



# Experian Automotive Quarterly Briefing

Third quarter 2019 automotive market share,  
trends and registrations

**Marty Miller**  
Senior Automotive Industry Consultant



# Today's presentation



## **What's on the Road**

VIO by model year, segment, age and market share

U.S. light duty vehicles through September 30, 2019

New, Used and other market changes

Industry news and special market analysis:

- The Medium and Heavy Duty vehicle market



# Experian Automotive

Driving the automotive industry forward

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

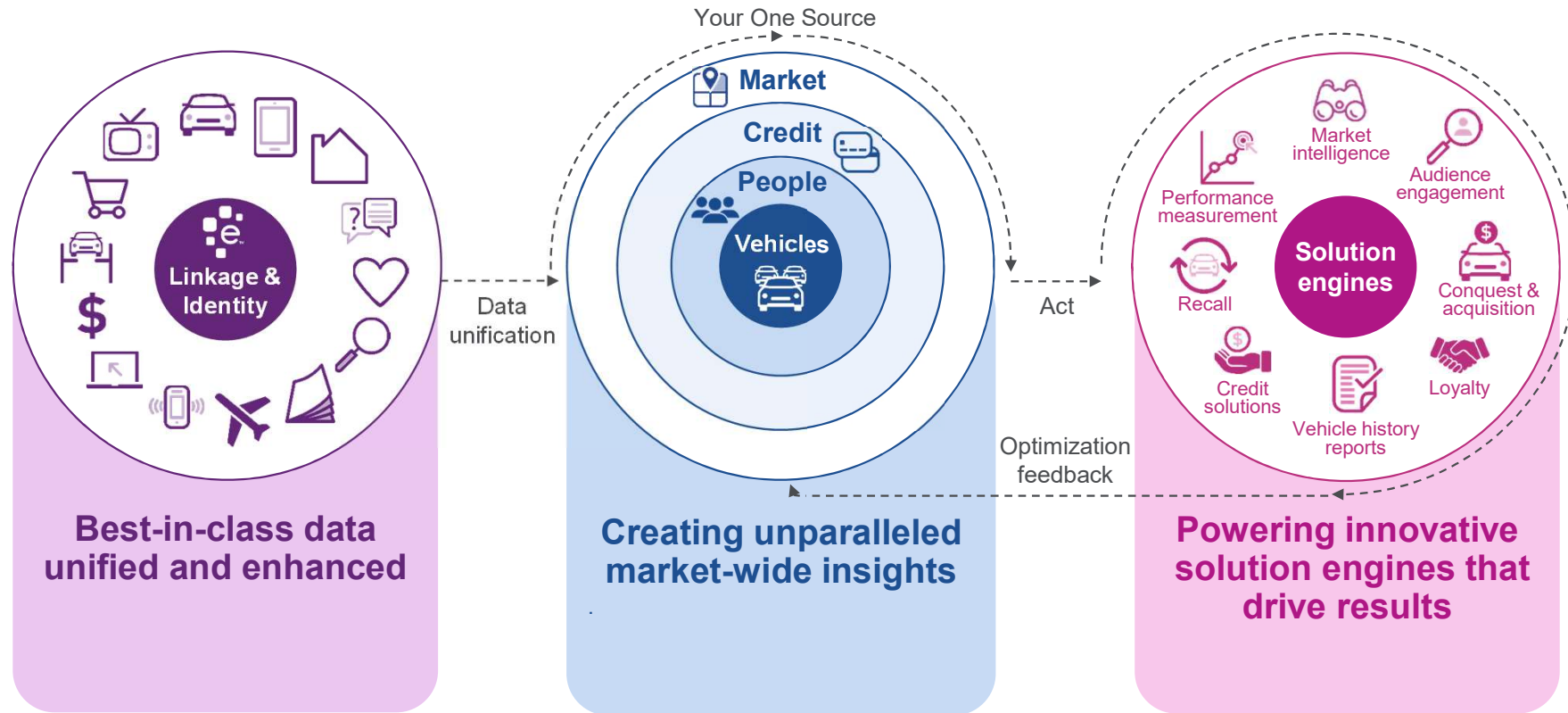
- We deliver an integrated perspective using the highest quality automotive information and market intelligence focused on these key areas:
  - Automotive Credit
  - Automotive Marketing
  - Vehicle Market Statistics
  - AutoCheck® Vehicle History
- Our success comes from delivering actionable insights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

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



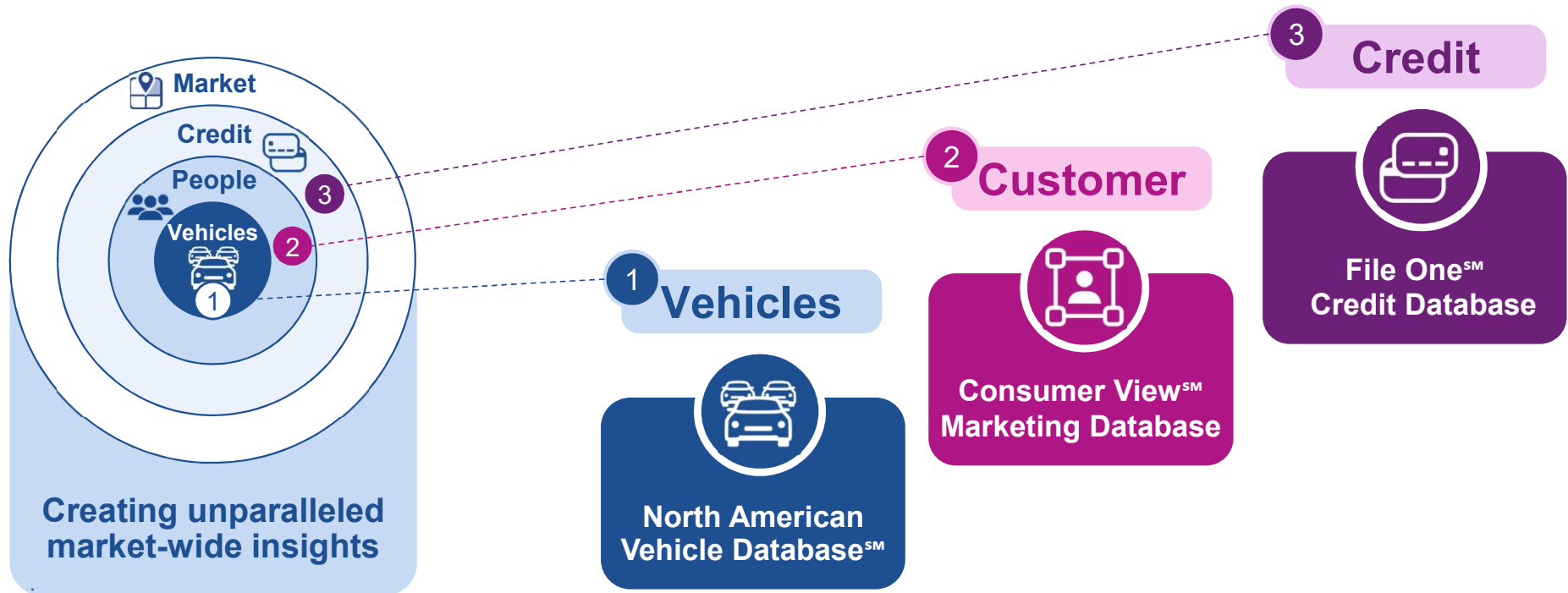
# The power of Experian data

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



# It takes 3 things to sell a vehicle...

Experian is the only primary data source for all 3



# U.S. and Canada total Vehicles in Operation = 327.3M

## 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.



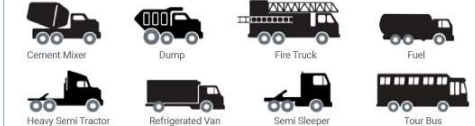
#### CLASS

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/V10](http://www.experian.com/V10), contact your local Experian sales representative or call 1 888 689 9961.

© 2019 Experian Information Solutions, Inc. All rights reserved.  
Experian and the Experian marks used herein are service marks or registered trademarks of Experian Information Solutions, Inc.  
Other product and company names mentioned herein are the property of their respective owners.  
03/19



# Changes in U.S. vehicles in operation

Light duty vehicles\* over the last 12 months

Q3 2019 Total\*

**279.2**  
MILLION

Vehicles on the road

Q3 2019 VIO changes



**17**  
MILLION  
**NEW** Vehicles  
Registered



**12.9**  
MILLION  
Vehicles went  
out of operation



**42**  
MILLION  
**USED** vehicles  
changed owners

=



**31%**  
Total VIO  
changes<sup>1</sup>

Q3 2018 Total\*

**275.1**  
MILLION

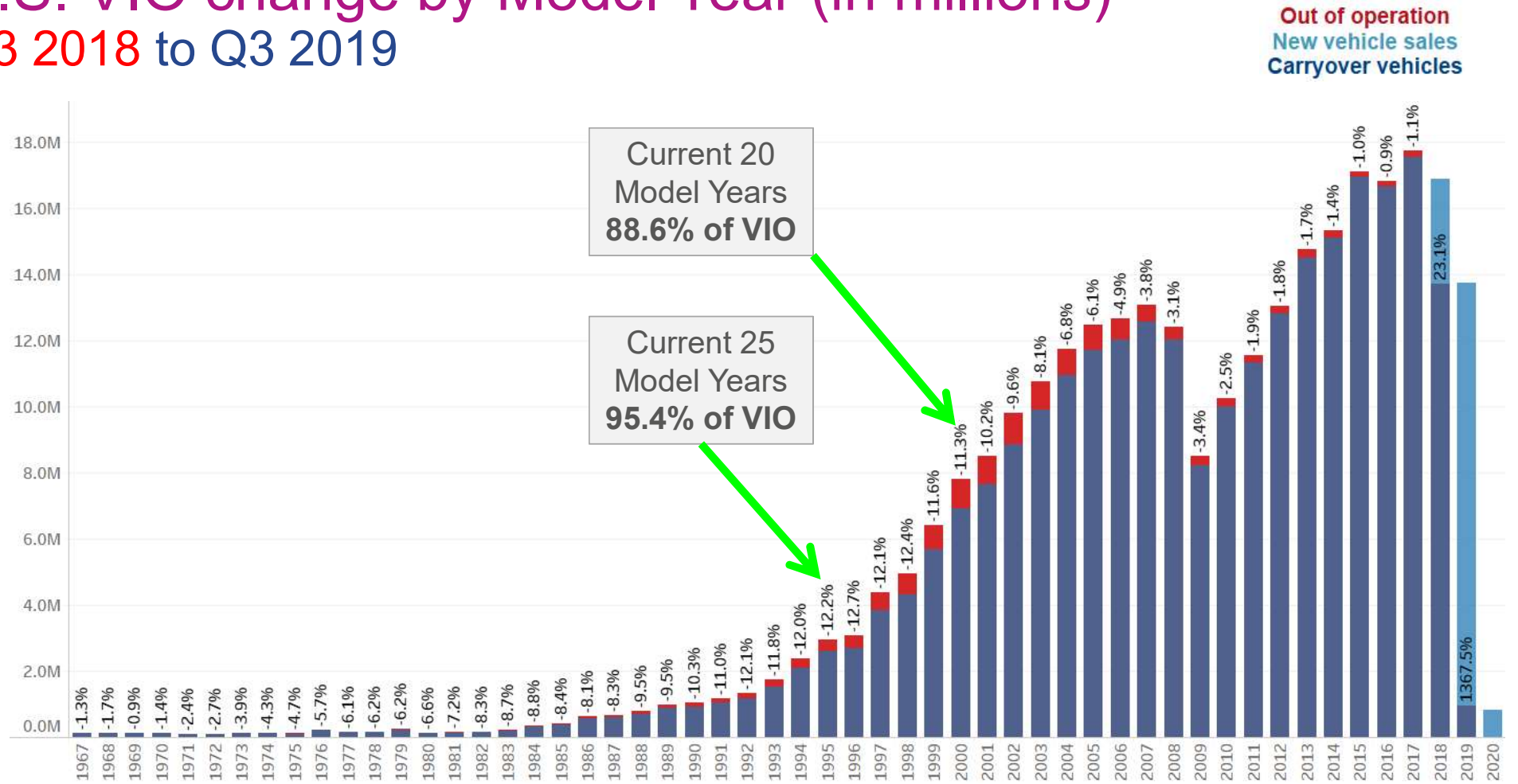
Vehicles on the road

\*U.S. Vehicles in Operation data as of September 30, 2019 sourced from Experian Automotive, including U.S. and Puerto Rico (U.S. light duty vehicles only).  
1 – includes estimated annual households that relocated with the same vehicle(s)

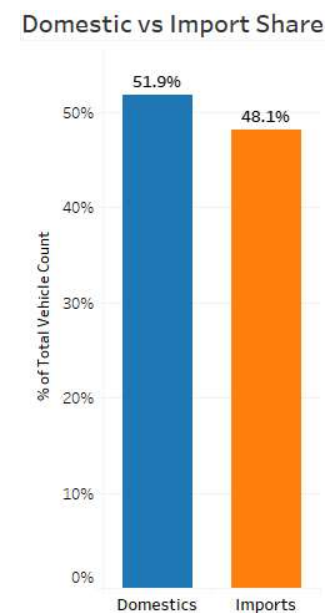
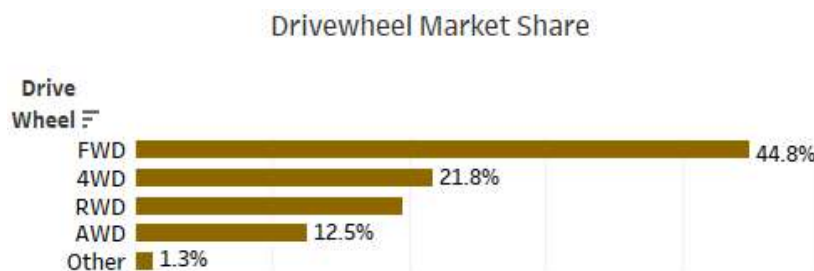
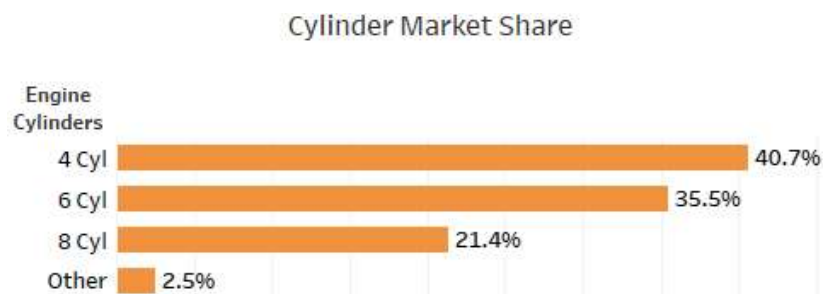
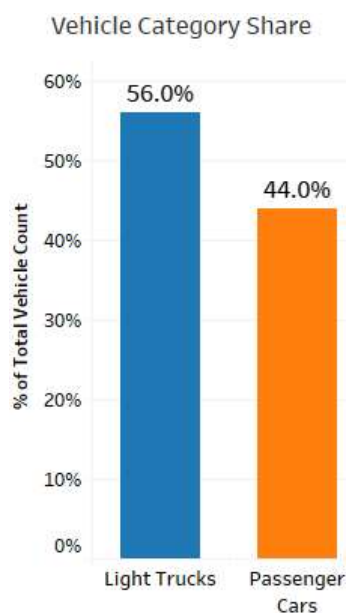


# U.S. VIO change by Model Year (in millions)

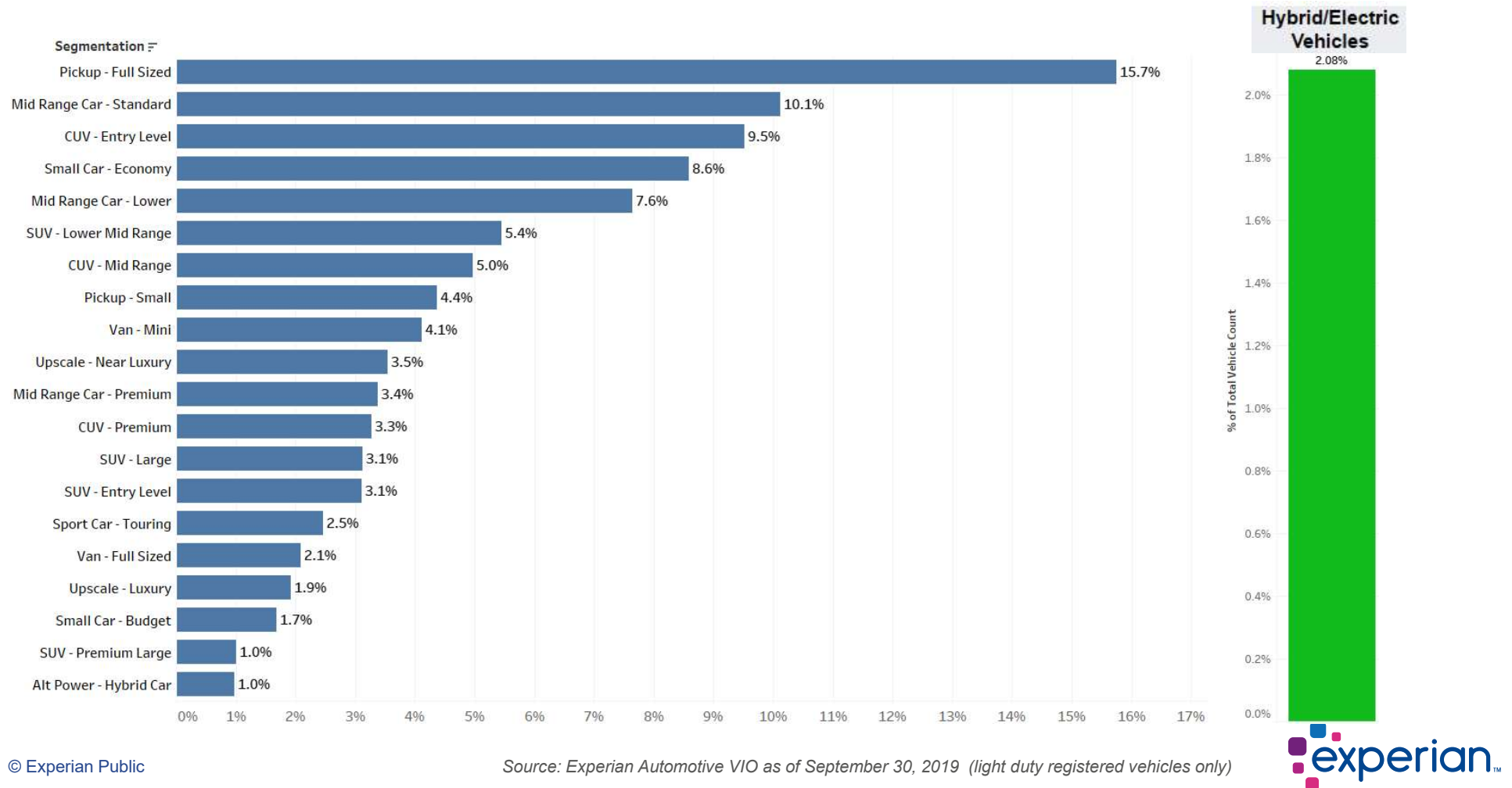
## Q3 2018 to Q3 2019



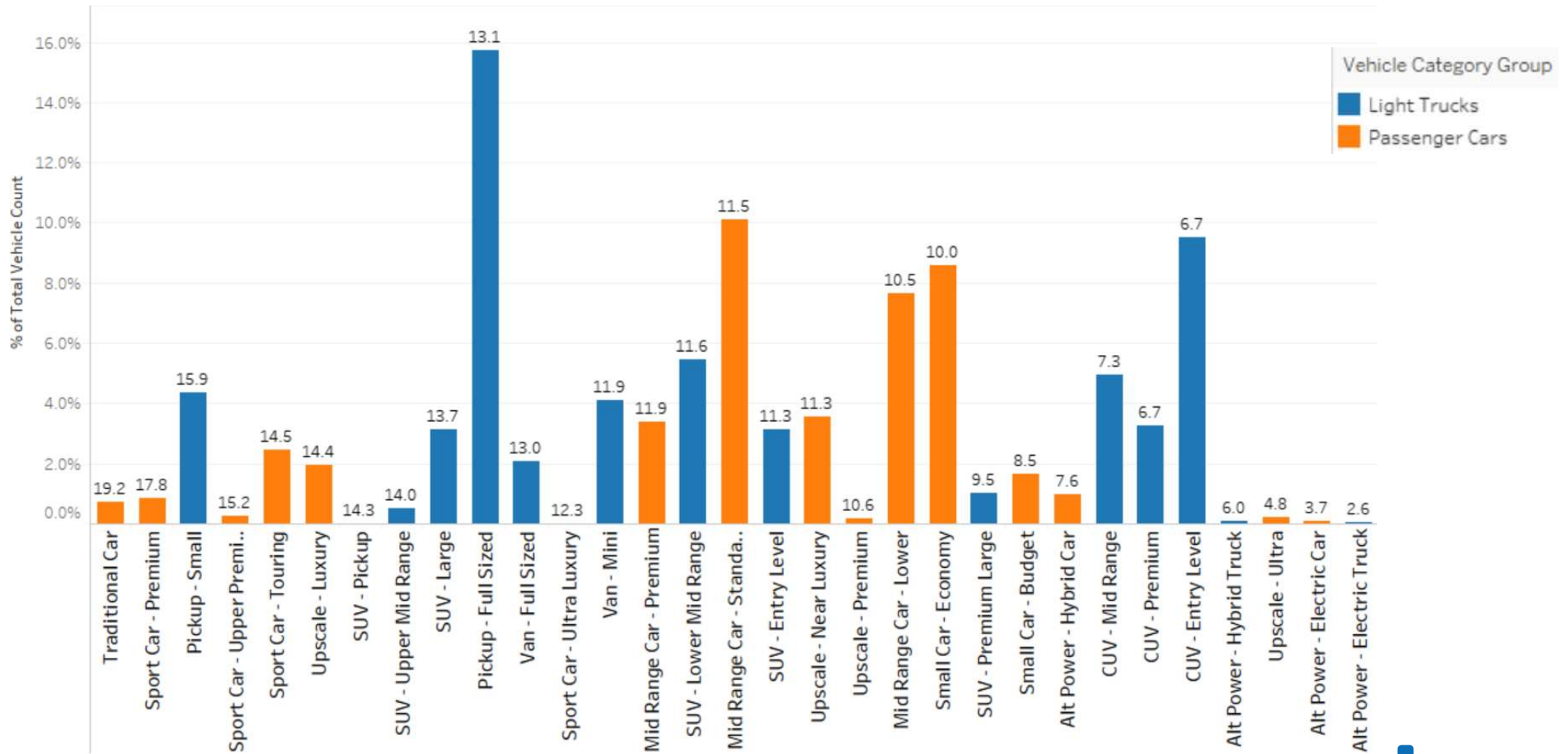
# U.S. Summary Stats – for all light duty VIO as of Q3 2019



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

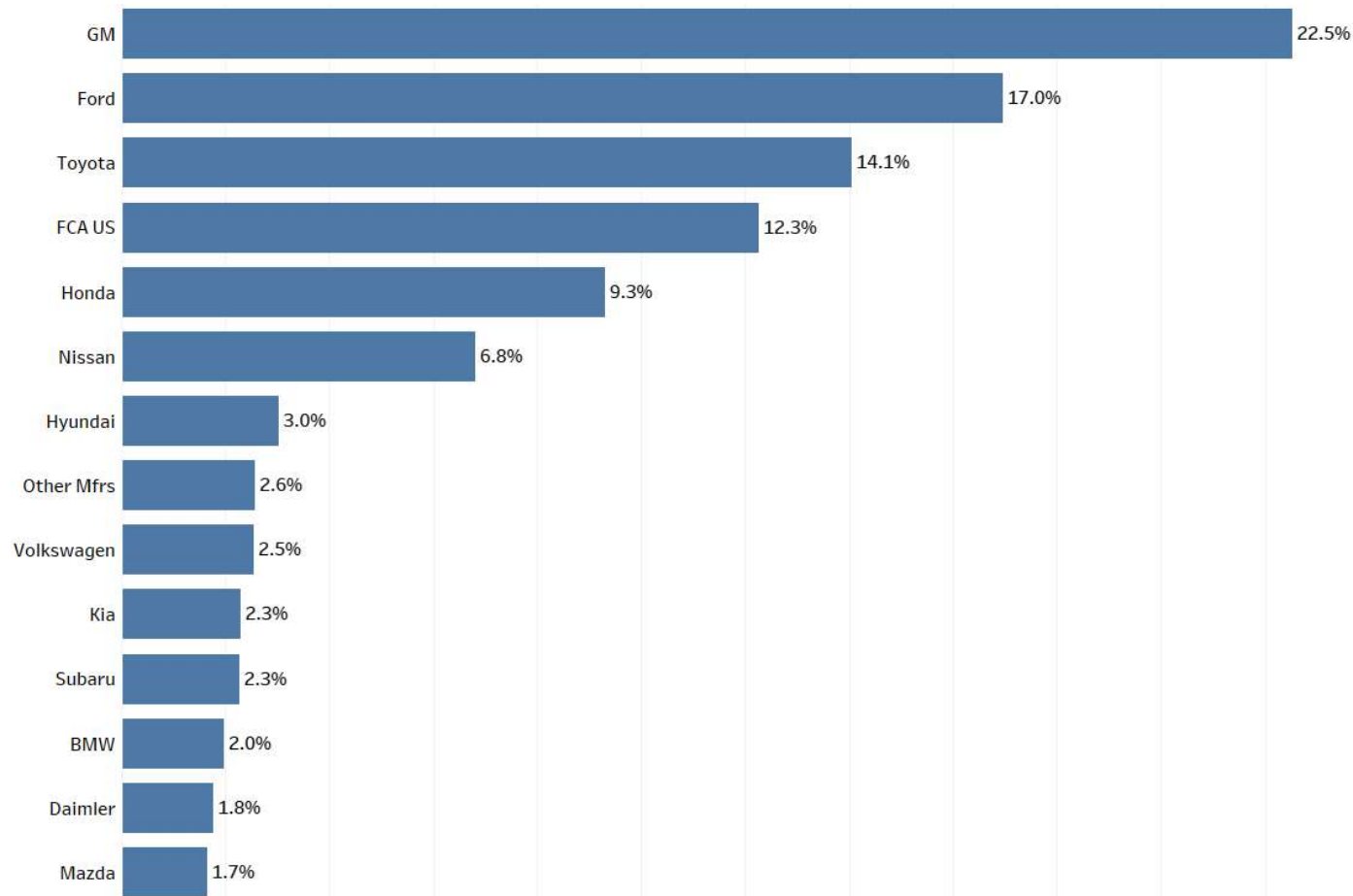


# U.S. VIO average age by segment and market share

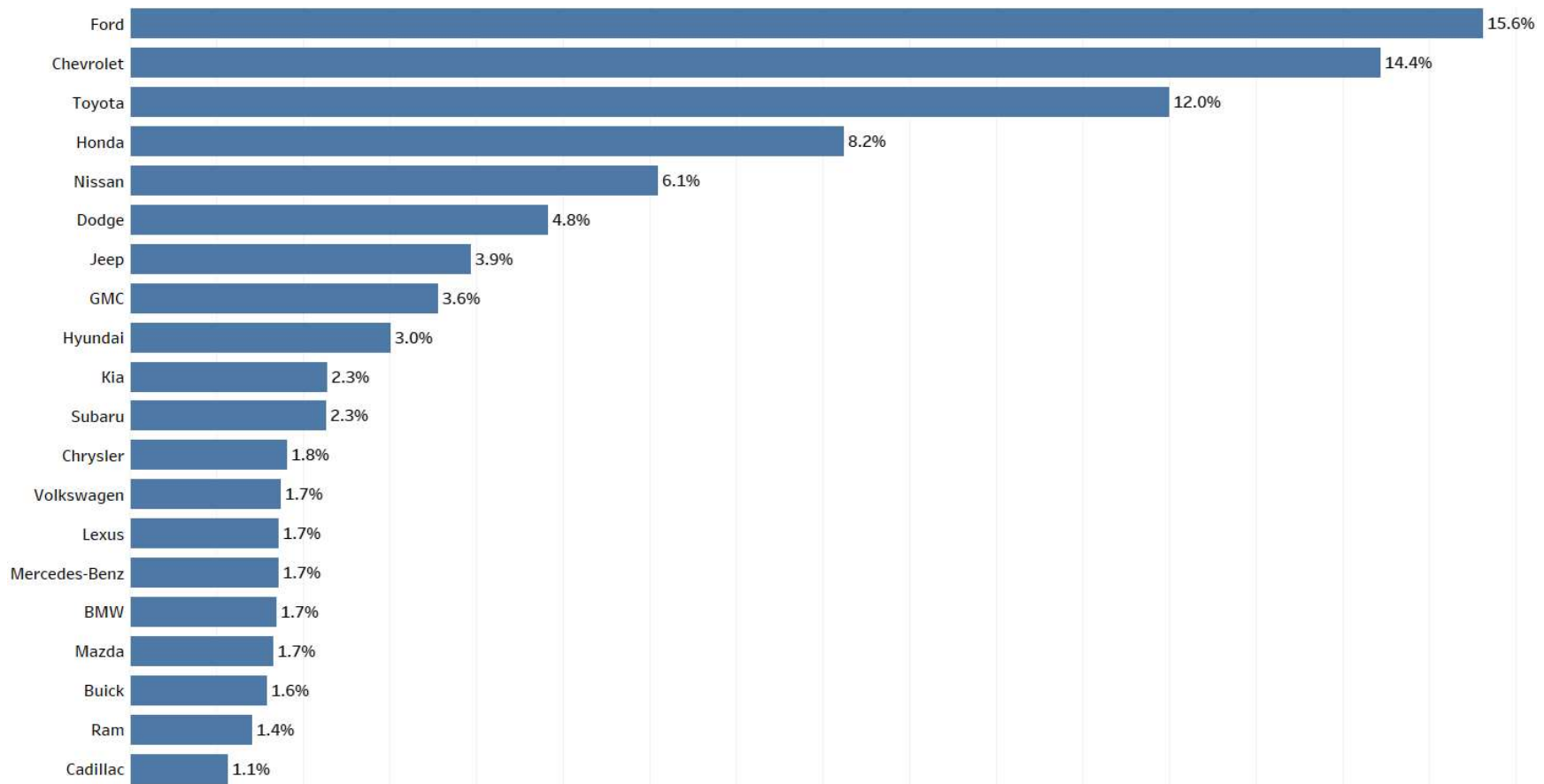




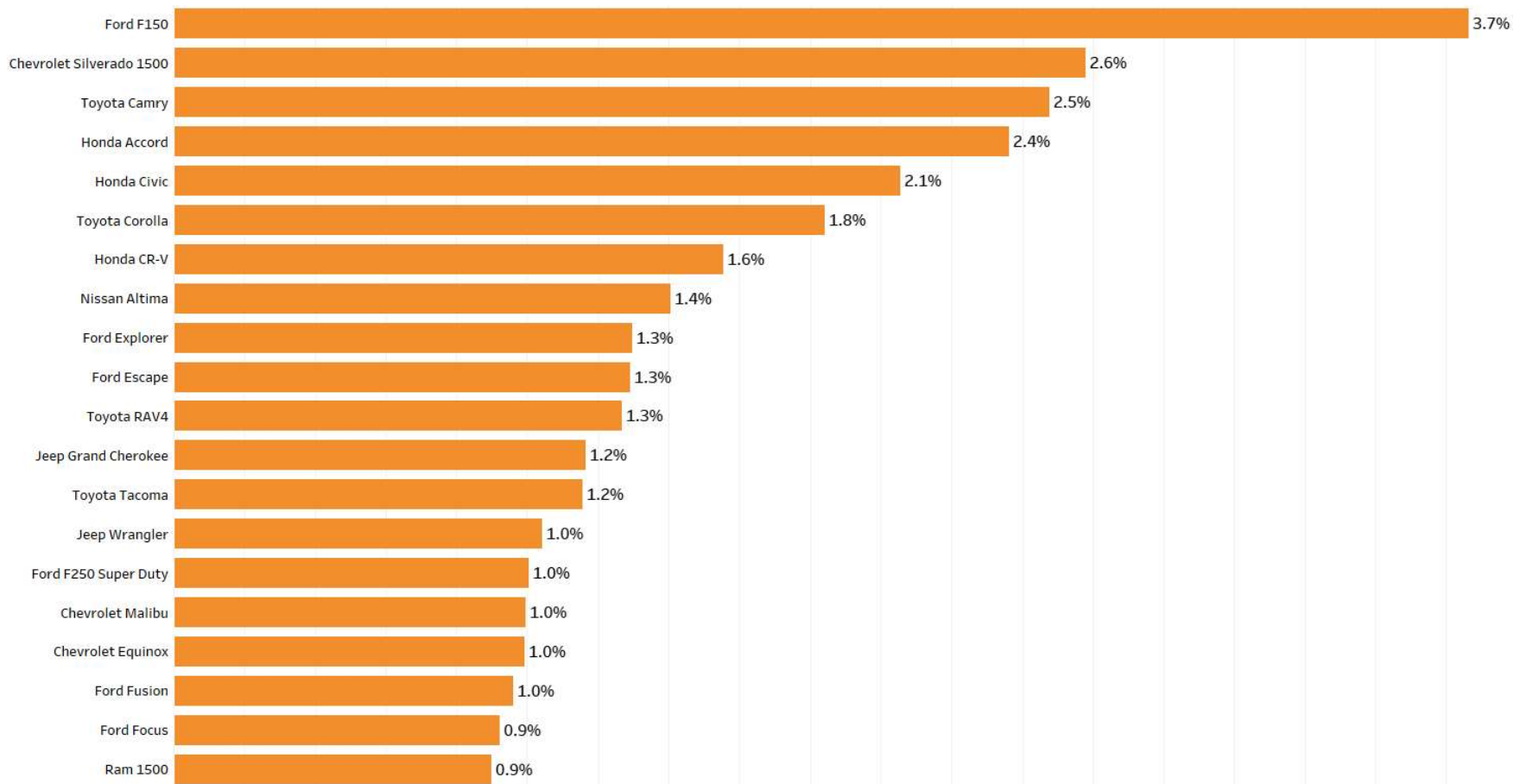
# U.S. VIO by manufacturer market share



# U.S. VIO Top 20 brands on the road market share



# U.S. VIO top 20 Make/Model 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

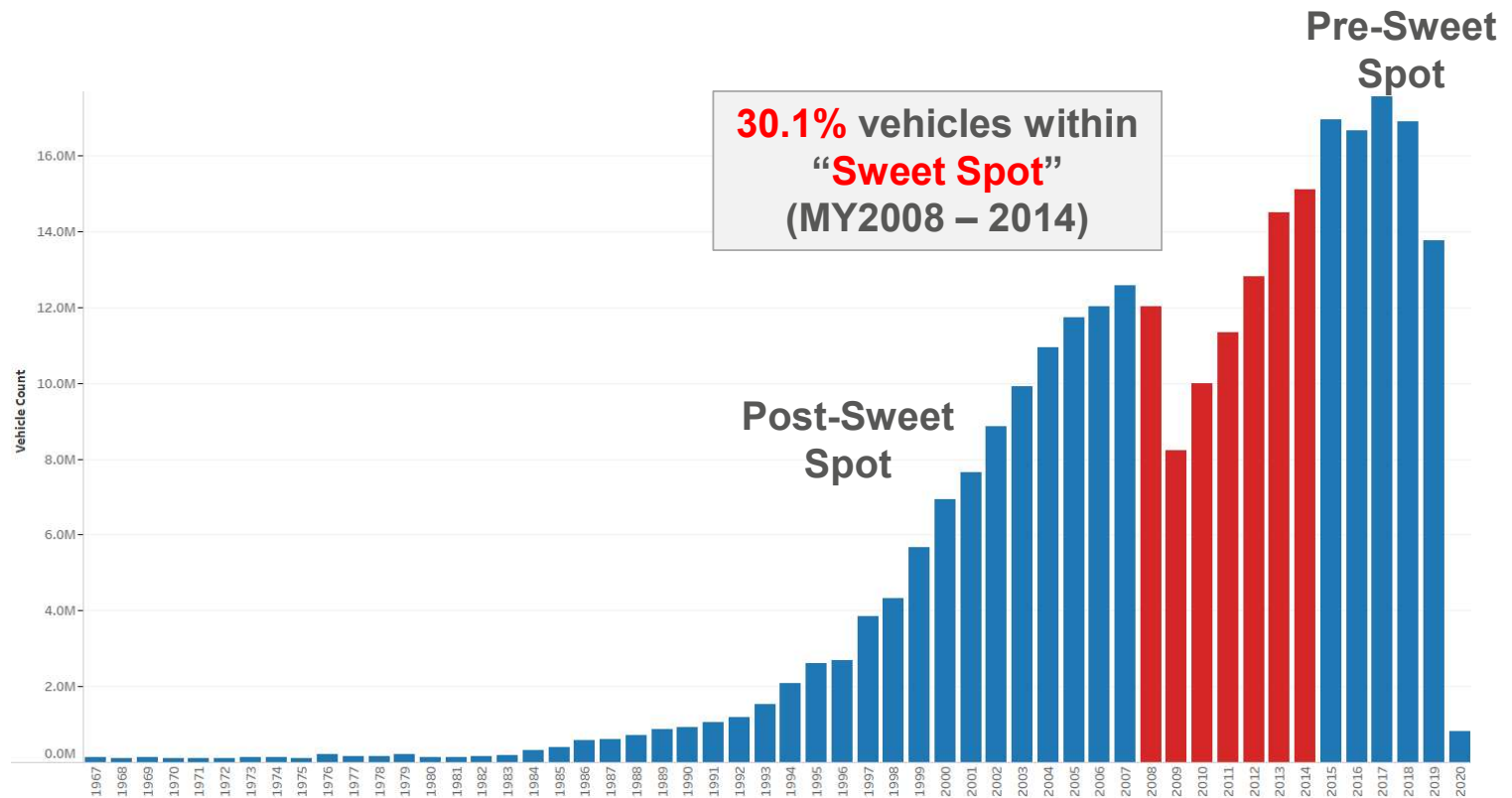
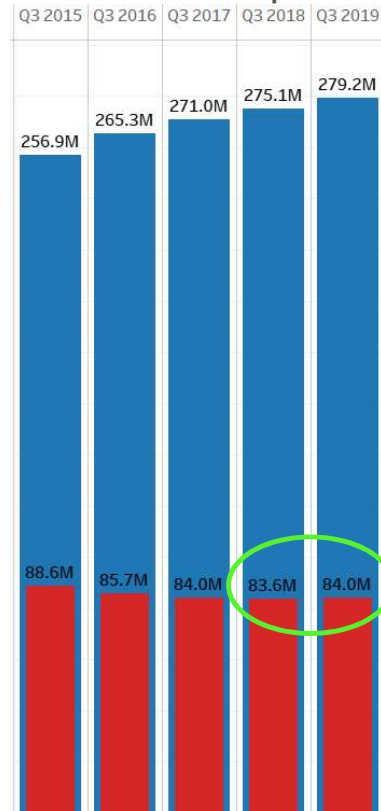
- 5 model years old & newer; many covered by the vehicle’s manufacturer warranty
- Identifies models coming into the Sweet Spot



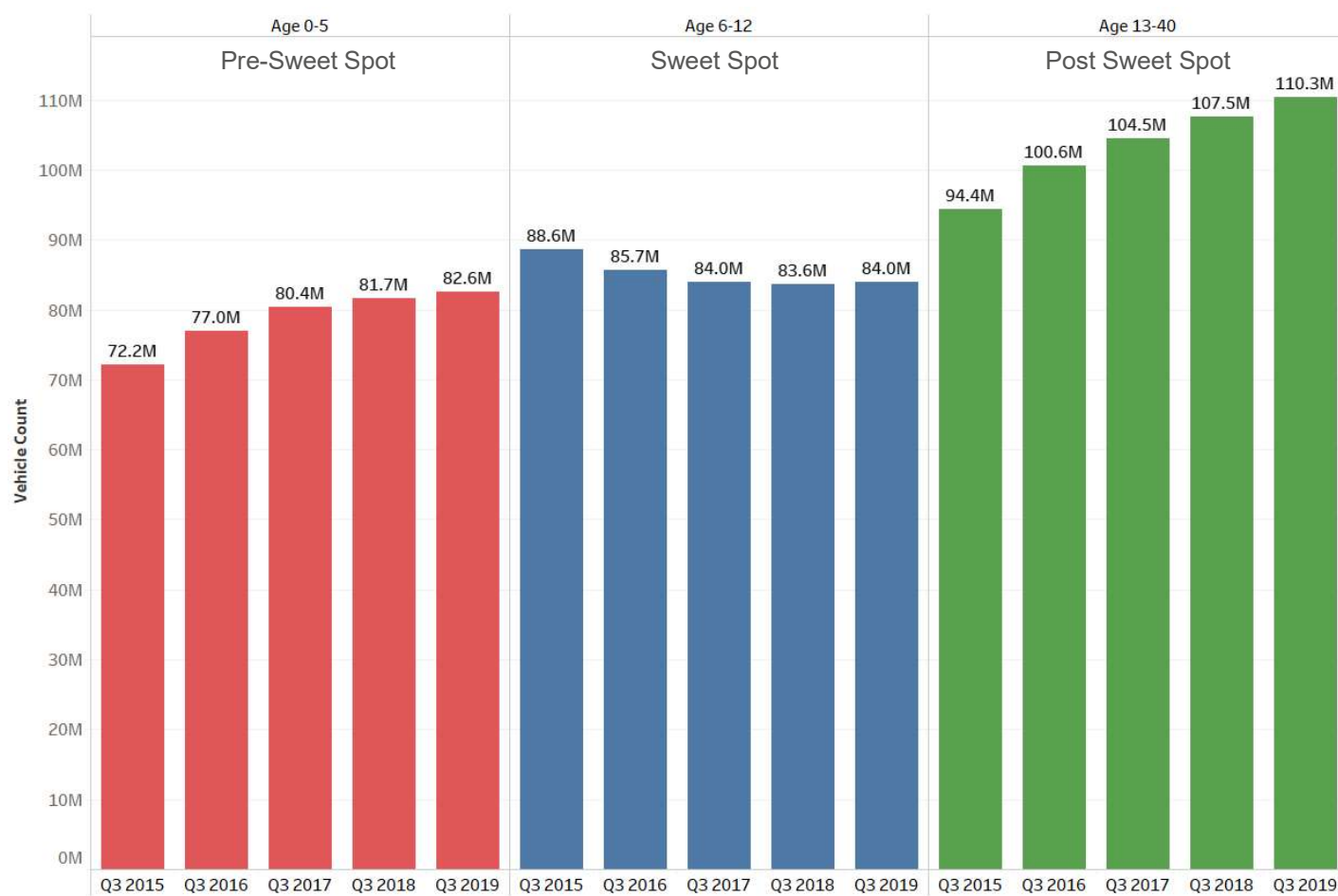
# U.S. trend of total VIO compared to sweet spot volumes

## VIO by model year (in millions)

Total VIO vs Sweet Spot total



# Age range trends

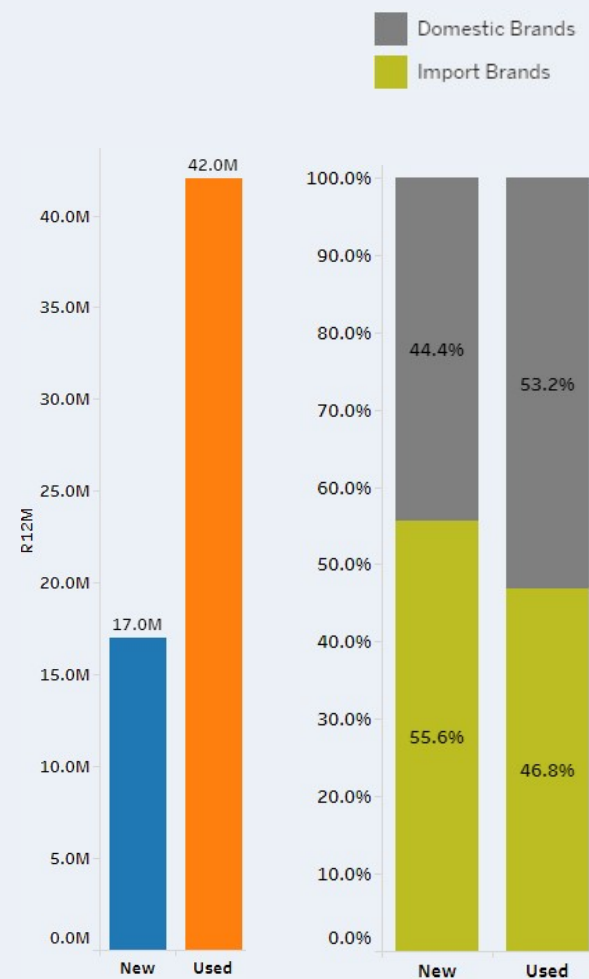




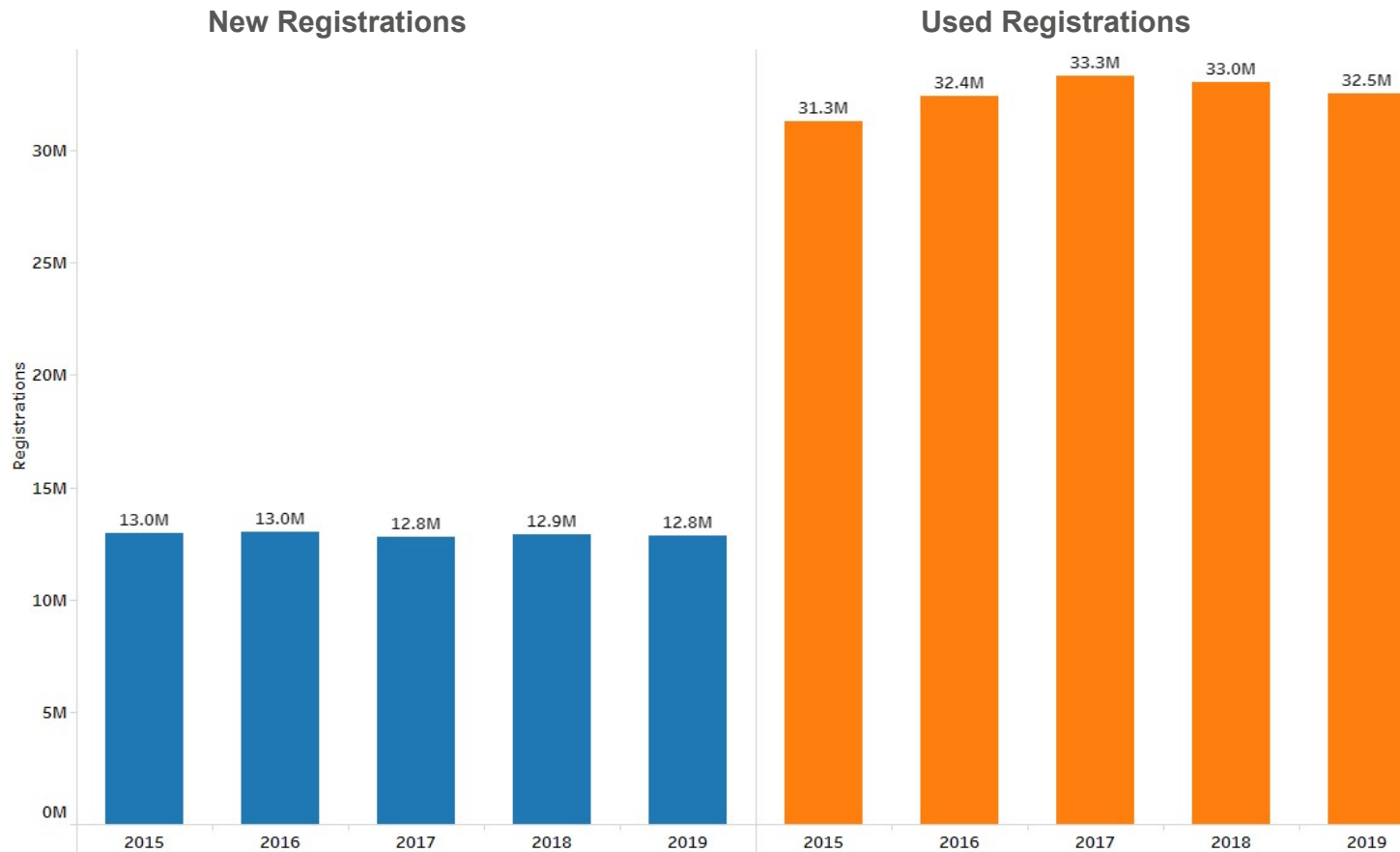
## New and Used Vehicles

Volumes of New vs Used and Domestic vs Import over the last 12 months

Market analysis through the 3<sup>rd</sup> quarter (January through September)



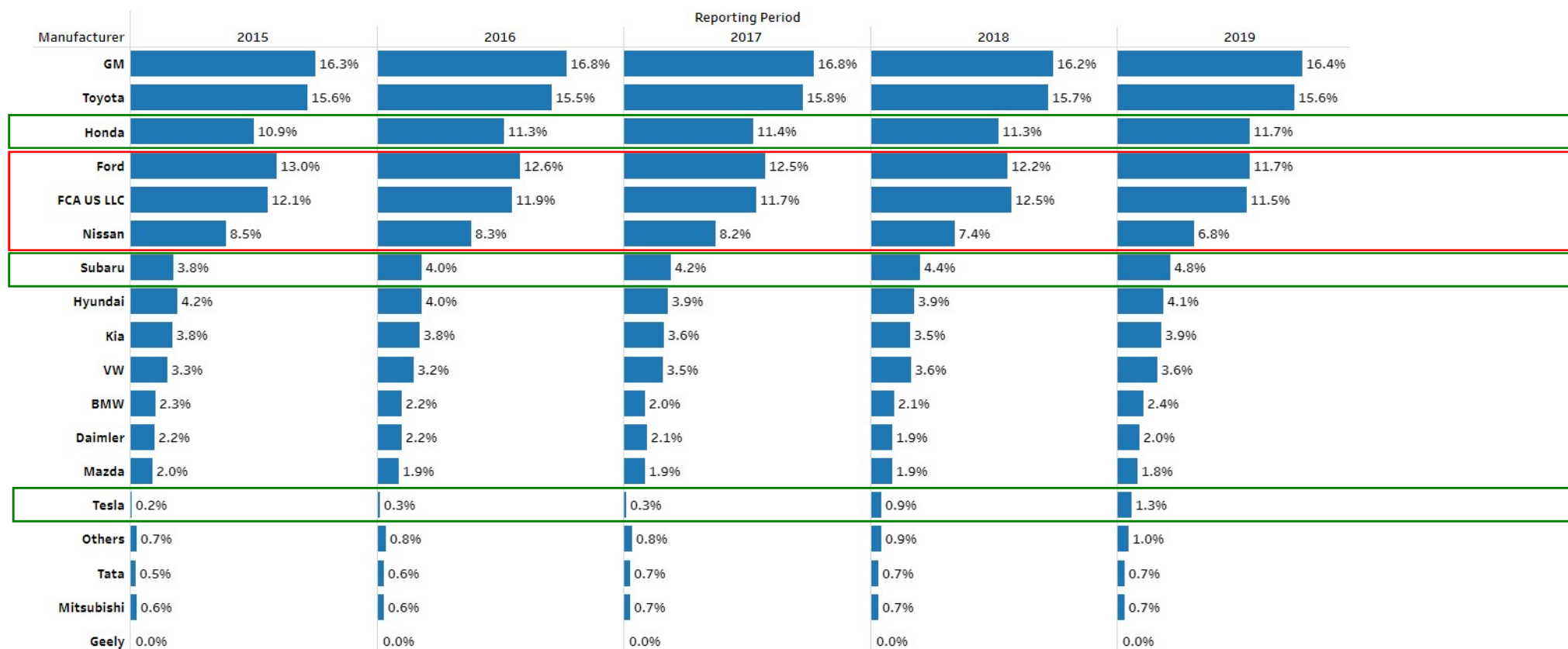
# New and Used vehicle registrations through the 3rd quarter





# New vehicle registrations through the 3rd quarter

## By manufacturer – retail



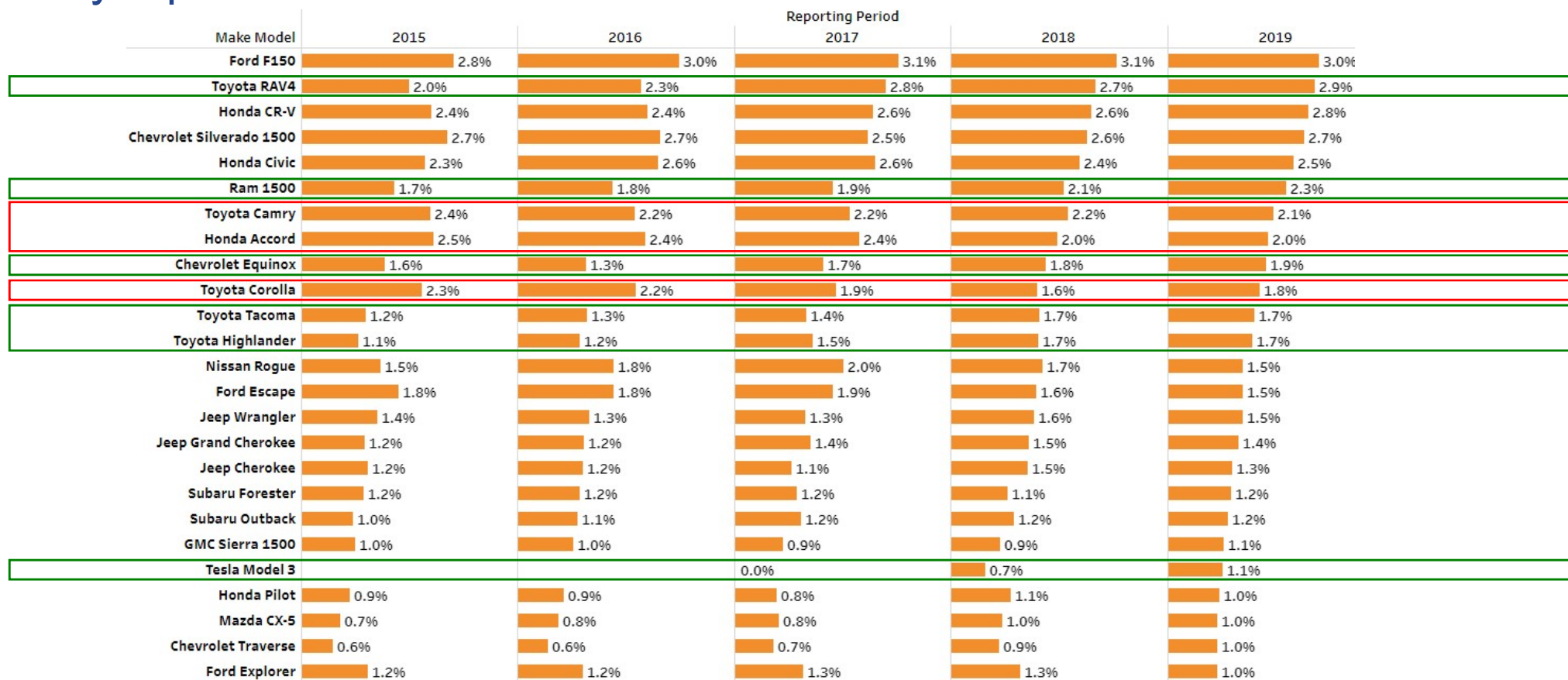
# New vehicle registrations through the 3rd quarter

## Top 26 brands of 2019 – retail

Make	Reporting Period				
	2015	2016	2017	2018	2019
Toyota	13.0%	12.8%	13.8%	13.7%	13.7%
Ford	12.4%	12.0%	11.8%	11.5%	11.0%
Chevrolet	10.9%	11.3%	11.4%	10.9%	10.9%
Honda	9.8%	10.2%	10.4%	10.3%	10.6%
Nissan	7.7%	7.6%	7.3%	6.6%	6.2%
Jeep	5.1%	5.4%	5.3%	6.2%	5.6%
Subaru	3.8%	4.0%	4.2%	4.4%	4.8%
Hyundai	4.2%	4.0%	3.9%	3.9%	4.0%
Kia	3.8%	3.8%	3.6%	3.5%	3.9%
Ram	2.7%	2.8%	3.0%	3.1%	3.5%
GMC	3.3%	3.3%	3.2%	3.2%	3.3%
Volkswagen	2.1%	1.9%	2.2%	2.2%	2.3%
BMW	1.9%	1.8%	1.7%	1.8%	2.1%
Mercedes-Benz	2.1%	2.1%	2.0%	1.9%	2.0%
Lexus	2.2%	2.1%	2.0%	1.9%	1.9%
Mazda	2.0%	1.9%	1.9%	1.9%	1.8%
Dodge	2.6%	2.3%	2.1%	1.9%	1.6%
Buick	1.3%	1.3%	1.4%	1.3%	1.4%
Audi	1.2%	1.3%	1.3%	1.4%	1.3%
Tesla	0.2%	0.3%	0.3%	0.9%	1.3%
Acura	1.2%	1.1%	1.0%	1.0%	1.1%
Cadillac	0.9%	0.9%	0.9%	0.8%	0.8%
Infiniti	0.8%	0.8%	0.8%	0.8%	0.7%
Mitsubishi	0.6%	0.6%	0.7%	0.7%	0.7%
Lincoln	0.6%	0.6%	0.7%	0.6%	0.7%
Chrysler	1.5%	1.2%	1.0%	0.9%	0.6%

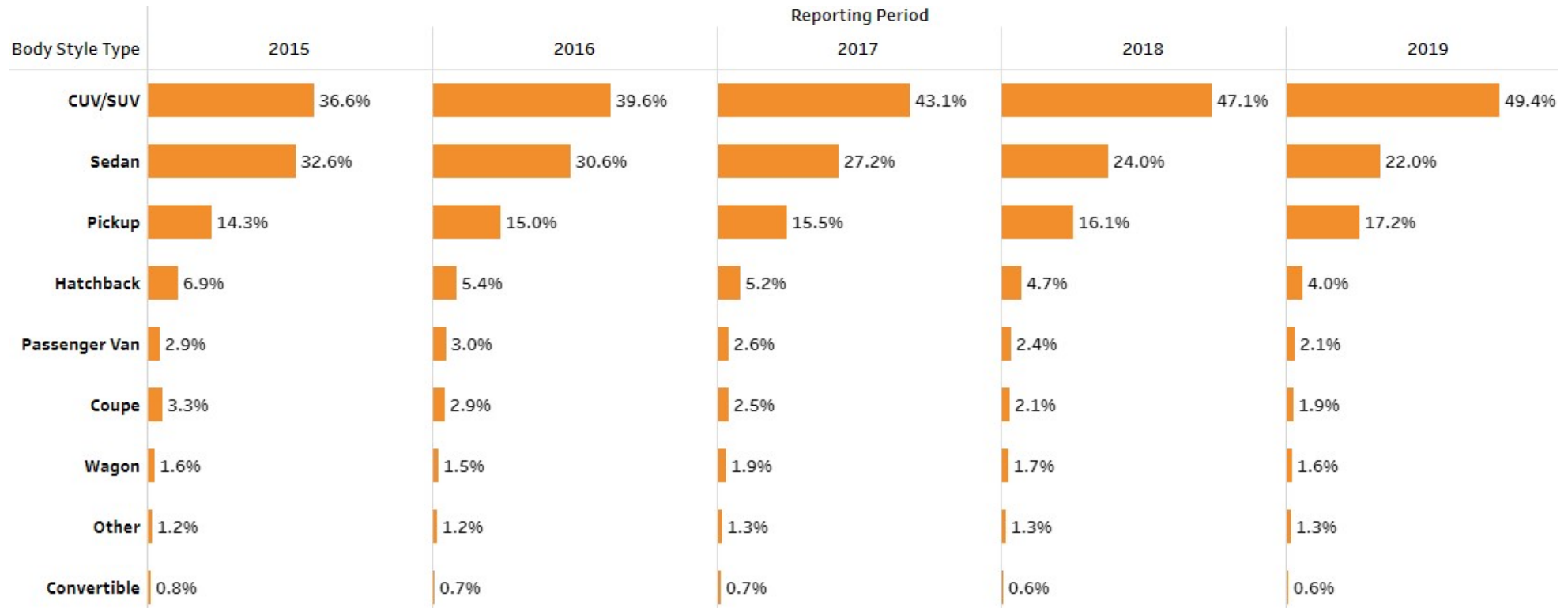
# New vehicle registrations through the 3rd quarter

## By top 25 make/models - retail



# New vehicle registrations through the 3rd quarter

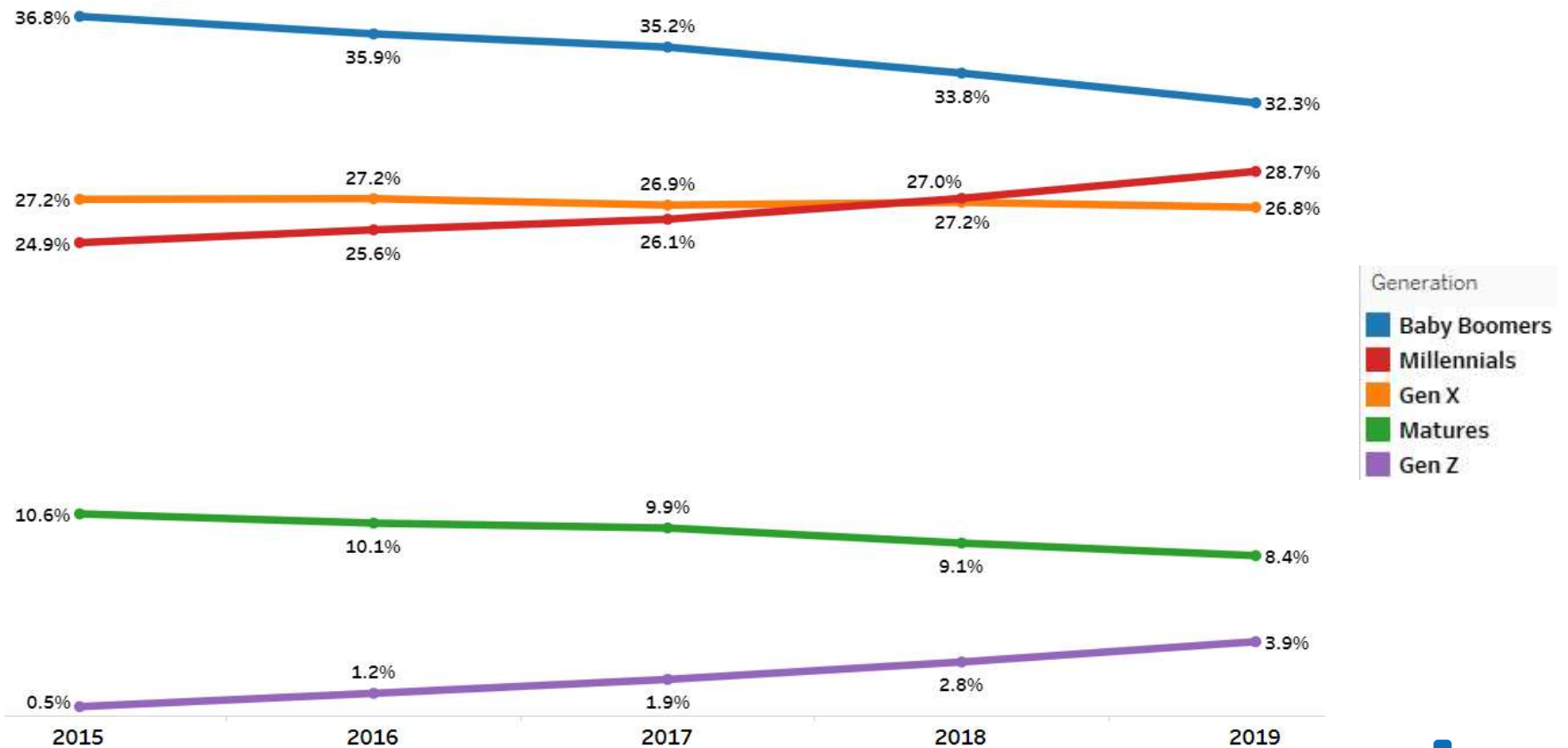
## By body style type – retail



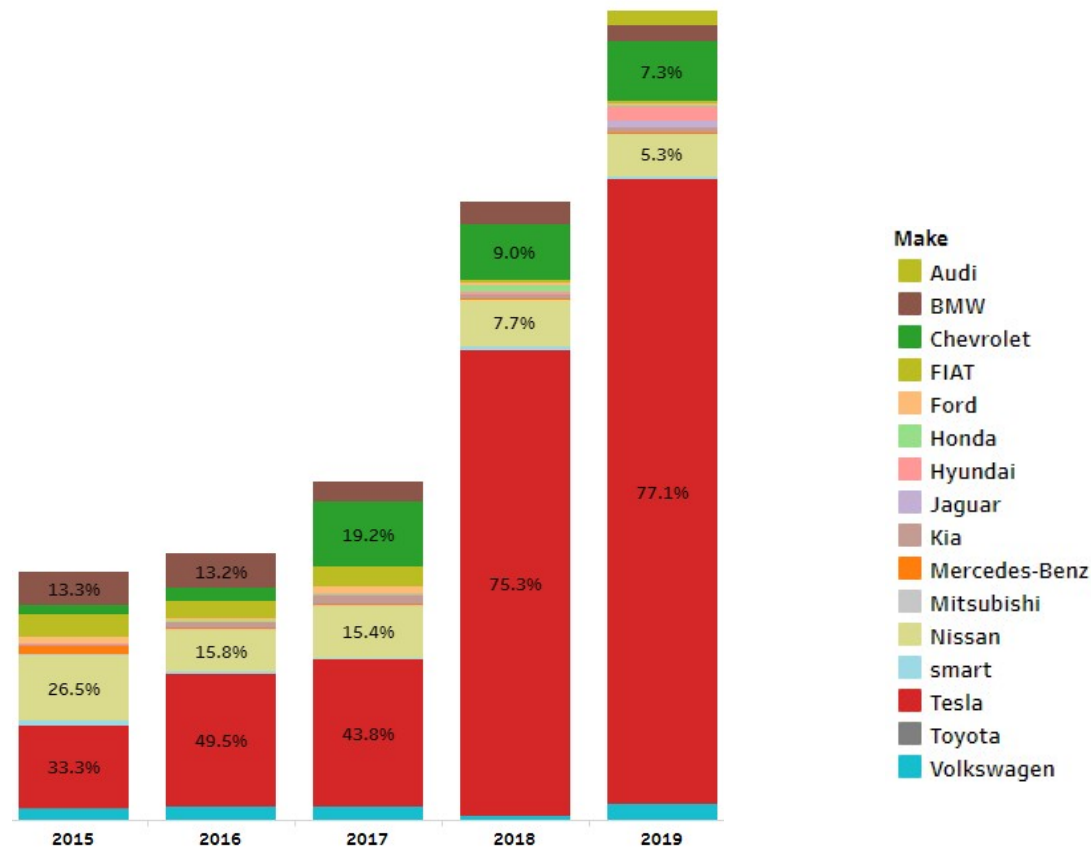


# New vehicle registrations through the 3rd quarter

## By generation



# The electric market by Make – New registrations January – September





## Vehicle Analysis

### U.S. Medium and Heavy Duty (GVW 4-8)

- New registrations
- VIO and vocation



CLASS

**4** 14,001 to 16,000 lbs.



CLASS

**5** 16,001 to 19,500 lbs.



CLASS

**6** 19,501 to 26,000 lbs.



CLASS

**7** 26,001 to 33,000 lbs.



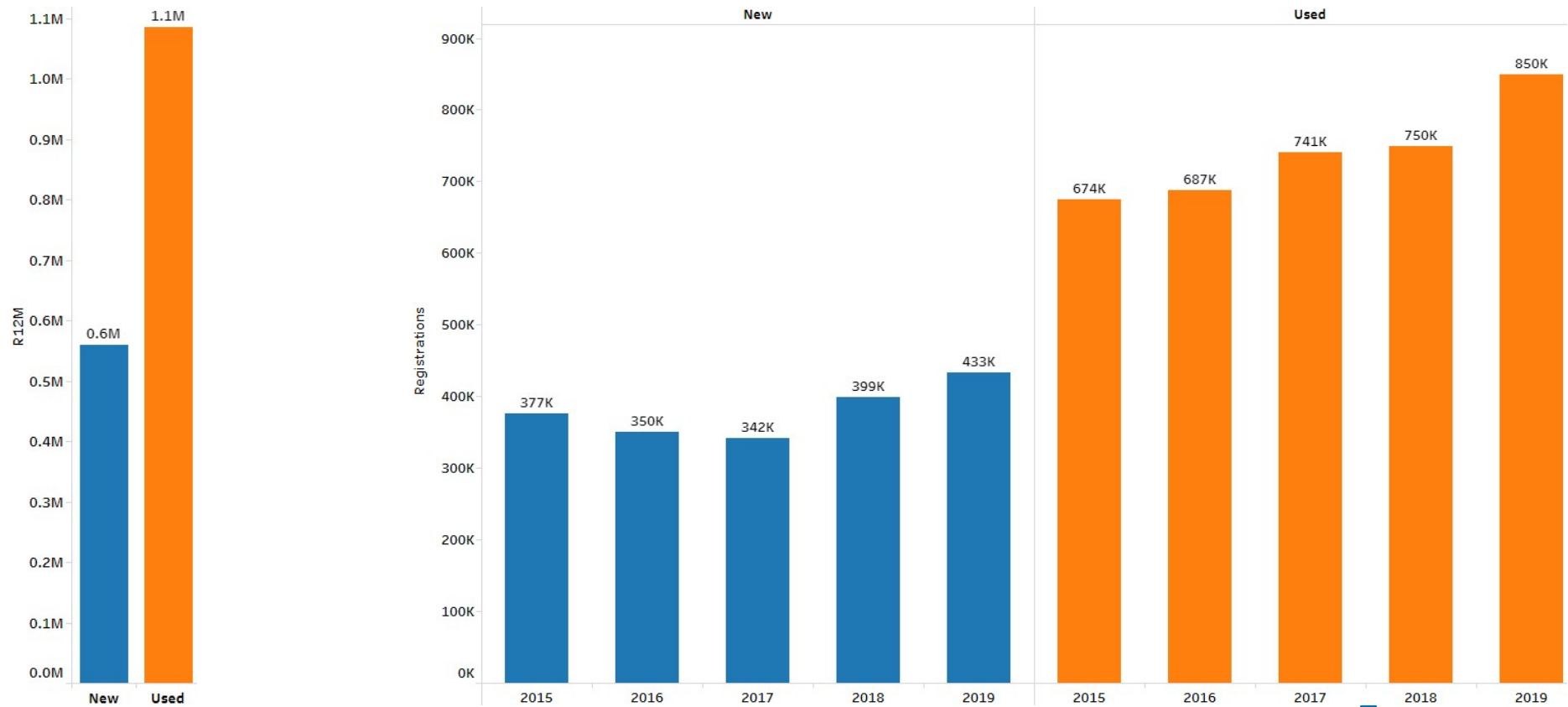
CLASS

**8** over 33,000 lbs.

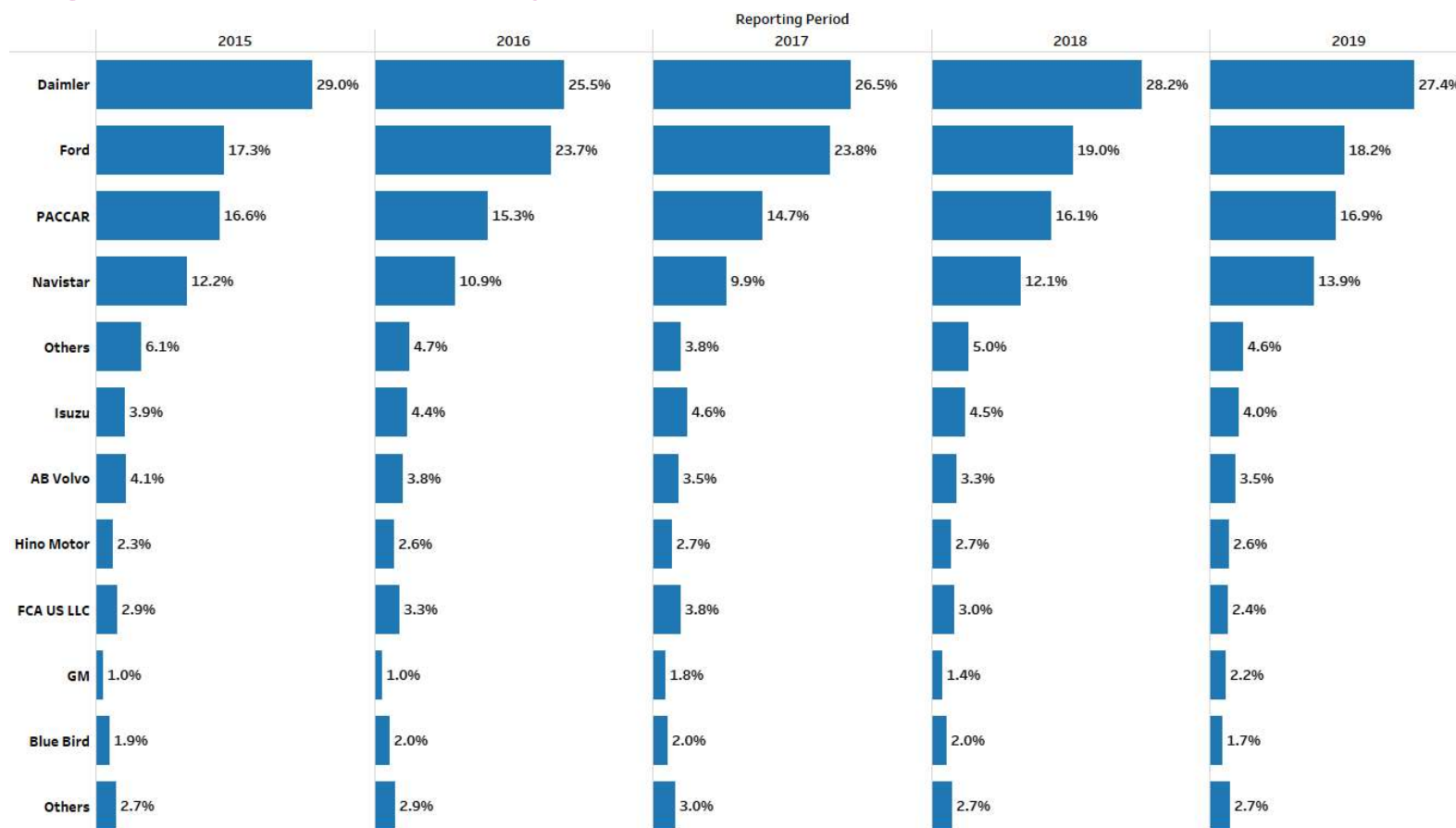


# U.S. Medium and Heavy Duty new/used registrations

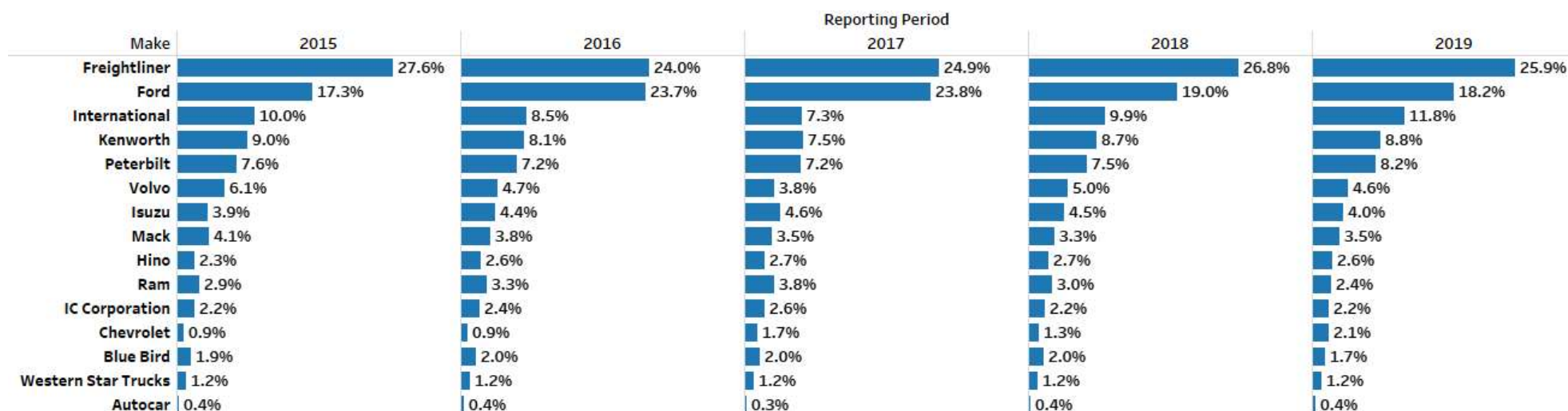
## Current 12 months vs 3<sup>rd</sup> quarter trend



# U.S. Medium and Heavy Duty new registrations through 3<sup>rd</sup> quarter by manufacturer

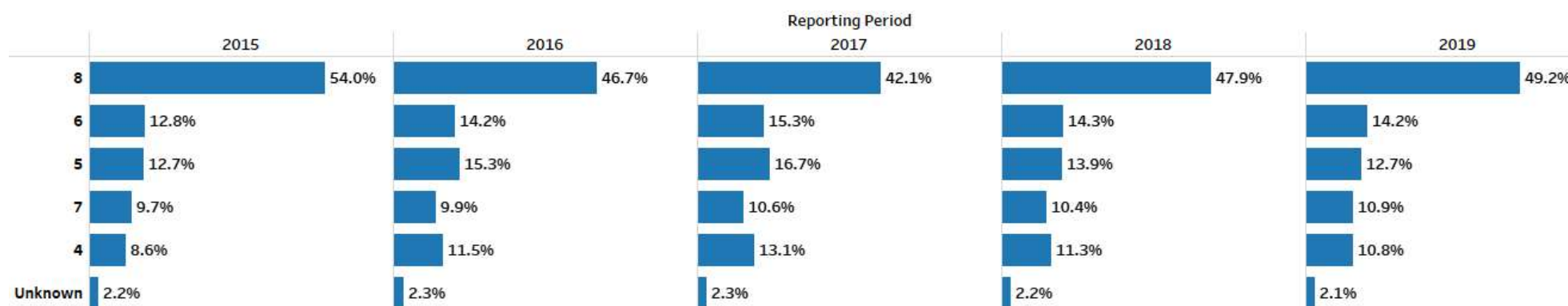


# U.S. Medium and Heavy Duty new registrations through 3<sup>rd</sup> quarter by top 15 Makes

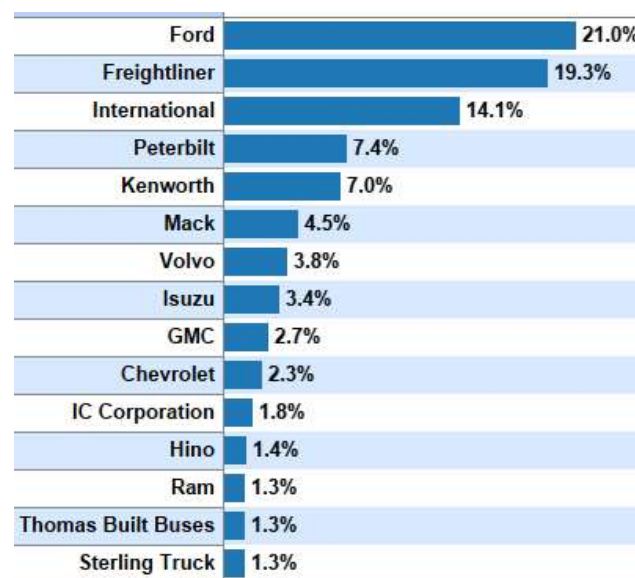
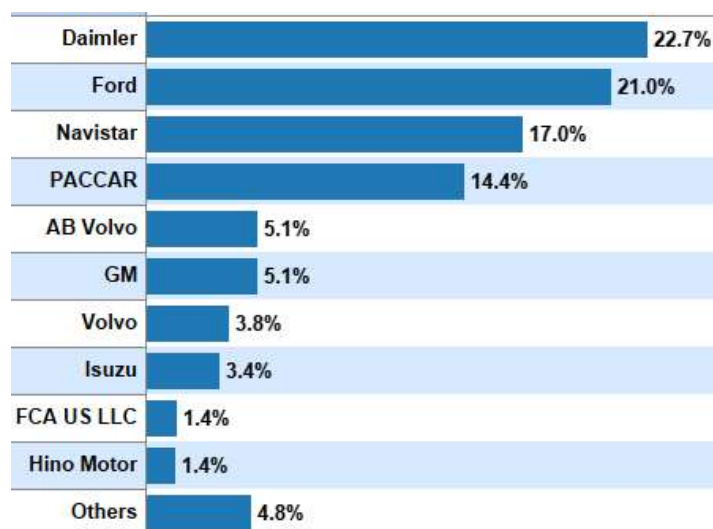




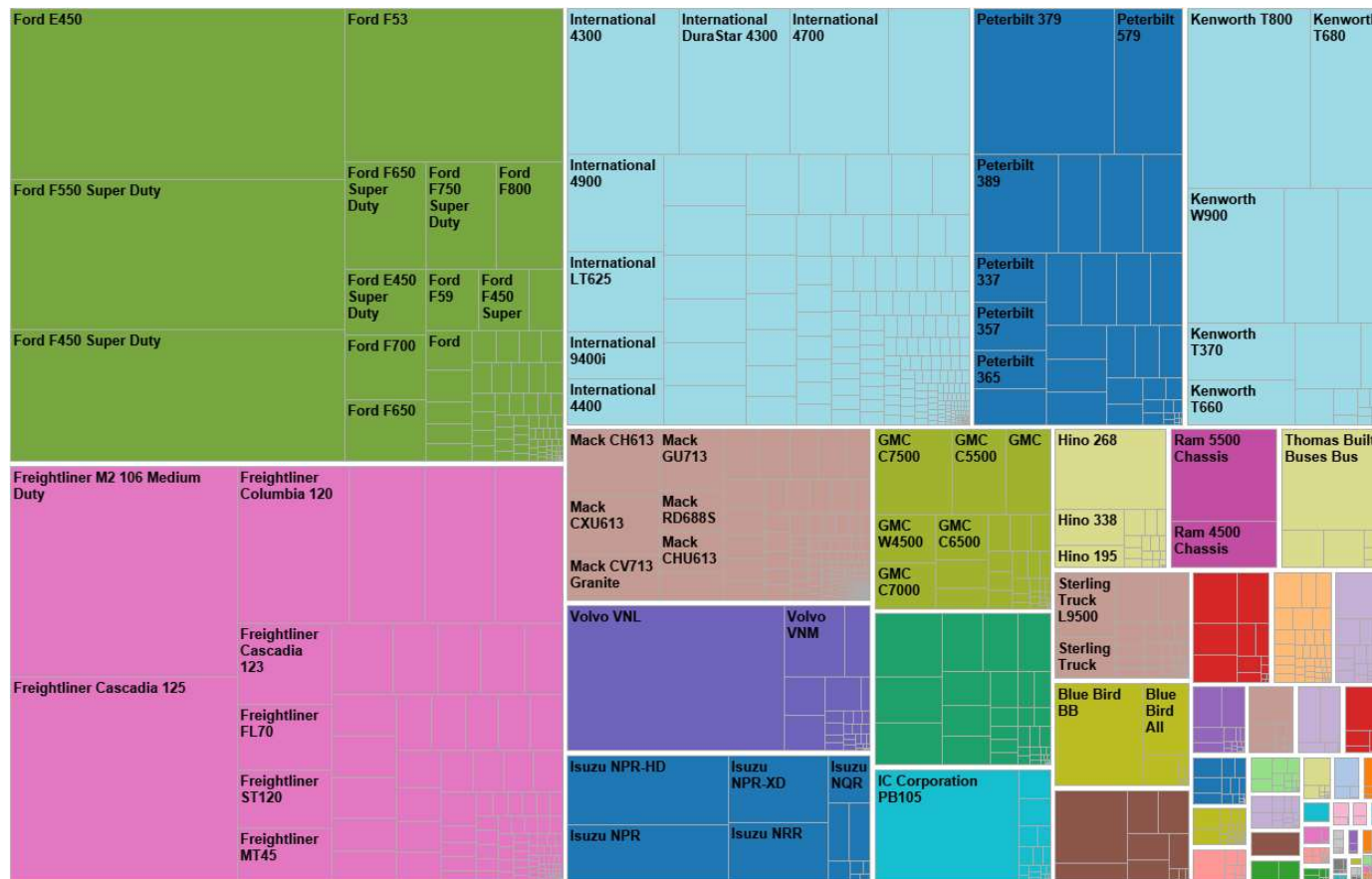
# U.S. Medium and Heavy Duty new registrations through 3<sup>rd</sup> quarter by GVW class



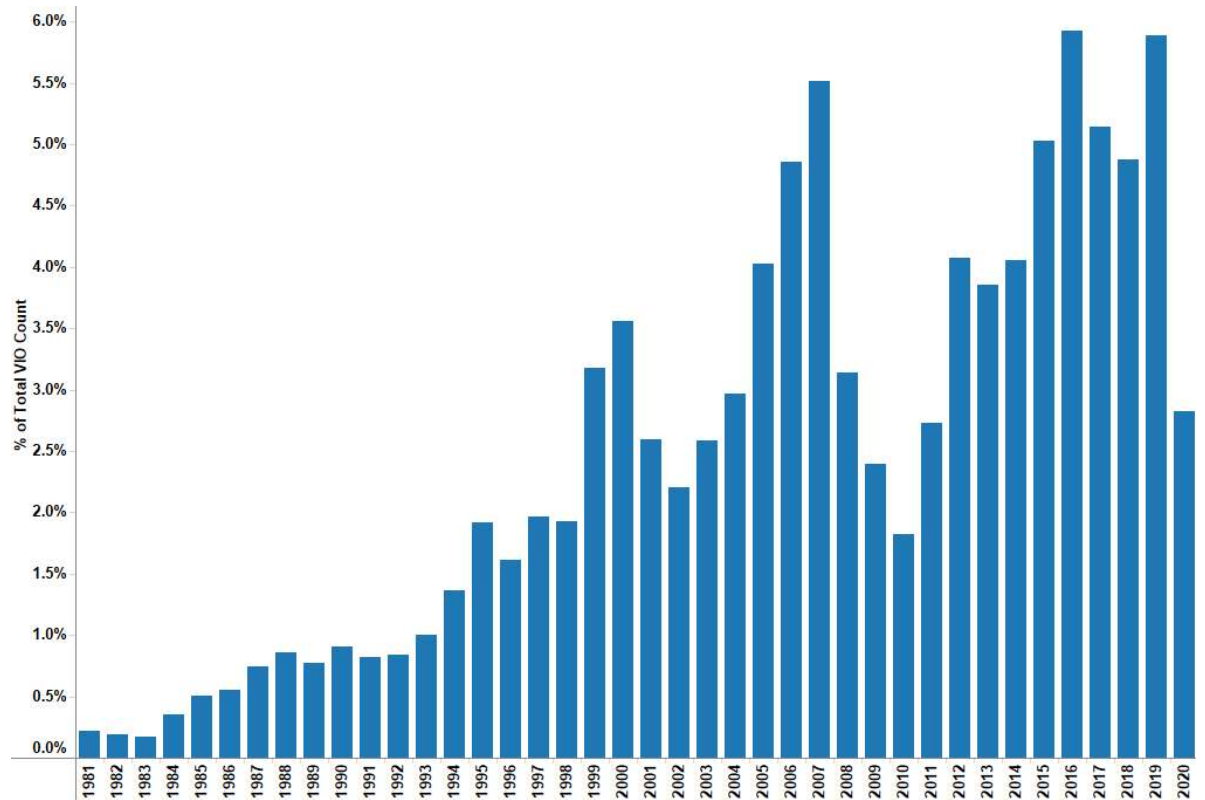
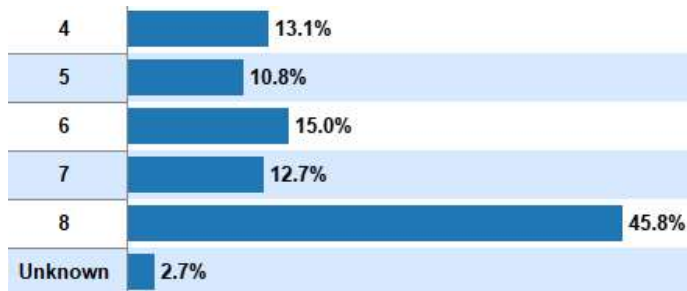
## VIO for medium and heavy trucks (8.3M) by top 10 manufacturer and by top 15 makes (brands)



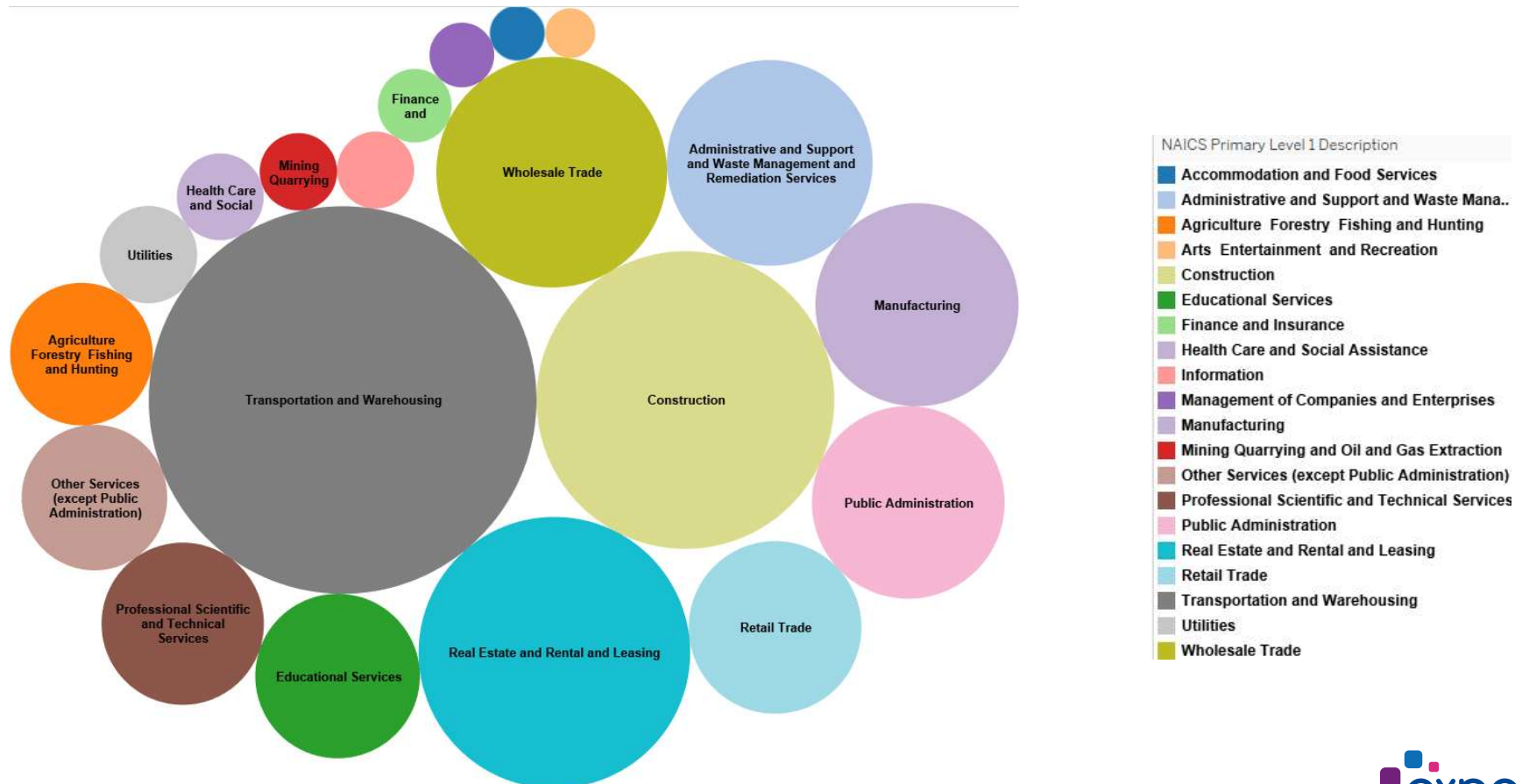
# VIO for medium and heavy trucks breakdown by Make/Model



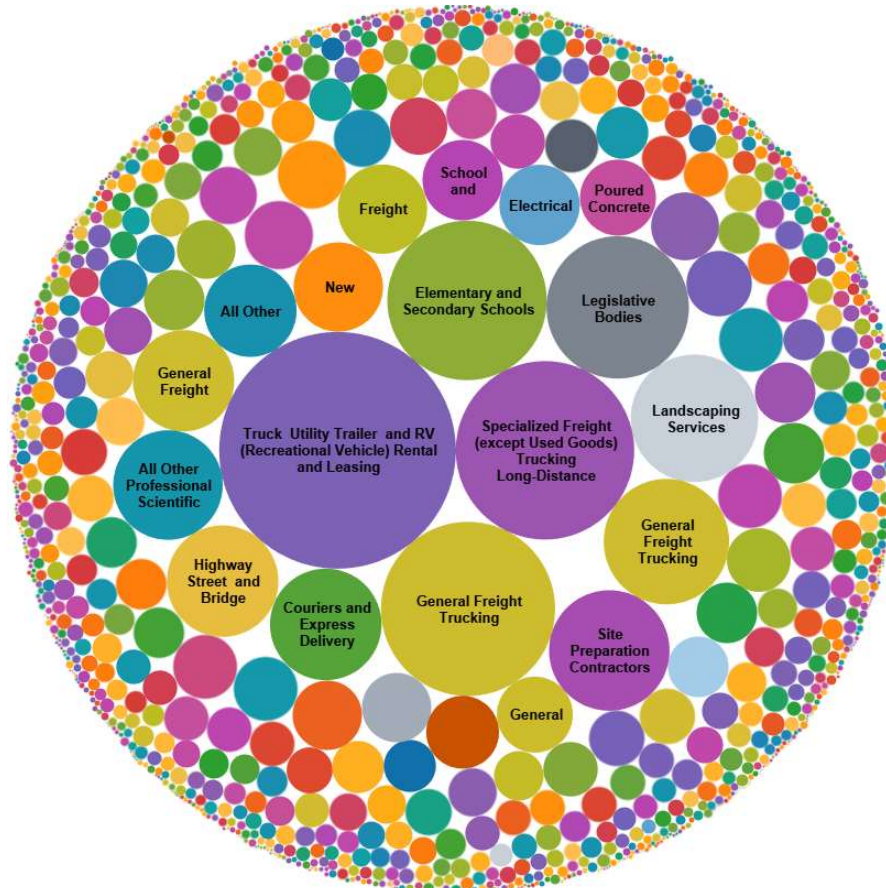
# VIO for medium and heavy trucks by GVW Class and by Model Year



# VIO vocation for medium and heavy trucks by vocation – high level (20 vocations)

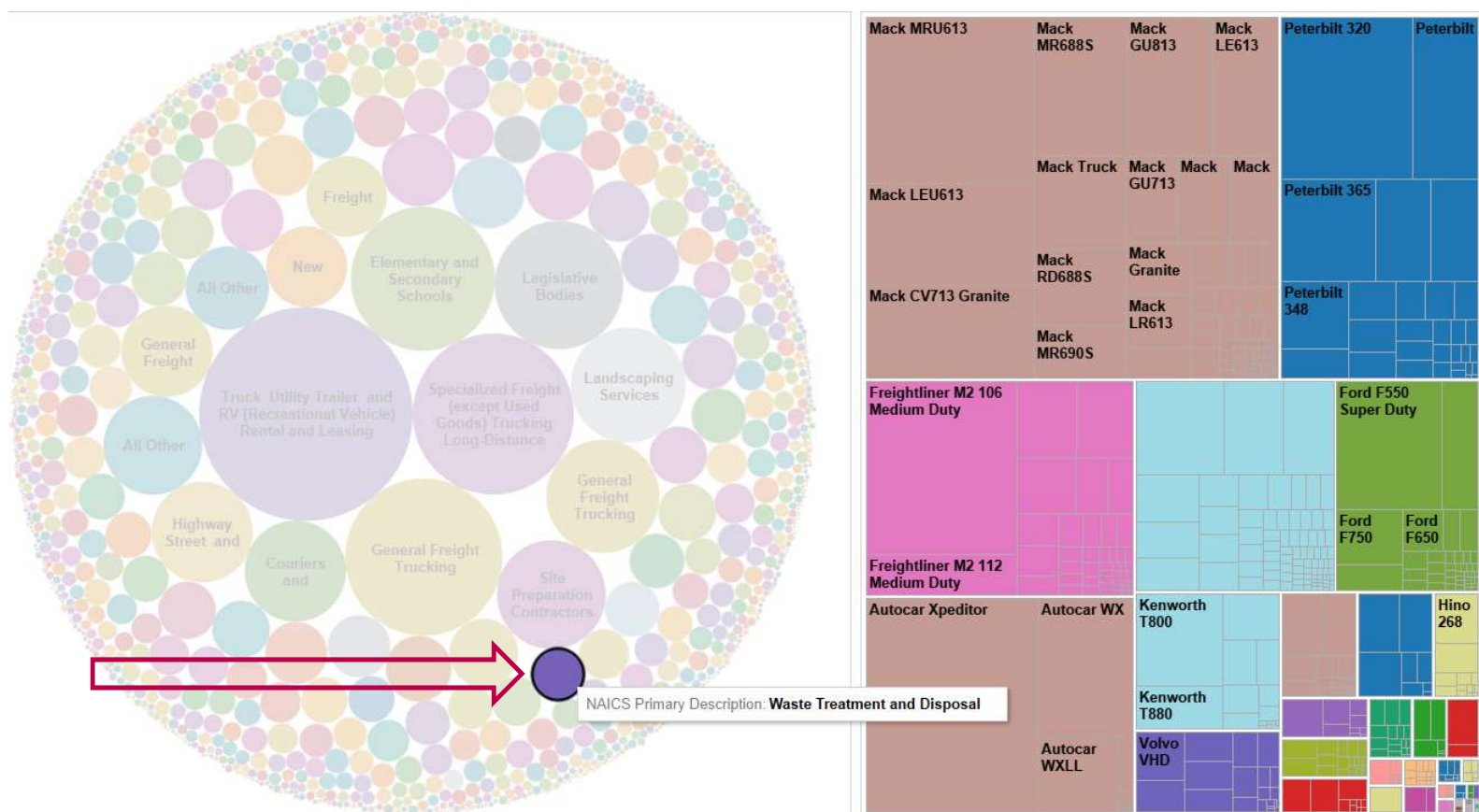


# VIO vocation for medium and heavy trucks by vocation – detail level (1,374 vocations)





# VIO vocation for medium and heavy trucks break down vocations by Make/Models





# Summary

- Total light duty VIO continues to grow to 279.2 million in the U.S. market
- The Aftermarket Sweet Spot has started growing in the U.S. as we predicted a few years ago, and looking at the Pre Sweet Spot trend over the last 5 years shows we're in for more growth in coming years.
- U.S. New and Used registrations remain strong with 17 million new registrations occurring over the last 12 months.
- Cross-overs registrations within the U.S. of new vehicles continue to increase over prior time periods, and dominate with nearly half of all new vehicle registrations.
- The medium and heavy duty market is dominated by GVW class 8 trucks both on new registrations and within VIO.
- Registrations for truck leasing and truck hauling lead the top vocations for medium and heavy duty trucks.



# Today's presentation



Follow us on **Twitter**  
#EXPAuto  
@Experian\_Auto



Connect with us on **LinkedIn**  
Experian Automotive



# Thank you

Experian Automotive is prepared to meet your needs with an integrated solution statically designed to drive your business forward



©2019 Experian Information Solutions, Inc. All rights reserved. Experian and the Experian marks used herein are trademarks or registered trademarks of Experian Information Solutions, Inc. Other product and company names mentioned herein are the trademarks of their respective owners. No part of this copyrighted work may be reproduced, modified, or distributed in any form or manner without the prior written permission of Experian.

**Experian Public**