



Experian Automotive Quarterly Briefing

Fourth quarter 2018 automotive market share,
trends and registrations

Marty Miller

Senior Product Manager and 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 December 31, 2018

New, Used and other market changes

Industry news and special market analysis:

- A summary on the electric vehicle market
- An overview on Tesla



Experian Automotive

Driving the automotive industry forward

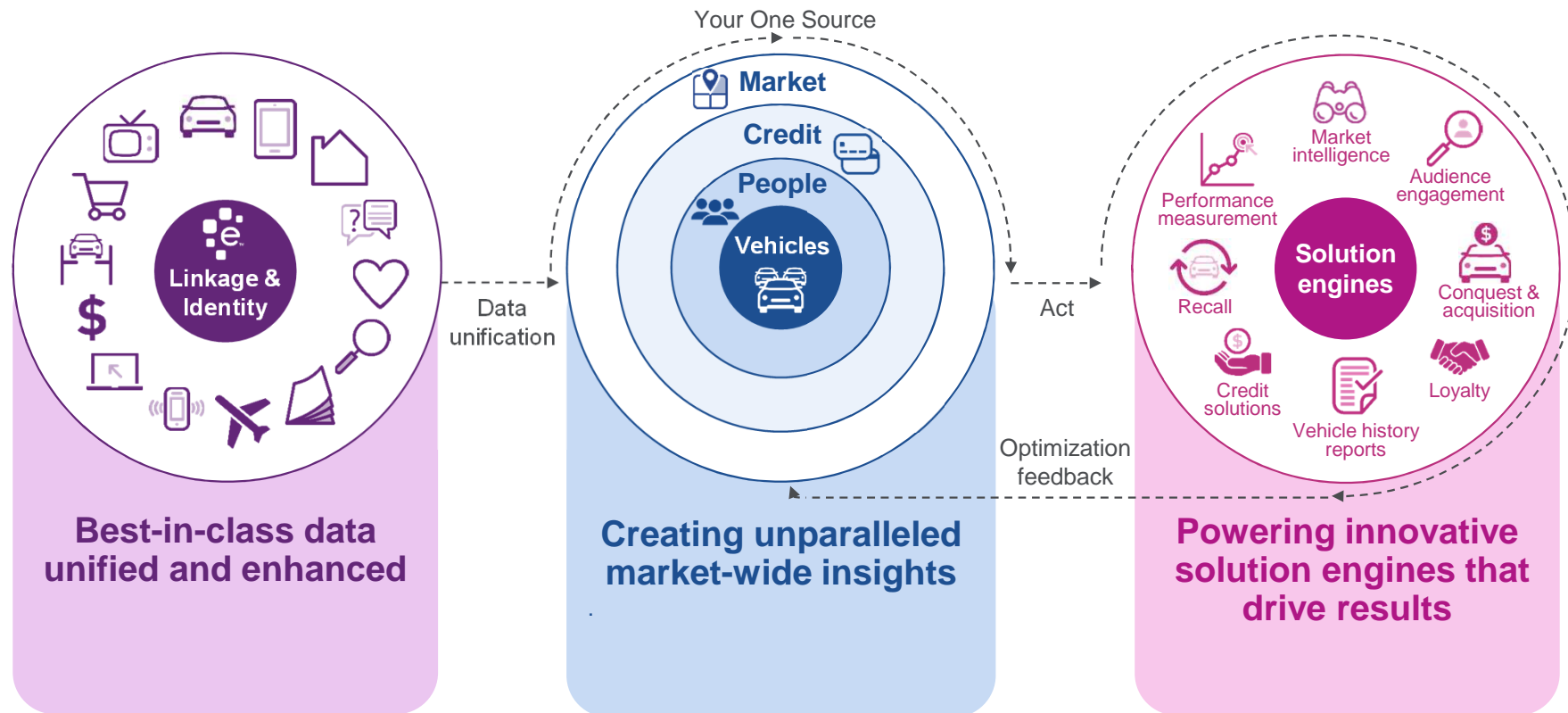
The right vehicles. The right customers.
The right data to know the difference.

- 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>

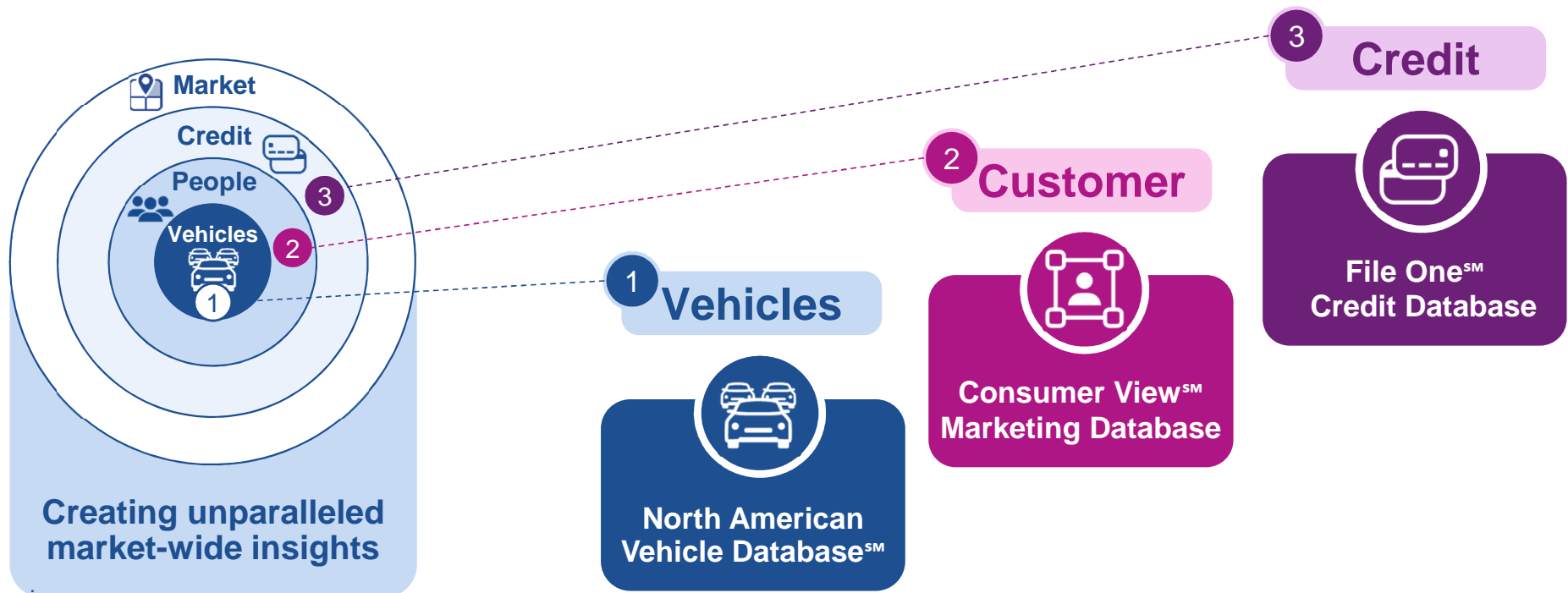
The power of Experian data

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 = 321.6M

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.



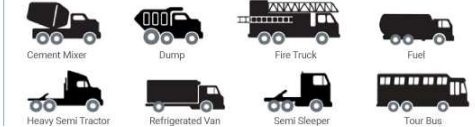
CLASS
7

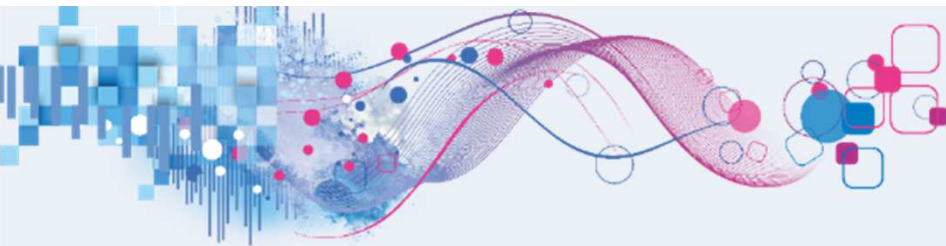
26,001 to 33,000 lbs.



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

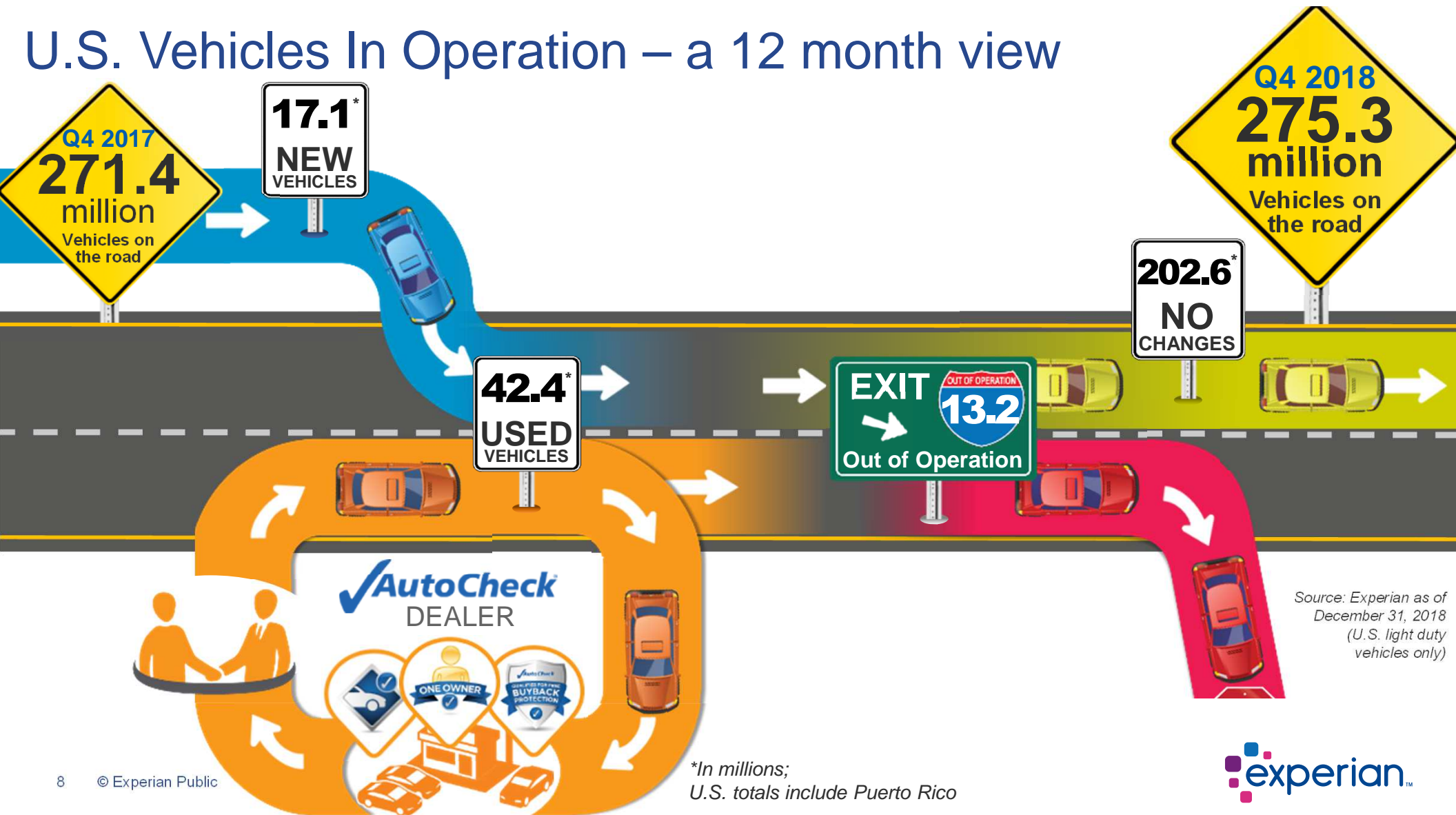
To find out more about Automotive Market and Registration Trends and access to the latest Experian Automotive Market Trends quarterly webinar, visit us at: www.experian.com/VIO, contact your local Experian sales representative or call 1 888 689 9961.

© 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



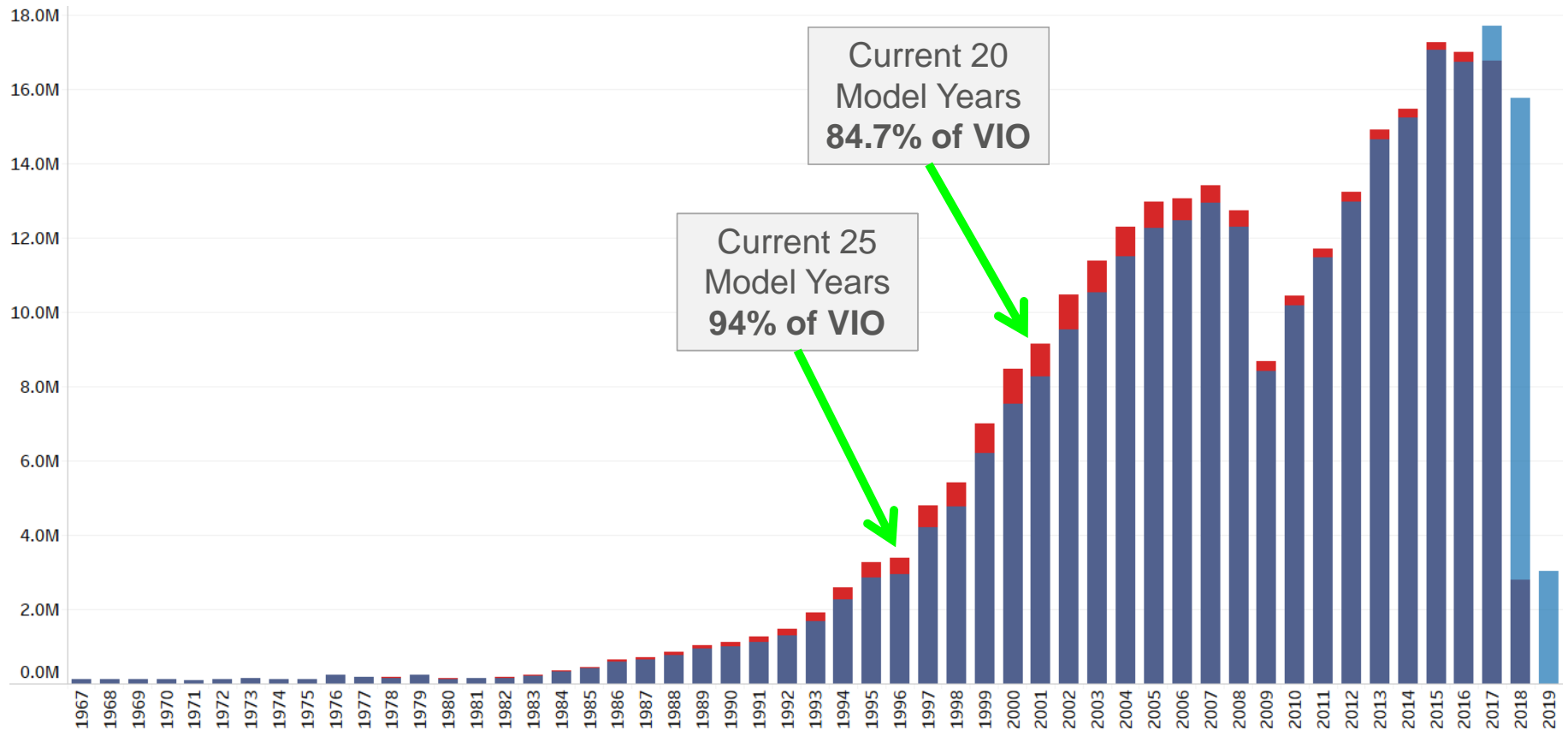
U.S. Vehicles In Operation – a 12 month view



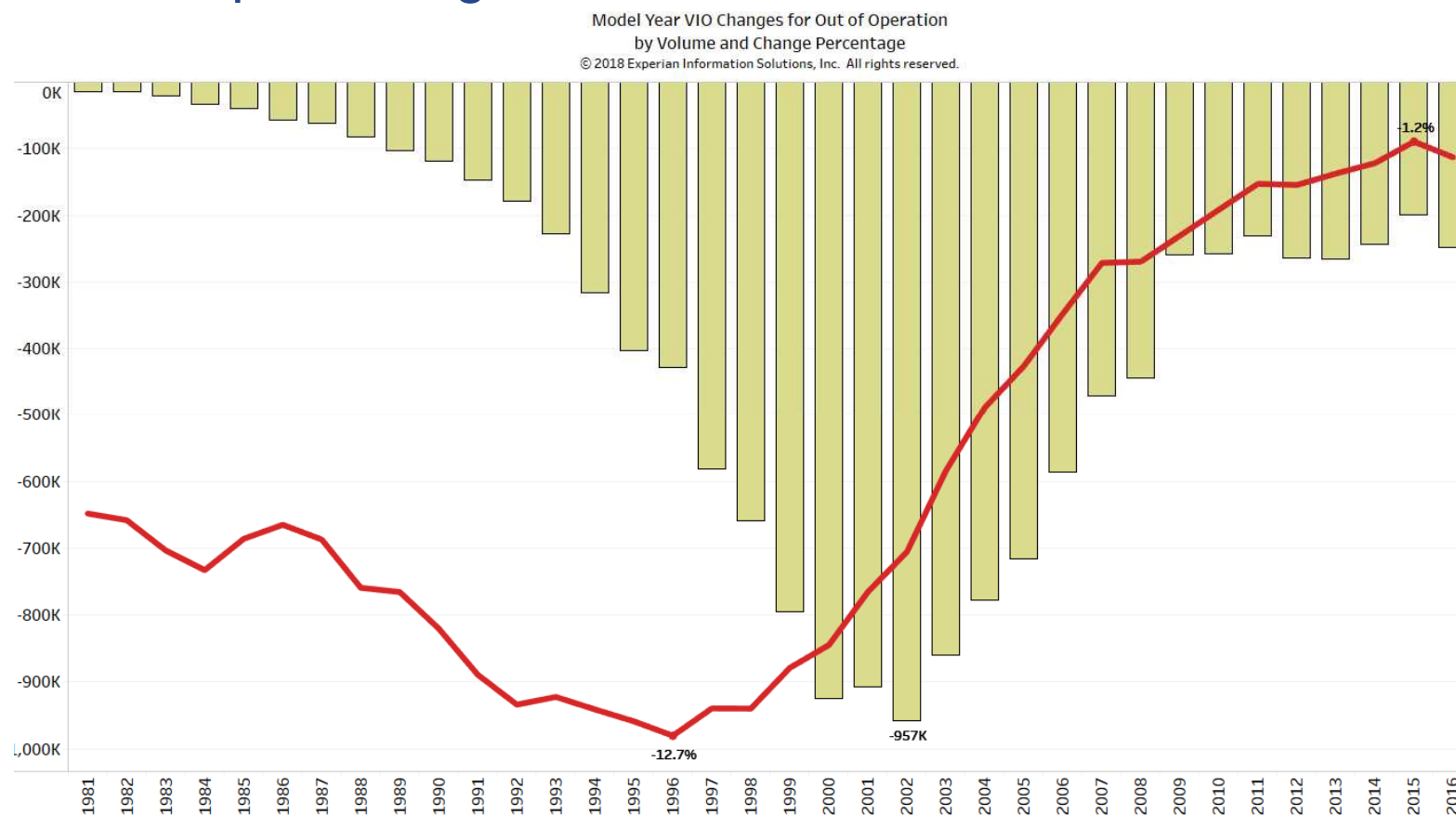
U.S. VIO change by Model Year (in millions)

Q4 2017 to Q4 2018

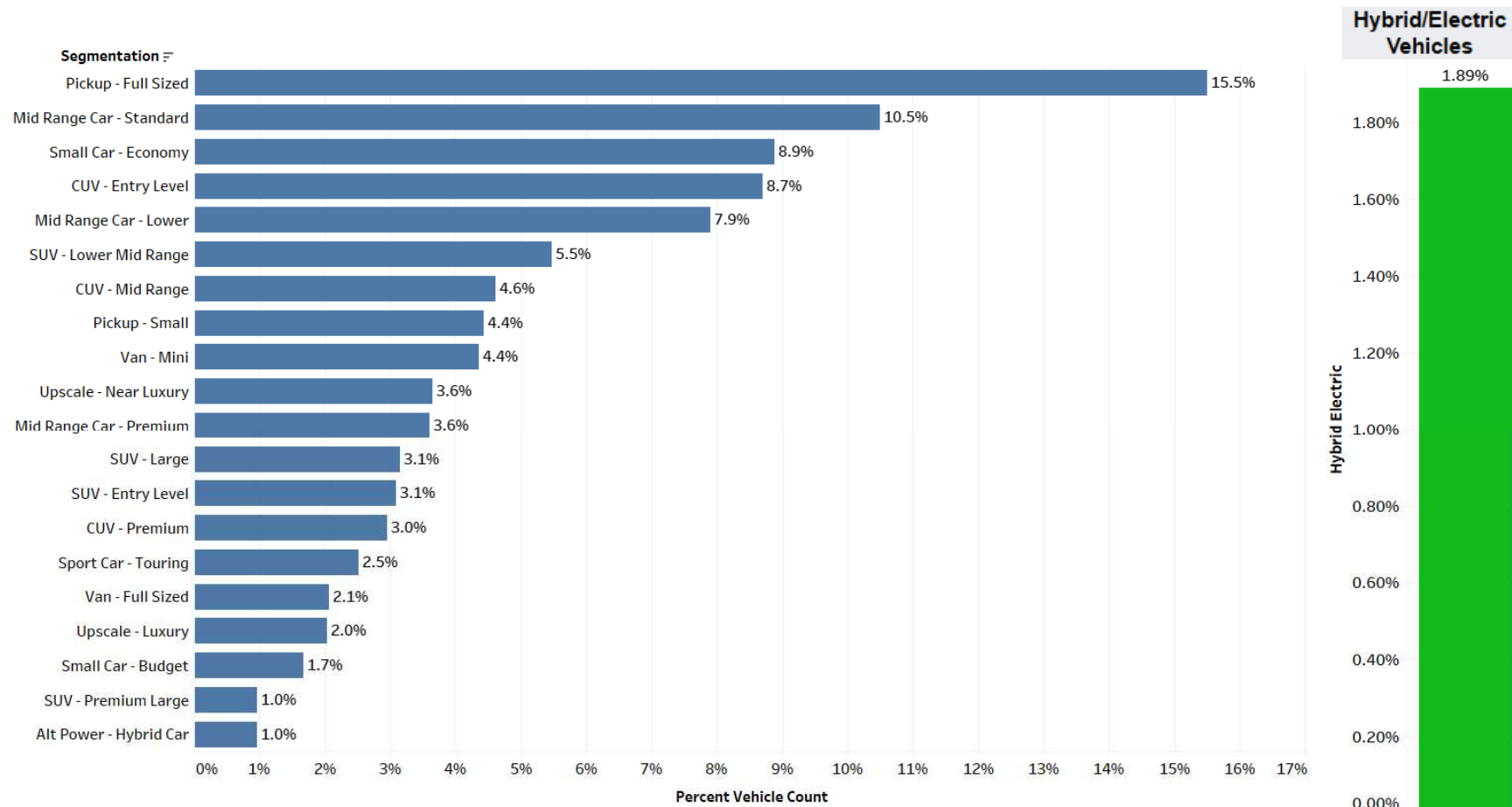
Out of operation
New vehicle sales
Carryover vehicles



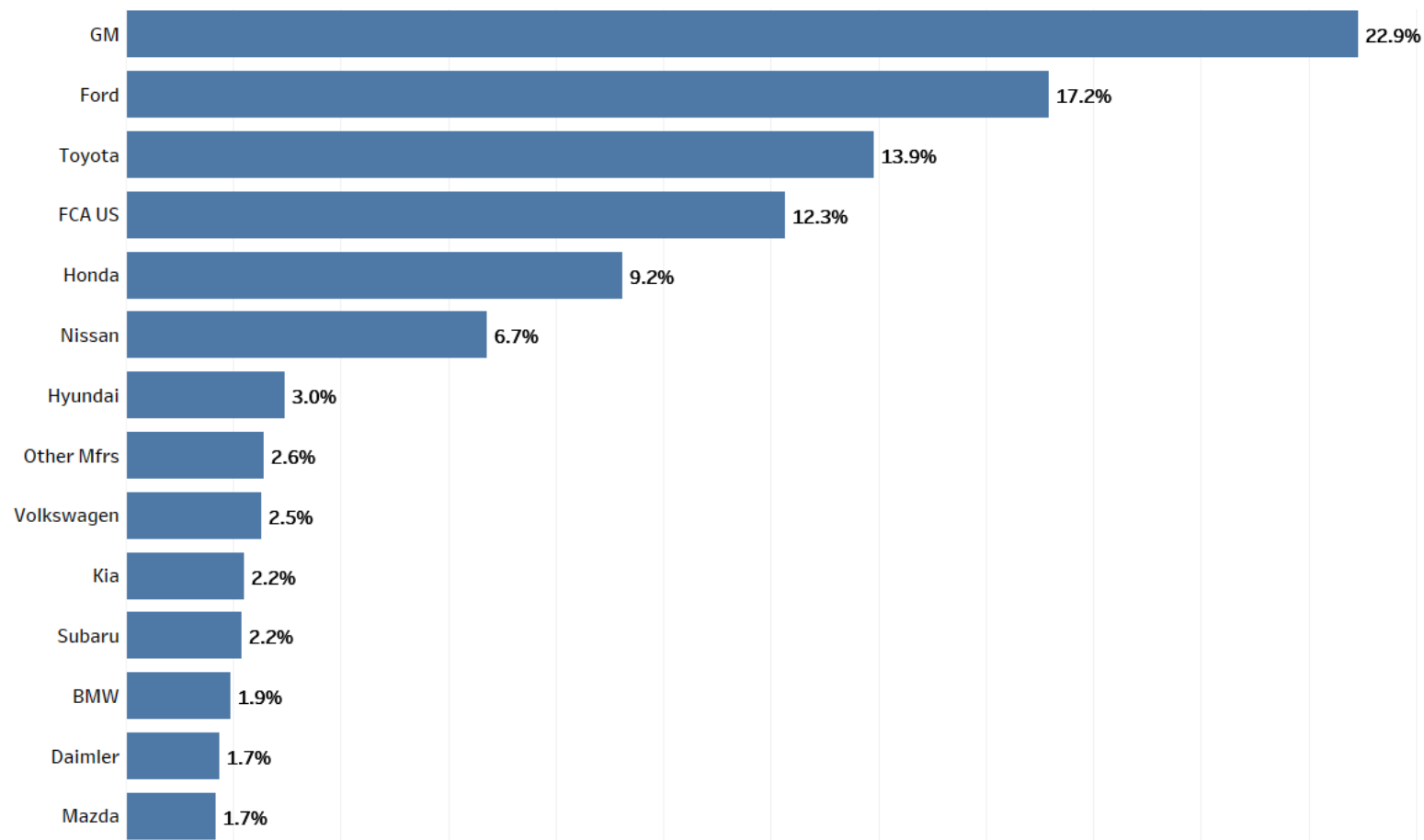
U.S. VIO Q4 2017 to Q4 2018 out of operation by volume and percentage of total Model Year



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

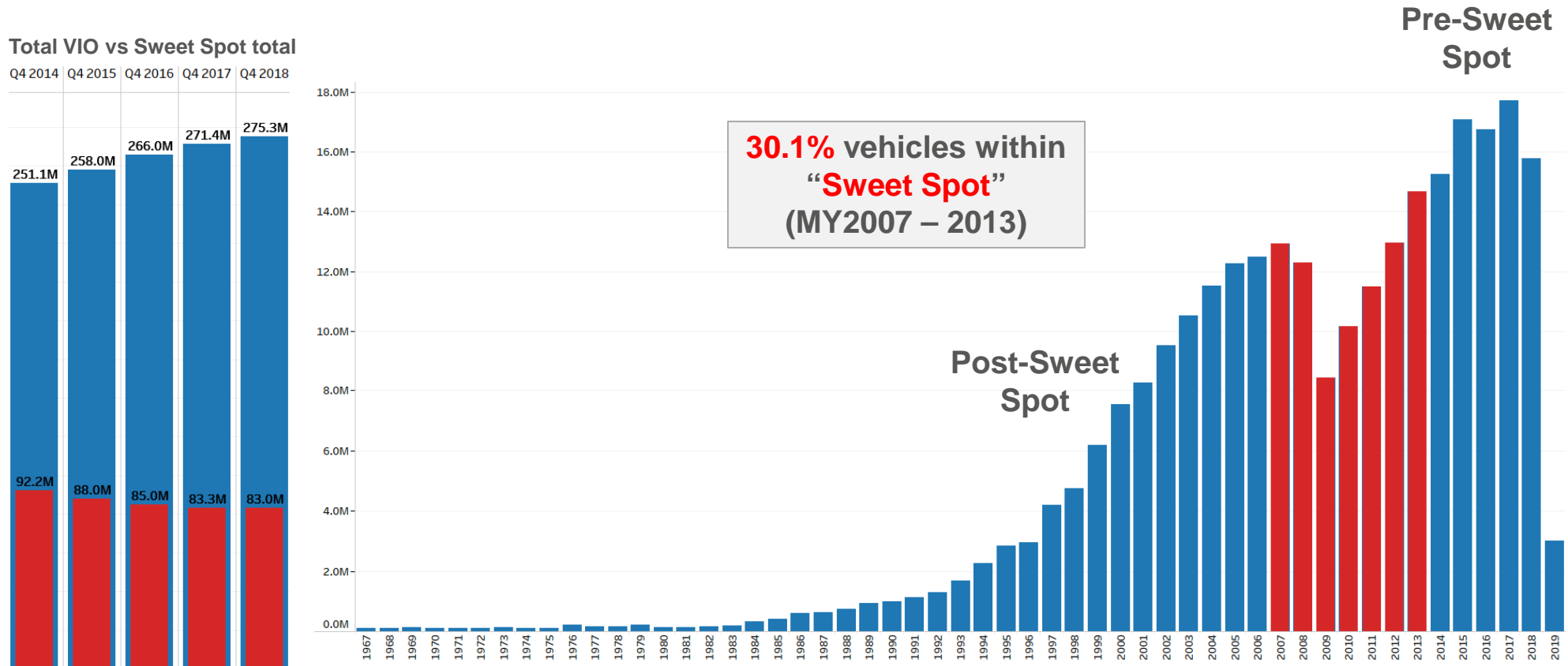
- 13 model years old & older
- Less costs may be spent to service them due to their age and vehicle value

“*Pre Sweet Spot*” vehicles

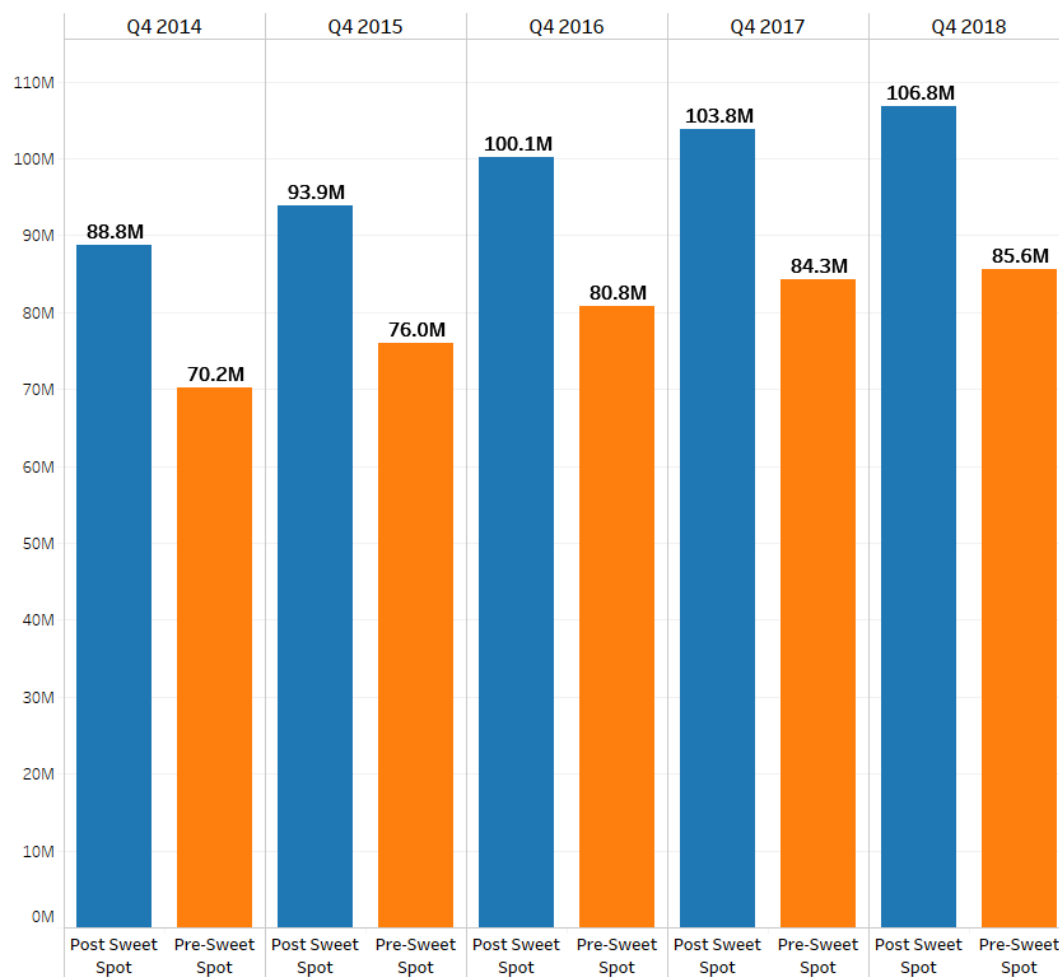
- 5 model years old & newer; many covered by the vehicle’s manufacturer warranty
- Identifies models coming into the Sweet Spot

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

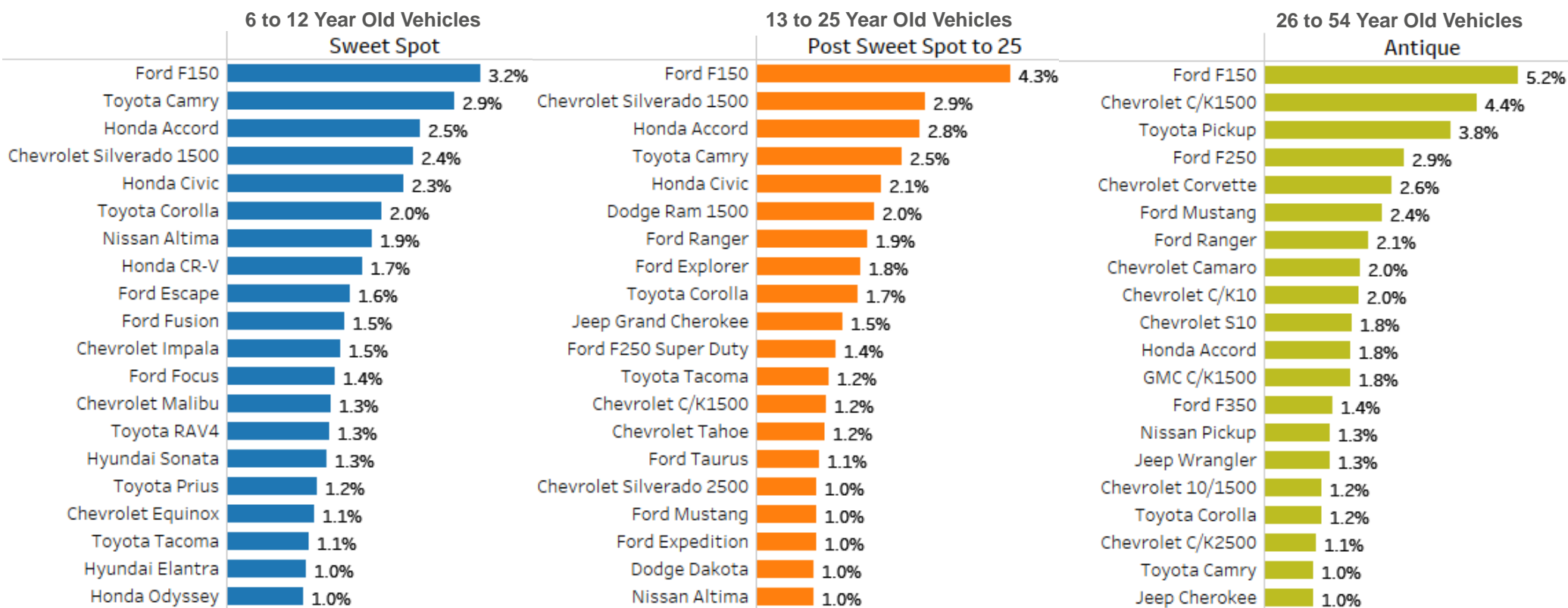
VIO by model year (in millions)

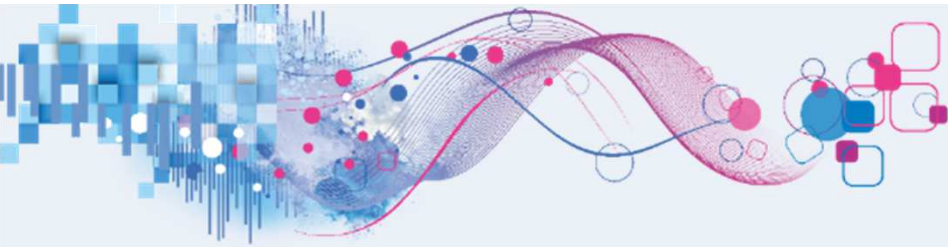


Pre-Sweet Spot and Post Sweet Spot trend



Top 20 Sweet Spot models vs older time periods



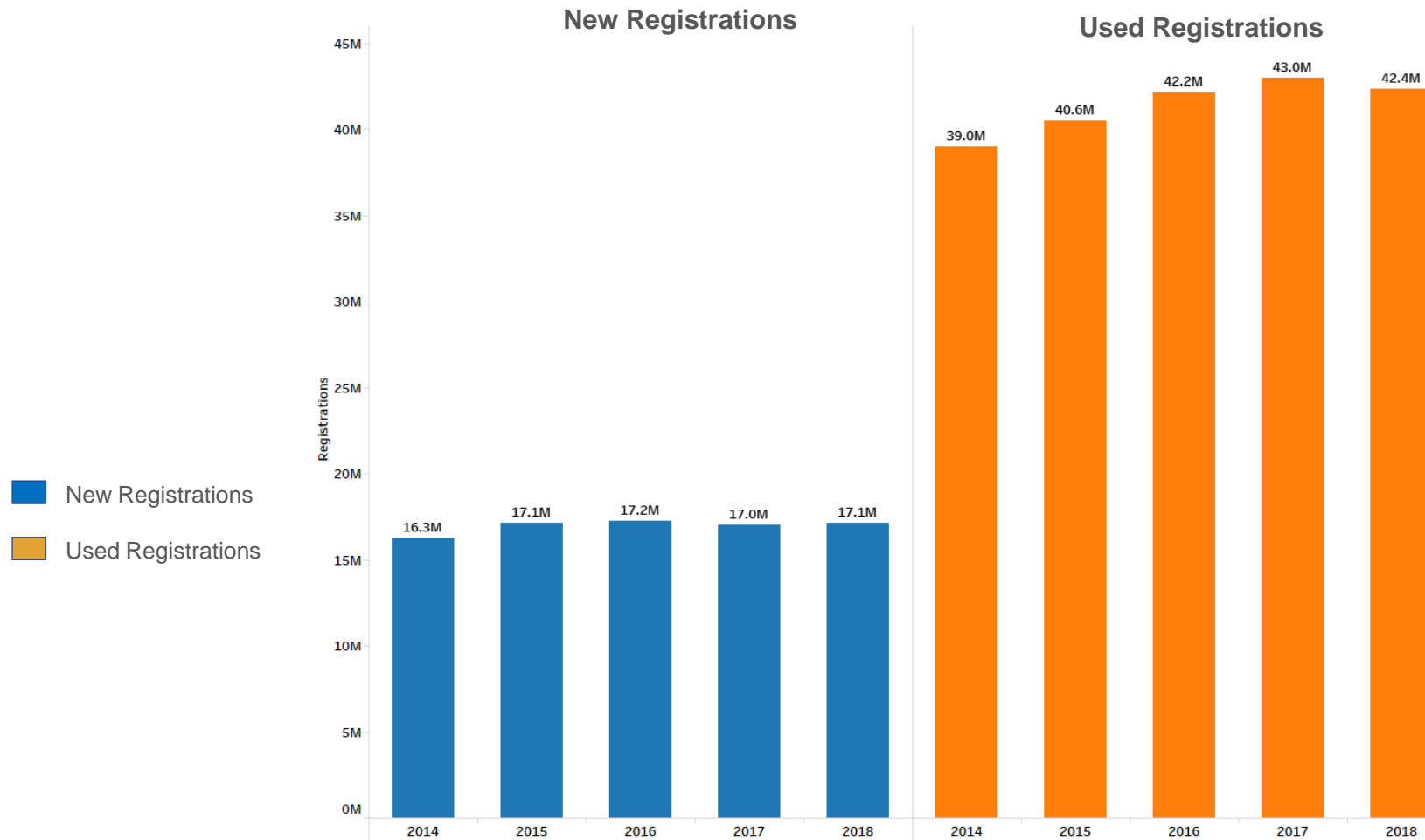


New and Used Vehicles

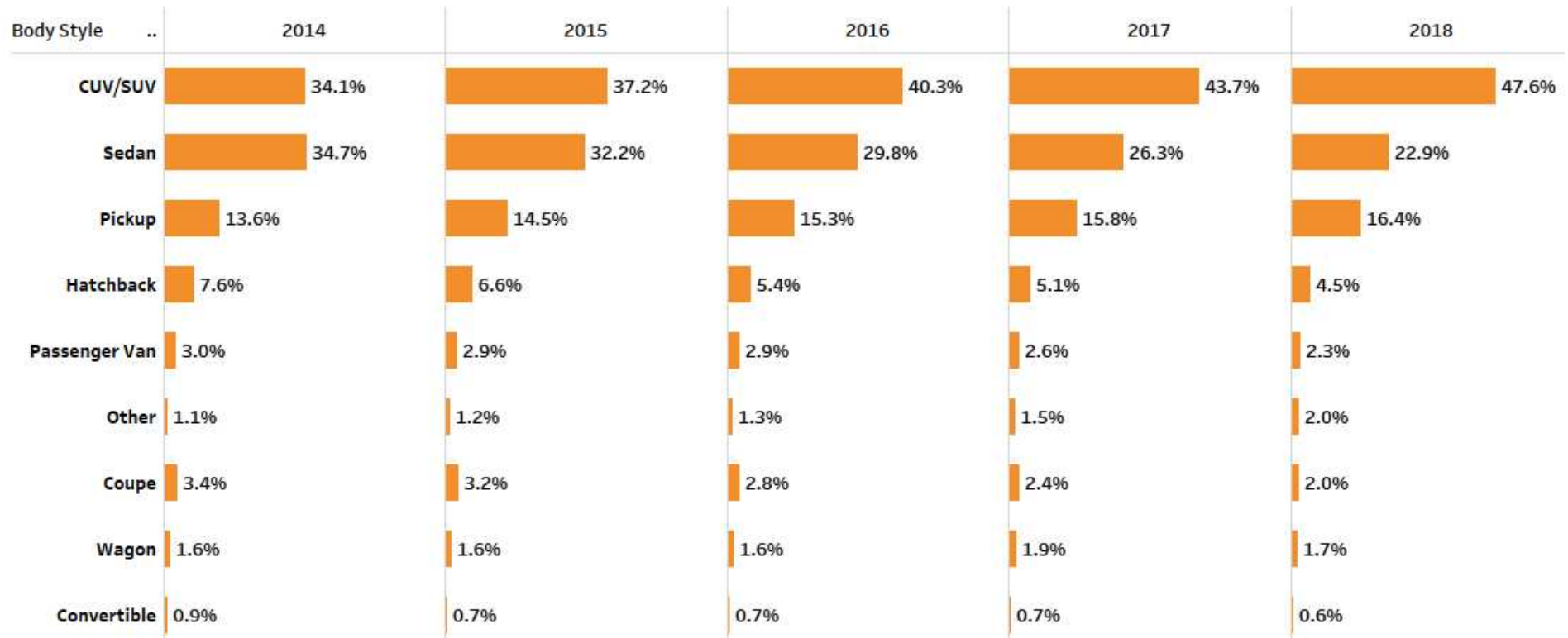
Volumes and market share through the 4th quarter (January through December)

Tesla and the electric market overview

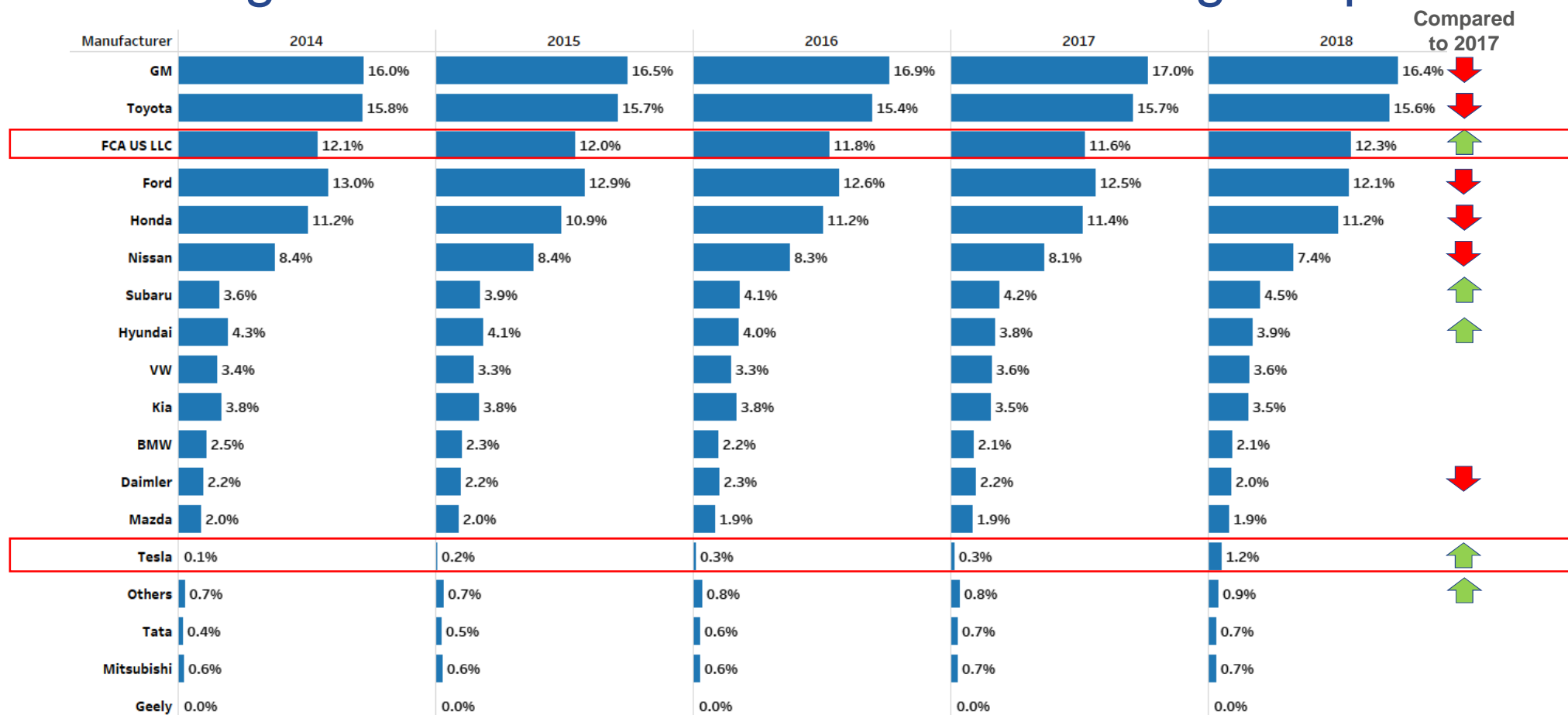
New and Used vehicle registrations – 4th quarters



New registration share – Body Style through 4 quarters



New registration share – Manufacturer through 4 quarters



New vehicle registrations through the 4th quarter

Top 25 Models driving change compared to 2017

Make Model	2018
Tesla Model 3	7224.8%
Volkswagen Atlas	121.3%
Volkswagen Tiguan	118.5%
Toyota C-HR	106.8%
Jeep Compass	80.1%
Nissan Rogue Sport	69.3%
Subaru Crosstrek	32.8%
Jeep Cherokee	31.5%
Honda Pilot	25.9%
Kia Sportage	22.5%
Acura RDX	21.8%
Toyota Tacoma	20.7%
GMC Terrain	18.9%
Chevrolet Traverse	17.2%
Ram 1500	16.3%
Audi Q5	16.2%
Jeep Wrangler	13.9%
Chevrolet Equinox	13.7%
Chevrolet Colorado	11.2%
Chevrolet Trax	11.1%
Mazda CX-5	10.8%
Toyota Highlander	9.0%
Toyota 4Runner	8.5%
Buick Encore	6.3%
Honda Odyssey	5.2%

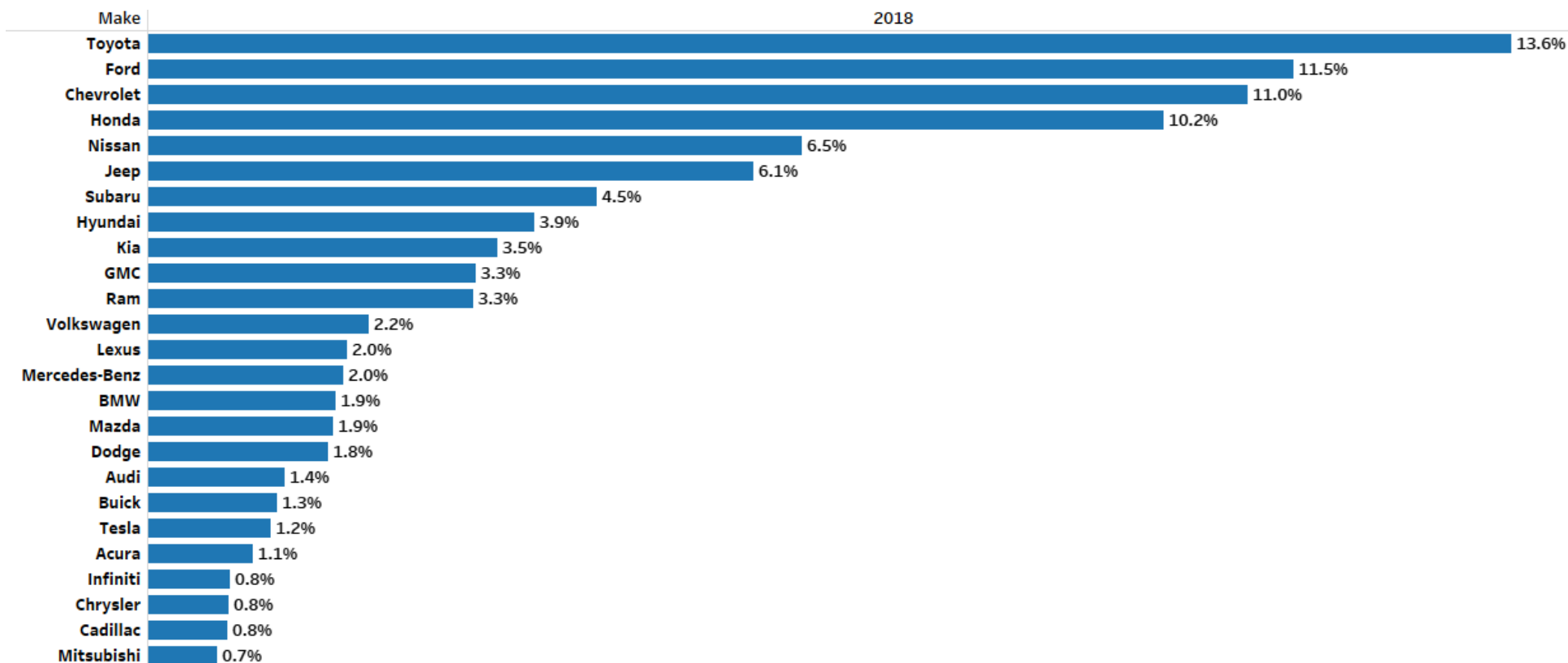
New model introductions or model refreshes helped drive more registrations.

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

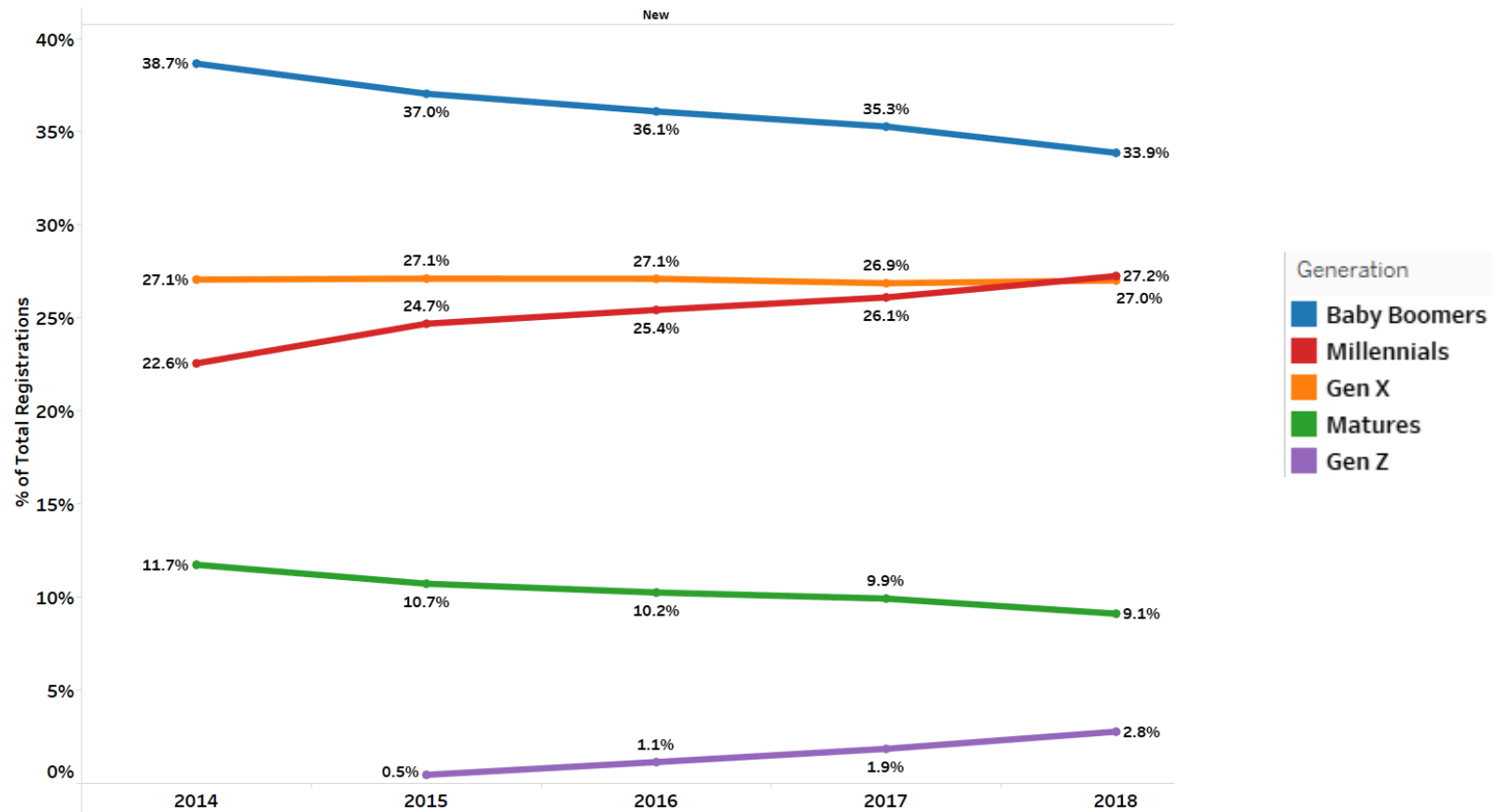
Growth of Retail Registrations in 2018 with volumes > 50,000 in 2018

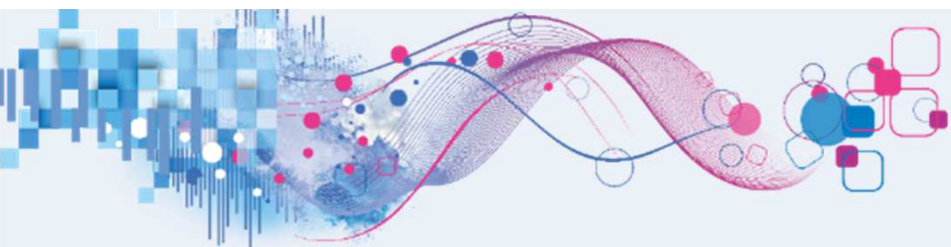
New vehicle registrations through the 4th quarter

Top 25 brands



New vehicle registrations demographic generation through 4th quarter trend



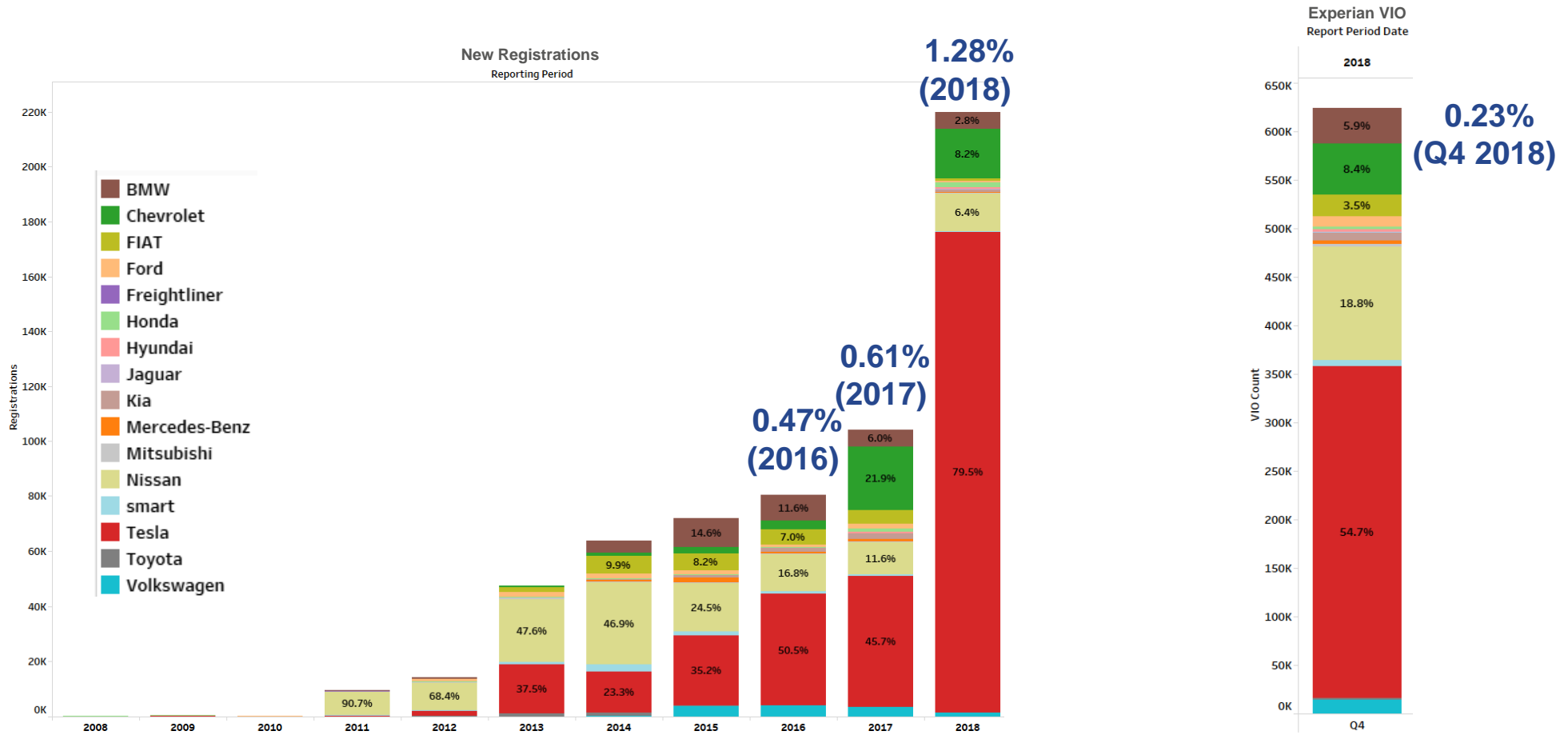


Automotive Analysis

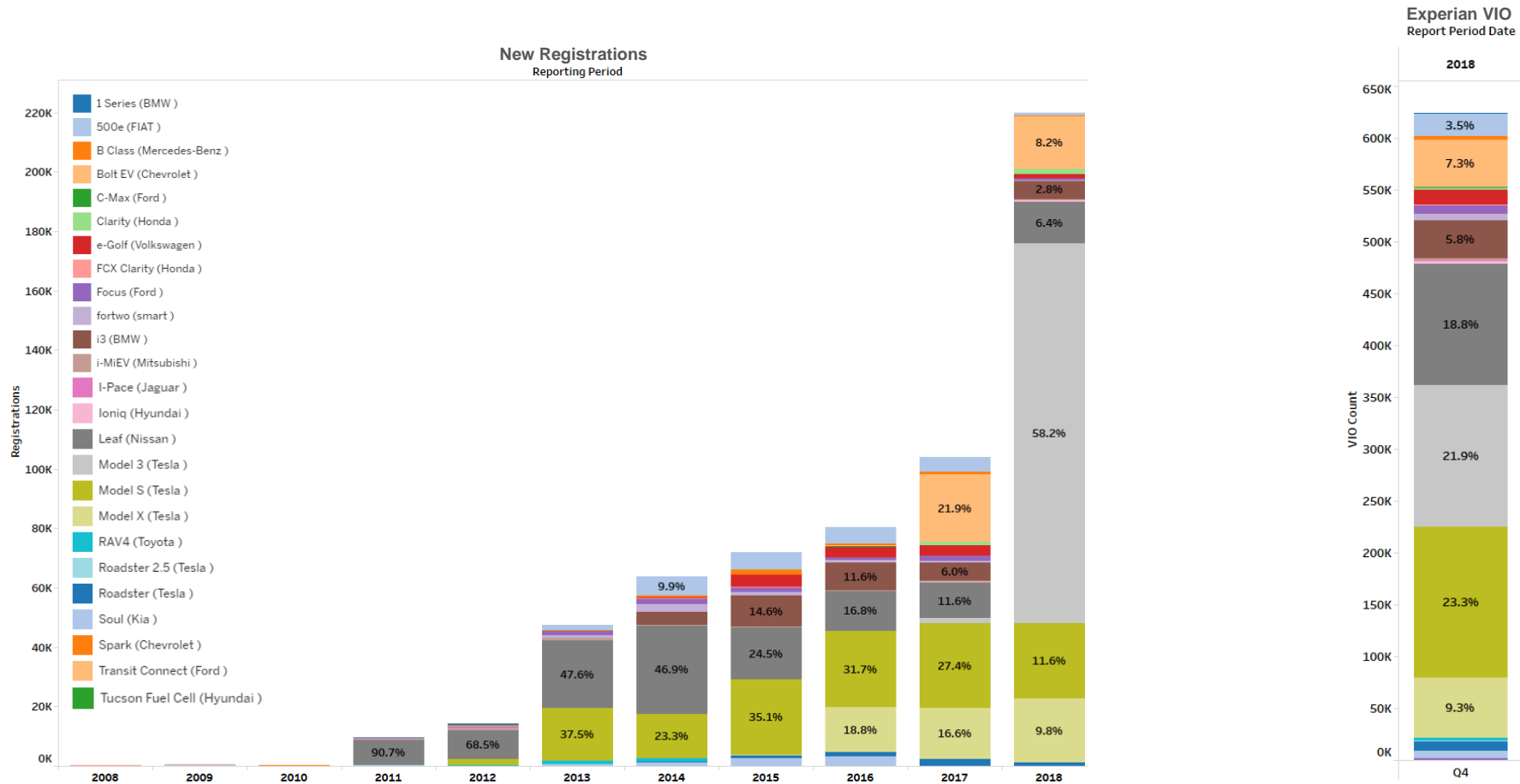
Tesla and the electric market



The electric market by Make – New registrations vs VIO

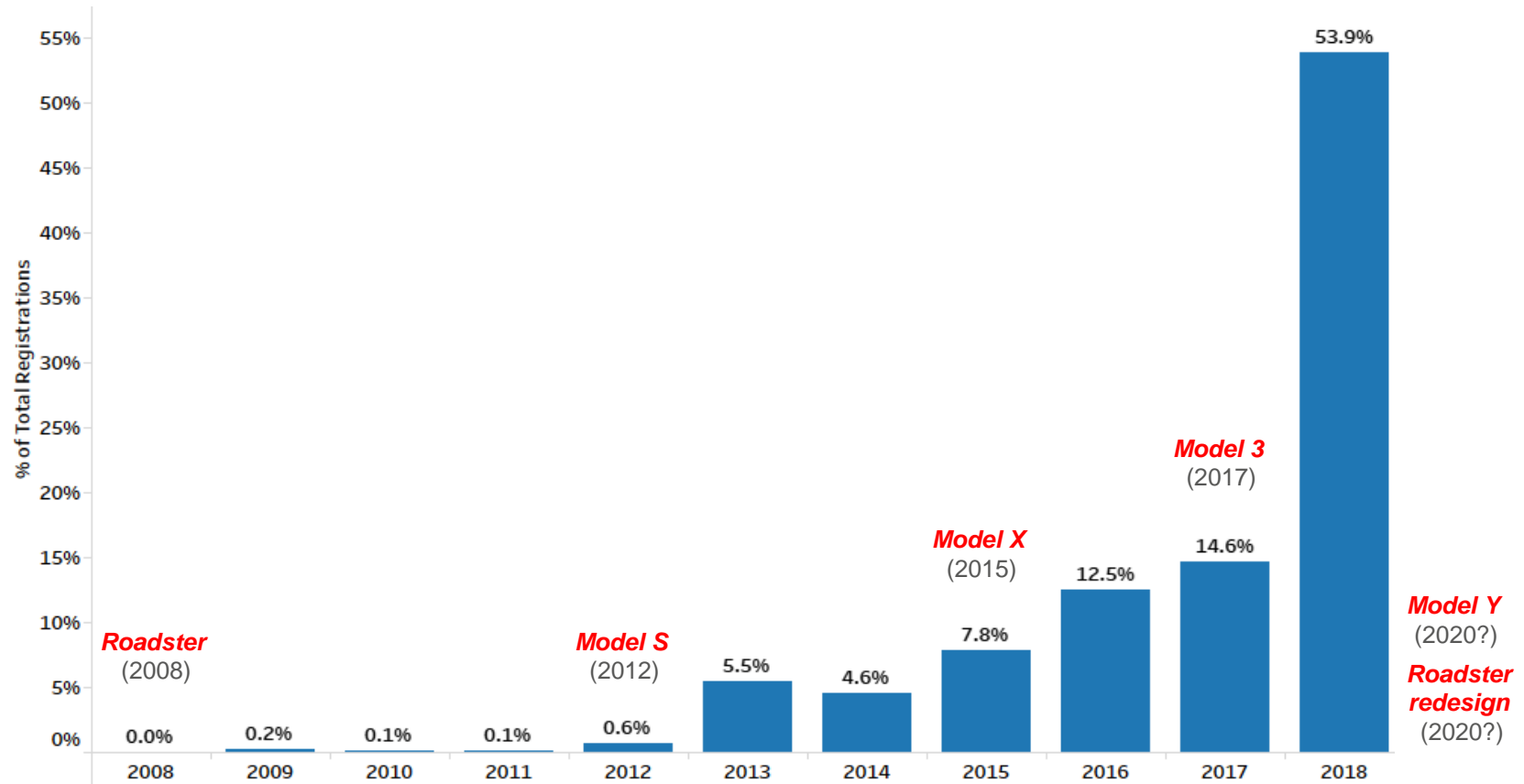


The electric market by Model – New registrations vs VIO

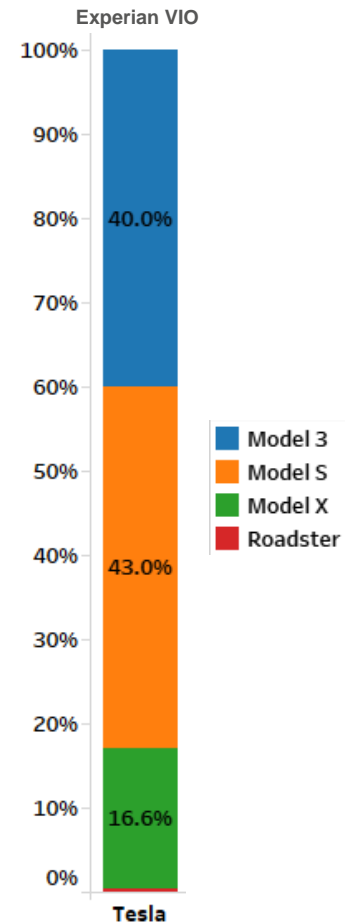
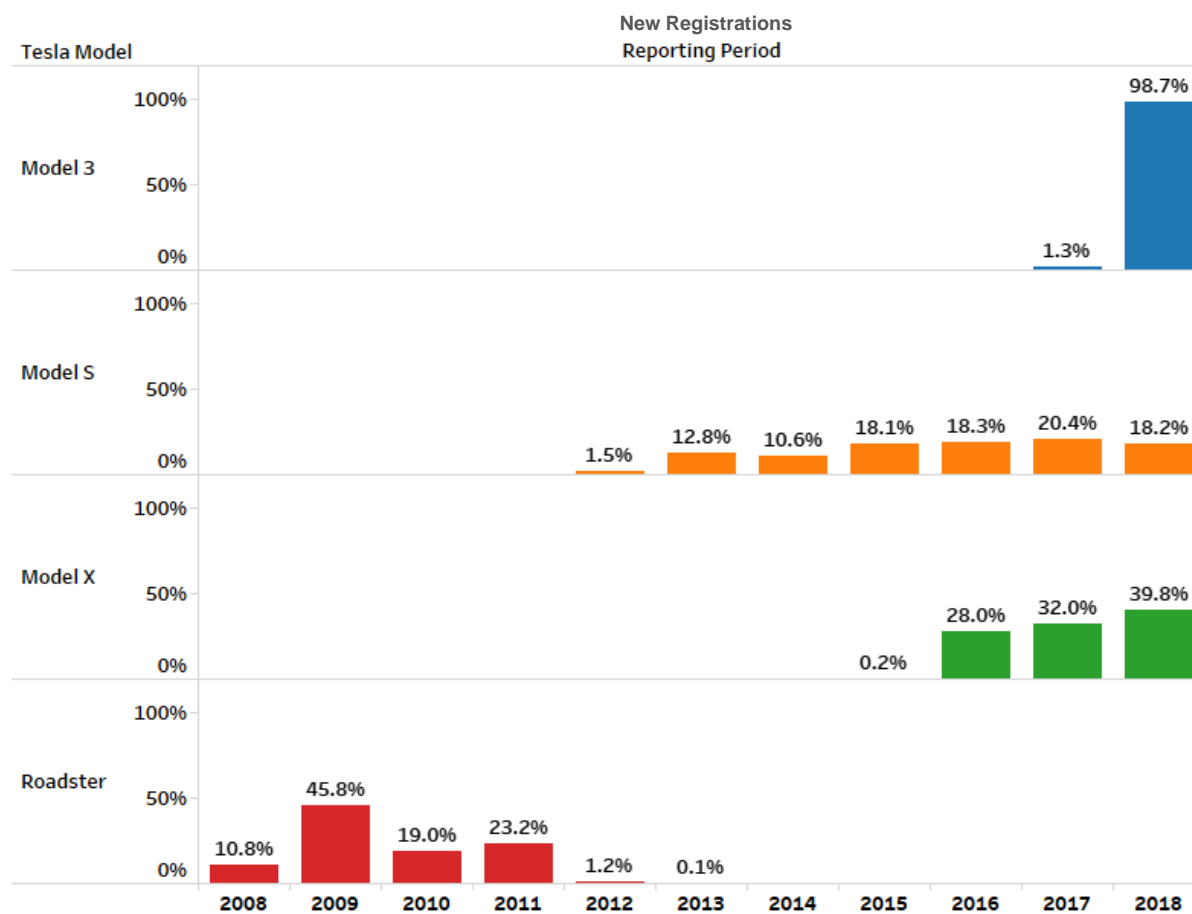


Tesla history – New registrations with model introductions

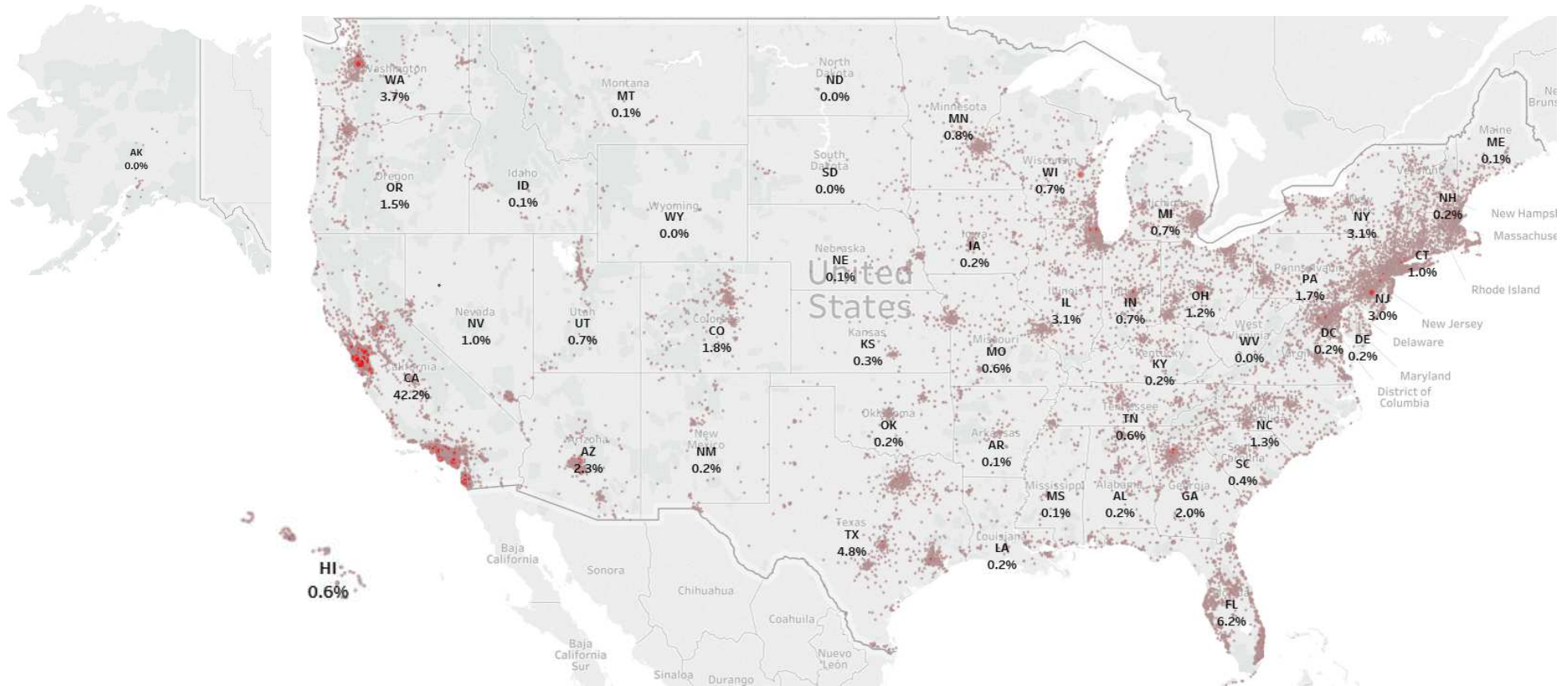
Percentage of all Tesla registrations across 11 calendar years



Tesla – Model summary share across calendar years vs VIO



California accounts for 42.2% of all VIO Tesla vehicles



Tesla vehicles – What do the buyers look like?

Demographic attributes of Tesla owners

Experian Loyalty – what vehicles were owned before buying a Tesla

Tesla owners

- More likely to fall into the age group of 40 to 49, though a full age range of 30 to 59 age group is common
 - ✓ Age 50 has the highest share of owners
- More likely to be male
- 2/3rds live in a home with an estimated value of \$450,000 and above
- Tesla vehicles are preferred by Gen X, followed by Millennials, Baby Boomers, Matures and finally Gen Z.
- Most have college experience, and are more likely to have a bachelor or up to a graduate degrees
- Most fall into the Experian mosaic clusters of “**American Royalty**,” “**Silver Sophisticates**,” and “**Cosmopolitan Achievers**”
- Top metro areas where you find the highest volume of new registrations for Tesla – San Francisco/San Jose, Los Angeles, New York City, Seattle, San Diego, Washington D.C., Chicago, Boston, Sacramento, Phoenix, Philadelphia and Atlanta
- Currently or used to own a high efficient fuel vehicle that was an electric or hybrid, or they owned a small luxury vehicle. These include other Tesla models, Nissan Leaf, Toyota Prius, Chevrolet Volt or small luxury (e.g. BMW 3 Series, Mercedes-Benz C Class)

Expected electric vehicle launches – They're coming

2019 calendar year:

- Aston Martin Rapide E
- Audi e-Tron (SUV)
- Bollinger B1
- Hyundai Kona Electric
- Kia Niro EV
- Mercedes-Benz EQC
- Mini Electric
- Nissan Leaf e+
- Polestar 2
- Tesla Roadster (redesign)
- Volkswagen ID

Vans/Trucks:

- Chanje V8100
- Chevrolet 6500XD
- FUSO eCanter

Future – 2020+

- Chevrolet Cruise AV
- Honda Compact CUV
- Kandi EX3 and K22
- Kia FCEV
- Lucid Air
- Mercedes-Benz EQA
- Nissan Compact CUV EV
- Porsche Taycan
- Rivian R1S and R1T
- Qiantu K50
- SF Motors SF5
- Tesla Model Y
- Tesla Model R
- Toyota Compact EV
- Volkswagen ID Crozz
- Workhorse W-15

Vans/Trucks:

- Freightliner eM2
- Freightliner eCascadia
- IONA Van
- Isuzu NPR-HD Electric
- Mercedes-Benz eSprinter
- Mercedes-Benz EQV
- Nissan e-NV200
- Nordresa W and T Series
- Peterbilt E220EV
- Tesla Semi
- Volkswagen e-Crafter
- Volvo FE Electric
- Zenith Motors Vans

...and more !!

Summary

- Total light duty VIO continues to grow to 275.3 million in the U.S. market
- The Aftermarket Sweet Spot is stabilizing before seeing a growth that is expected to continue for several 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
- FCA and Tesla increase market share while GM continues to struggle.
- 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 by 111% over 2017. The Tesla Model 3 helped lead this growth, but competition is coming as more models and new brands of electric vehicles will enter the market to participate and offer buyers new choices.



Today's presentation



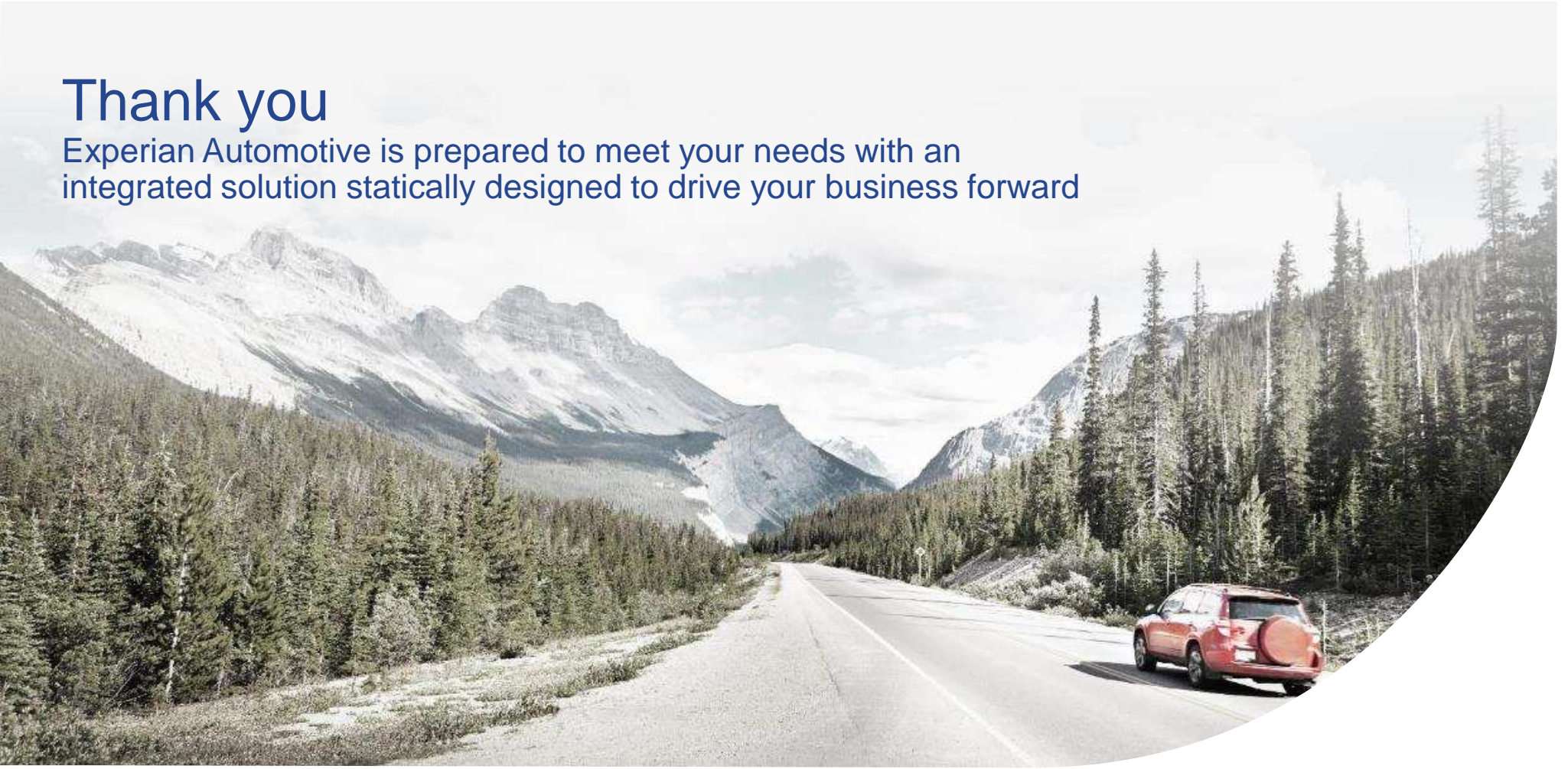
Follow us on **Twitter**
#EXPAuto
@Experian_Auto

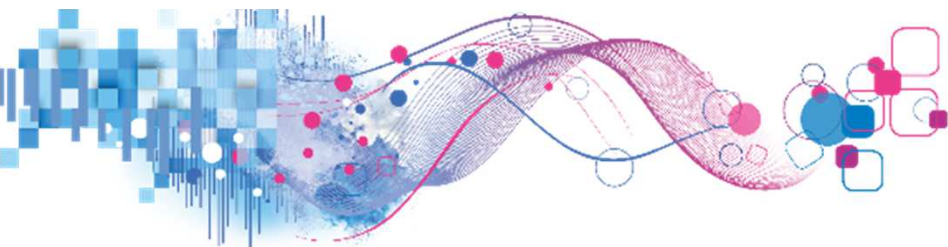


Connect with us on **LinkedIn**
Experian Automotive

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