



Experian Automotive Quarterly Briefing

Second quarter 2018 automotive market share trends and registrations

Marty Miller | Senior Product Manager and Industry Consultant



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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 June 30, 2018

New, Used and other market changes

Industry news analysis – Hurricane Florence

Questions? Contact us at Auto@experian.com

U.S. and Canada total Vehicles in Operation = 320.0M

Light Duty

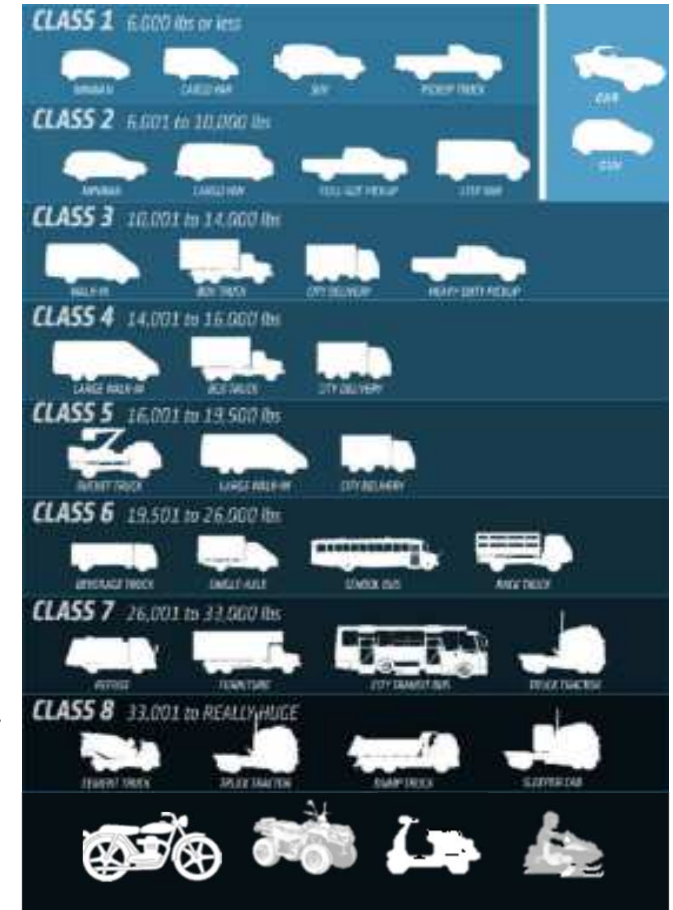
Passenger Cars, Light Trucks, Vans
Cars and GVW Class 1 – 3

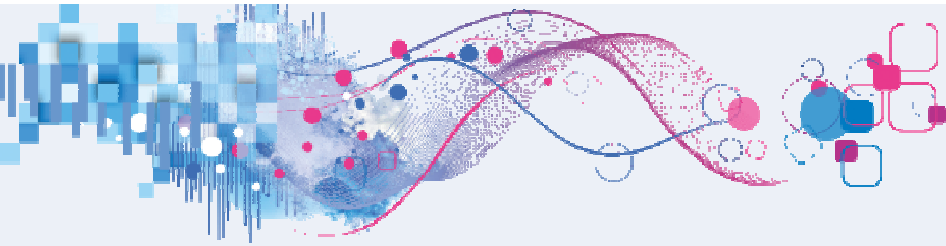
Medium & Heavy Duty

Large Vans, Delivery Trucks, Buses, RVs,
Cement Trucks, Semi-Tractors
GVW Class 4 - 8

Power Sports

Motorcycles, All-Terrain,
Utility Task, Snowmobiles



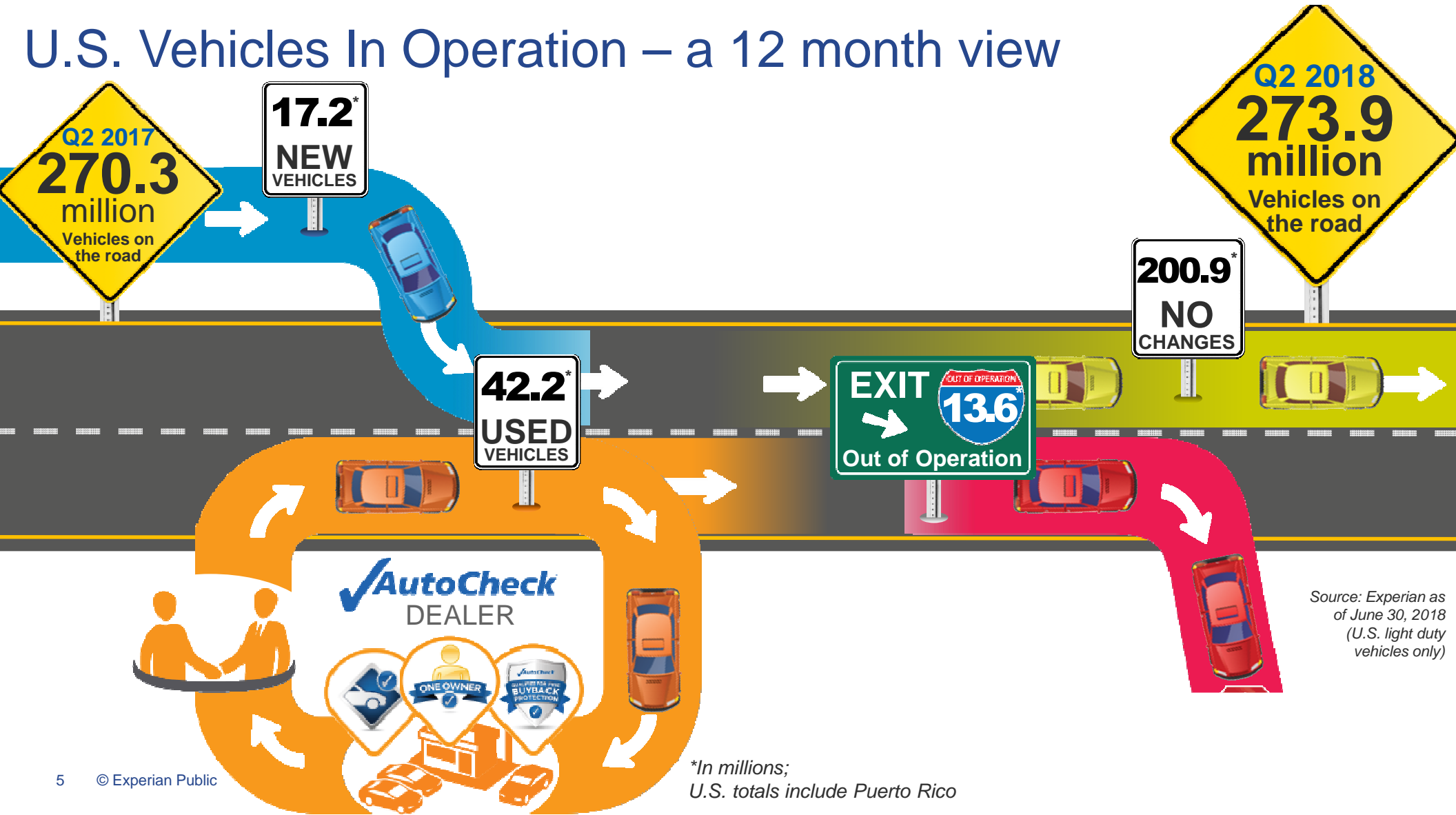


Vehicles in Operation

What's on the road today?
U.S. Light Duty Vehicles



U.S. Vehicles In Operation – a 12 month view



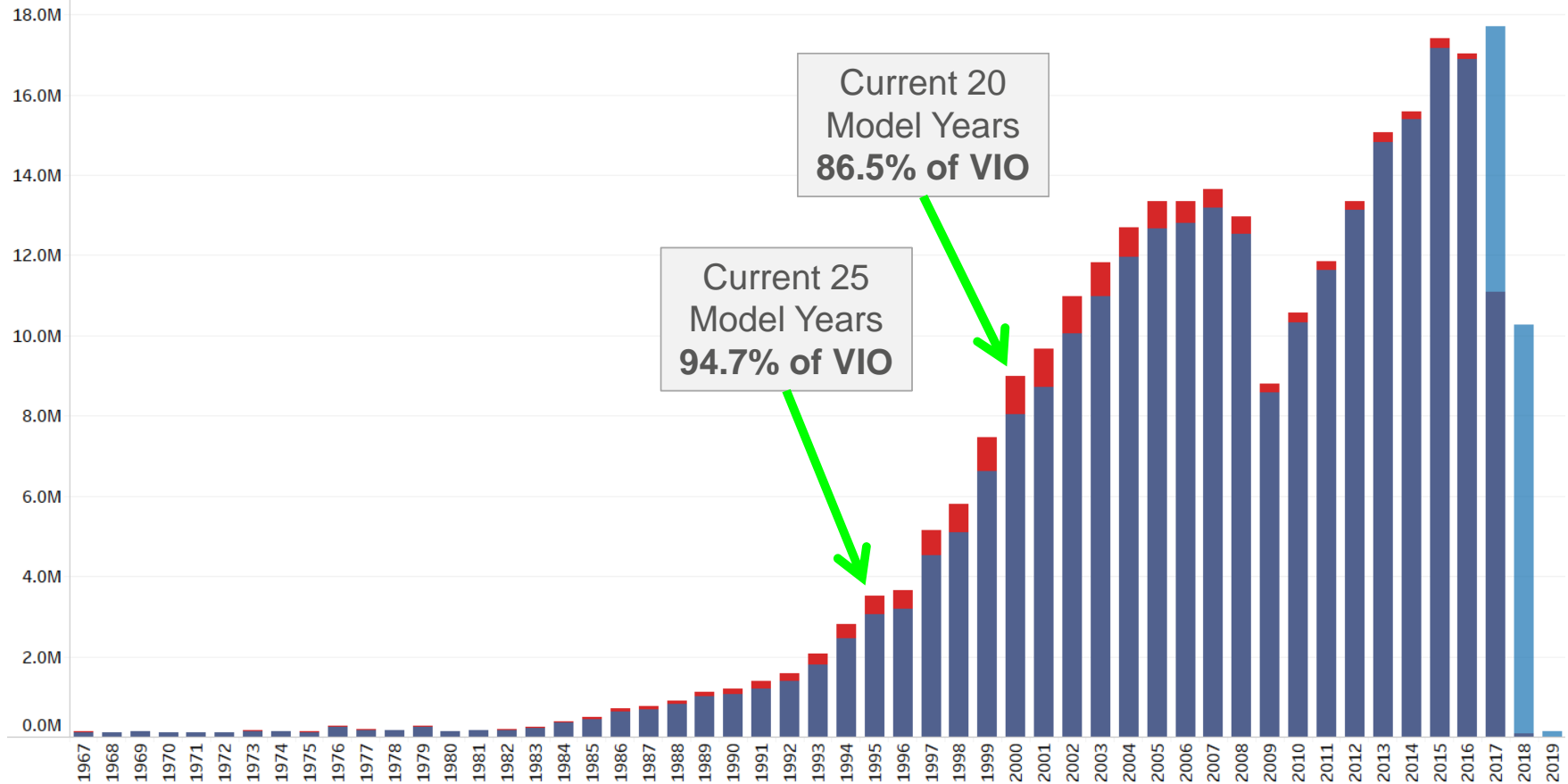
Source: Experian as of June 30, 2018 (U.S. light duty vehicles only)

*In millions; U.S. totals include Puerto Rico

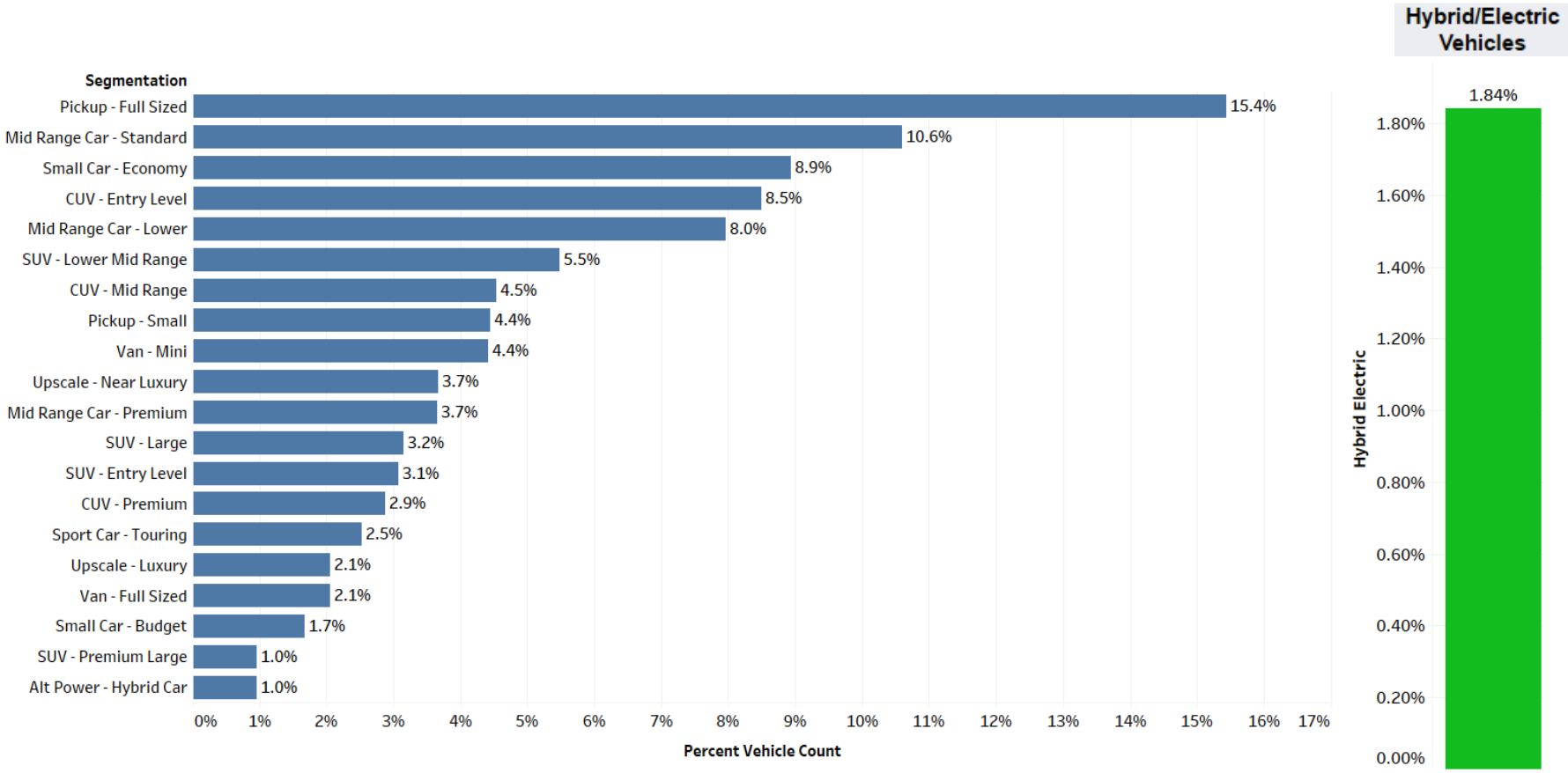
U.S. VIO change by model year (in millions)

Q2 2017 to Q2 2018

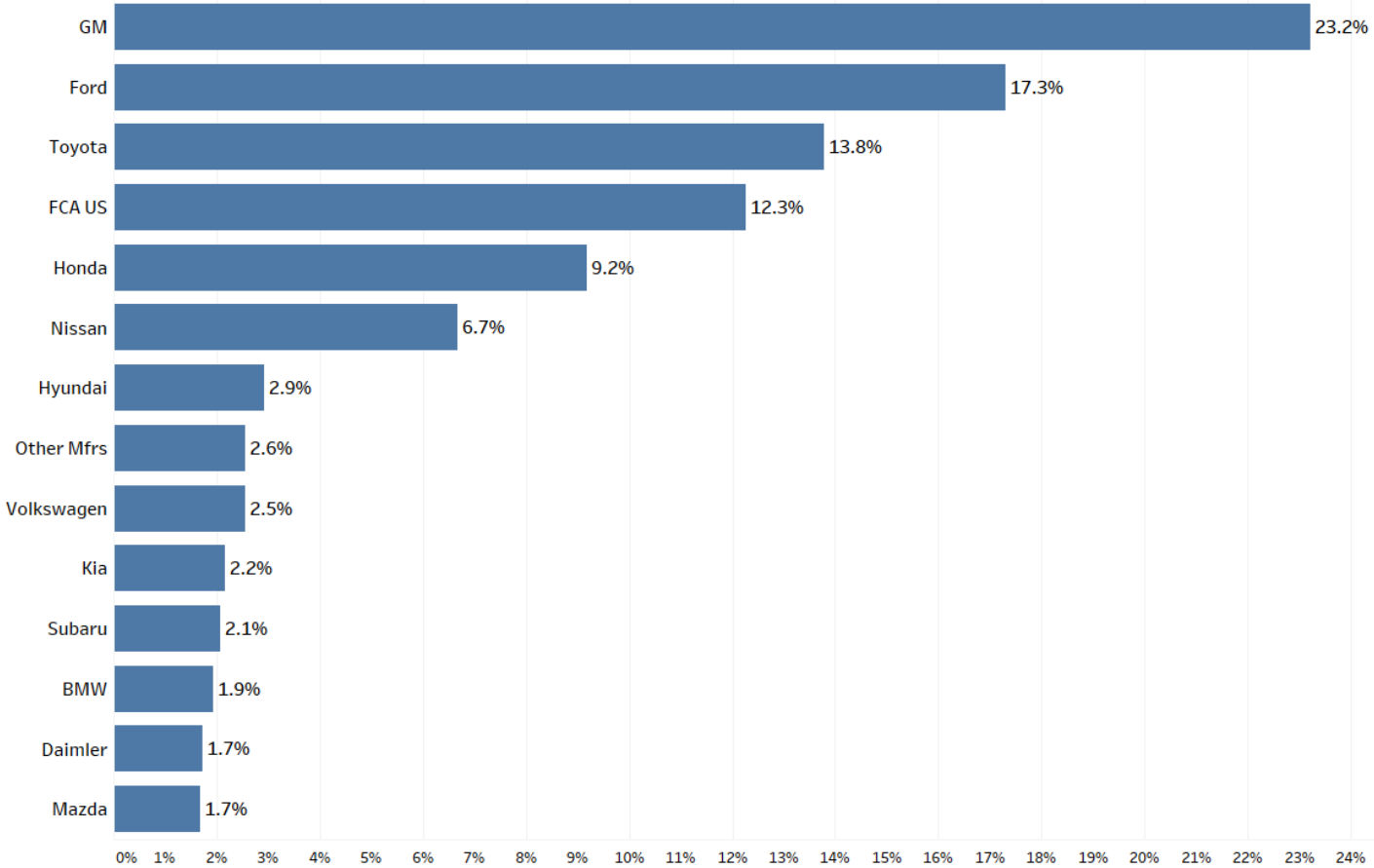
Out of operation
New vehicle sales
Carryover vehicles



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



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

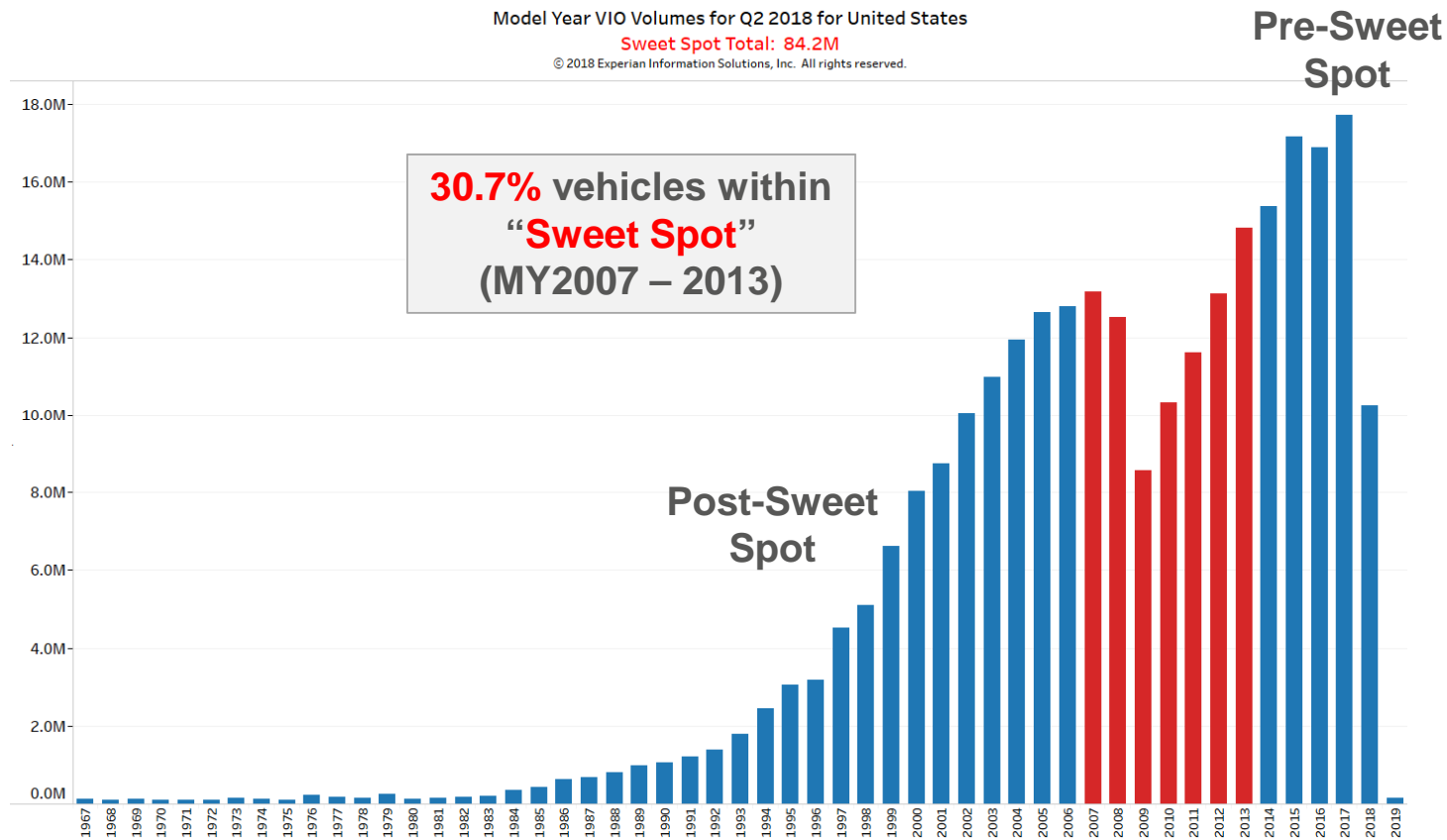
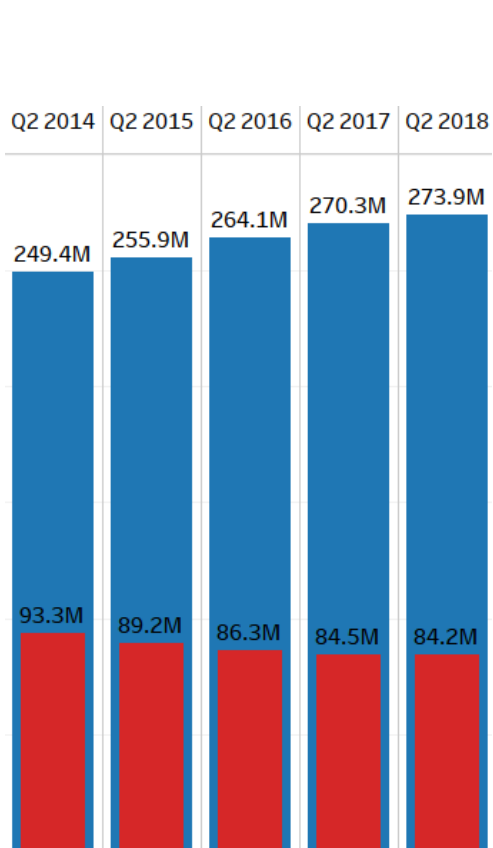
“*Post Sweet Spot*” vehicles

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

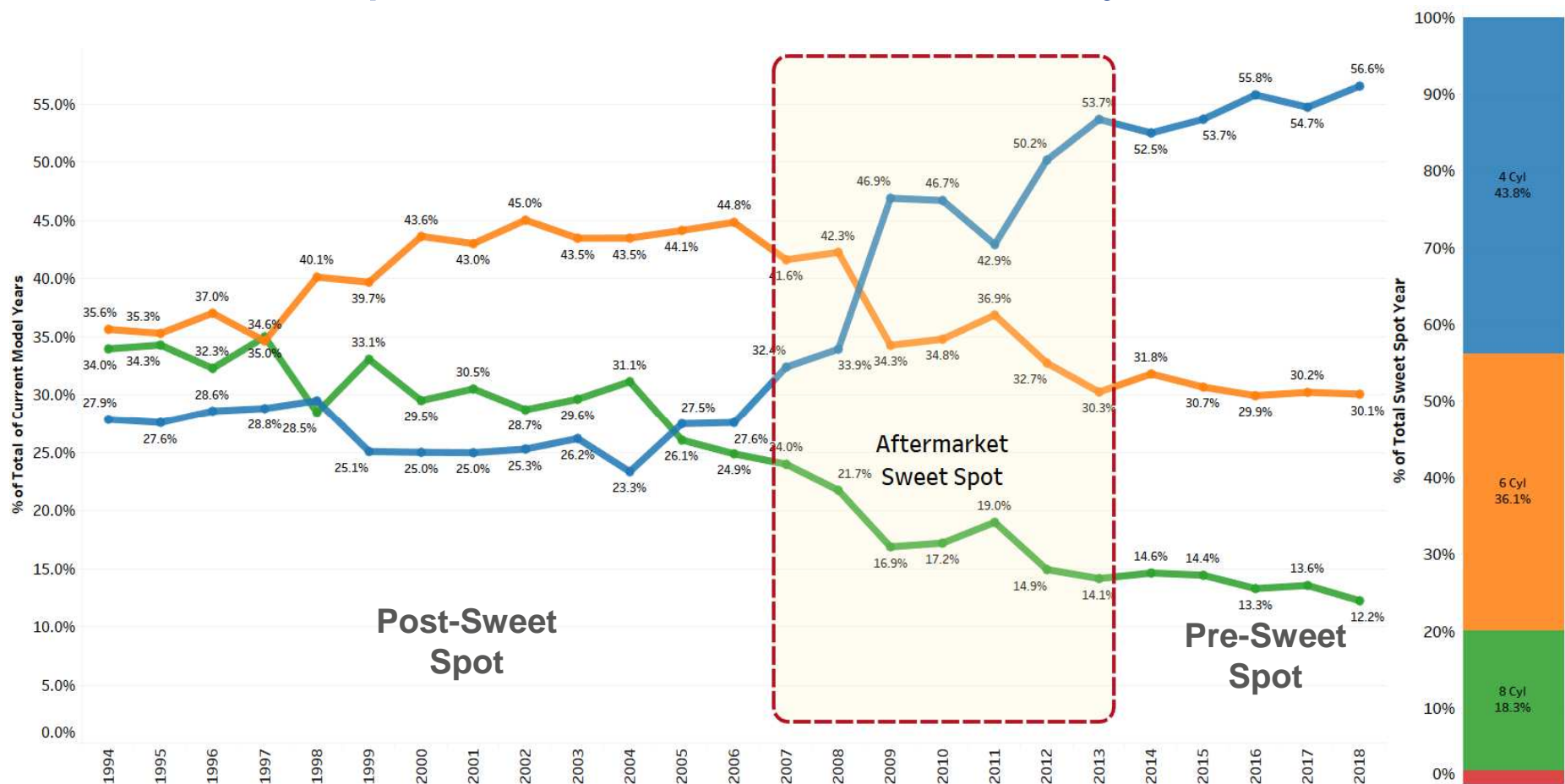
“*Pre Sweet Spot*” vehicles

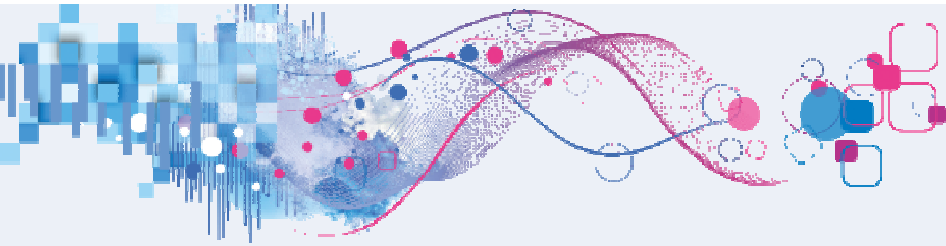
- 5 model years old & newer; many covered by the vehicle’s manufacturer warranty
- Identifies models coming into the Sweet Spot

U.S. trend of total VIO compared to sweet spot volumes VIO by model year (in millions)



U.S. Sweet Spot vehicles – 4, 6 and 8 cylinders



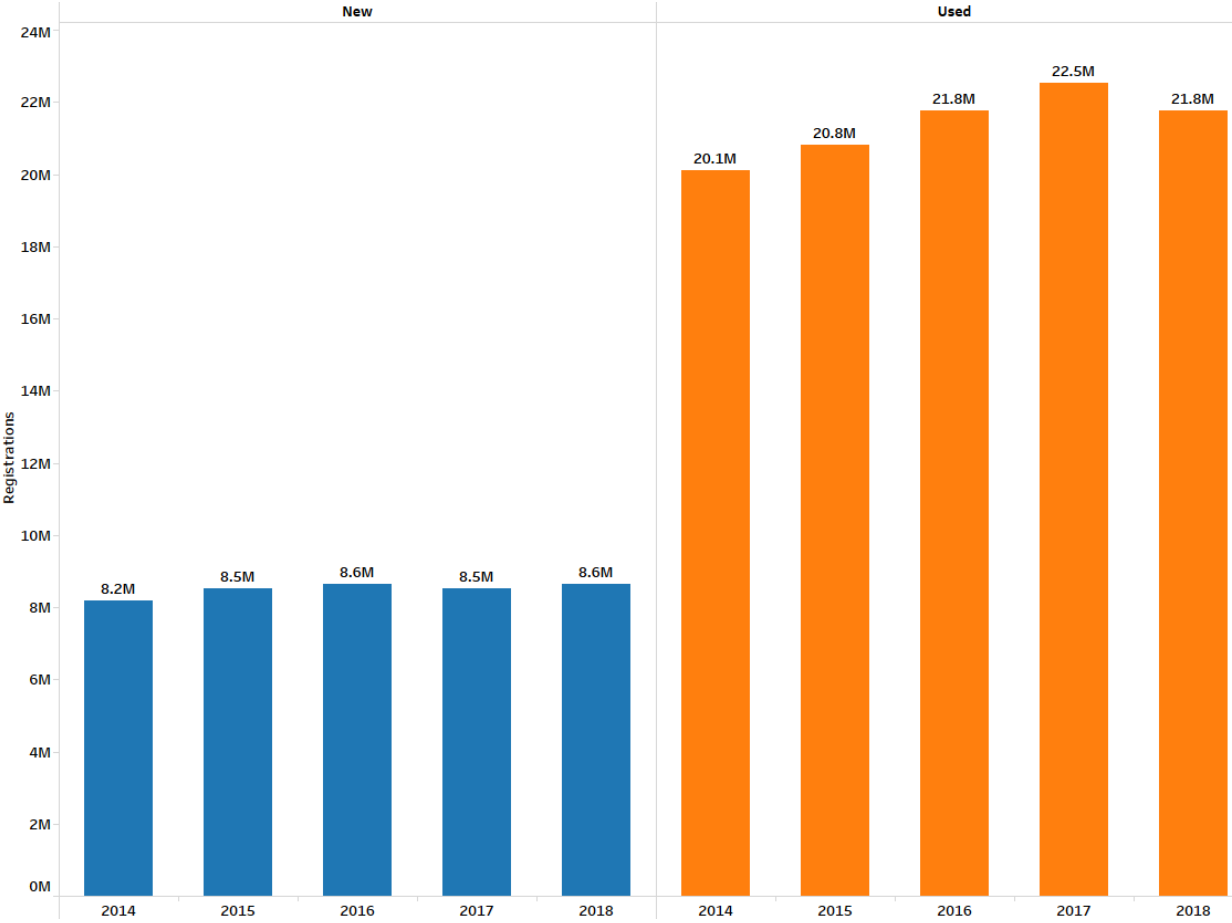


New and Used Vehicles

Volumes and market share

January through June 2018 volumes

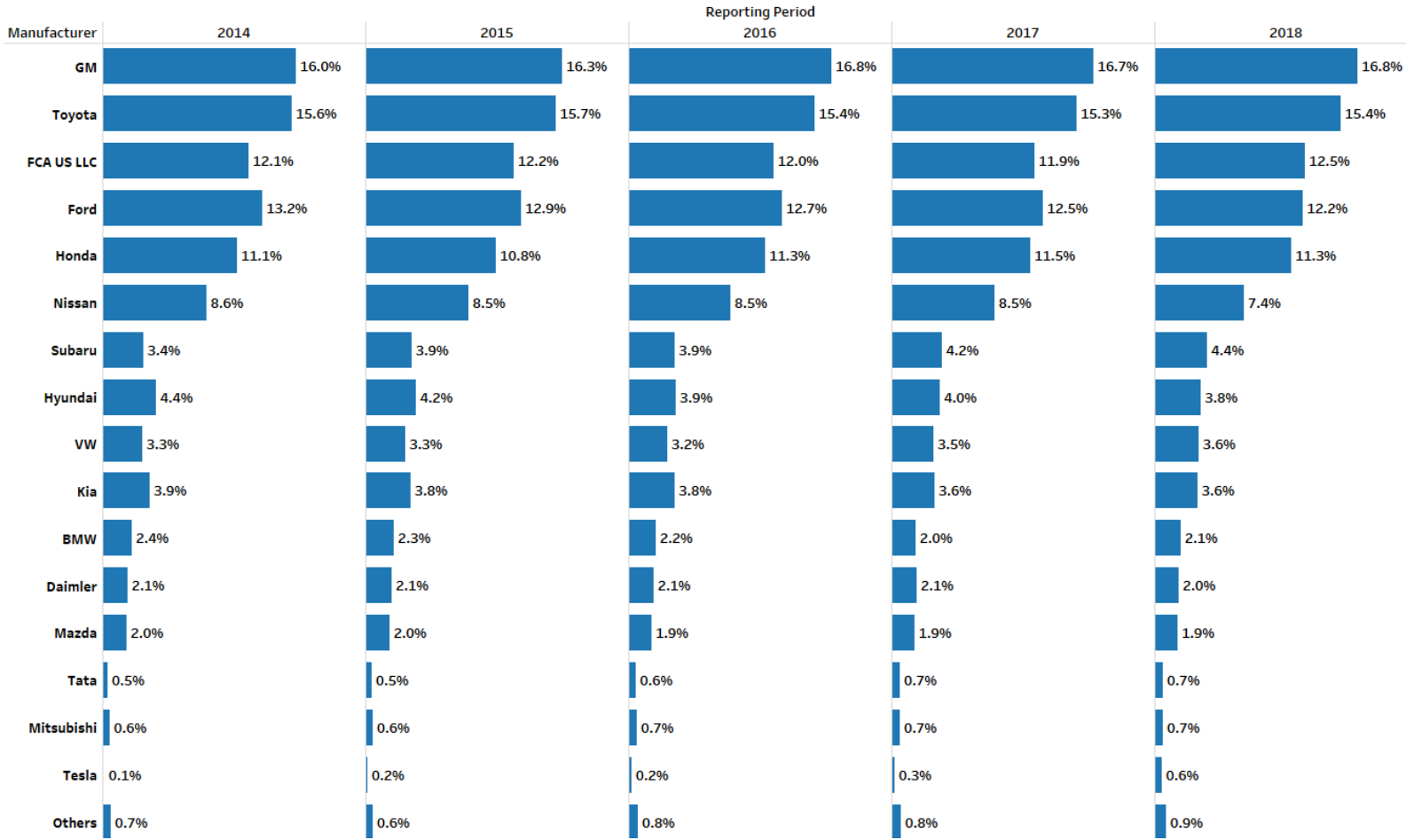
New vs Used vehicle registrations 2nd quarter



Source: Experian Automotive as of January 1 through June 30 of each year (light duty vehicles only)



New vehicle registrations 2nd quarter - Manufacturer



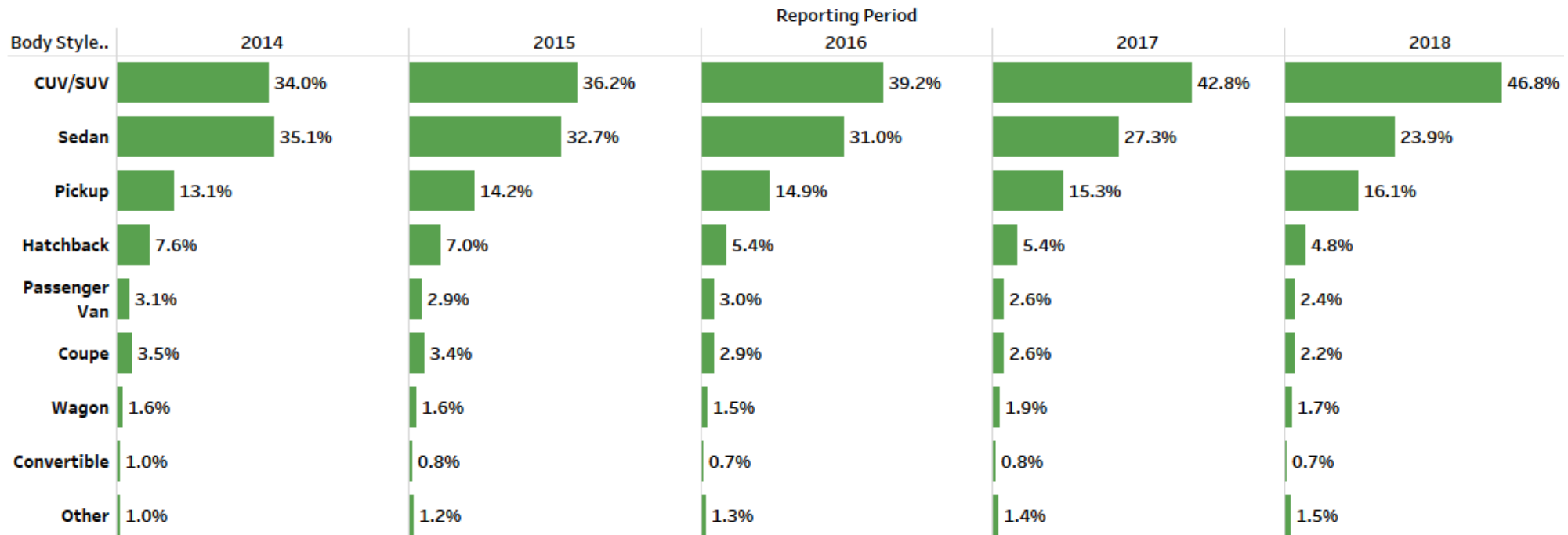
Source: Experian Automotive as of January 1 through June 30 of each year (light duty vehicles only)



New vehicle registrations 2nd quarter – Vehicle Type

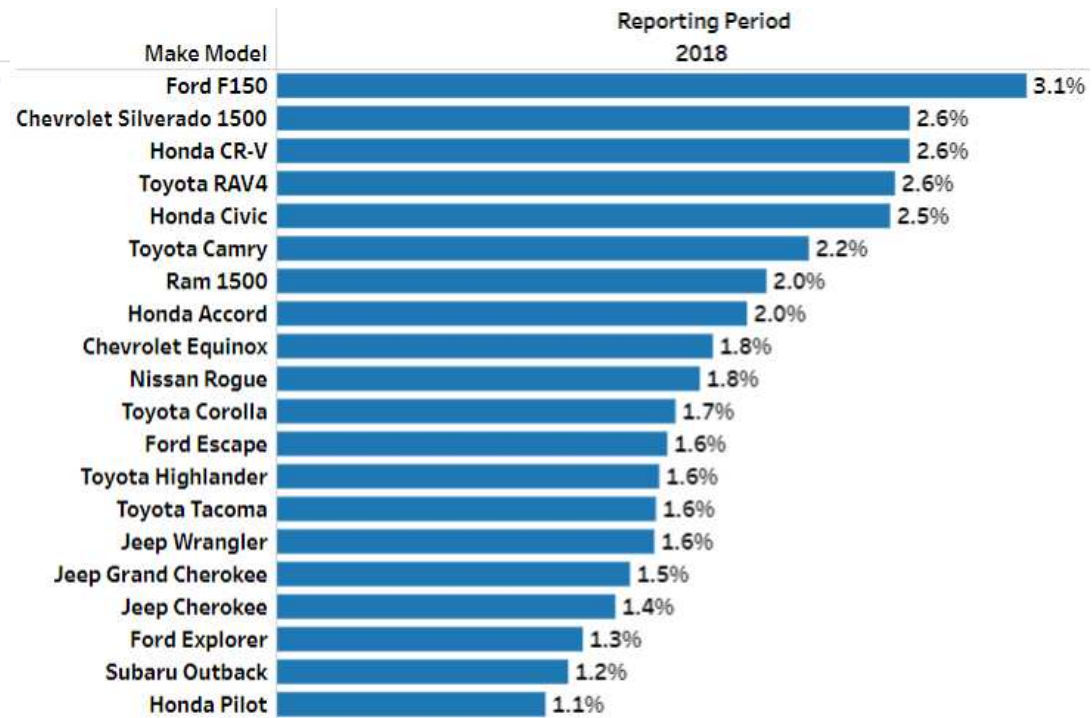
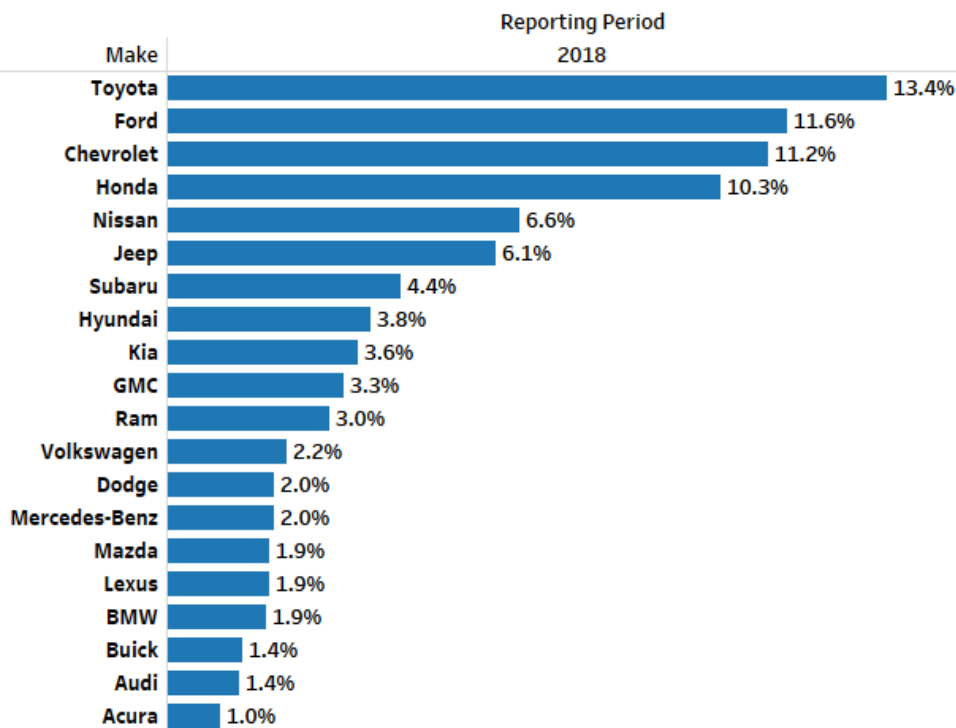


New vehicle registrations 2nd quarter – Body Style

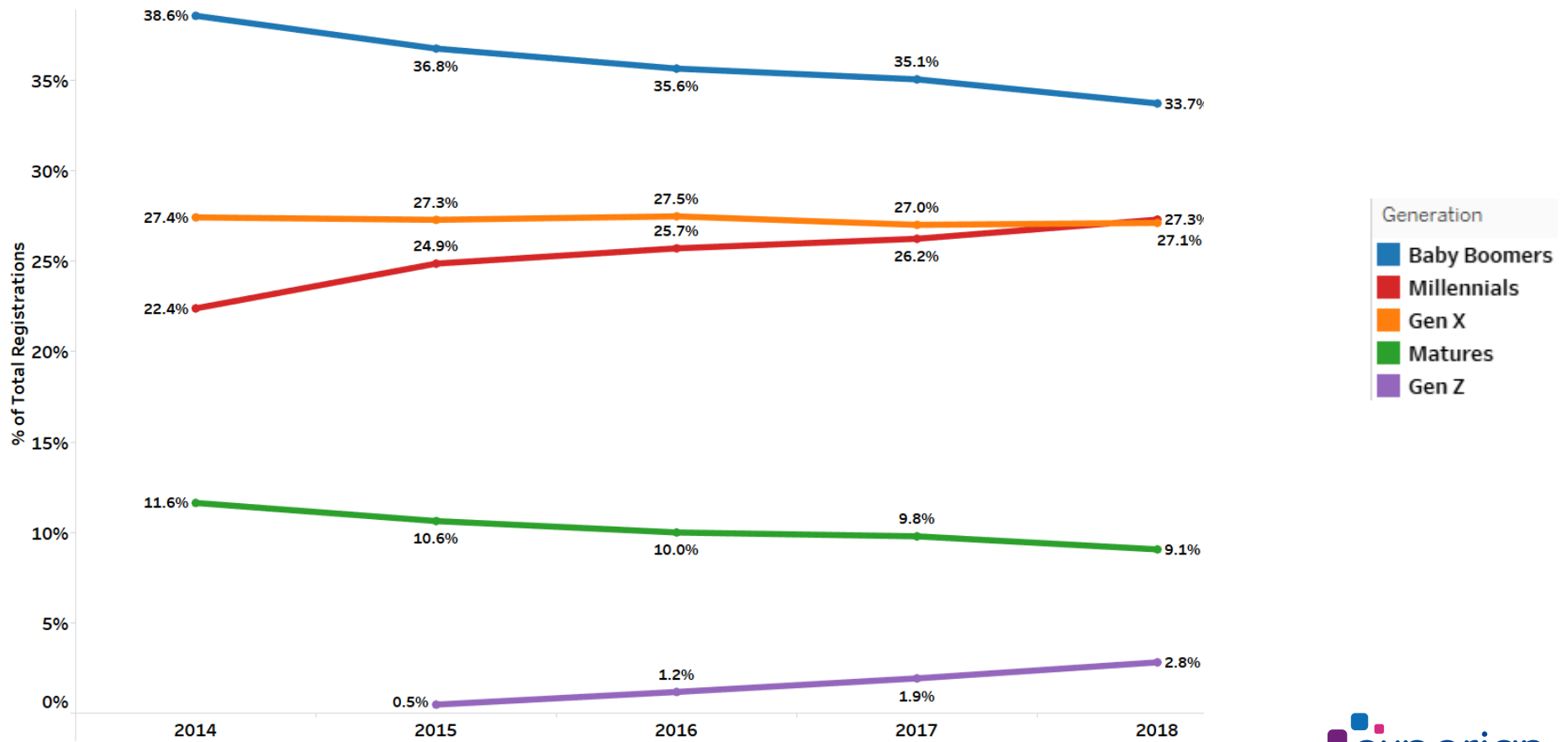


New vehicle registrations through the 2nd quarter

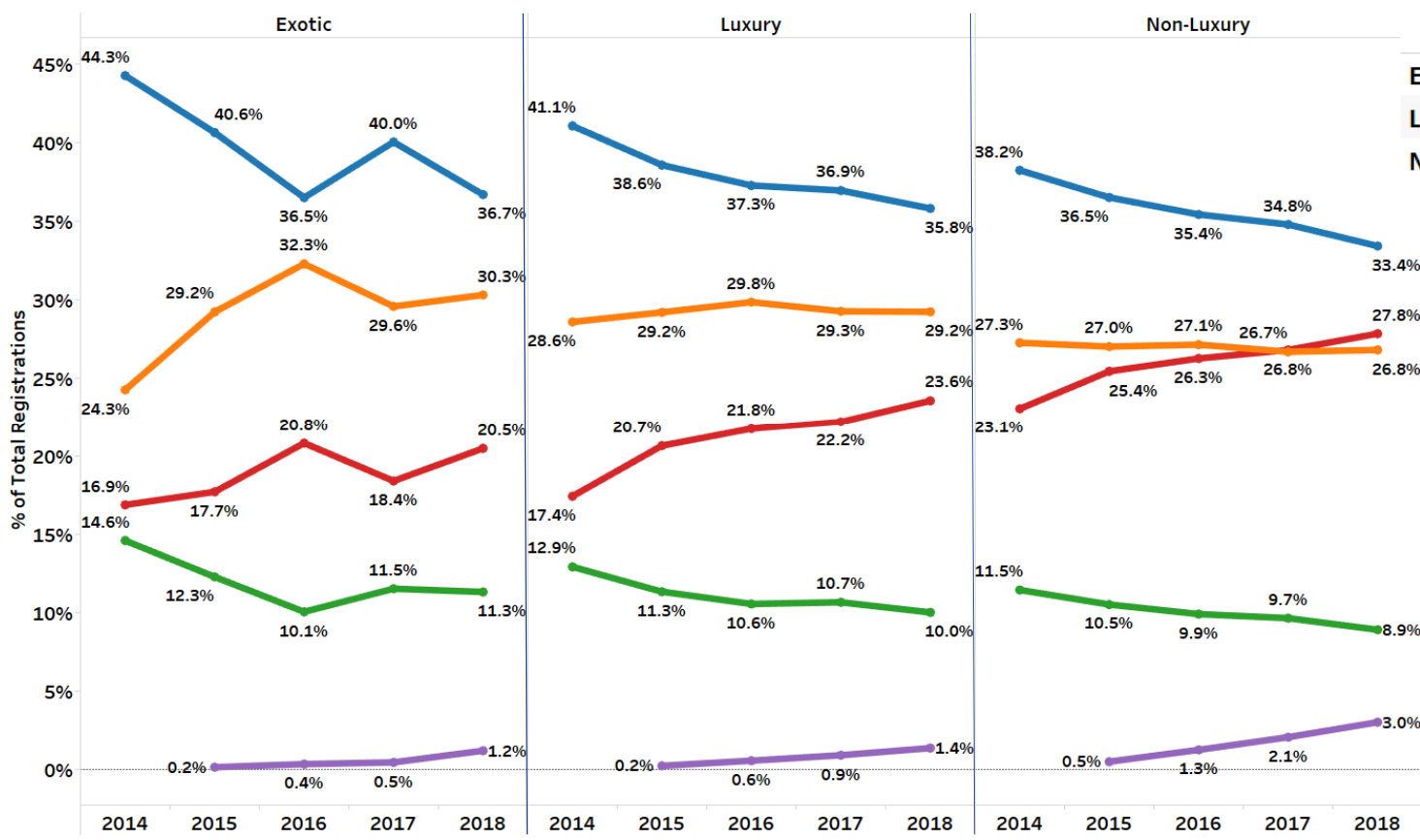
Top 20 Makes and Models



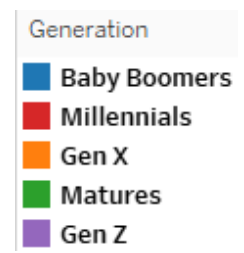
New vehicle registrations demographic generation through 2nd quarter trend



New vehicle registrations generations by class type through 2nd quarter trend



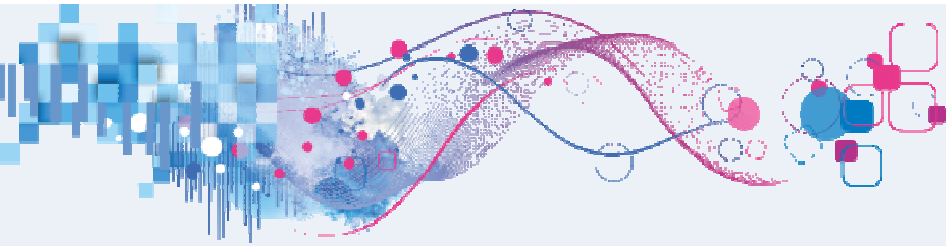
	2014	2015	2016	2017	2018
Exotic	0.0%	0.0%	0.0%	0.0%	0.0%
Luxury	11.9%	12.1%	12.3%	12.3%	12.7%
Non-Luxury	88.1%	87.9%	87.7%	87.7%	87.3%



Millennial new vehicle registrations by class type and brand through 2nd quarter 2018

Generation	Make	Luxury
Millennials	Tesla	30.7%
	Infiniti	28.8%
	Alfa Romeo	27.6%
	Land Rover	27.6%
	Audi	27.2%
	Volvo	26.7%
	Acura	26.0%
	Maserati	25.8%
	BMW	25.1%
	Mercedes-Benz	22.8%
	Lexus	22.0%
	Jaguar	21.2%
	Porsche	19.9%
	Cadillac	15.2%
	Lincoln	12.5%
	Hyundai	12.5%
Karma	5.0%	

Generation	Make	Non-Luxury
Millennials	Dodge	35.7%
	Volkswagen	35.6%
	Mazda	34.4%
	Chrysler	32.1%
	Mitsubishi	32.1%
	Jeep	31.1%
	Honda	29.5%
	Nissan	29.0%
	Toyota	28.4%
	Ram	27.7%
	Kia	27.2%
	Hyundai	26.8%
	smart	26.5%
	Subaru	26.4%
	Chevrolet	25.6%
	GMC	25.4%
MINI	25.3%	
FIAT	25.0%	
Ford	24.4%	
Freightliner	20.7%	
Buick	15.0%	

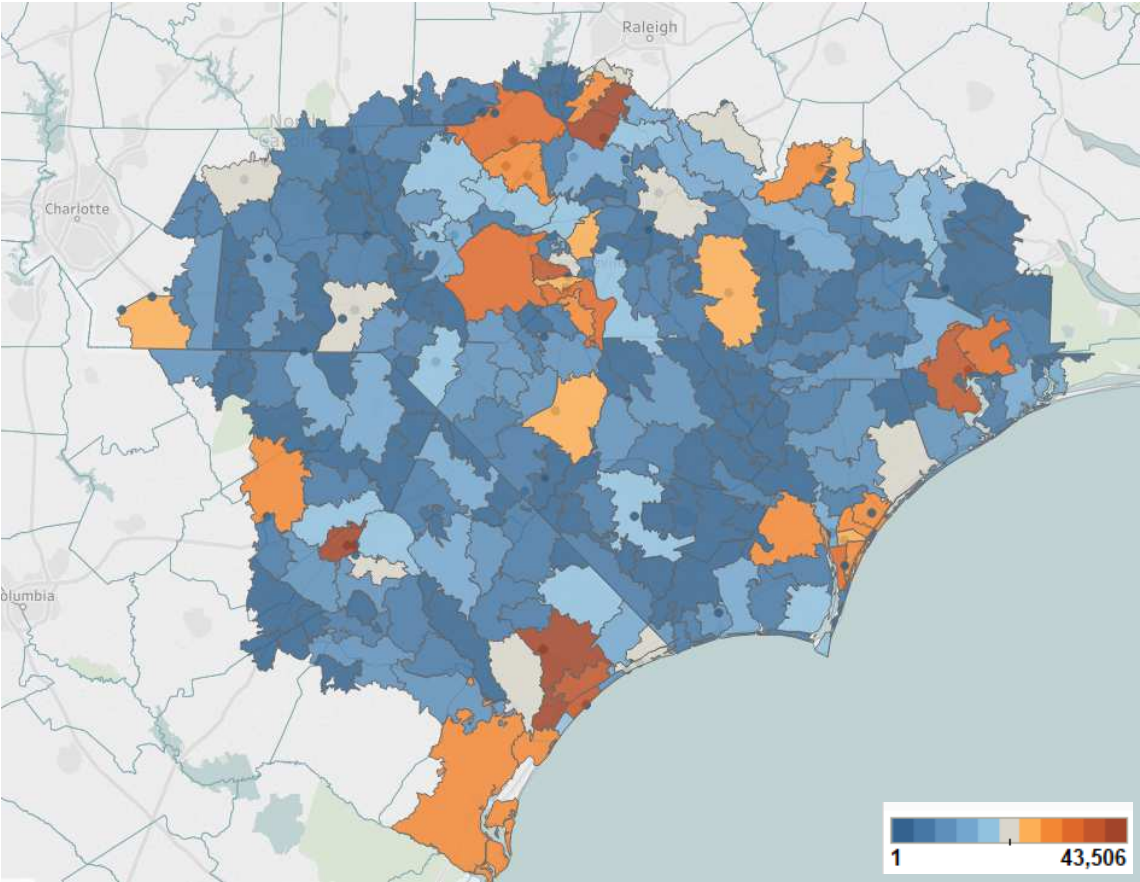


Automotive Market News

Hurricane Florence



Hurricane Florence September 2018 impact area of 2.5M vehicles

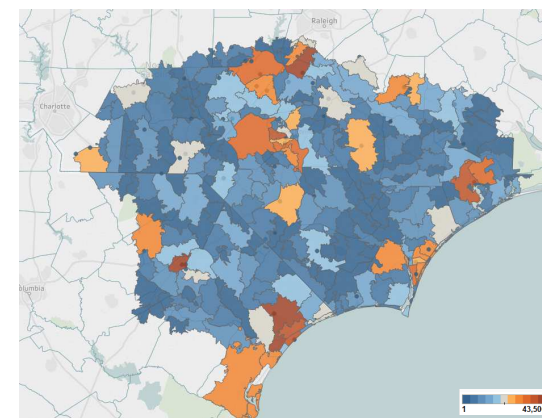


Hurricane Florence September 2018 impact area

Vehicle Types	
Light Truck	55.8%
Passenger Car	42.0%
Medium/Heavy Truck	2.1%
Others	0.1%
Grand Total	100.0%

Model Years	
2015	6.0%
2016	5.8%
2014	5.6%
2017	5.6%
2013	5.4%
2007	5.1%
2006	4.9%
2005	4.8%
2012	4.7%
2004	4.6%
2008	4.5%
2011	4.1%
2003	4.1%
2002	3.7%
2010	3.6%
2001	3.2%
2000	3.2%
2009	2.9%
1999	2.6%
2018	2.5%
1998	2.1%

Make Models	
Ford F150	4.3%
Chevrolet Silverado 1500	3.2%
Honda Accord	2.8%
Toyota Camry	2.4%
Honda Civic	1.7%
Nissan Altima	1.6%
Ford Explorer	1.5%
Toyota Corolla	1.3%
GMC Sierra 1500	1.2%
Toyota Tacoma	1.2%
Honda CR-V	1.2%
Ford Ranger	1.2%
Chevrolet Tahoe	1.1%
Ford Mustang	1.1%
Ford Escape	1.1%
Jeep Grand Cherokee	1.1%
Chevrolet Malibu	1.0%
Dodge Ram 1500	1.0%
Jeep Wrangler	1.0%
Chevrolet Impala	1.0%
Ford Fusion	0.9%
Ford Focus	0.9%
Chevrolet C/K1500	0.9%
Hyundai Sonata	0.9%
Ford F250 Super Duty	0.8%



Summary

- Total light duty VIO continues to grow to 273.9 million in the U.S. market
- The Aftermarket Sweet Spot has stopped falling and has settled before seeing a growth that is expected to continue for several years
- New registrations have increased slightly and Used vehicle registrations for the second quarter have dipped somewhat, though both are still above 2014-2016 figures
- Cross-overs registrations of new vehicles continue to increase in sales over prior time periods, while Sedan registrations continue to weaken
- Millennial buyers have increased and are now the 2nd largest buying generation within the U.S. market, while the youngest generation 'Gen Z' has started buying with future growth in sight
- Hurricane Florence has severely flooded a small area, but overall impact to the automotive sector is not known yet



Today's presentation



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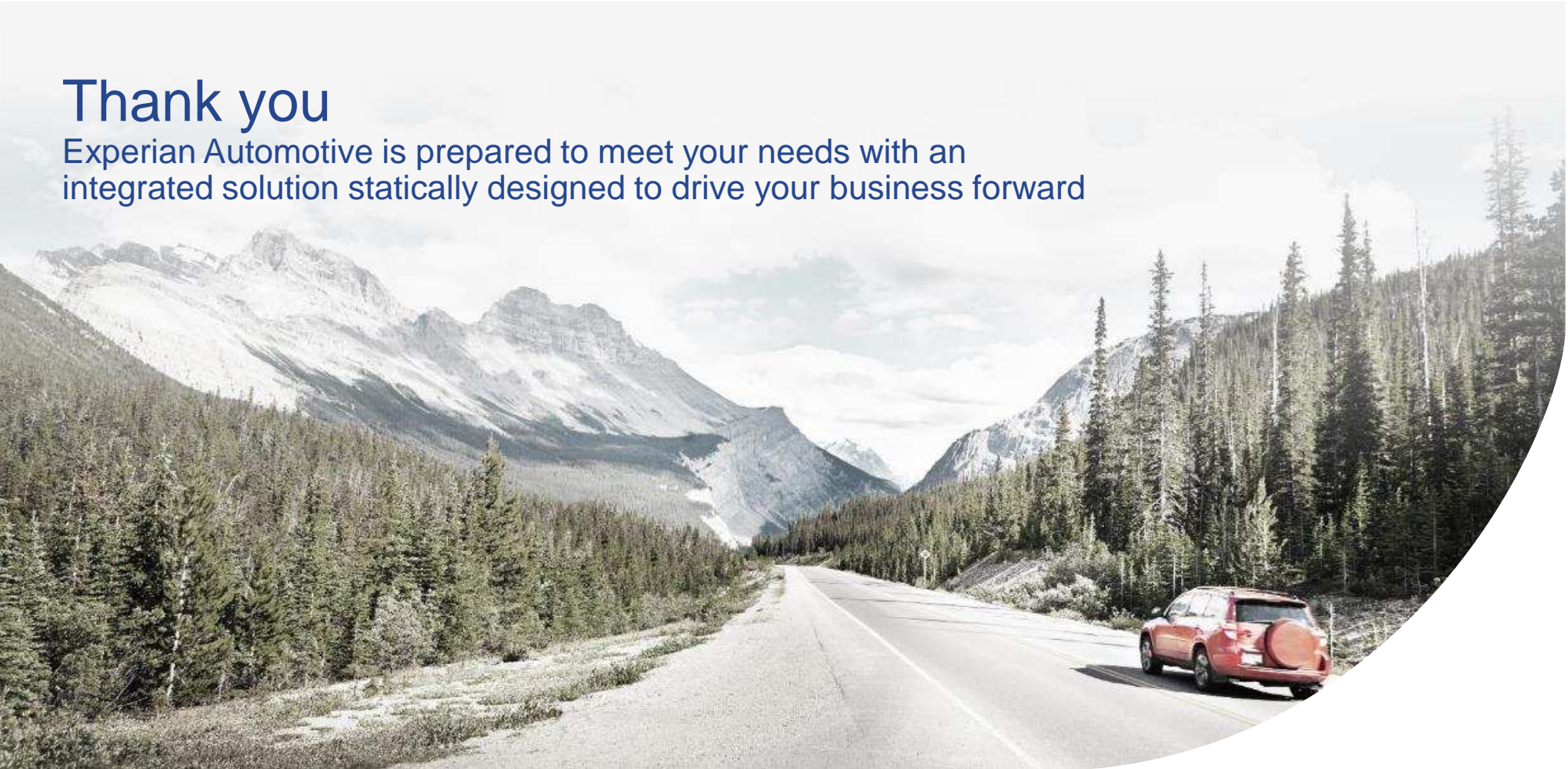


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- Presentation will be available after the Webinar
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