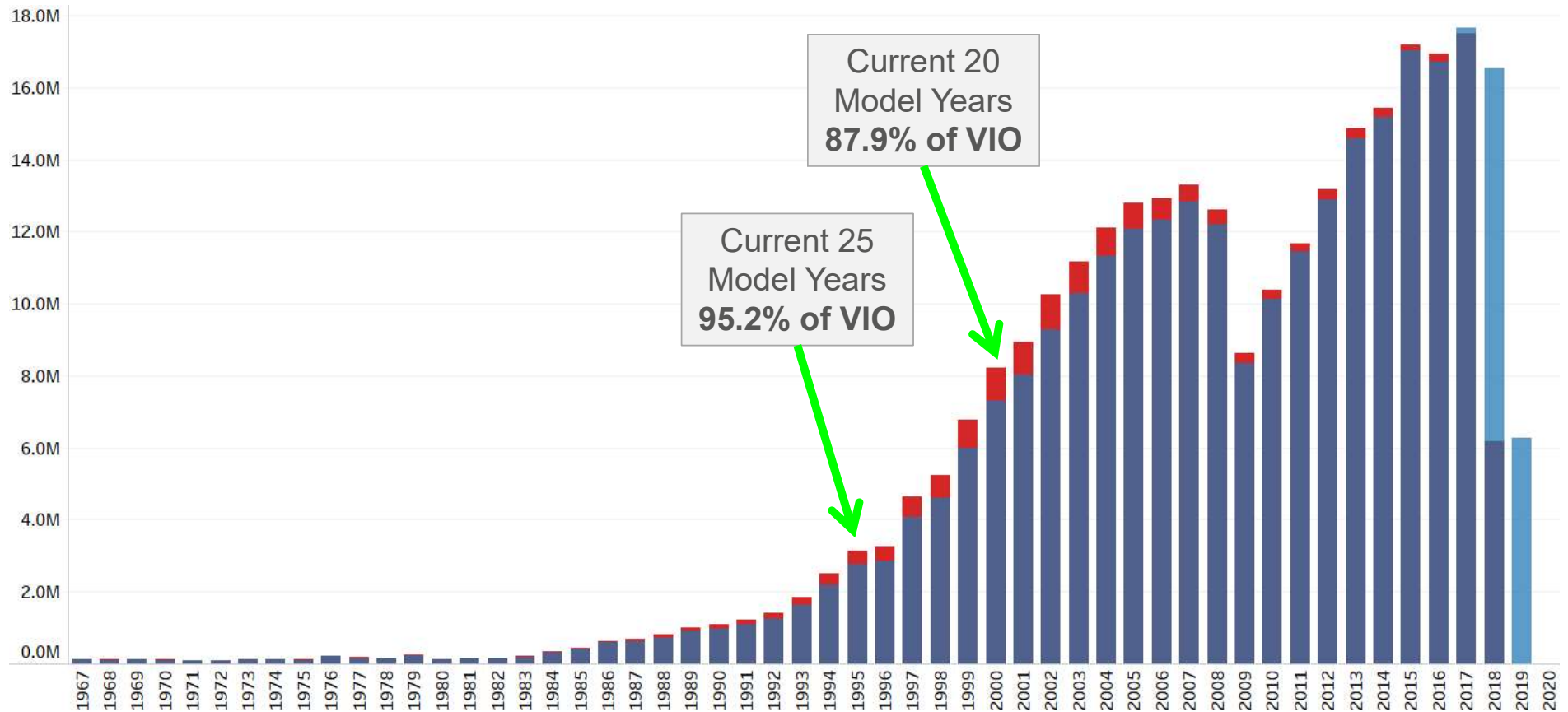

35%
Total VIO
changes¹

*U.S. Vehicles in Operation data as of March 31st, 2019 sourced from Experian Automotive, including U.S. and Puerto Rico (U.S. light duty vehicles only).
1 – includes estimated households that relocated with the same vehicle(s).

U.S. VIO change by Model Year (in millions)

Q1 2018 to Q1 2019

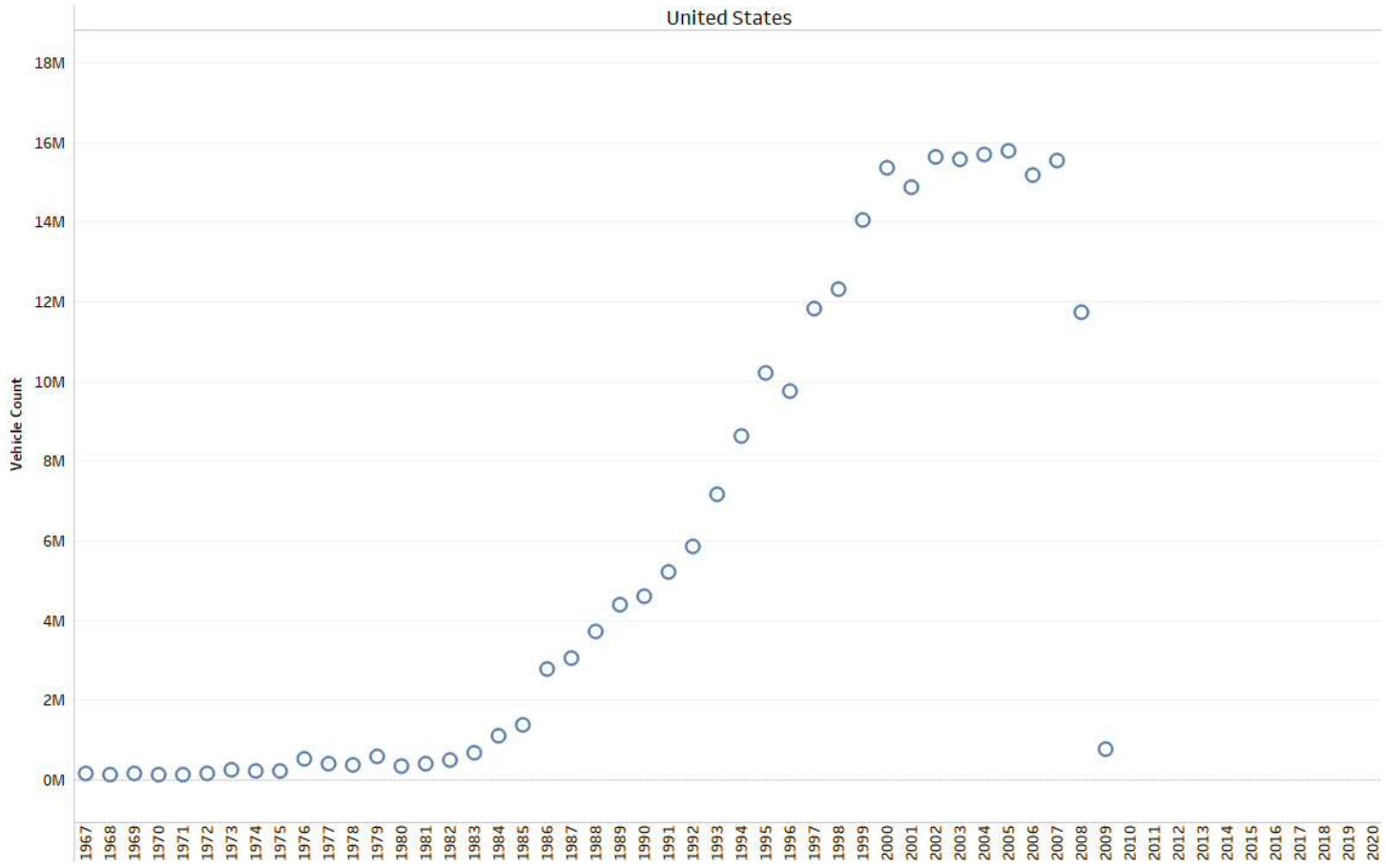
Out of operation
New vehicle sales
Carryover vehicles



U.S. VIO Out of Operation by Model Year (in millions)

11 Year Trend Q2 2008 to Q1 2019

MY Trend Motion - Light Duty Q2 2008

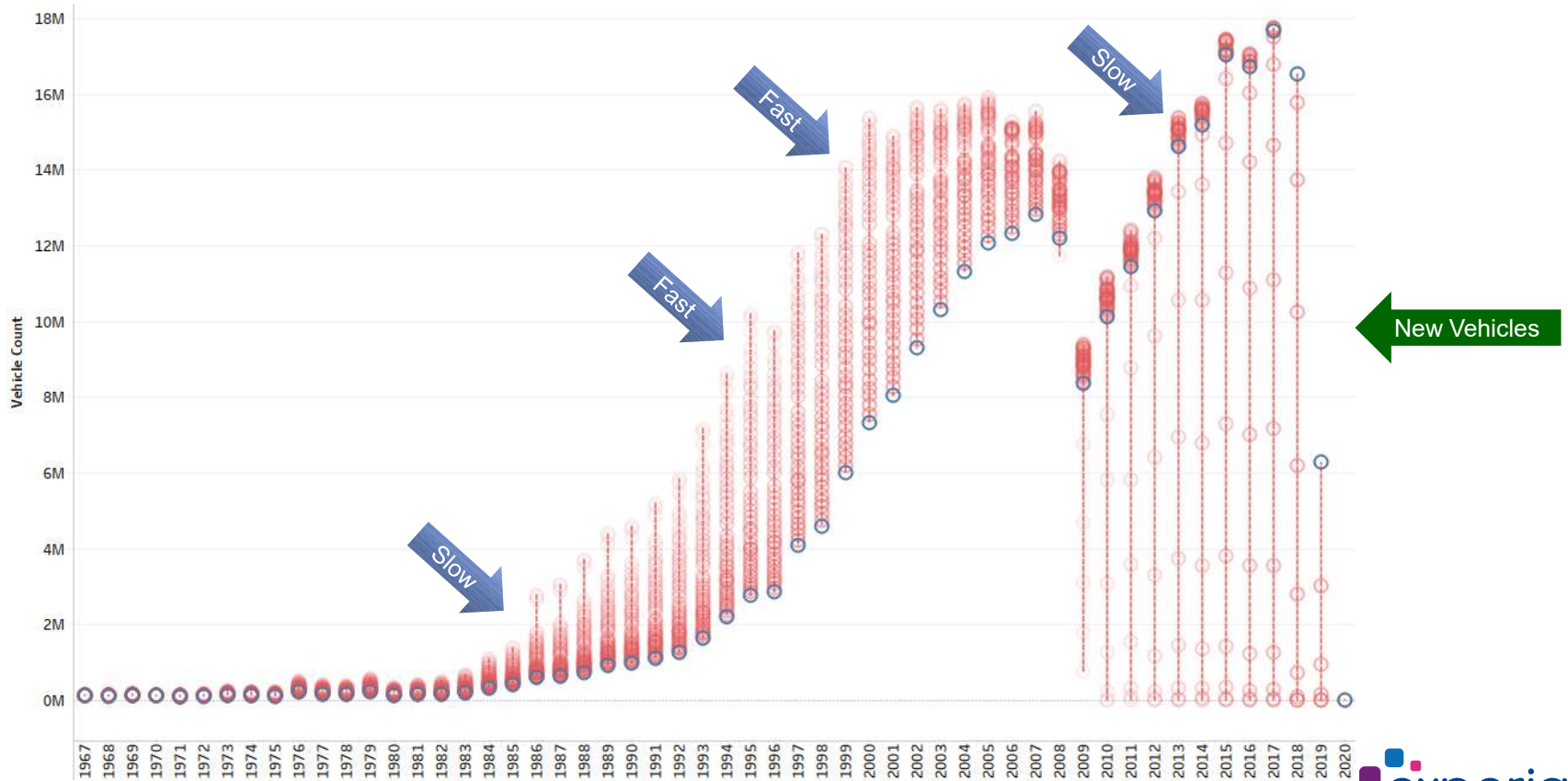


Source: Experian Automotive VIO as of March 31, 2019 (light duty registered vehicles only)



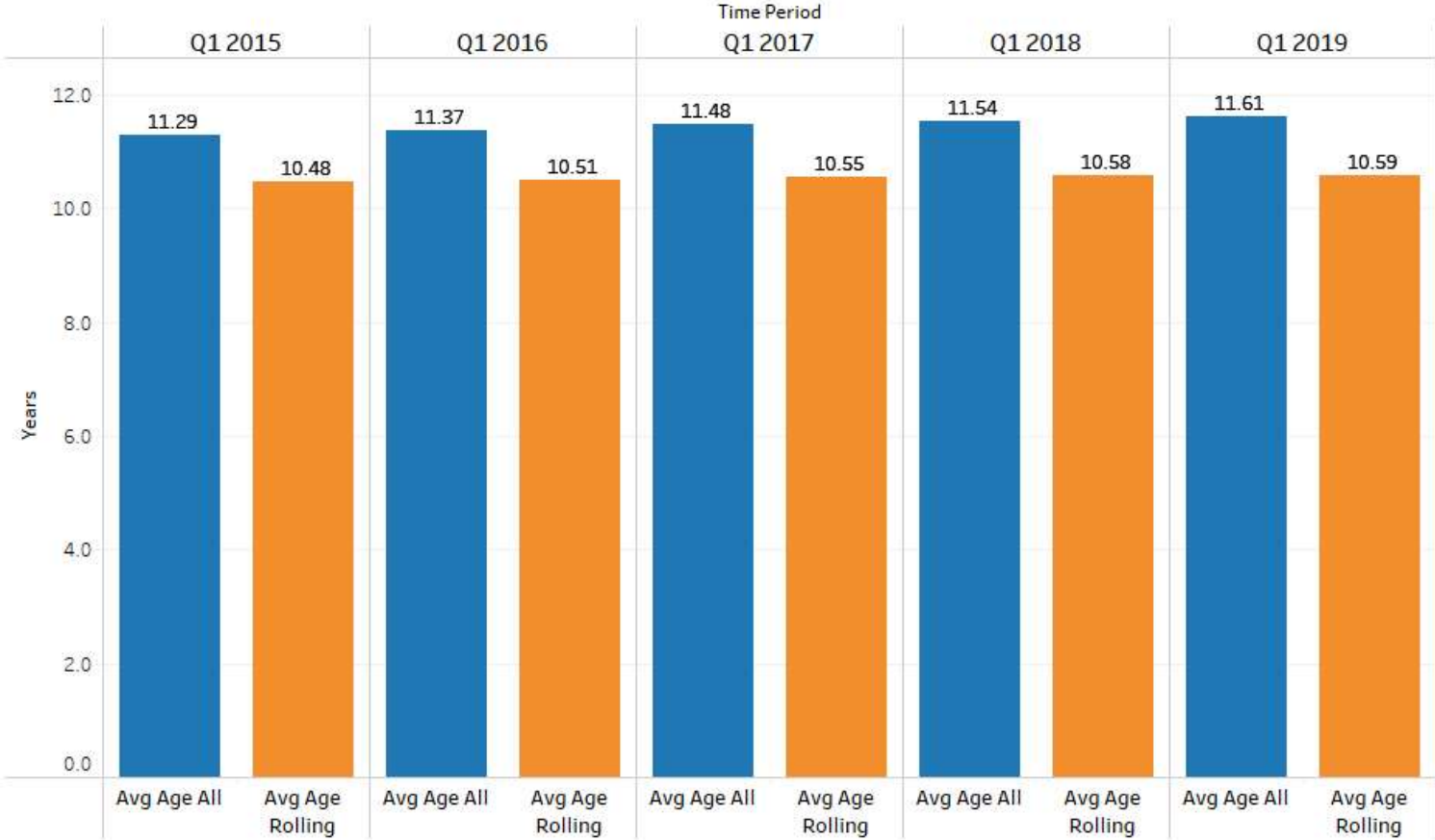
U.S. VIO Out of Operation by Model Year (in millions)

11 Year Trend Q2 2008 to Q1 2019



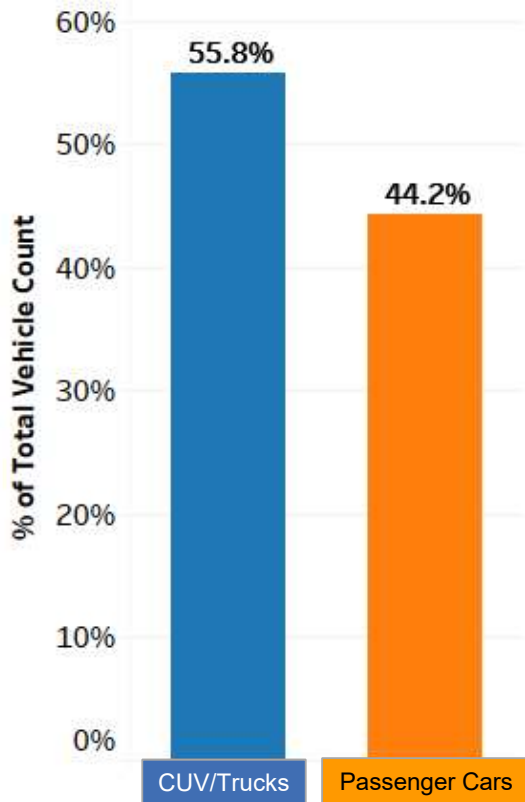
U.S. VIO Trend of Average Age (in years)

Average Age and Average Age for Rolling 25 years (95.2% of all VIO)
 (1967 to present model years)



U.S. VIO Vehicle Category Share and Average Age Trend

Light Duty vehicles



U.S. VIO Segment Average Age

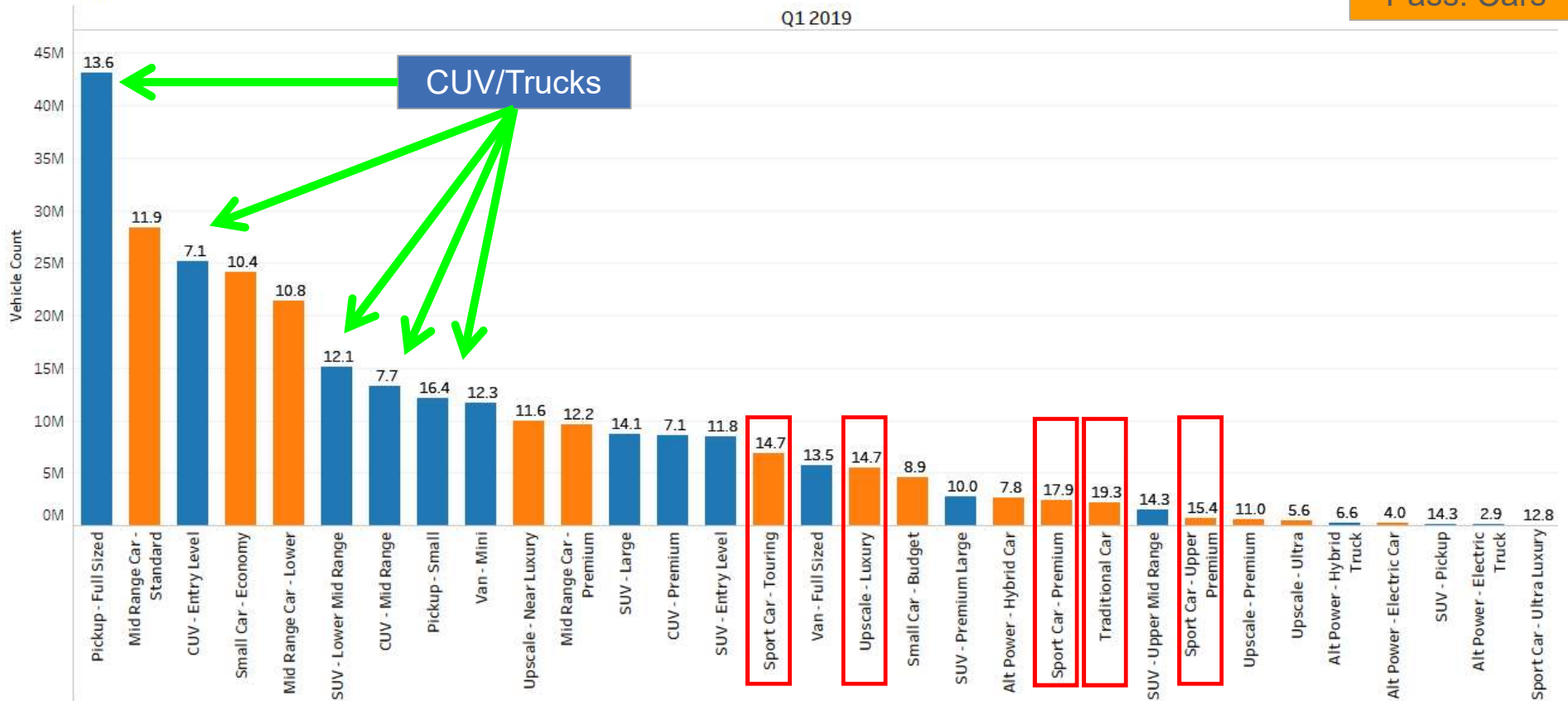
Average Age by Segment (Truck vs Car)

(1967 to present model years)

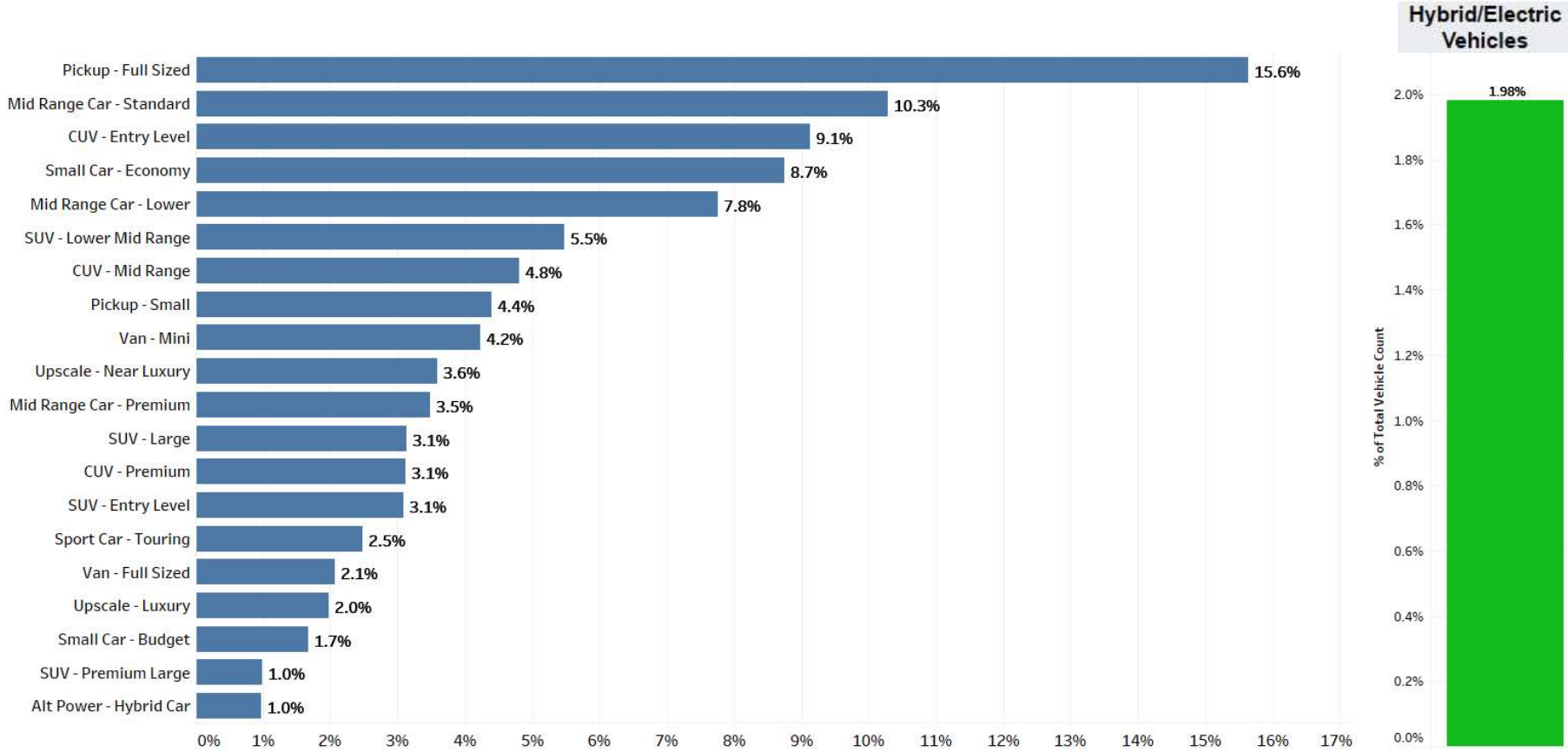
CUV/Trucks

Pass. Cars

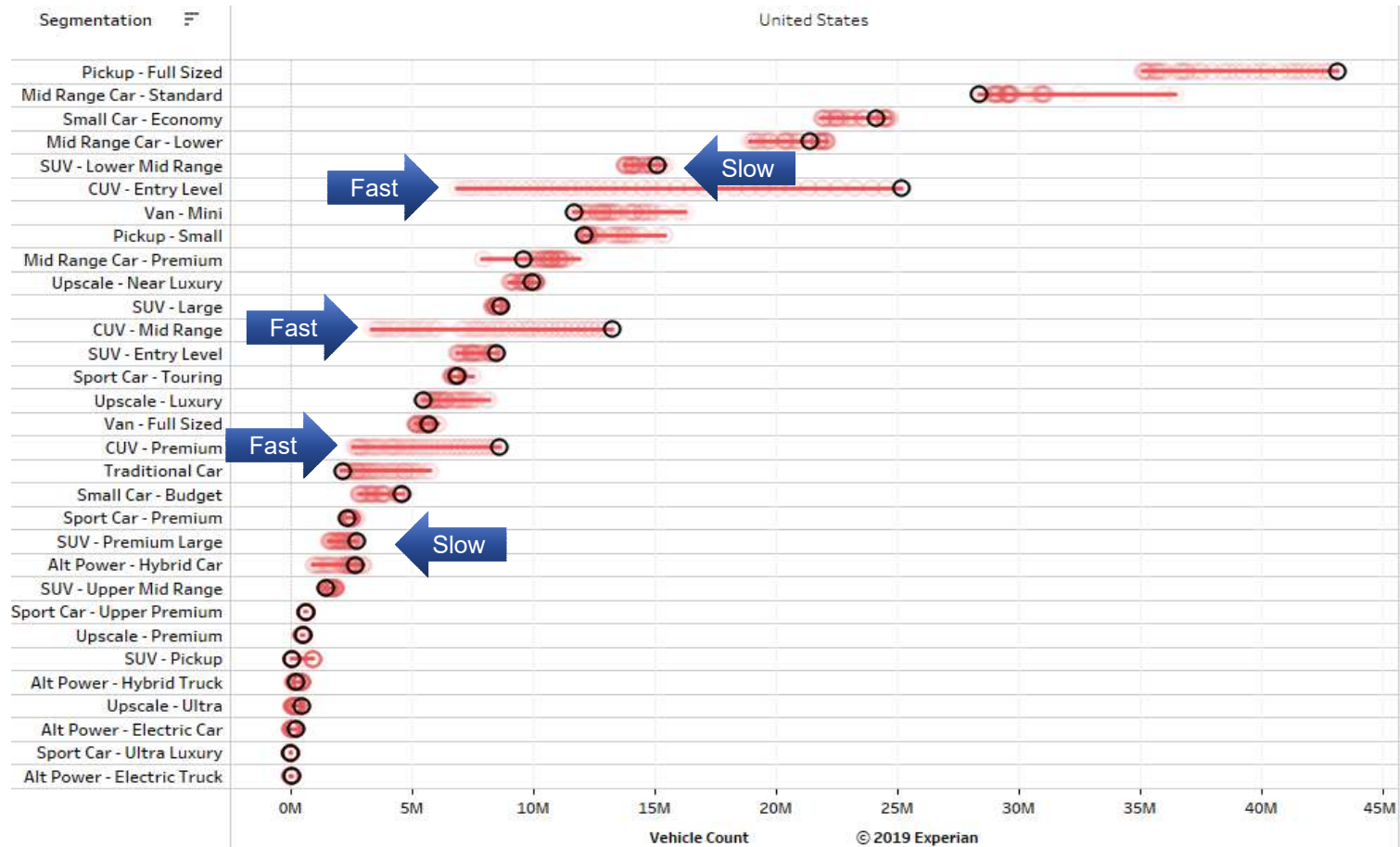
Q1 2019



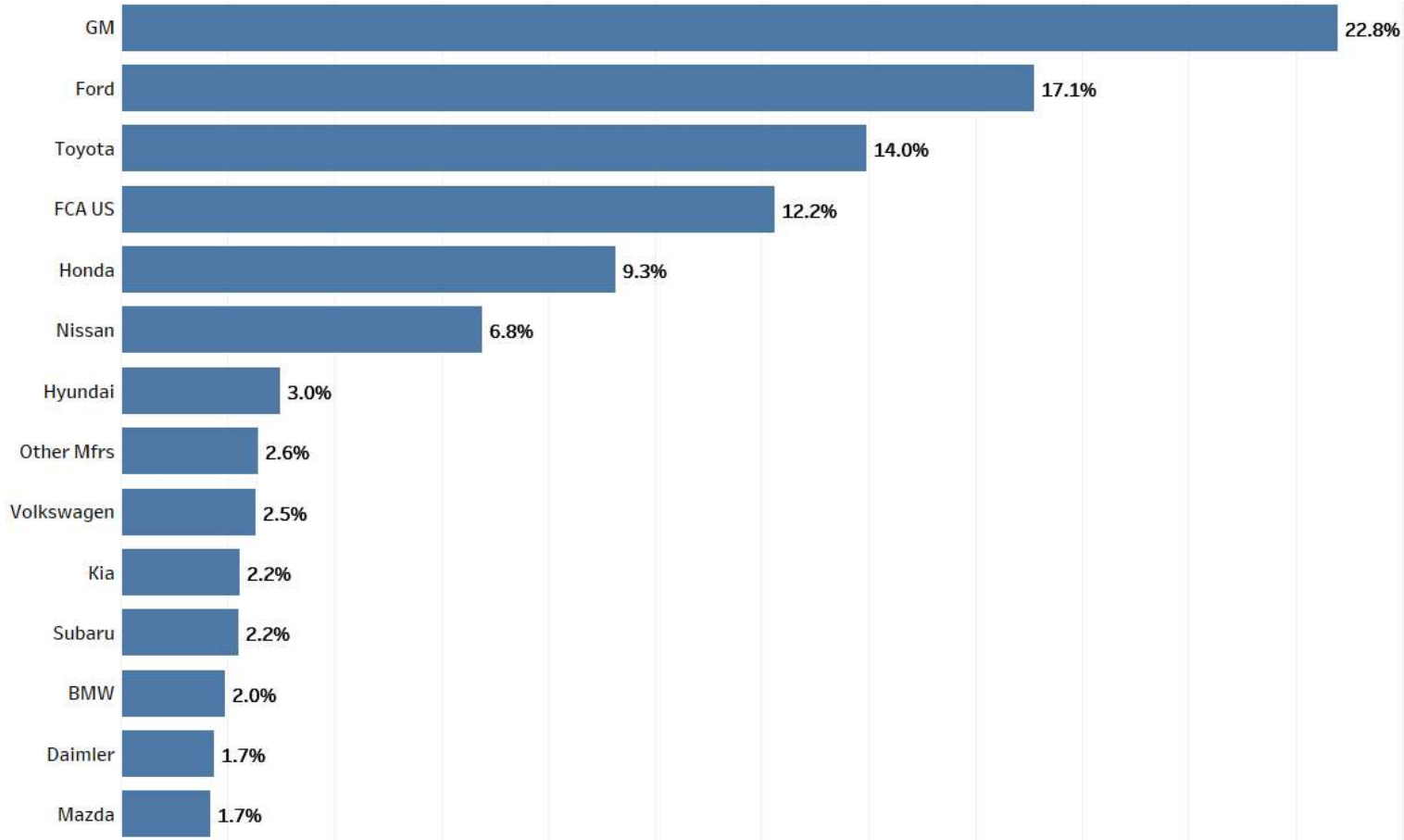
U.S. VIO Top 20 segments on the road market share



U.S. VIO Segment Trend from Q2 2008 to Q1 2019



U.S. VIO by manufacturer market share



The aftermarket “Sweet Spot” overview

“Post” and “Pre” Sweet Spot defined

The Aftermarket “*Sweet Spot*”

- 6 to 12 model year old vehicles
- Aged out of general OEM manufacturer warranties for any repairs
- Likely require more part replacement & services (e.g. shocks, timing belt service, engine repairs) that may be performed by aftermarket service shops using parts from aftermarket part manufacturers
- Sizing the Sweet Spot helps identify overall market potential and changes can have implications to those that service it

“*Post Sweet Spot*” vehicles

- 13 model years old & older
- Less costs may be spent to service them due to their age and vehicle value

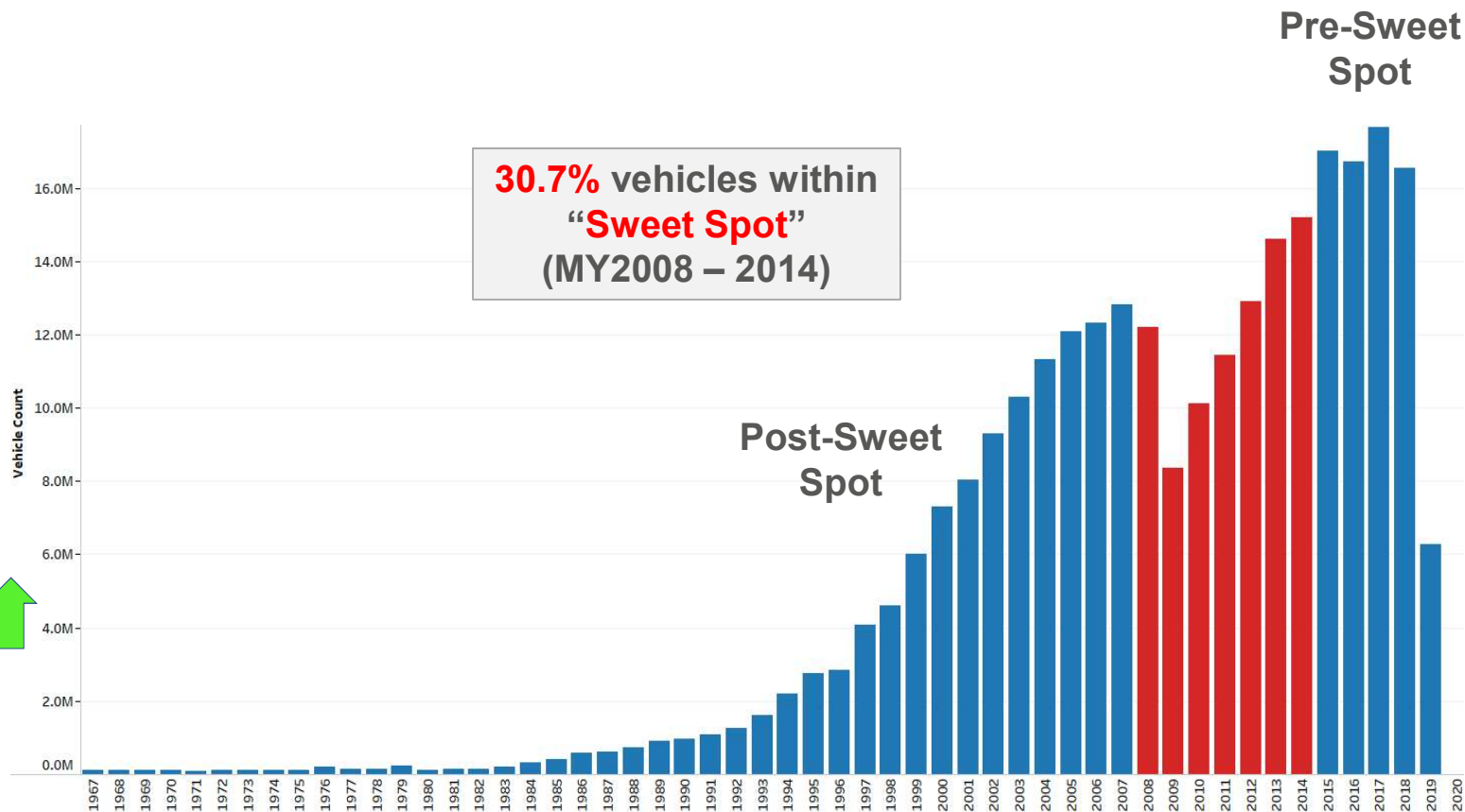
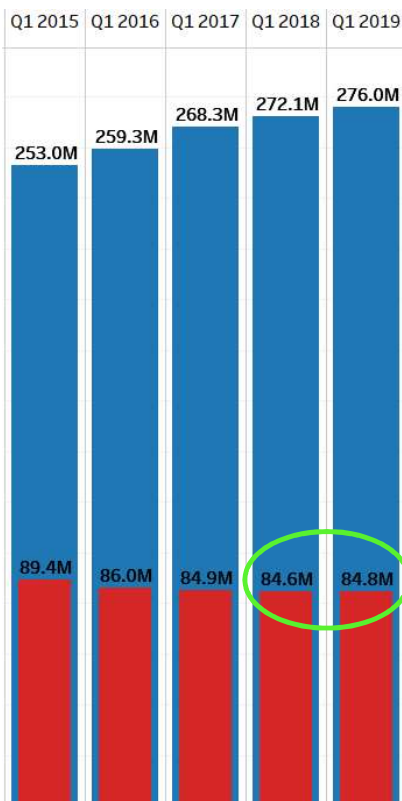
“*Pre Sweet Spot*” vehicles

- 5 model years old & newer; many covered by the vehicle’s manufacturer warranty
- Identifies models coming into the Sweet Spot

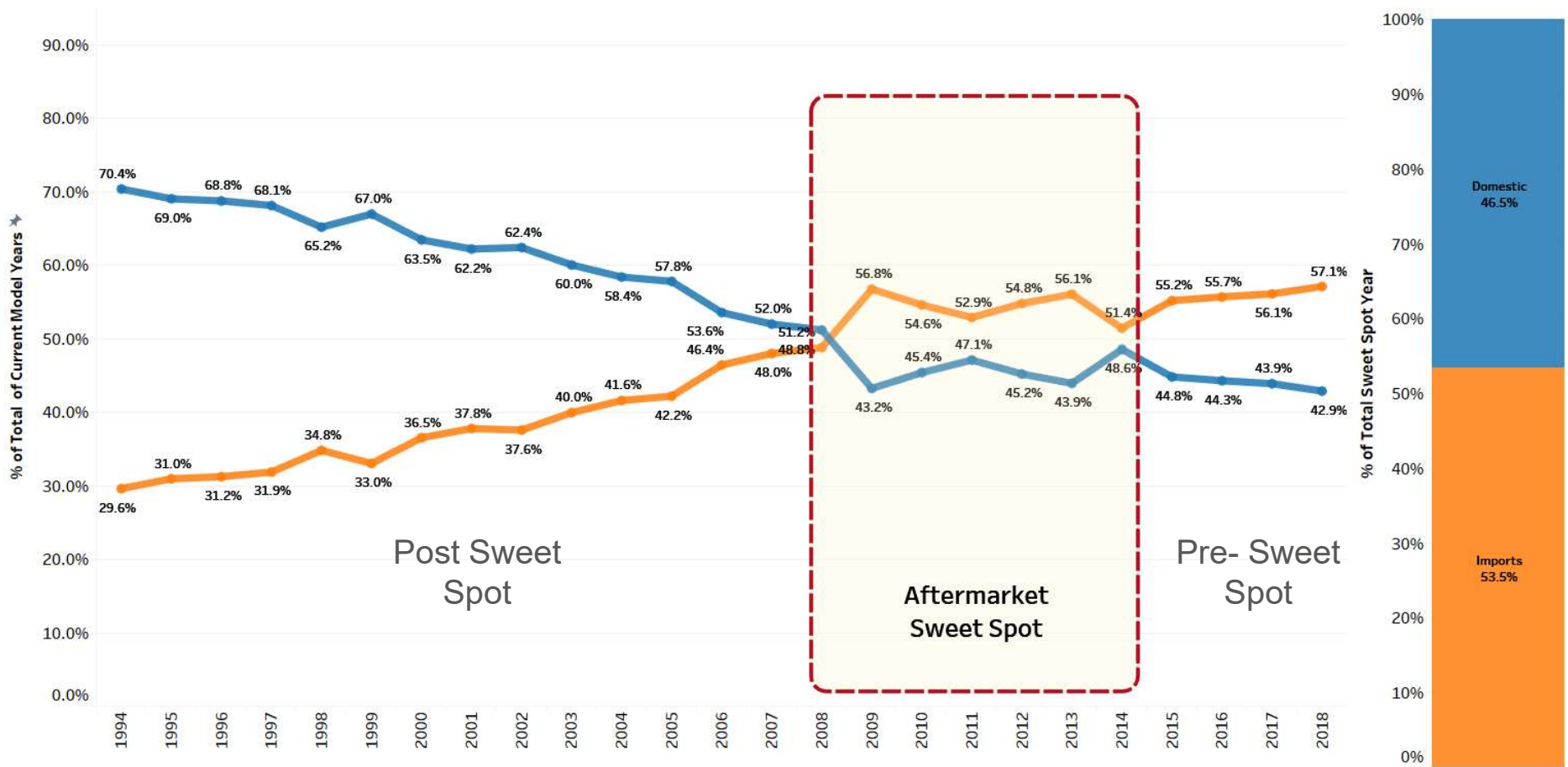
U.S. trend of total VIO compared to sweet spot volumes

VIO by model year (in millions)

Total VIO vs Sweet Spot total



Sweet Spot Domestic vs Import vehicles by Model Year





New and Used Vehicles

Volumes and market share through the 1st quarter (January through March)

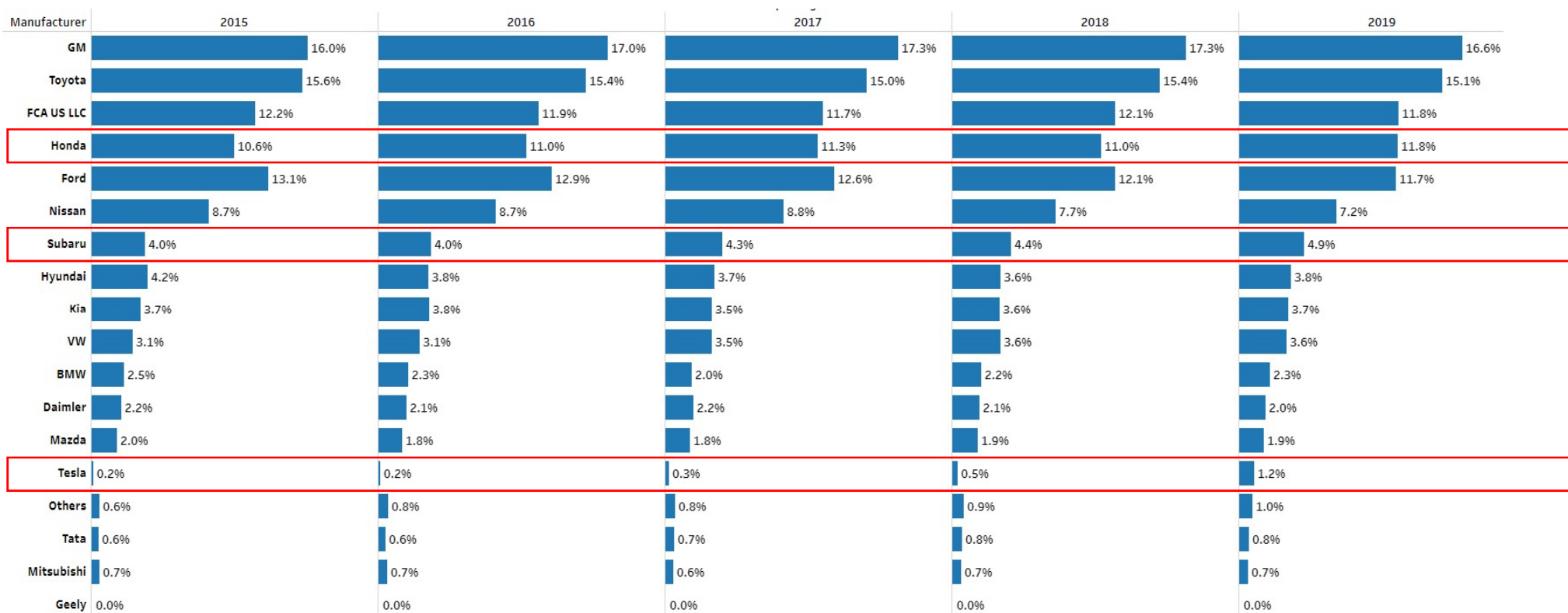
Electric market update

New and Used vehicle registrations in the 1st quarter



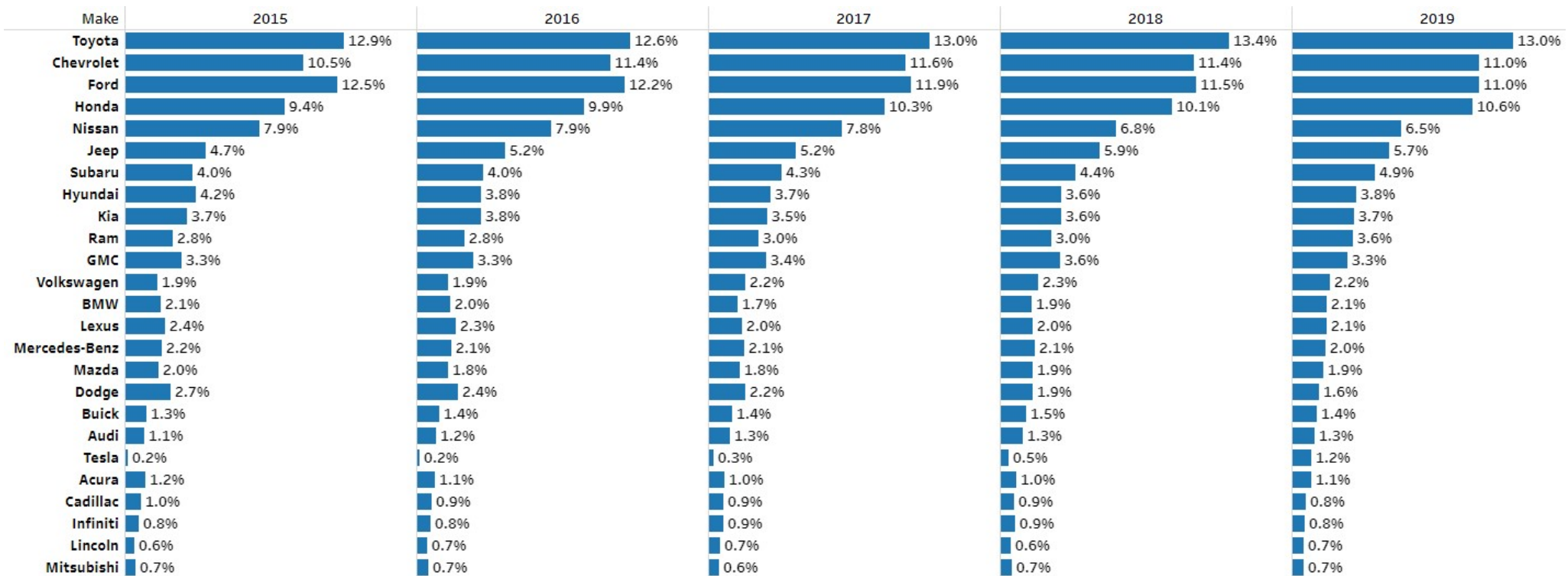
New vehicle registrations through the 1st quarter

By manufacturer



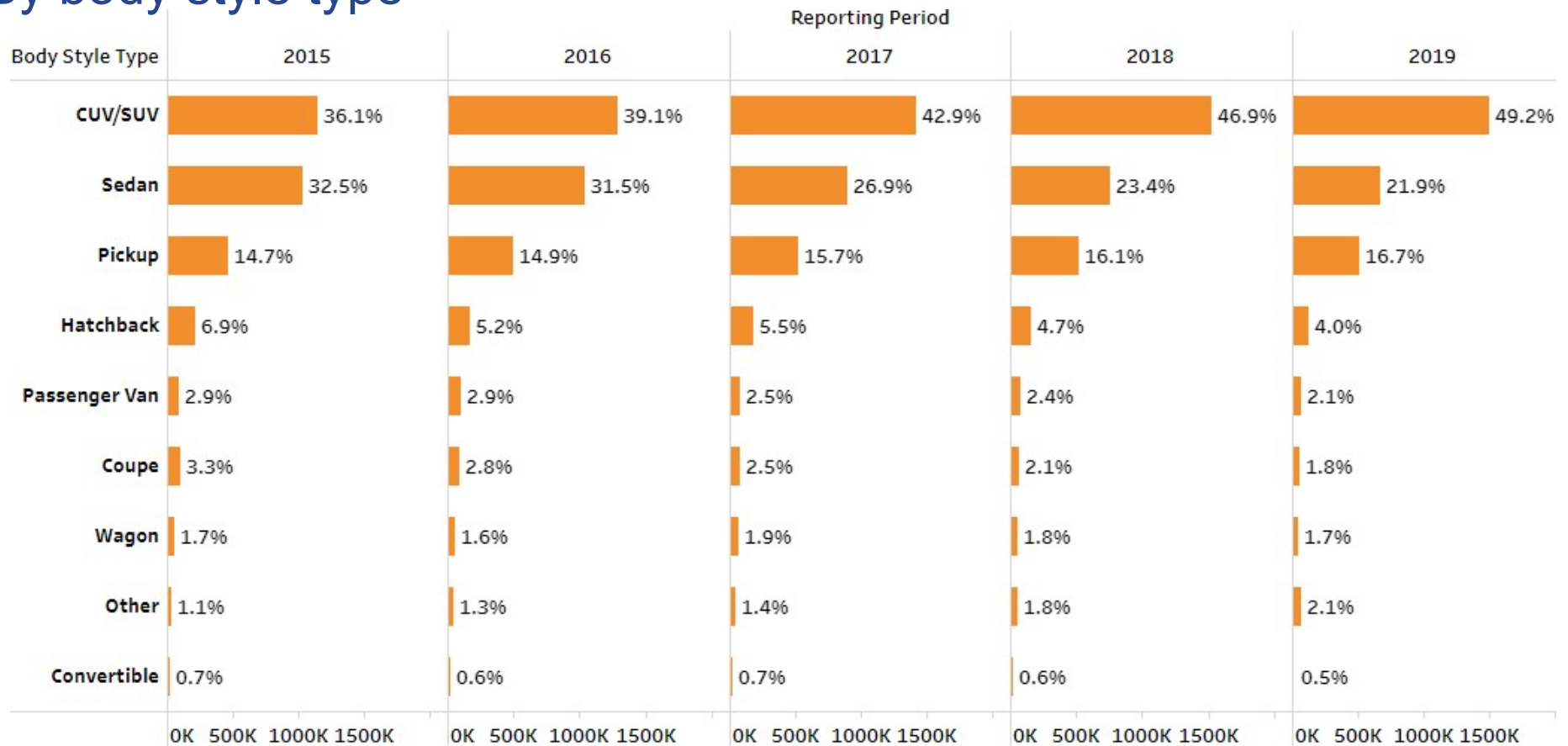
New vehicle registrations through the 1st quarter

Top 25 brands



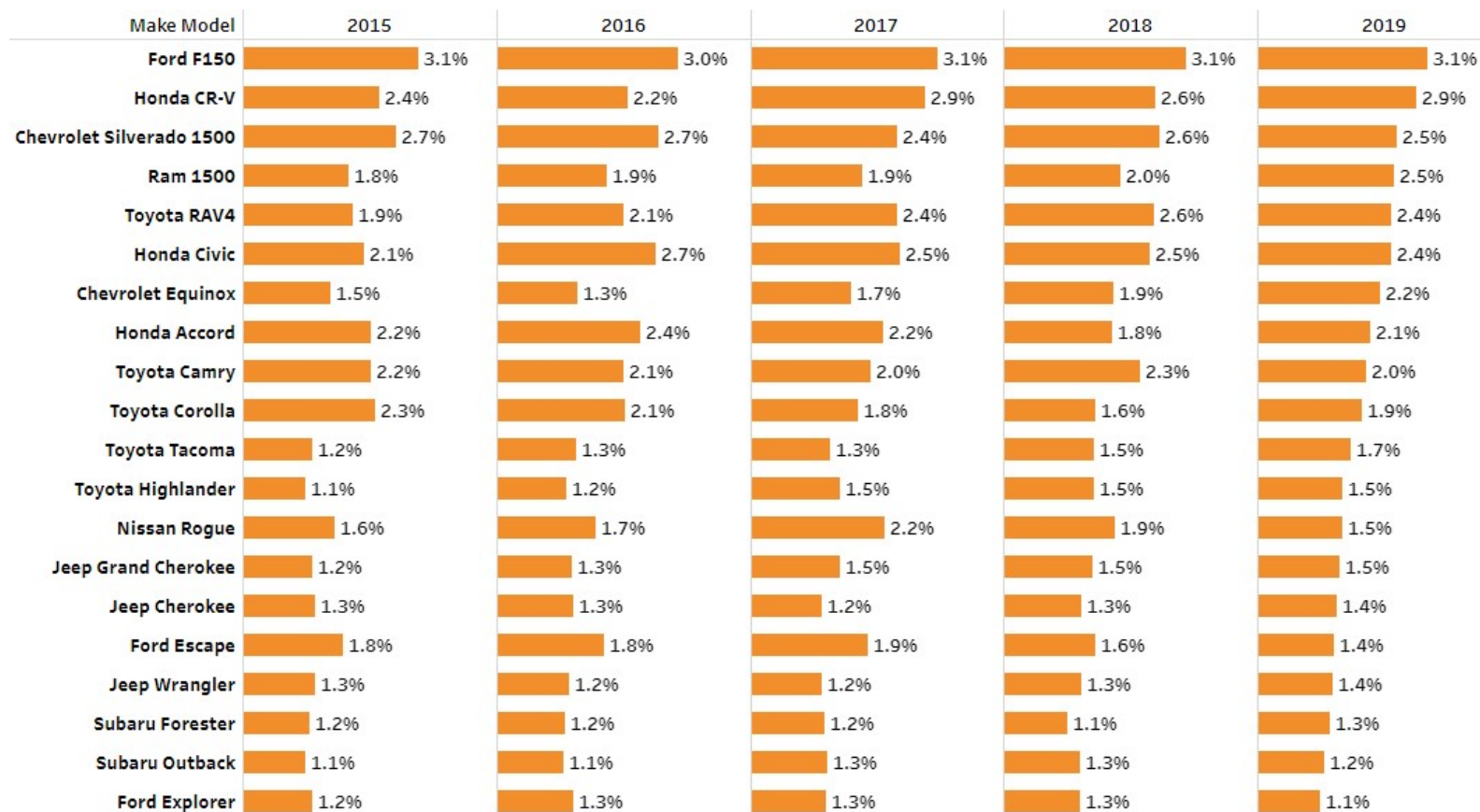
New vehicle registrations through the 1st quarter

By body style type



New vehicle registrations through the 1st quarter

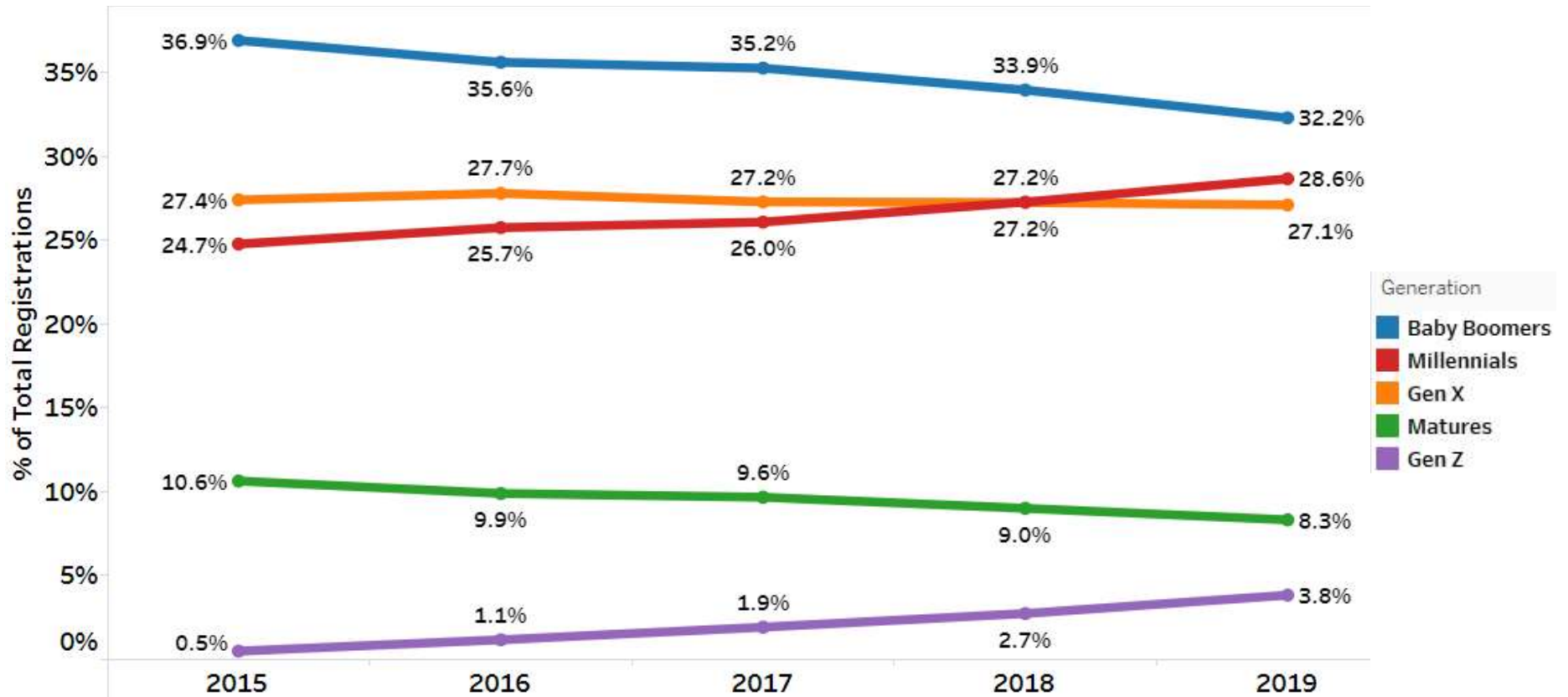
By top 20 make/models



Source: Experian Automotive as of January through March of each year (light duty vehicles only)

New vehicle registrations through the 1st quarter

By generation



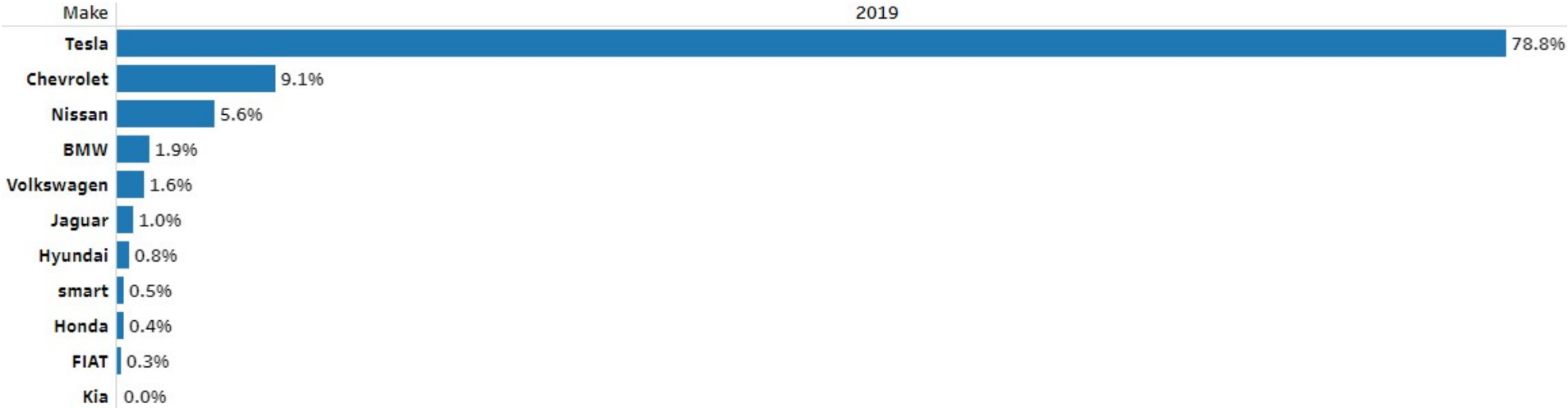
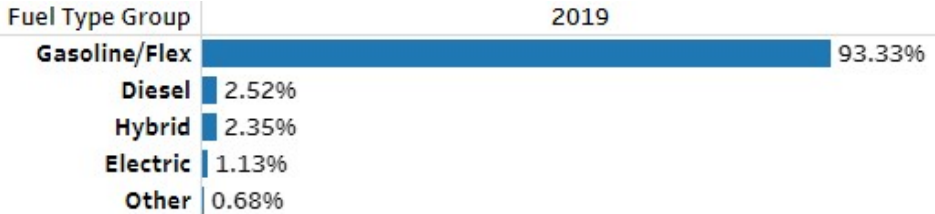


Automotive Analysis

The electric vehicle market

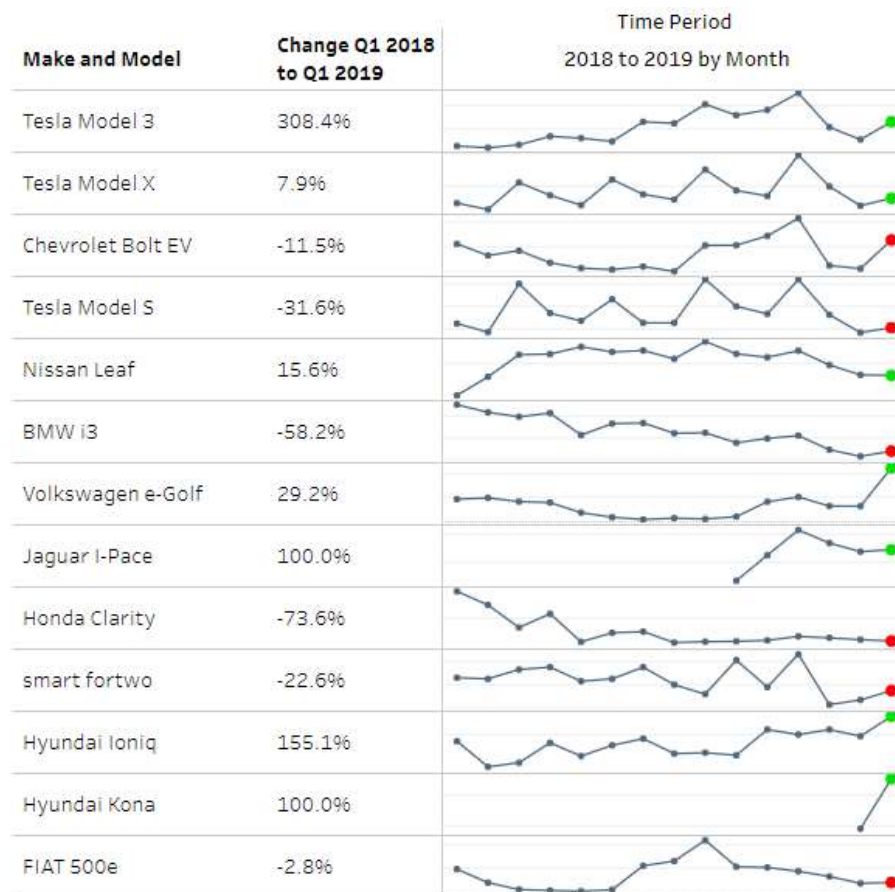


The electric market by Make – New registrations 2019



The electric market by top 13 Models – New registrations

Sorted by highest volume January – March 2019

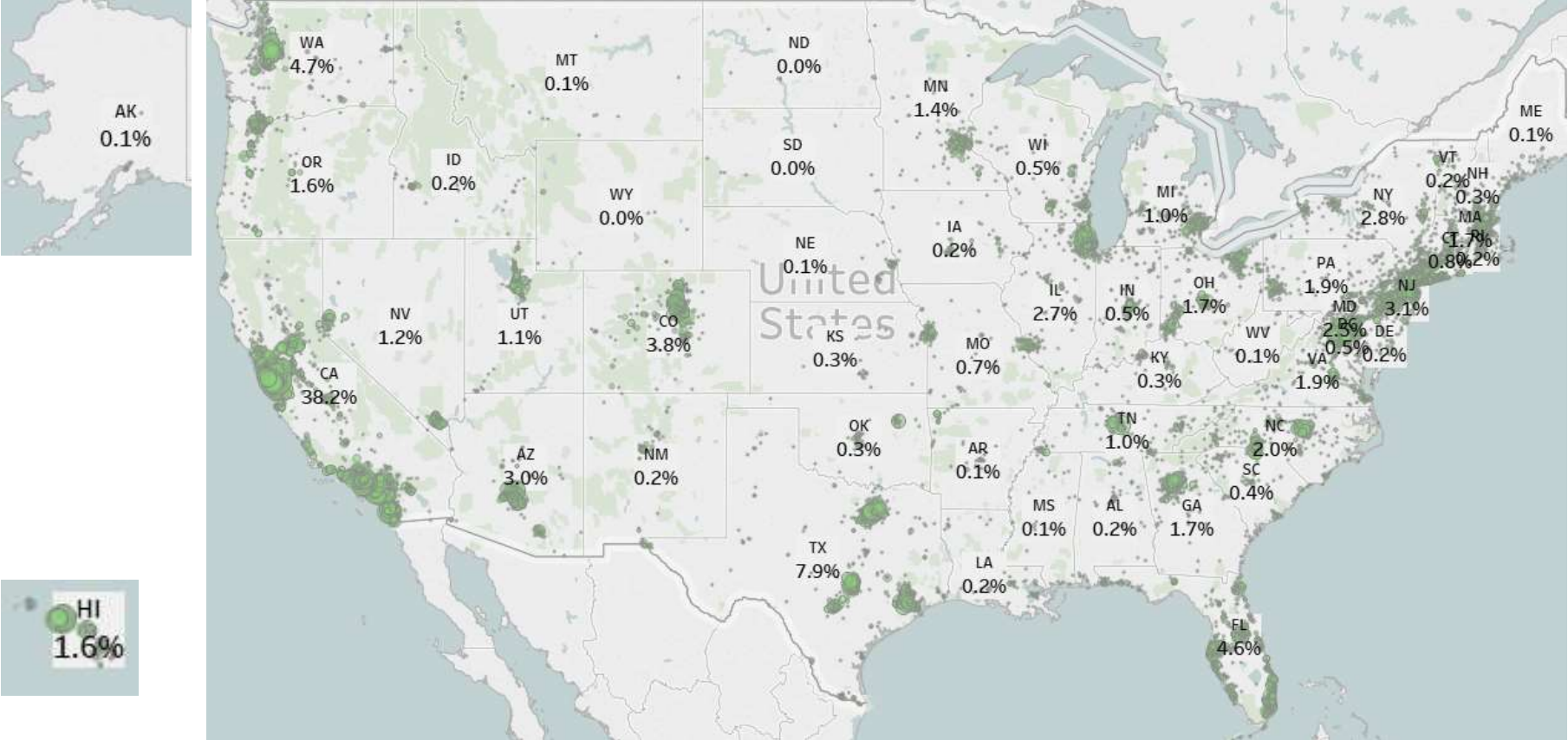


Source: Experian Automotive New Registrations as of January 2018 to March 2019
Decline or Increase over prior year-to-date



Electric vehicles – where are they?

Q1 2019 Electric vehicle new registrations with state share



Summary

- Total light duty VIO continues to grow to 276 million in the U.S. market
- The Aftermarket Sweet Spot has started growing as we predicted a few years ago, and will continue well into the next few years.
- New and Used registrations have decreased slightly though still remain strong.
- Cross-overs registrations of new vehicles continue to increase in sales over prior time periods, and dominate with nearly half of all new vehicle registrations.
- Millennial and Gen Z buyers continues to increase in registration share for all vehicle class types.
- The electric vehicle market is growing as registrations increased in 2018 and continue for the 1st quarter of 2019. The Tesla Model 3 helped lead this growth, but competition is coming soon as more models and new brands of electric vehicles will enter the market to participate and offer buyers new choices.



Today's presentation



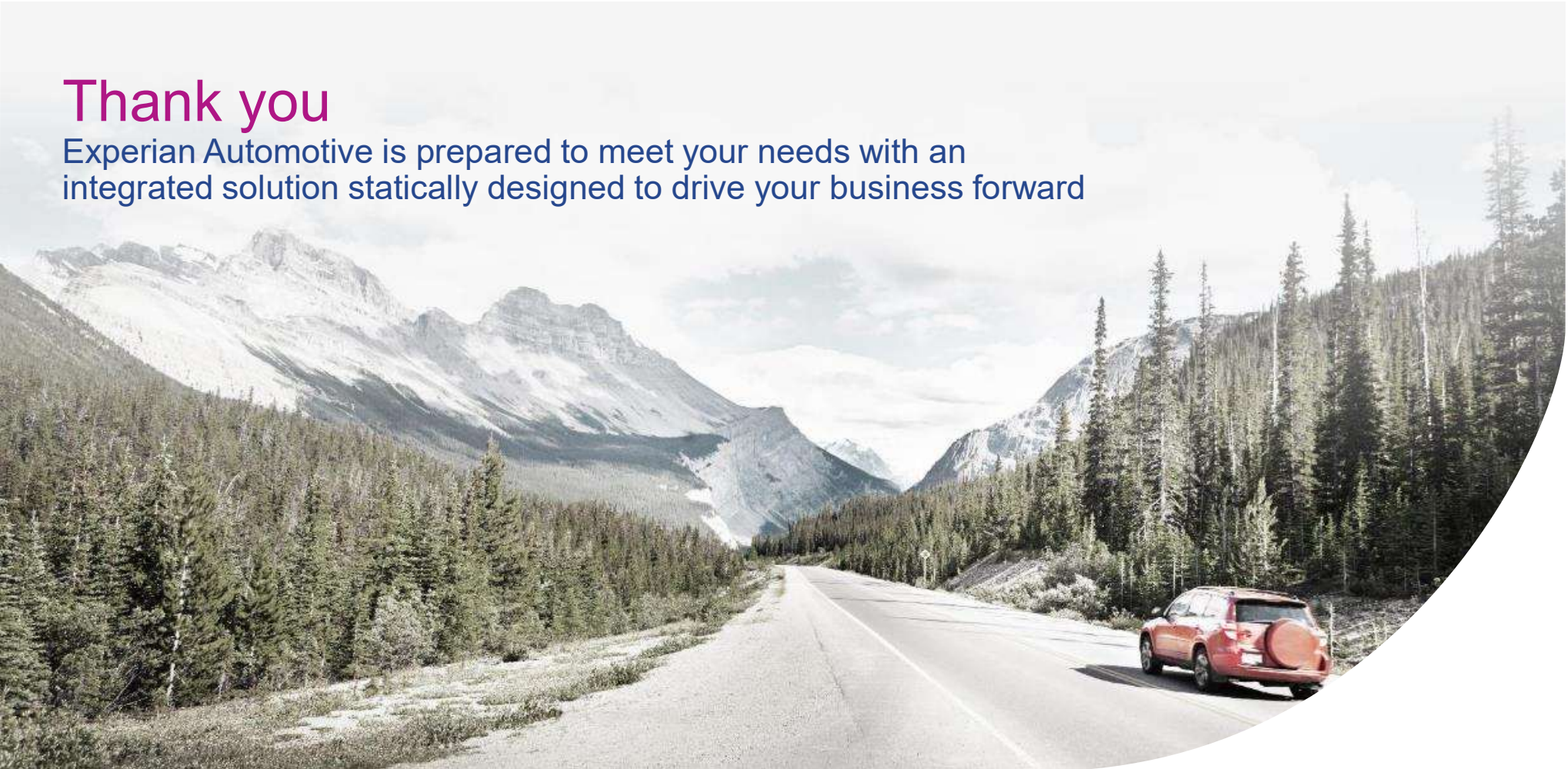
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