



Automotive Consumer Trends & Analysis

Presented by:

Experian Automotive

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Experian | **Public.**

Today's presentation

Automotive Consumer Trends & Analysis

Vans – Q4 2023

What Vans are on the road and who is buying them?

Vehicles in Operation overview and Consumer Analysis by Van vehicle segments, for U.S. light duty vehicles through December 31, 2023.



Kirsten Von Busch

Director, Product Marketing
Experian Automotive

Experian Automotive

Driving the automotive industry forward

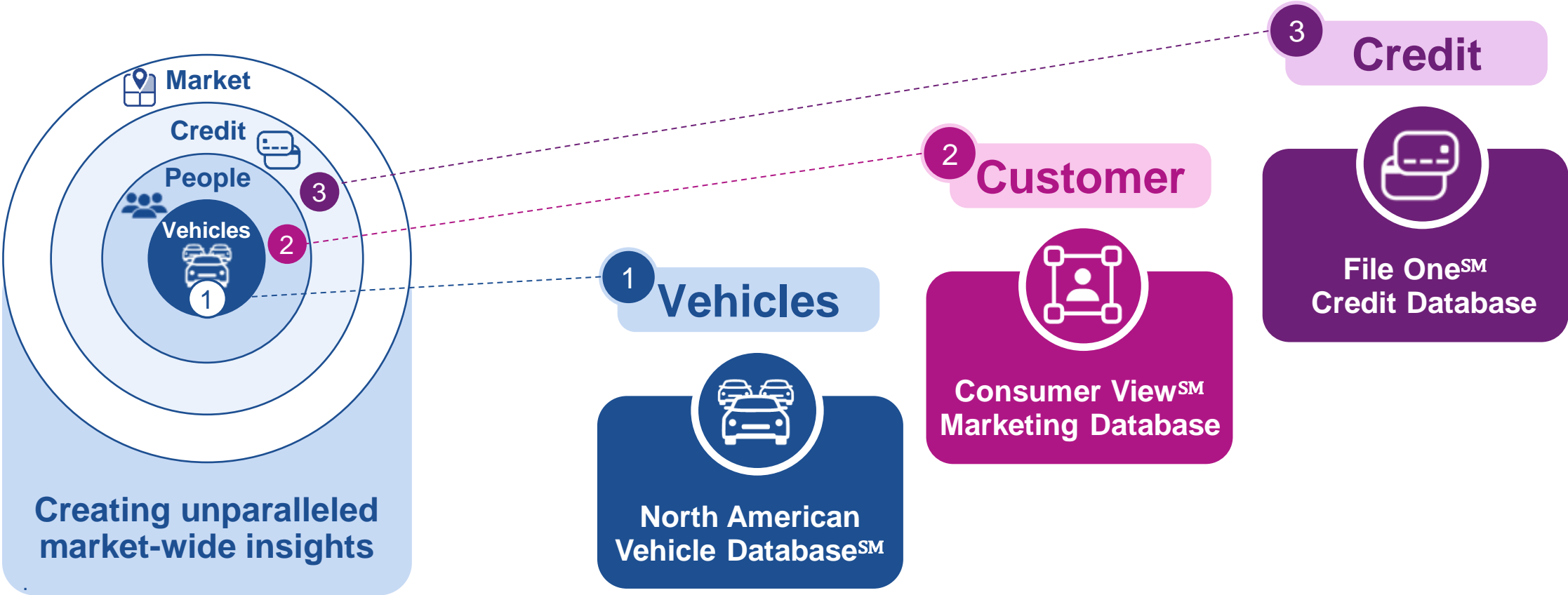
**The right vehicles. The right customers.
The right data to know the difference.**

- 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>

It takes 3 things to sell a vehicle...

Experian is the only primary data source for all 3





Q4 2023 Van Customers

- What are they driving?
- Who are these customers?
- How can you best market to them?

Changes in U.S. vehicles in operation


Light duty vehicles* over the last 12 months

Q4 2023 Total*
288.5
MILLION
Vehicles on the road

Q4 2023 VIO changes

Q4 2022 Total*
285.2
MILLION
Vehicles on the road


15.3
MILLION
NEW Vehicles
Registered


12.0
MILLION
Vehicles went
out of operation


38.2
MILLION
USED vehicles
changed owners

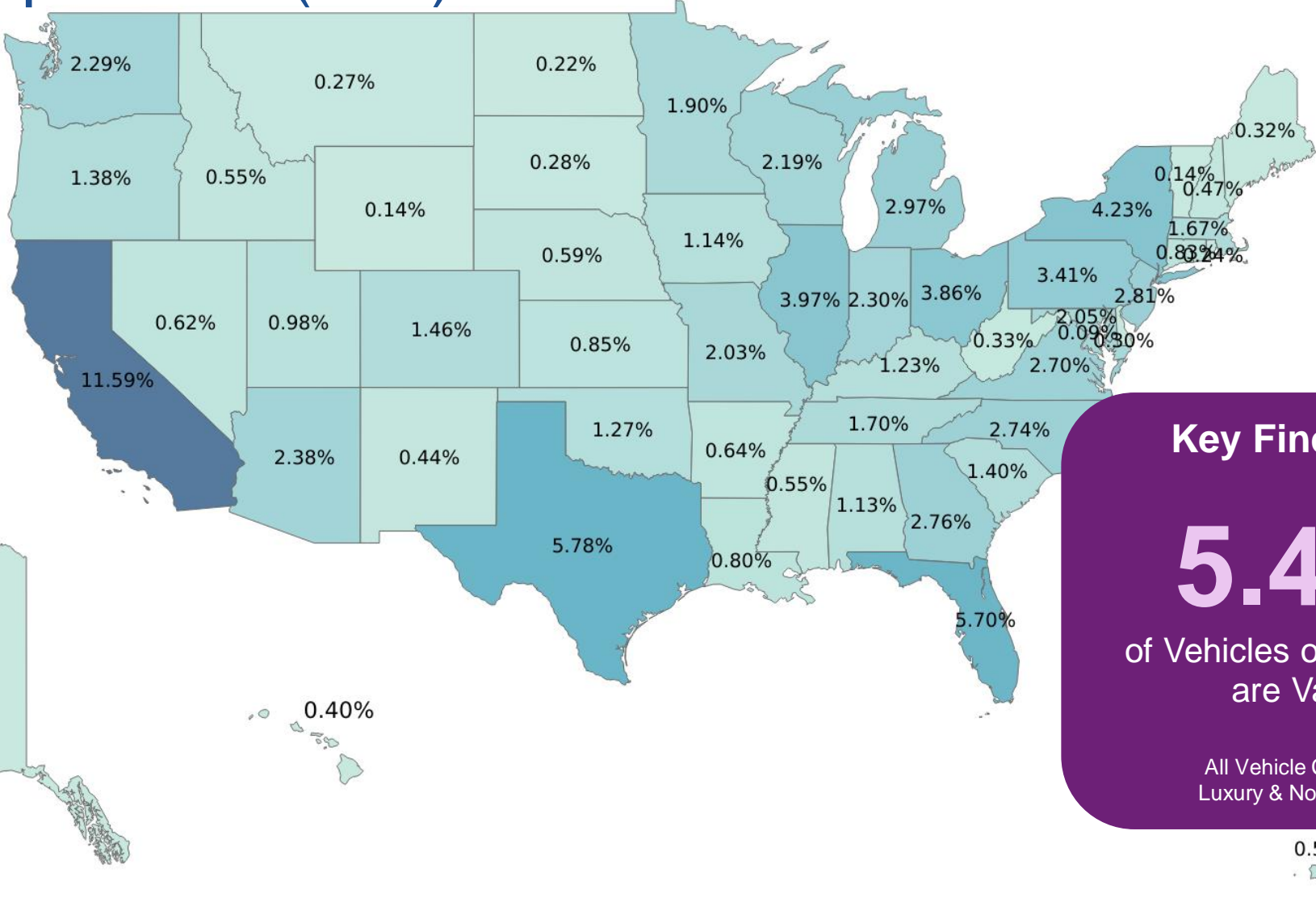
=


28.6%
Total VIO
changes¹

*U.S. Vehicles in Operation data as of December 31, 2023, 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. Vans in Operation (VIO)

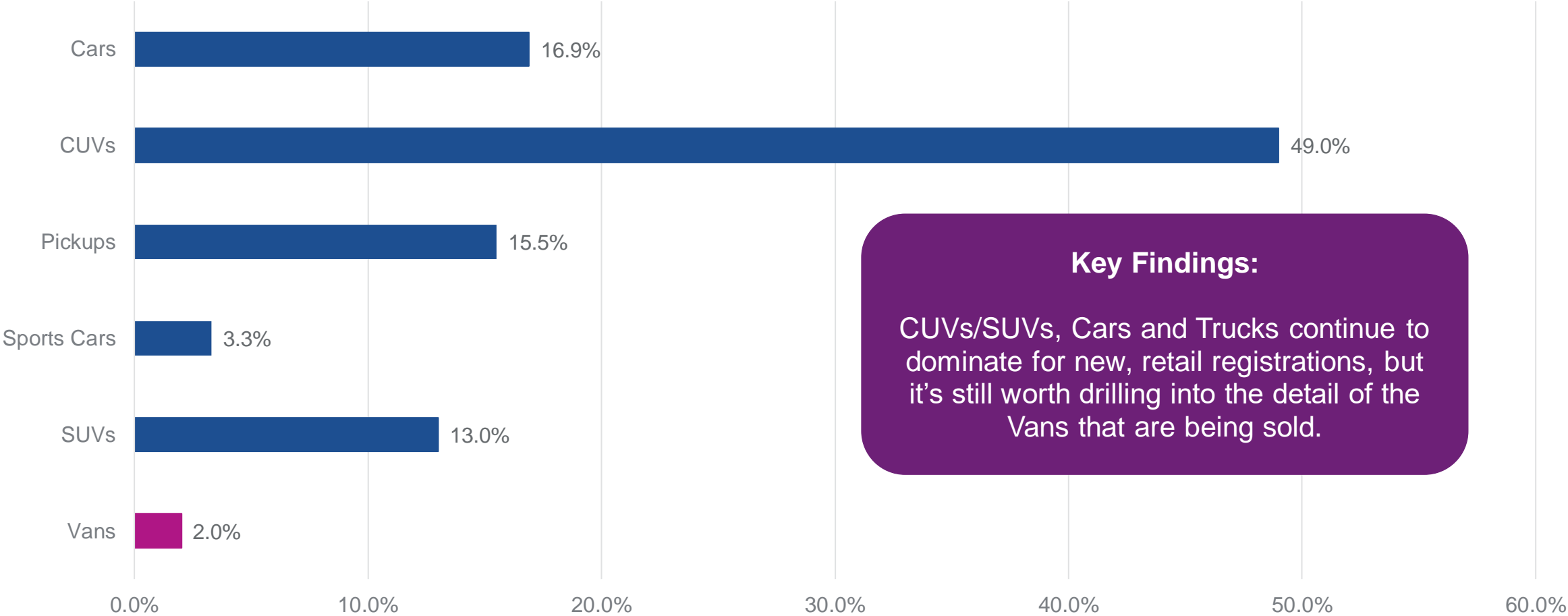
Key Findings:
18M+
 Vans
 are on the road
 (Vehicles in Operation)



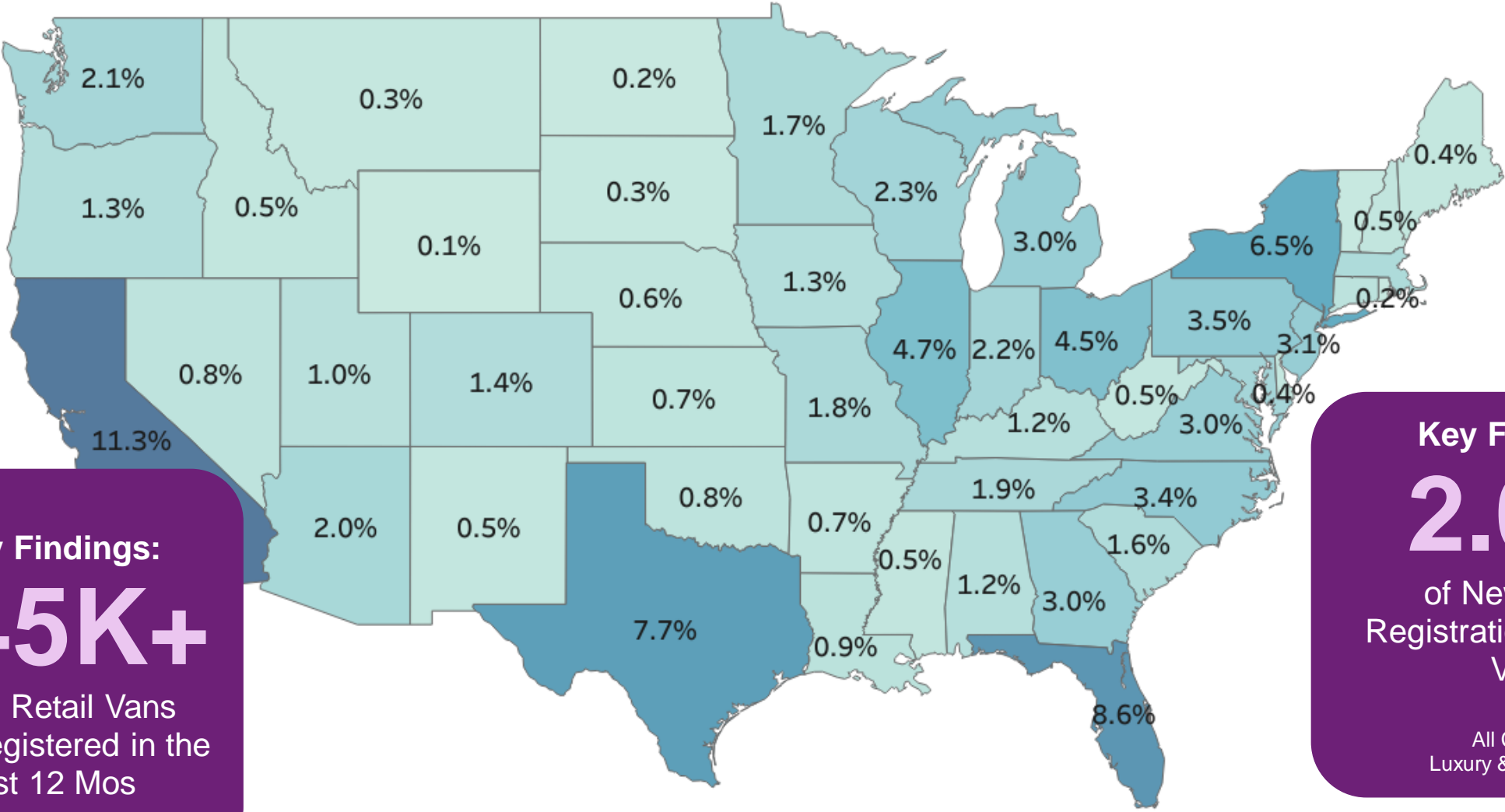
Key Findings:
5.4%
 of Vehicles on the road
 are Vans
 All Vehicle Classes:
 Luxury & Non-Luxury



New, Retail Registrations Market Share % by Segment R12Mos



U.S. New, Retail Van Registrations for Last 12 Months



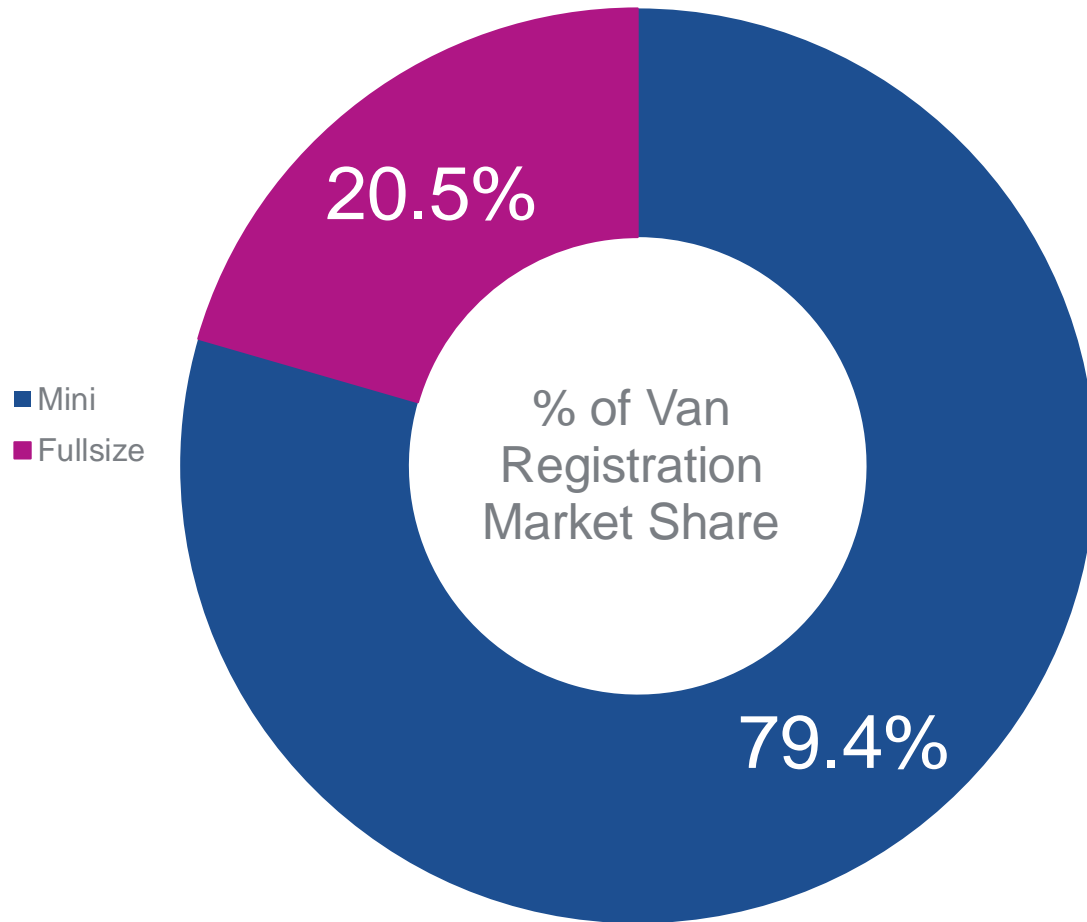
Key Findings:
245K+
 New, Retail Vans
 were registered in the
 last 12 Mos

Key Findings:
2.0%
 of New, Retail
 Registrations were for
 Vans
 All Classes:
 Luxury & Non-Luxury



New, Retail Van Registrations R12Mos

By Sub-Segment: Mini and Fullsize



Key Findings:

Mini Vans account for

79.4%

I.E: Honda Odyssey, Chrysler Pacifica

Fullsize Vans account for

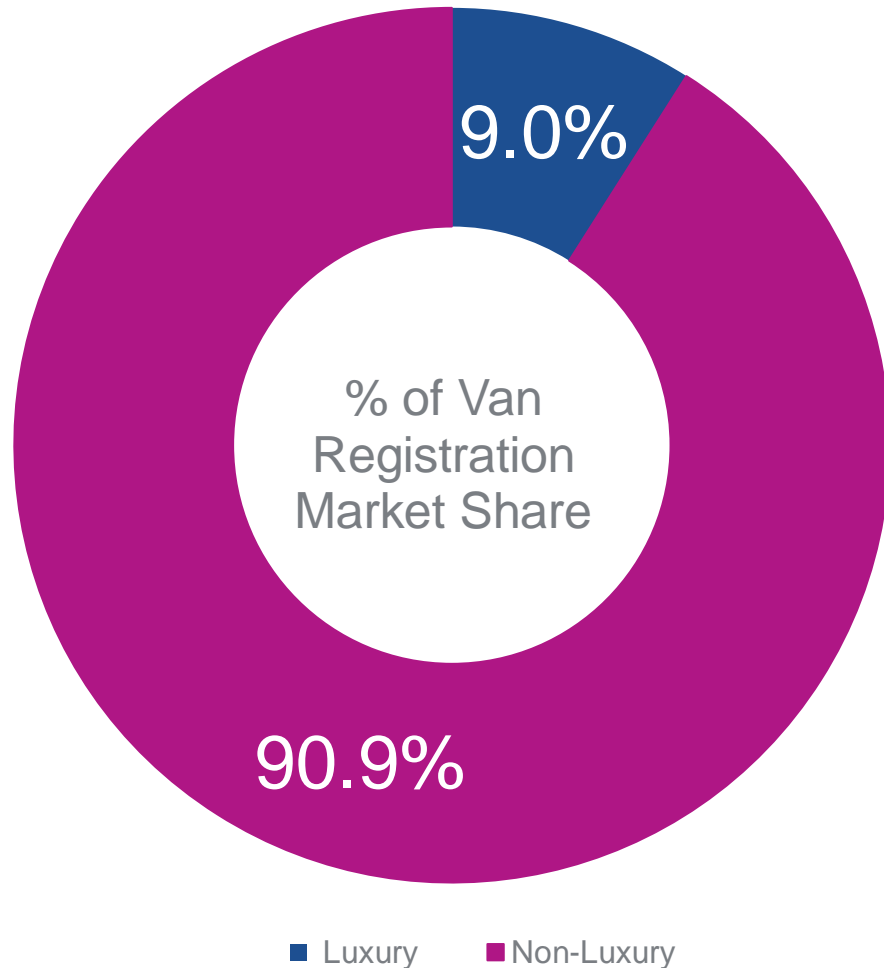
20.5%

I.E: Mercedes-Benz Sprinter



New, Retail Van Registrations R12Mos

By Vehicle Class: Luxury & Non-Luxury



Key Findings:

Of New, Retail Van Registrations in the last 12 Months,

Luxury Vans account for

9.0%

Ex's: Mercedes-Benz Sprinter

Non-Luxury Vans account for

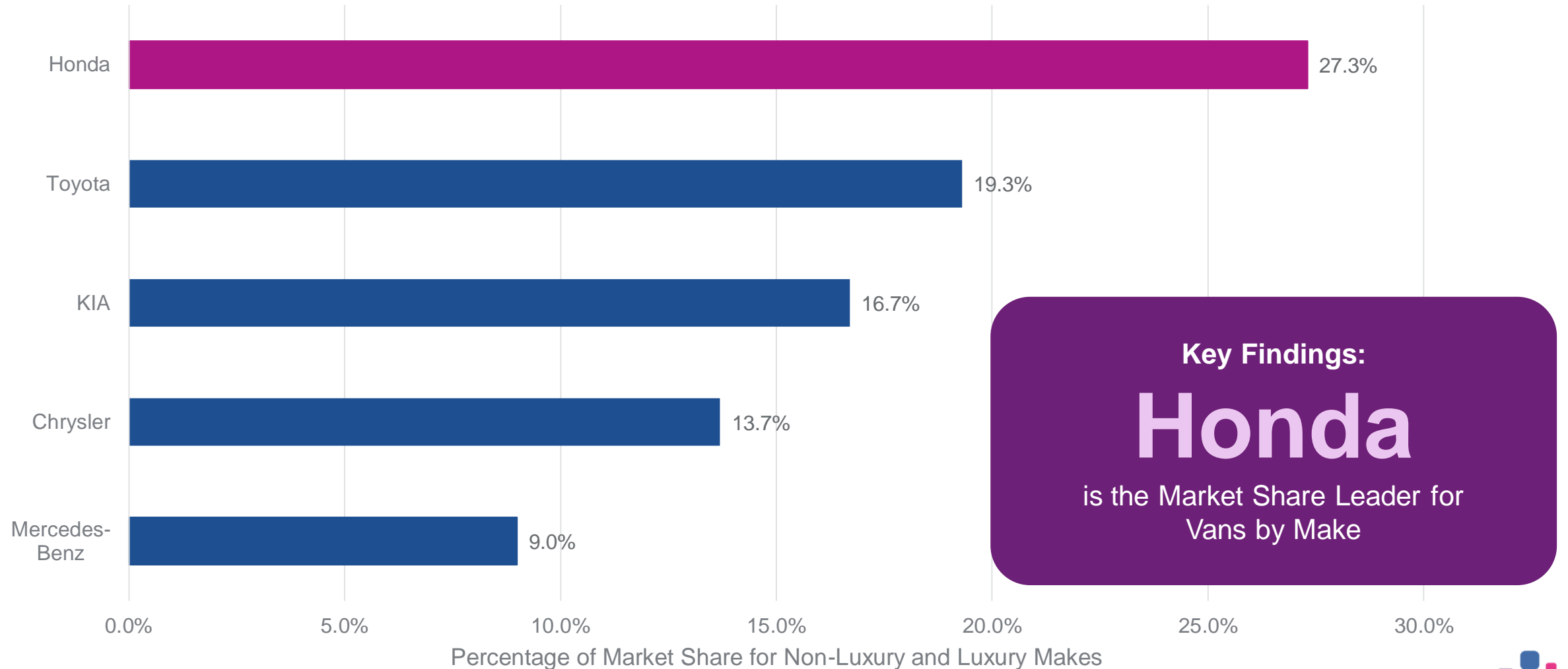
90.9%

Ex's: Toyota Sienna, KIA Carnival



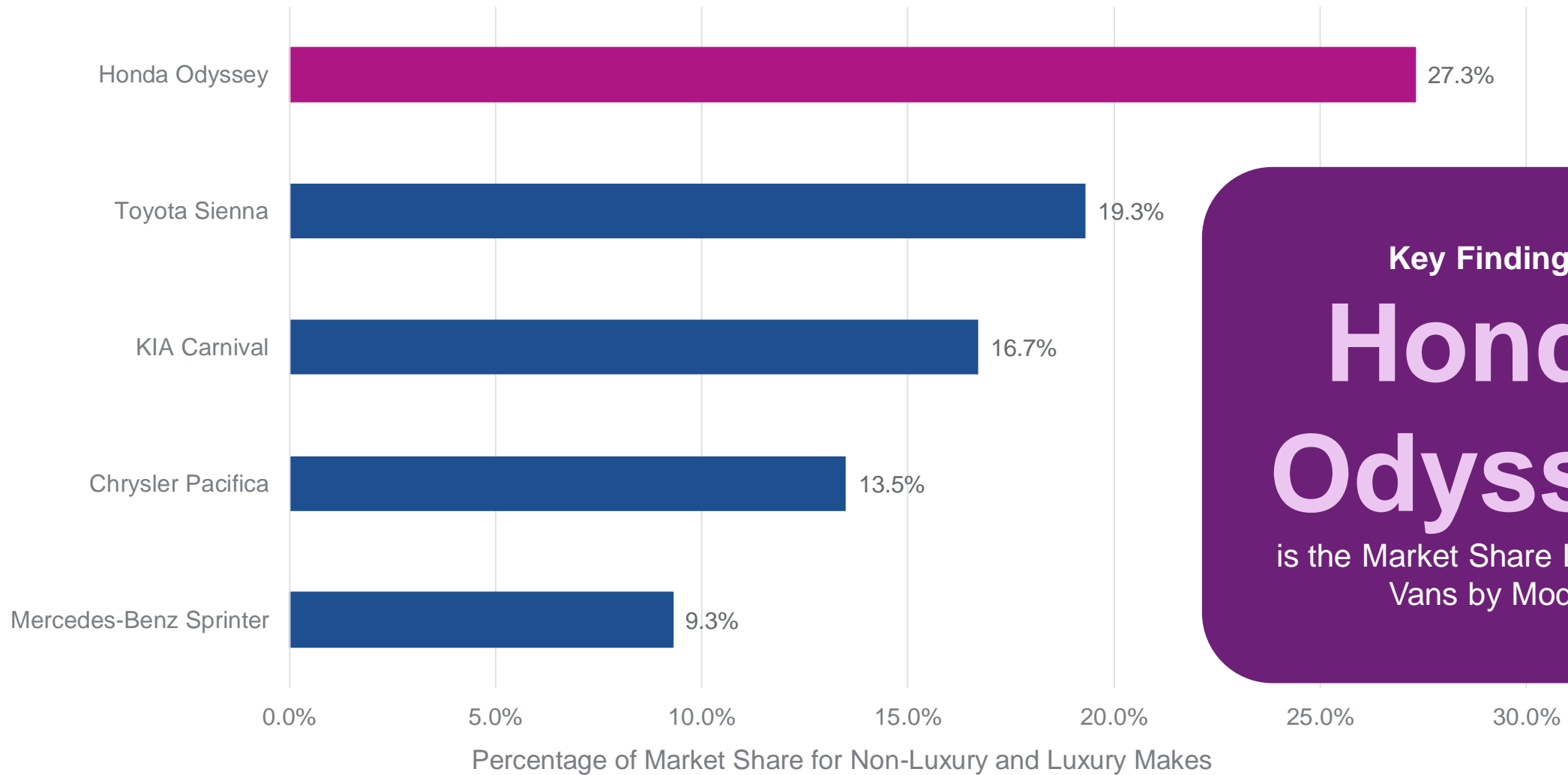
Top 5 New, Retail Van Registration Market Share %

Non-Luxury and Luxury Van Registrations by Make for the Last 12 Months



Top 10 New, Retail Van Market Share %

Non-Luxury and Luxury Van Registrations by Model for Last 12 Months



Key Findings:
**Honda
Odyssey**
is the Market Share Leader for
Vans by Model



Van Market Share Overview

New, Retail Registrations for the last 12 months

Vans account for
2.0%
of overall New, Retail registrations.
90.9%
of Van registrations are for Non-Luxury Vans.

Van Market Share **27.3%**
Non-Luxury Van Market Share **23.19%**
Non-Luxury Market Share **0.70%**
Industry Market Share **0.56%**



Van Market Share **13.5%**
Non-Luxury Van Market Share **12.29%**
Non-Luxury Market Share **0.37%**
Industry Market Share **0.30%**



Van Market Share **19.3%**
Non-Luxury Van Market Share **16.45%**
Non-Luxury Market Share **0.50%**
Industry Market Share **0.40%**



Van Market Share **16.7%**
Non-Luxury Van Market Share **13.12%**
Non-Luxury Market Share **0.39%**
Industry Market Share **0.32%**



What model did each Van replace?

Data includes new to new vehicles using disposal for the last 12 months

Honda Odyssey

Top 4 Inflows Including Honda Models

Honda CR-V	9.86%
Toyota Sienna	8.99%
Honda Pilot	8.89%
Honda Accord	4.36%

Top 4 Inflows From Other Makes

Toyota Sienna	8.99%
Toyota Highlander	3.87%
Chrysler Pacifica	3.71%
Toyota RAV4	2.03%

Toyota Sienna

Top 4 Inflows Including Toyota Models

Toyota Highlander	13.04%
Honda Odyssey	9.65%
Toyota RAV4	9.47%
Toyota Camry	5.29%

Top 4 Inflows From Other Makes

Honda Odyssey	9.65%
Honda CR-V	3.10%
Chrysler Pacifica	1.79%
Subaru Outback	1.74%

KIA Carnival

Top 4 Inflows Including KIA Models

Kia Sedona	7.64%
Kia Sorento	6.75%
Honda Odyssey	5.50%
Kia Telluride	4.51%

Top 4 Inflows From Other Makes

Honda Odyssey	5.50%
Toyota Sienna	3.29%
Chrysler Pacifica	3.28%
Dodge Grand Caravan	2.03%

Chrysler Pacifica

Top 4 Inflows Including Chrysler Models

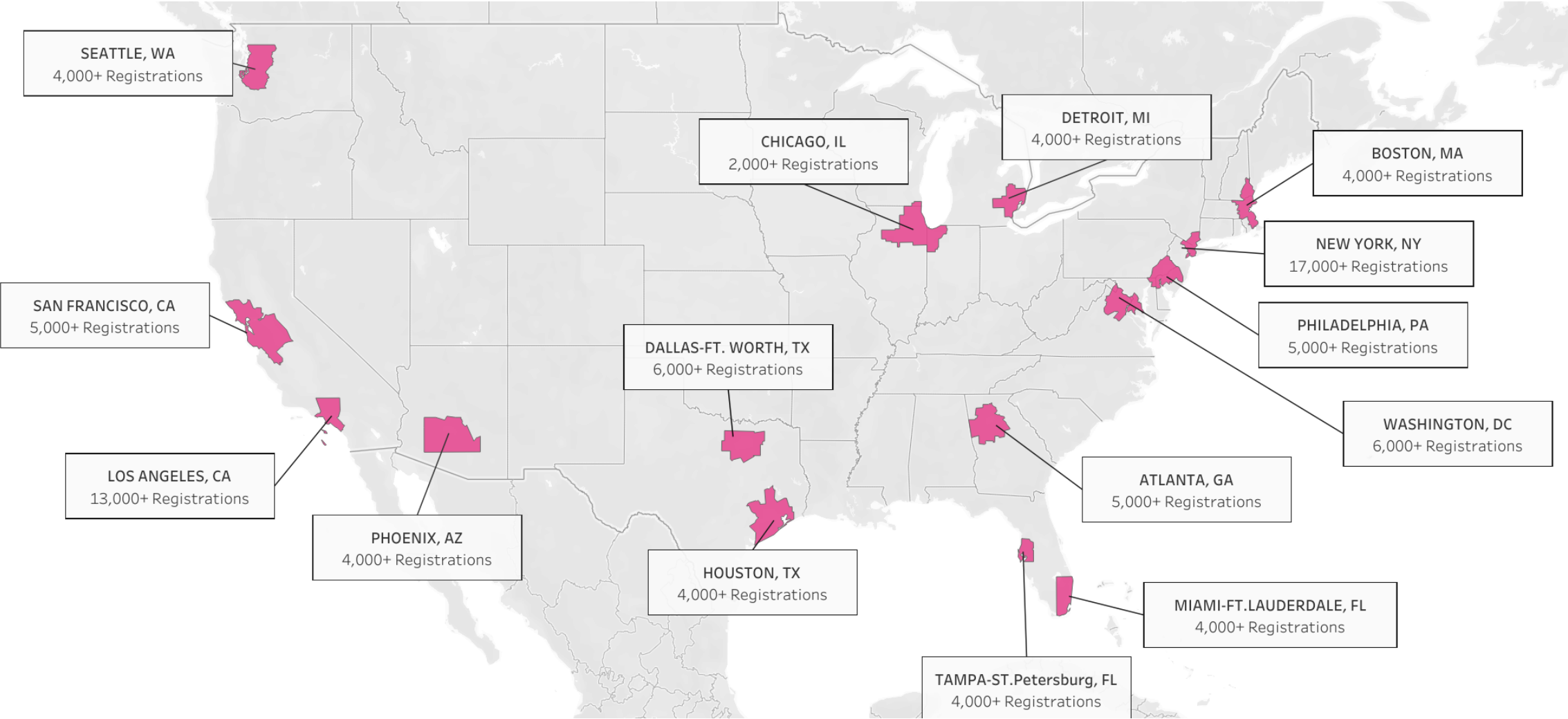
Chrysler Town & Country	14.94%
Dodge Grand Caravan	10.90%
Honda Odyssey	4.26%
Toyota Sienna	3.34%

Top 4 Inflows From Other Makes

Dodge Grand Caravan	10.90%
Honda Odyssey	4.26%
Toyota Sienna	3.34%
Jeep Grand Cherokee	2.99%



U.S. Van Registrations Top DMA®s R12M





What are they Driving - Summary Insights



Vans Represent
2.0% of New, Retail
Registrations



Mini Vans account
for 79.4% of New,
Retail Van
Registrations



The Honda
Odyssey is the
Market Share
leader for New,
Retail Van
Registrations



Q4 2023

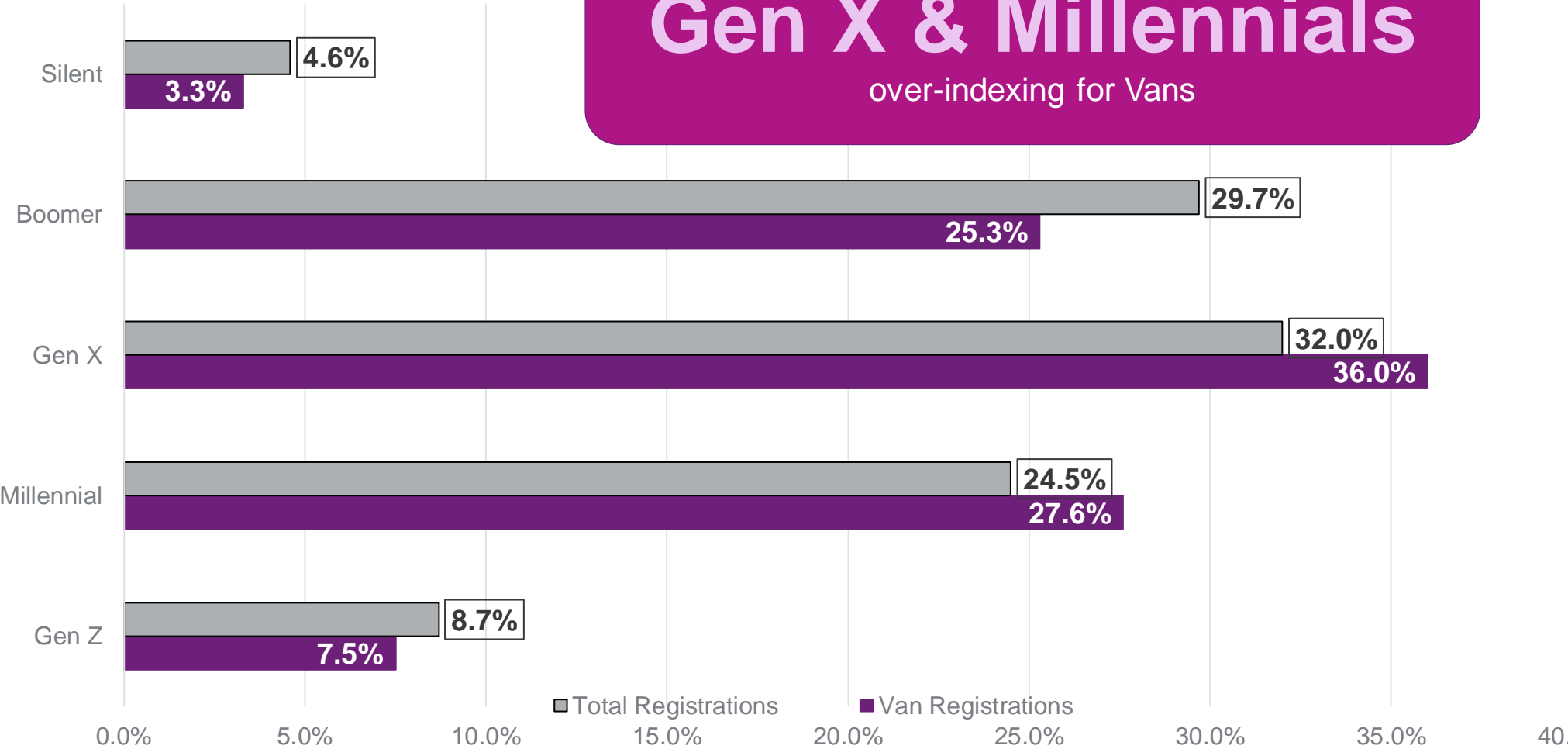
Who are these customers?

- Demographic information
- Generational insights
- Lifestyle segmentation

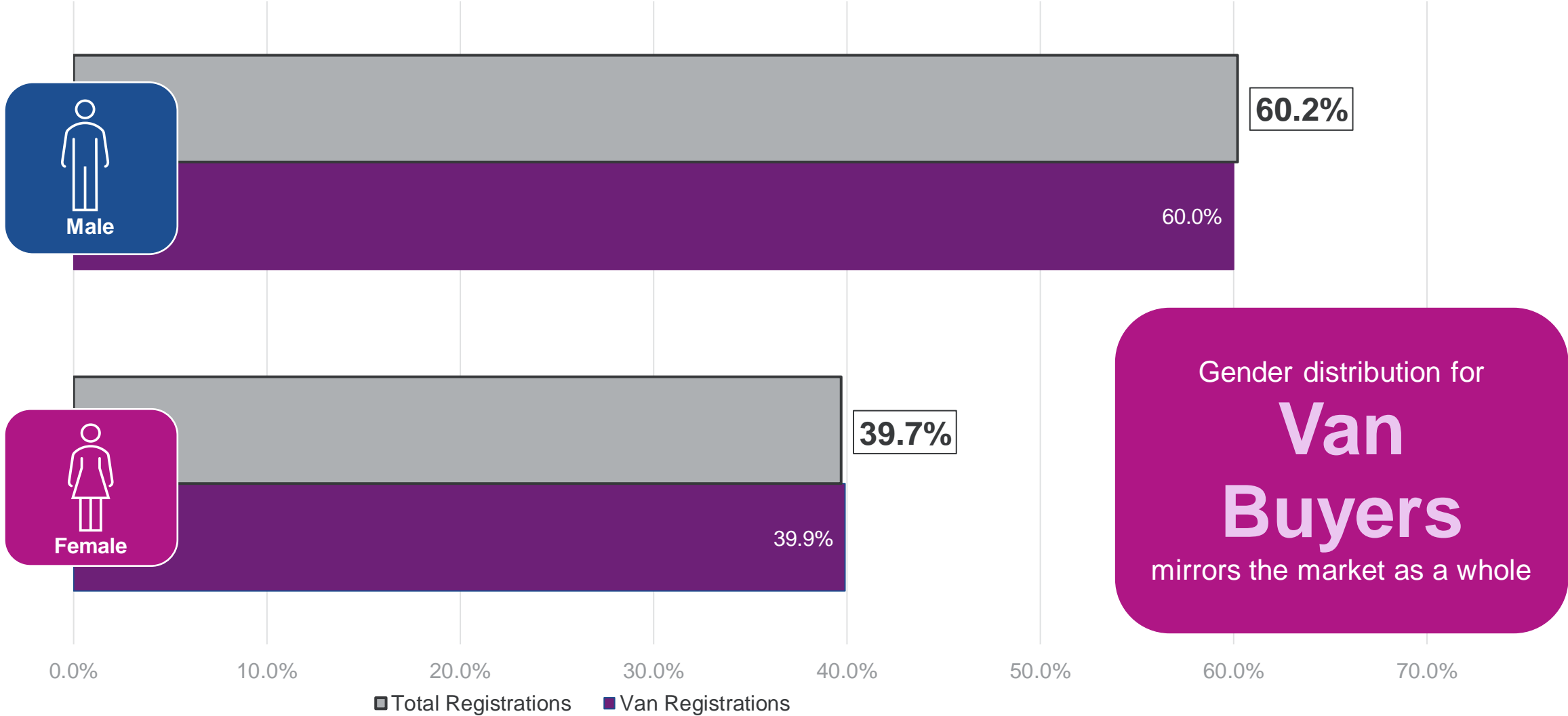
R12M New, Retail Van Registration % by Generation



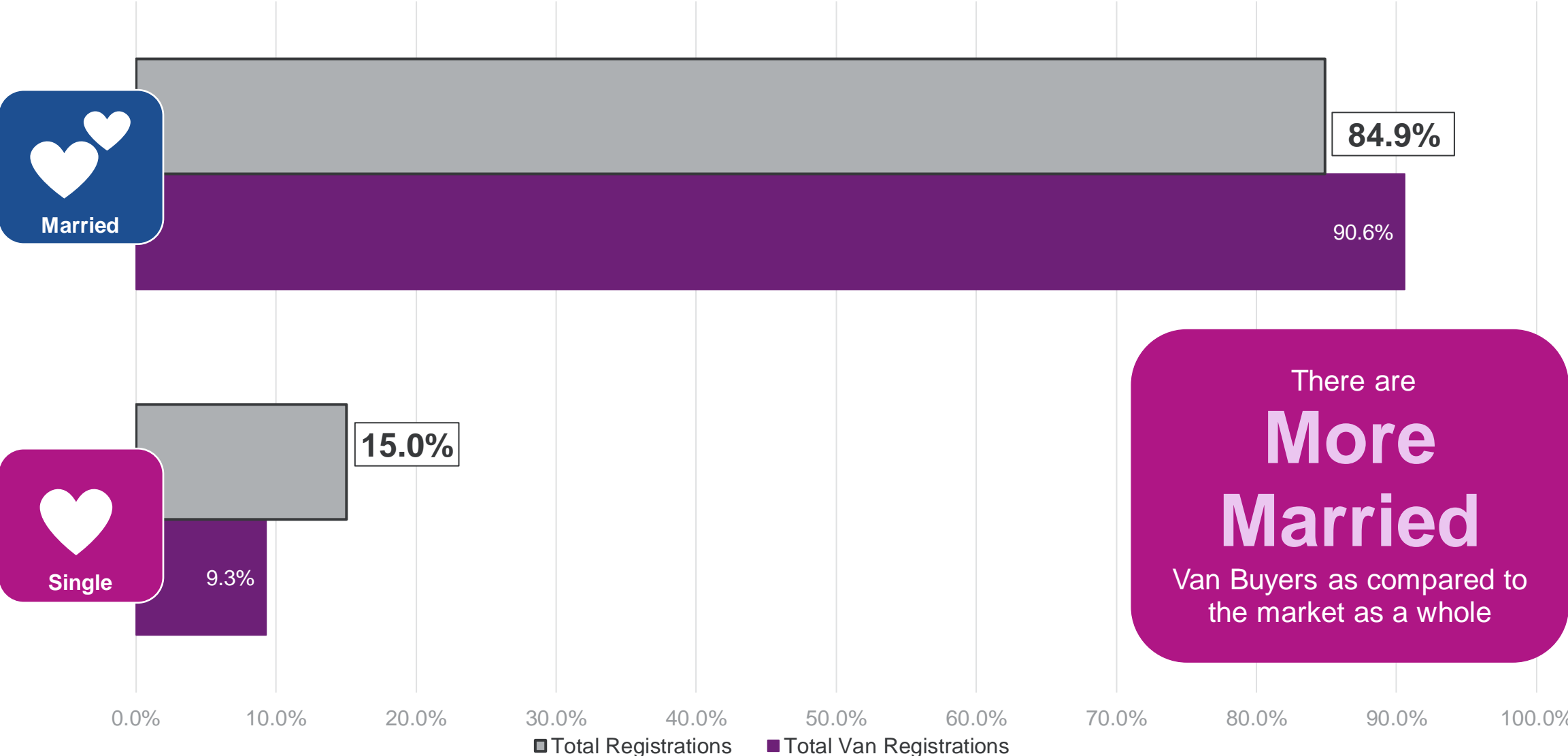
Gen X & Millennials
over-indexing for Vans



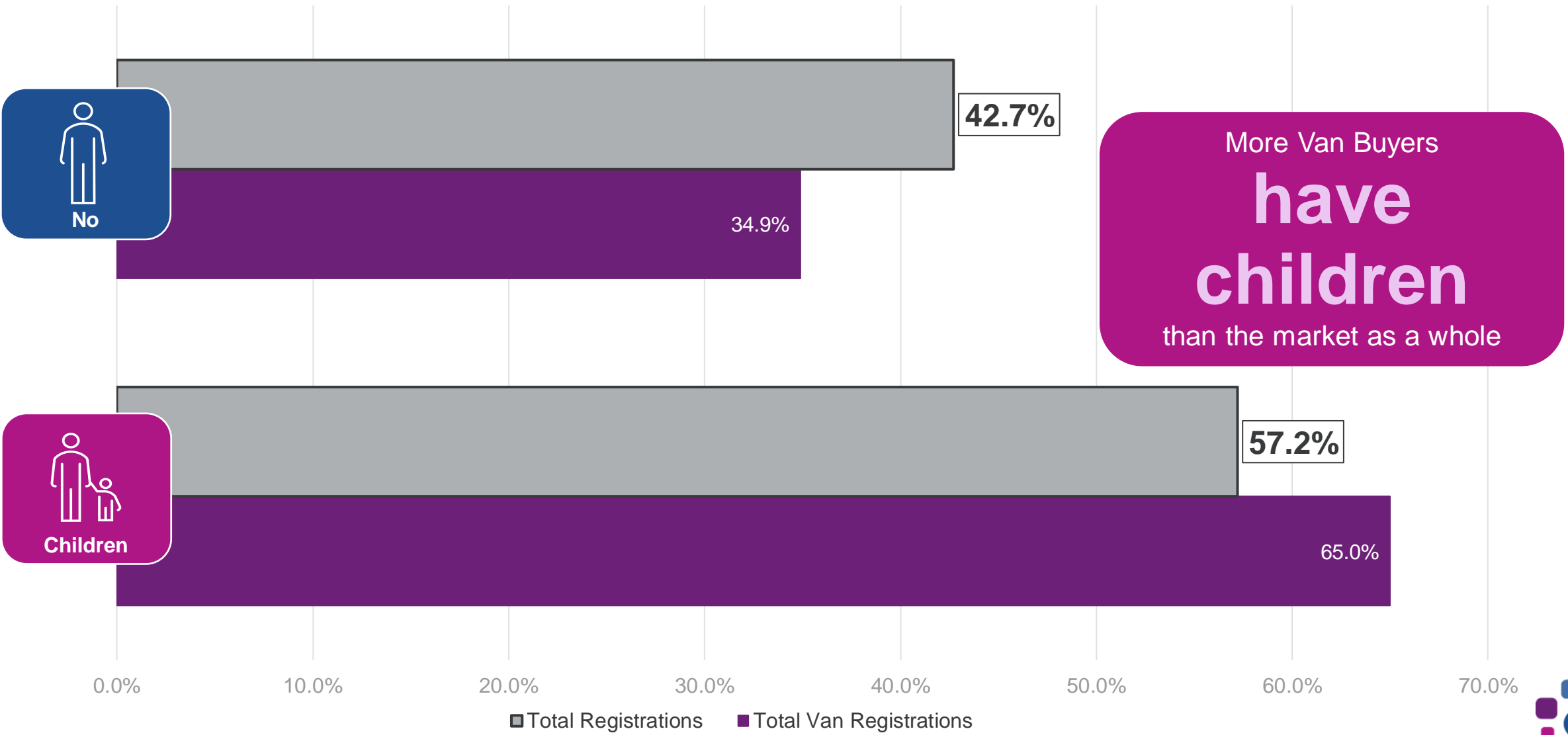
R12M New, Retail Van Registration % by Gender



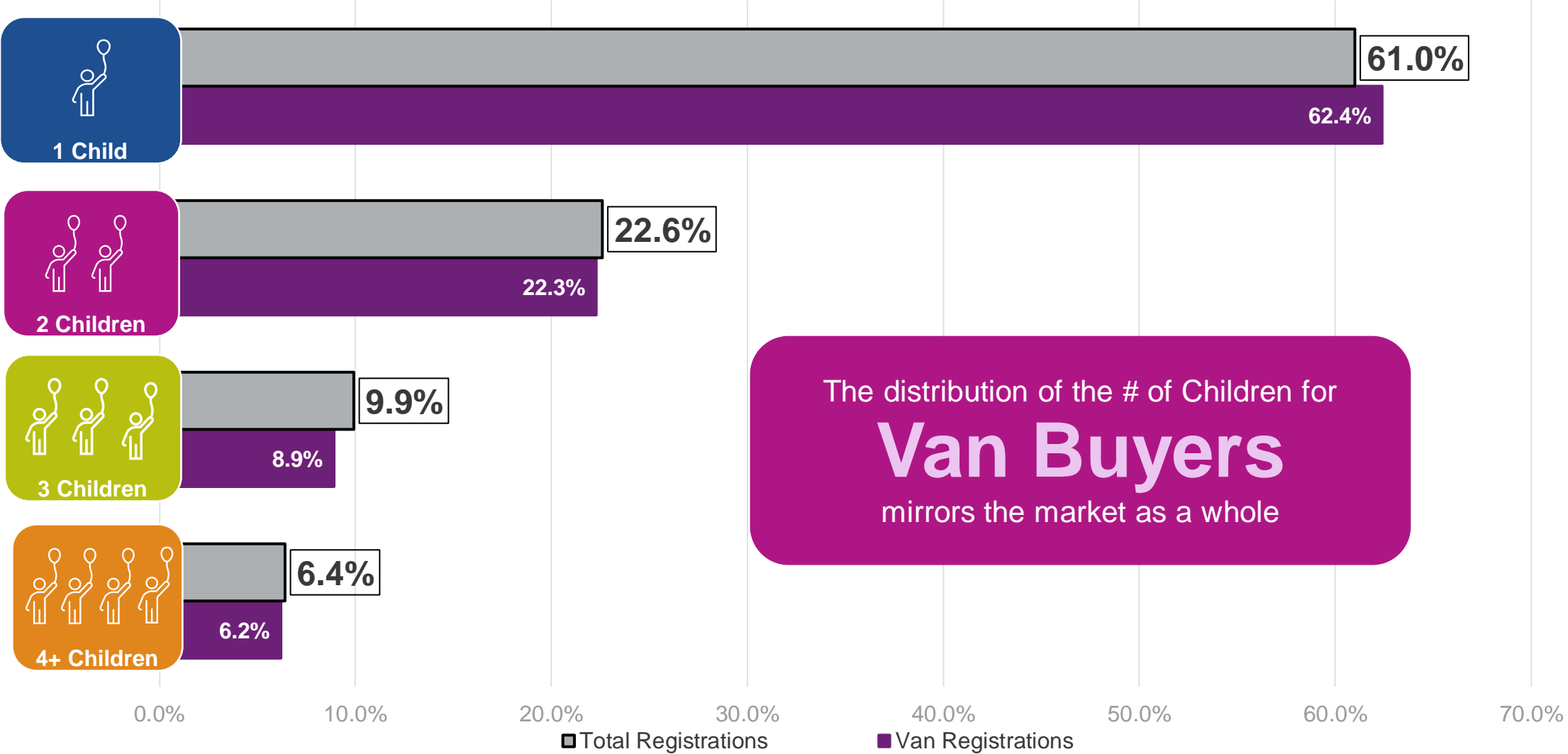
R12M New, Retail Van Registration % by Marital Status



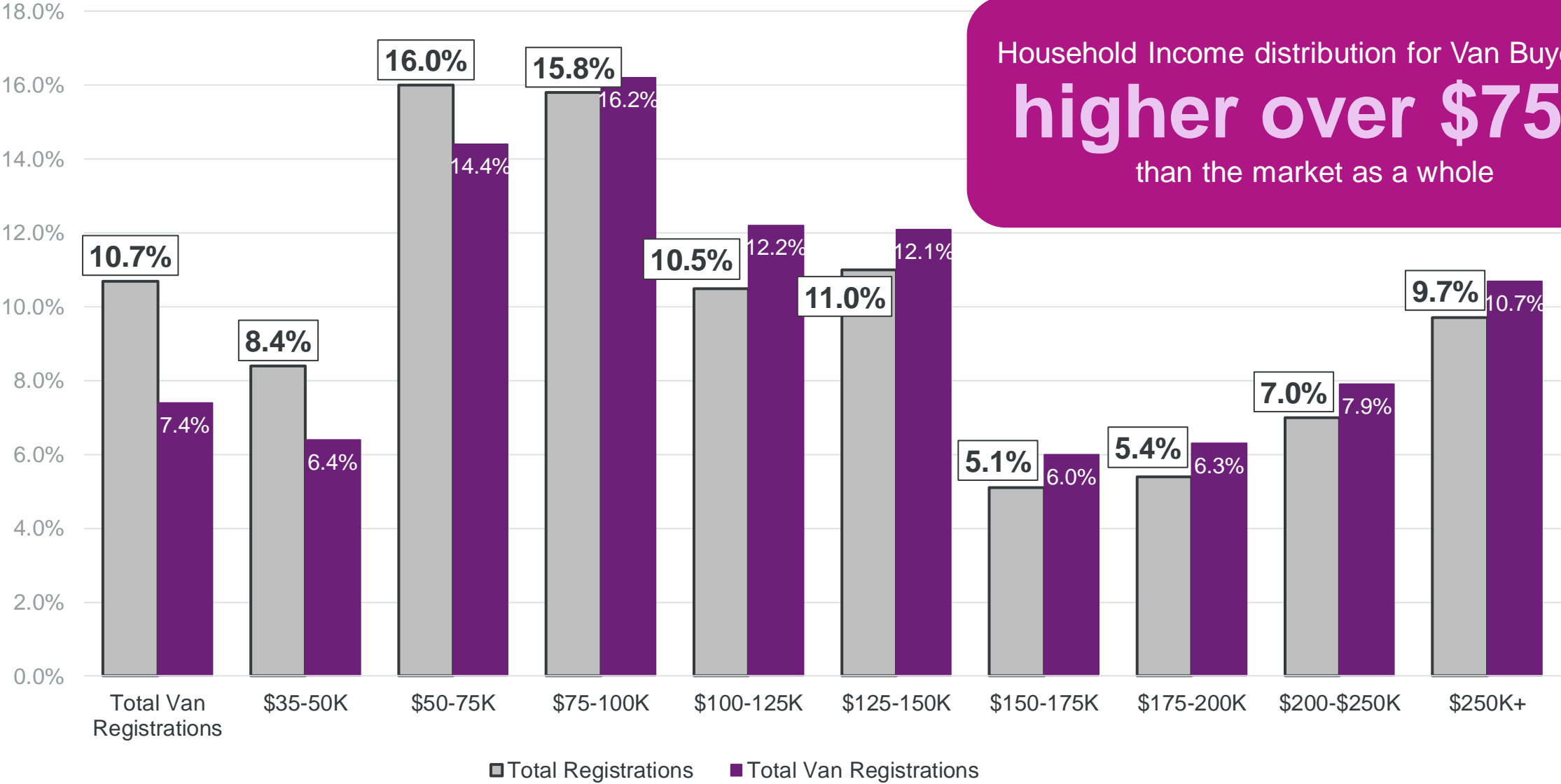
R12M New, Retail Van Registration % by Presence of Children



R12M New, Retail Van Registration % by # of Children



R12M New, Retail Van Registration % by Household Income



Household Income distribution for Van Buyers is **higher over \$75K** than the market as a whole





Demographic Summary Insights



A higher percentage of Millennials and Gen X buy Vans than the market as a whole.



A higher percentage of Van buyers are married and have children than the market as a whole.



Targeting specific consumers for your marketing campaigns is critical for success

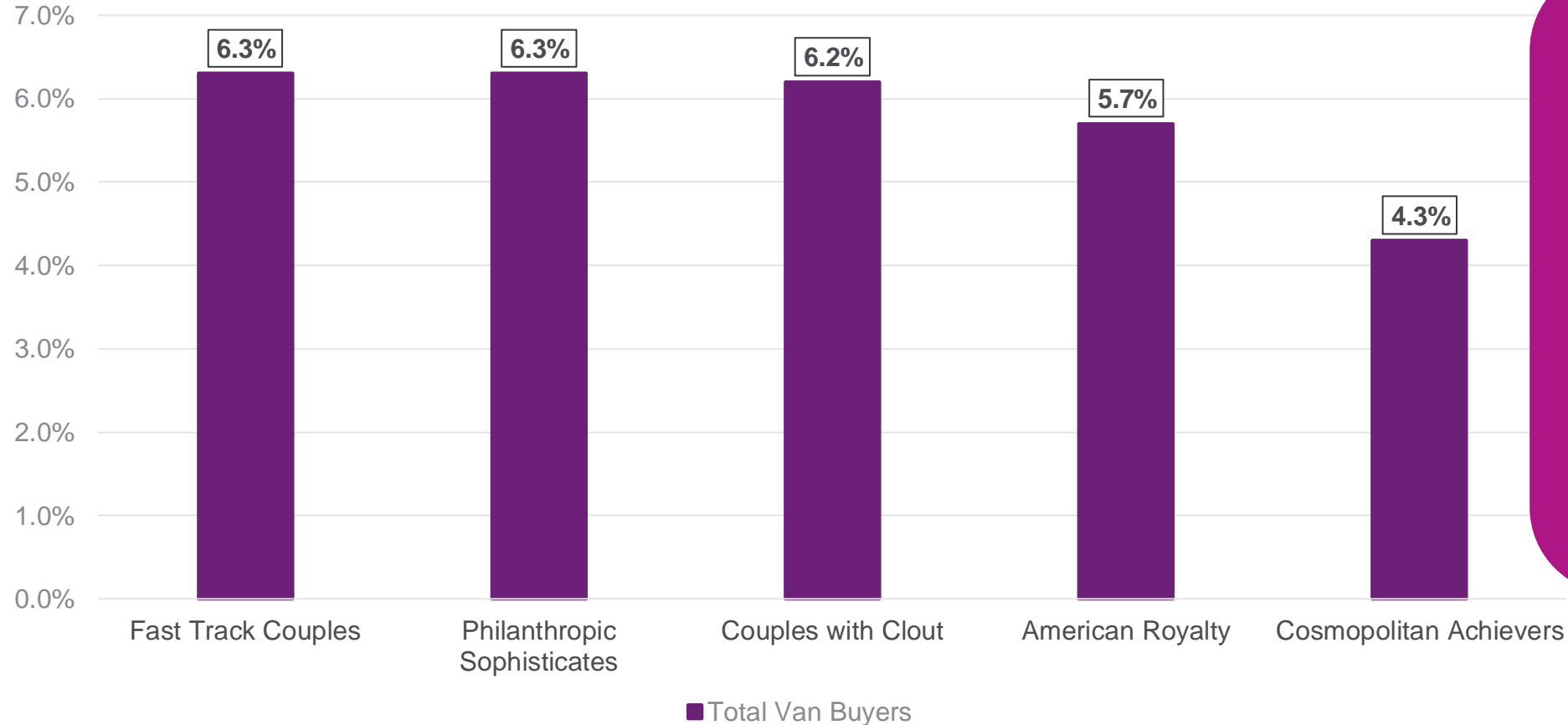
Q4 2023 Meaningful Customer Segmentation is Critical

We deliver house-hold- based lifestyle segmentation through Mosaic[®] USA it brings data to life by highlighting:

- Who consumers are
- Where they live
- How they view the world
- Their financial status
- Their digital lifestyle
- Their communication preferences
- And, more...

Top 5 Consumer Mosaic Types Market Share %

for Total Luxury and Non-Luxury Van Buyers



Key Findings:
Fast Track Couples,
Philanthropic Sophisticates &
Couples with Clout
are the Top 3 Mosaic Types
for Van Buyers, all with
**6+% of
market share**





Fast Track Couples



Philanthropic Sophisticates



Couples with Clout

U.S. Population

6.7M

11.3M

4.1M

% Households

3.3%

4.0%

1.8%

% Individuals

2.5%

4.9%

1.6%

Overview

Active, young upper established suburban couples and families living upwardly-mobile lifestyles

Mature, upscale couples in suburban homes

Highly educated mobile couples living life to the fullest in affluent neighborhoods





Fast Track Couples



Philanthropic Sophisticates



Couples with Clout

General Insights

- Credit-aware
- Comfortable spender
- Active lifestyles
- Tech-savvy

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic

- Affluent
- Highly educated
- Politically conservative
- Tech journeymen

Auto Insights

- In the market for newer used vehicles
- Unlikely to own regular cars

- Unlikely to buy used vehicles
- In the market for luxury cars and compact cars

- Unlikely to own regular cars
- In the market for minivans





Fast Track Couples



Philanthropic Sophisticates



Couples with Clout







Top Buying Style

Savvy researchers

Brand loyalists

Savvy researchers

Top 3 Channel Preferences

-  TV
-  Direct Mail
-  Radio
-  SMS
-  Email
-  Social





Summary Insights



Fast Track Couples

1. 6.3% Buyer Market Share for New, Retail Vans
2. Savvy Researchers
3. SMS #1



Philanthropic Sophisticates

1. 6.3% Buyer Market Share for New, Retail Vans
2. Brand Loyalists
3. Email #1



Couples with Clout

1. 6.2% Buyer Market Share for New, Retail Vans
2. Savvy Researchers
3. SMS #1

Q4 2023 Case Study

Non-Luxury Mini Van:

Chrysler Pacifica

#3 New, Retail Buyer Lifestyle Segment:

Suburban Sophisticates




[Image Source](#)

Non Luxury Van Lifestyle Segmentation

3 Lifestyle Segment for New, Retail Chrysler Pacifica Buyers

Suburban Sophisticates

Established sophisticates living comfortable suburban lifestyles



Key Features

- Retired
- Financially secure
- AARP members
- Established homes
- In the market to lease non-luxury vehicles
- Keep vehicles for a few years

Who We Are


Head of household age 66-75 373 49.1%	Type of property Single family 112 99.4%
Est. Household income \$50,000-\$74,999 154 28.7%	Purchase/lease price \$30,000-\$40,000 146 23.9%
When purchased 48+ months ago 203 71.0%	Vehicle age 11+ years 123 79.6%

Channel Preference

TV 12	Email 164	Direct Mail 1
Text 8	Social 50	Like 72

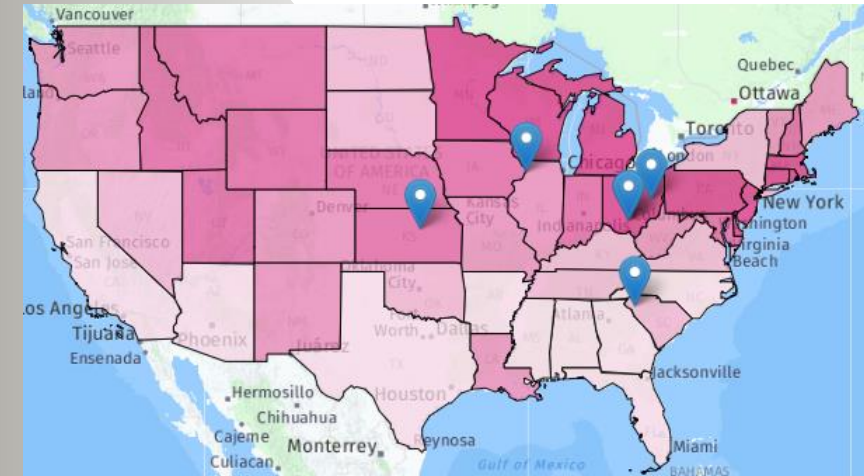
Technology Adoption

Novices



Experian Marketing Data

Population 9.7M	Direct Mail 3.7M	Email 1.7M	Digital 15.4M
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Vans Summary Insights Q4 2023



What are they driving

- Vans represent 2.0% of new, retail registrations
- Honda is the market share leader by make for new, retail Van registrations
- The Honda Odyssey is the market share leader by model for new, retail Van registrations



Who are they

- Millennials & Gen X index higher for Vans
- More Van buyers are married
- More Van buyers have children

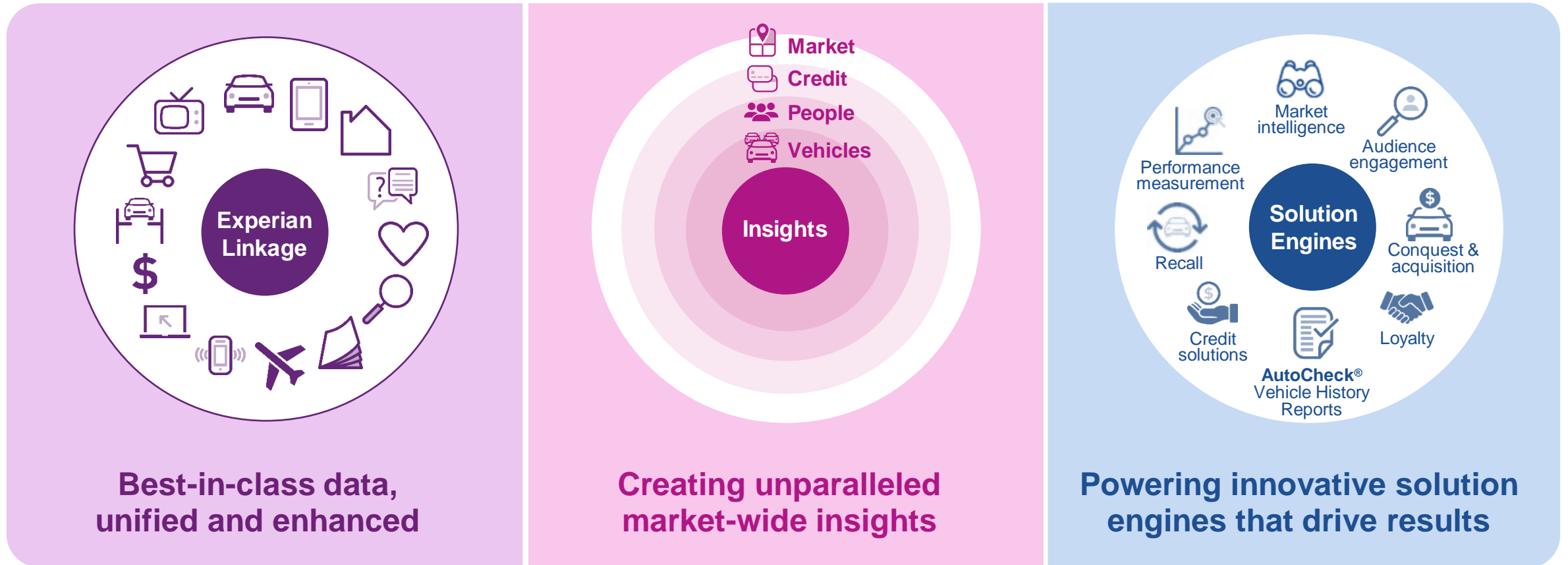


How to Market to them

- Customize your message and delivery to your market / buyer
- Email and text are good methods of communication for the top lifestyle segments
- Two of the three segments are Savvy Researchers

The power of Experian data

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





Automotive Consumer Trends

Summary Insights



Save the Date:
June 2024



**Automotive
Consumer Trends:
CUVs**





Automotive Consumer Trends

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Today's Presentation



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Experian Automotive is prepared to meet your needs with integrated solutions designed to drive your business forward.





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