



Automotive Consumer Trends & Analysis

Presented by:

Experian Automotive



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Experian | **Public.**

Today's presentation

Automotive Consumer Trends & Analysis

CUV Segment – Q1 2022

What crossover utility vehicles are on the road and who is buying them?

Vehicle in Operation overview and Consumer Analysis by CUV Segment, for U.S. light duty vehicles through March 31, 2022.



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Experian Automotive

Driving the automotive industry forward

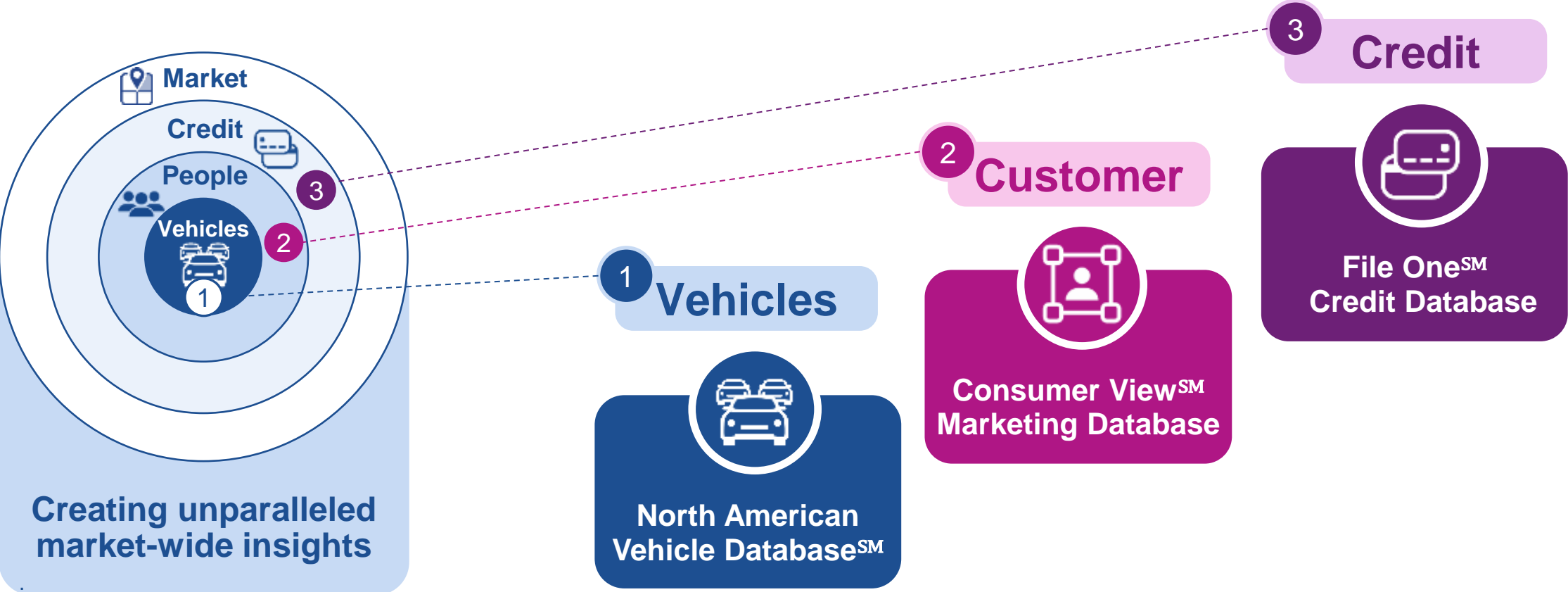
**The right vehicles. The right customers.
The right data to know the difference.**


- 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



A family of four is walking away from the camera on a sandy beach. The father is on the left, wearing a hat and shorts, holding the hand of a young boy. The boy is holding the hand of a young girl in a yellow dress. The girl is holding the hand of a woman on the right, who is also wearing a hat and shorts. To the right of the family is the rear of a white SUV with its rear hatch open. The background is a hazy beach scene with the ocean in the distance.

Q1 2022

Who are Crossover Utility Vehicle (CUV) Customers?

- What are they driving?
- Where are they located?
- How do they want to be communicated with?

Changes in U.S. vehicles in operation

Light duty vehicles* over the last 12 months

Q1 2022 Total*

283.9
MILLION

Vehicles on the road

Q1 2022 VIO changes

Q1 2021 Total*


280.6
MILLION

Vehicles on the road



14.5
MILLION

NEW Vehicles
Registered



11.2
MILLION

Vehicles went
out of operation



41.8
MILLION

USED vehicles
changed owners

=

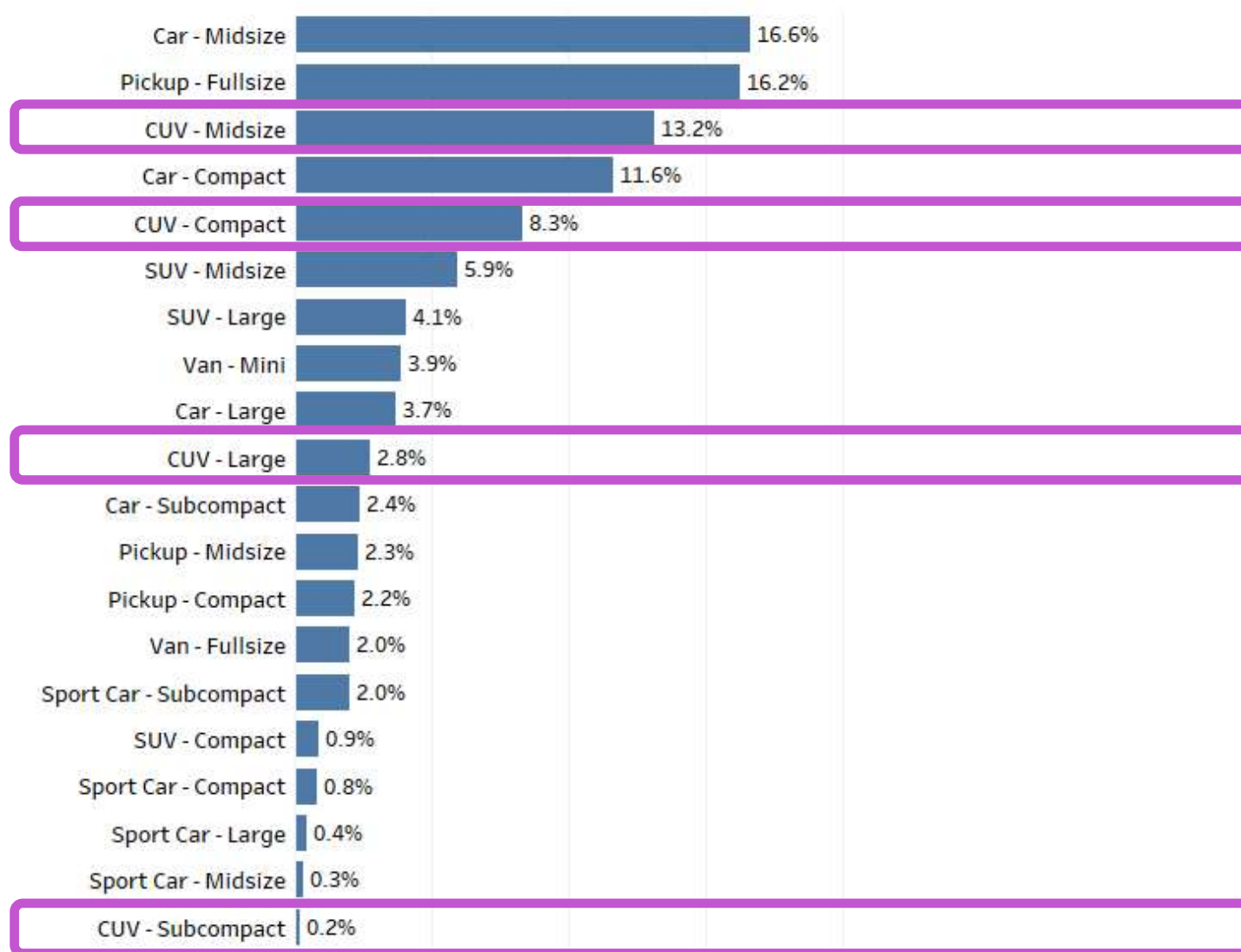


29.8%

Total VIO
changes¹

*U.S. Vehicles in Operation data as of March 31, 2022 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 Top 20 segments* on the road market share



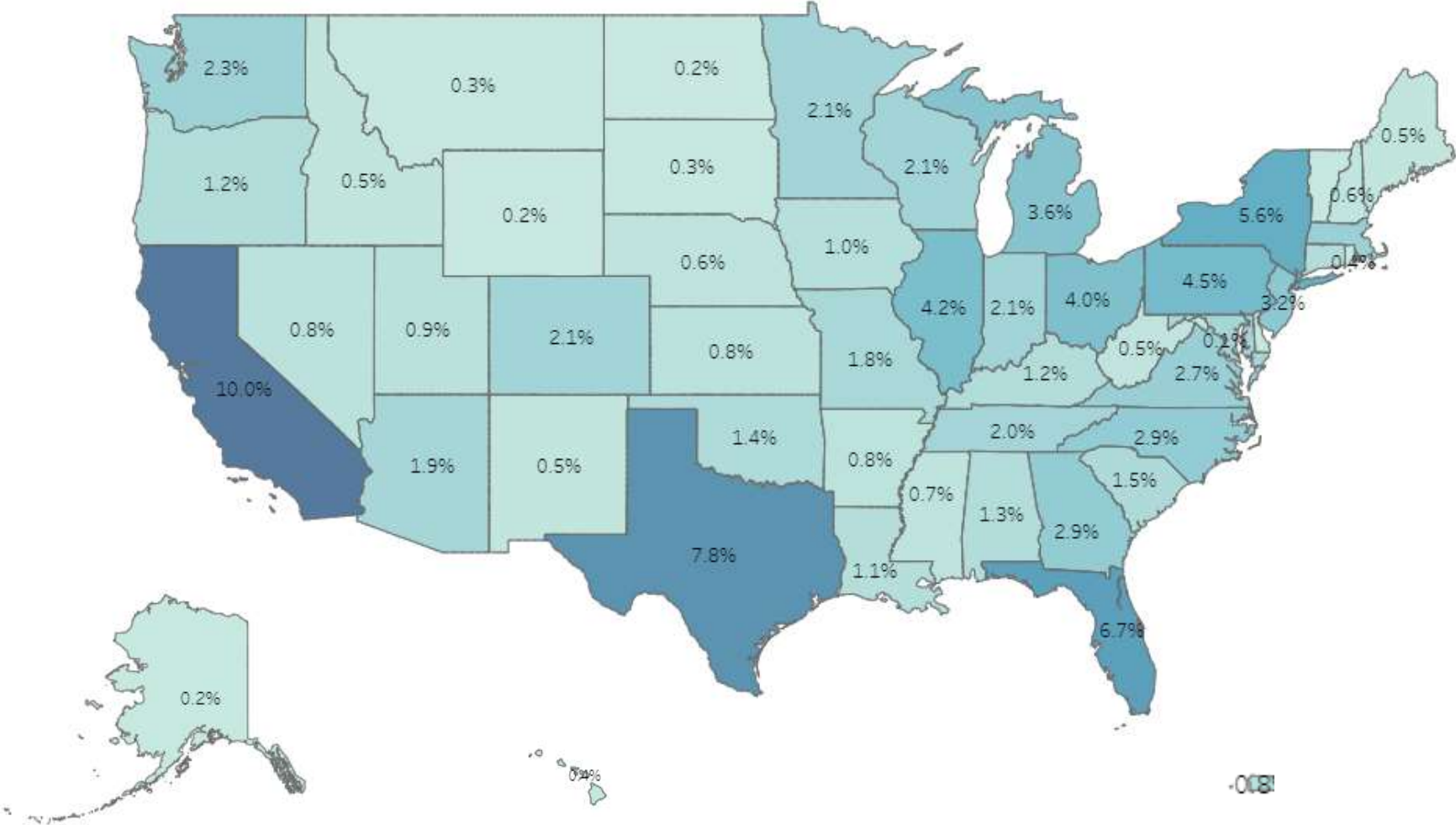
CUV's account
for almost

25%

on the road
market share



U.S. CUV Vehicles in Operation

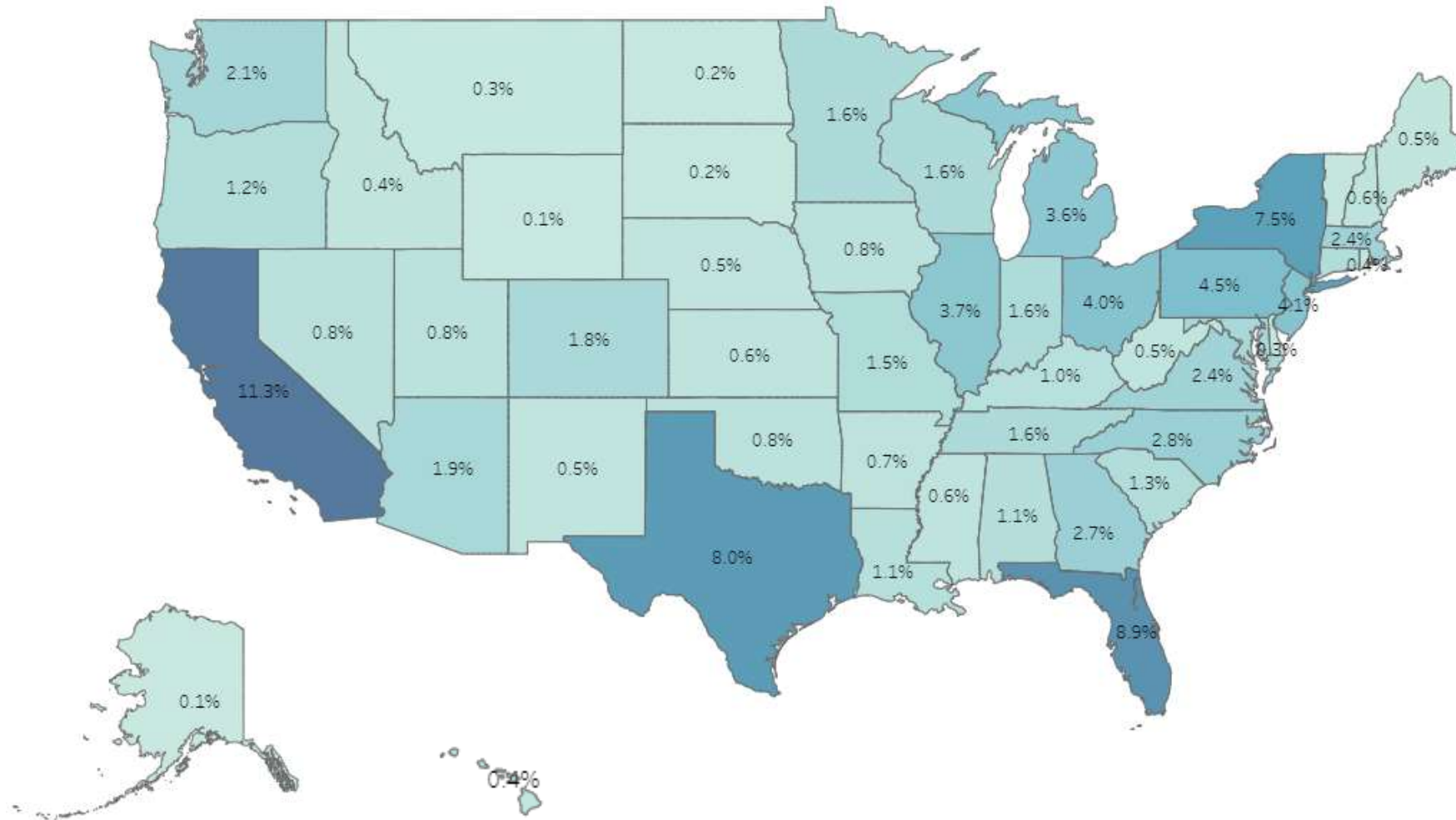


Key Findings:

- CUV-Compact %'s are fairly consistent with overall CUV VIO
- Slight increase of CA to 10.3% and NY 5.8% for the CUV-Midsize sub-segment
- TX jumps to 9.5% in CUV-Large sub-segment



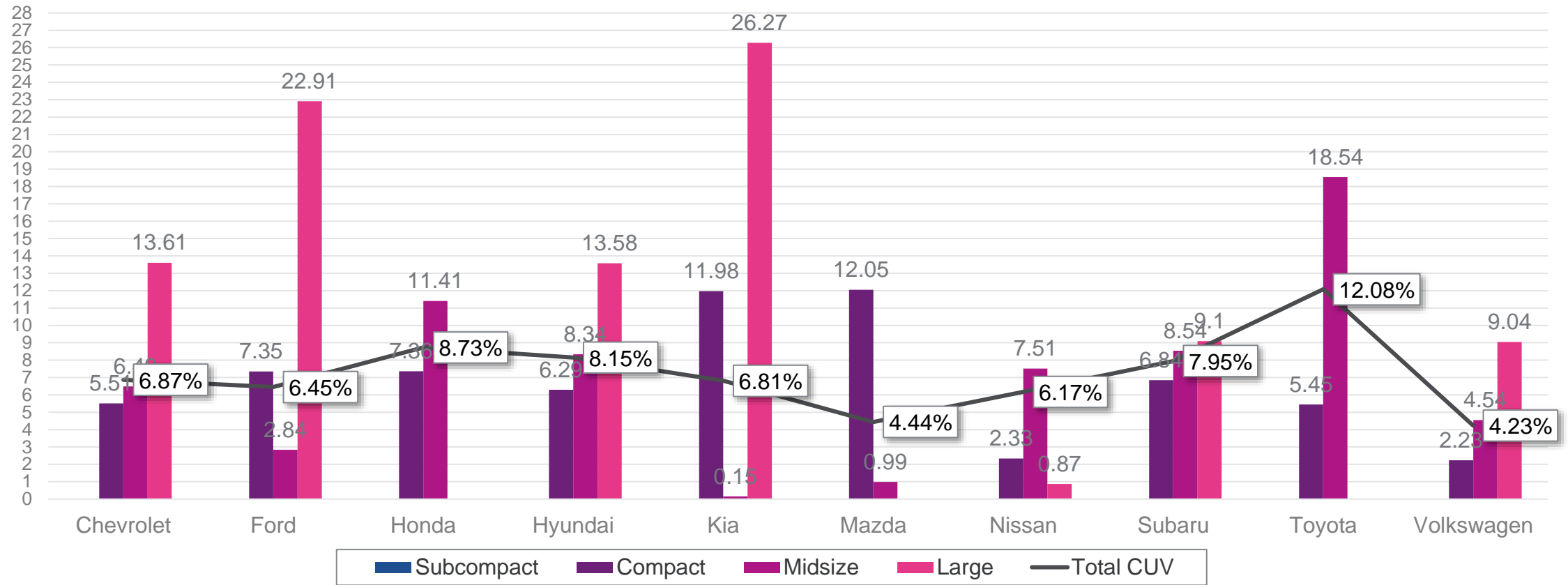
U.S. CUV Registrations for Last 12 Months



Key Findings:

- TX increases to 13.9% for the CUV-Large sub-segment while CA and NY decrease to 8.9% and 8.8%
- NY, PA and OH all bump up half a % for the CUV – Compact sub-segment
- CA jumps to 10.1% for the CUV-Subcompact sub-segment
- In the luxury CUV space CA carries the majority of share at 18.7%
- CA, FL and TX own the Midsize and Compact subsegments; CA FL and NY Large CUV

Top 10 Makes by CUV Sub-Segment % Registration



- Nissan owns CUV Subcompact (98.95-%)
- Mazda leader in CUV Compact sub-segment, KIA a close 2nd
- Toyota leader in CUV Midsize sub-segment, Honda 2nd
- KIA leader in CUV Large sub-segment, Ford 2nd

Source: Experian Automotive Rolling 12 Month US Retail Registrations March 2021 (light duty registered vehicles)

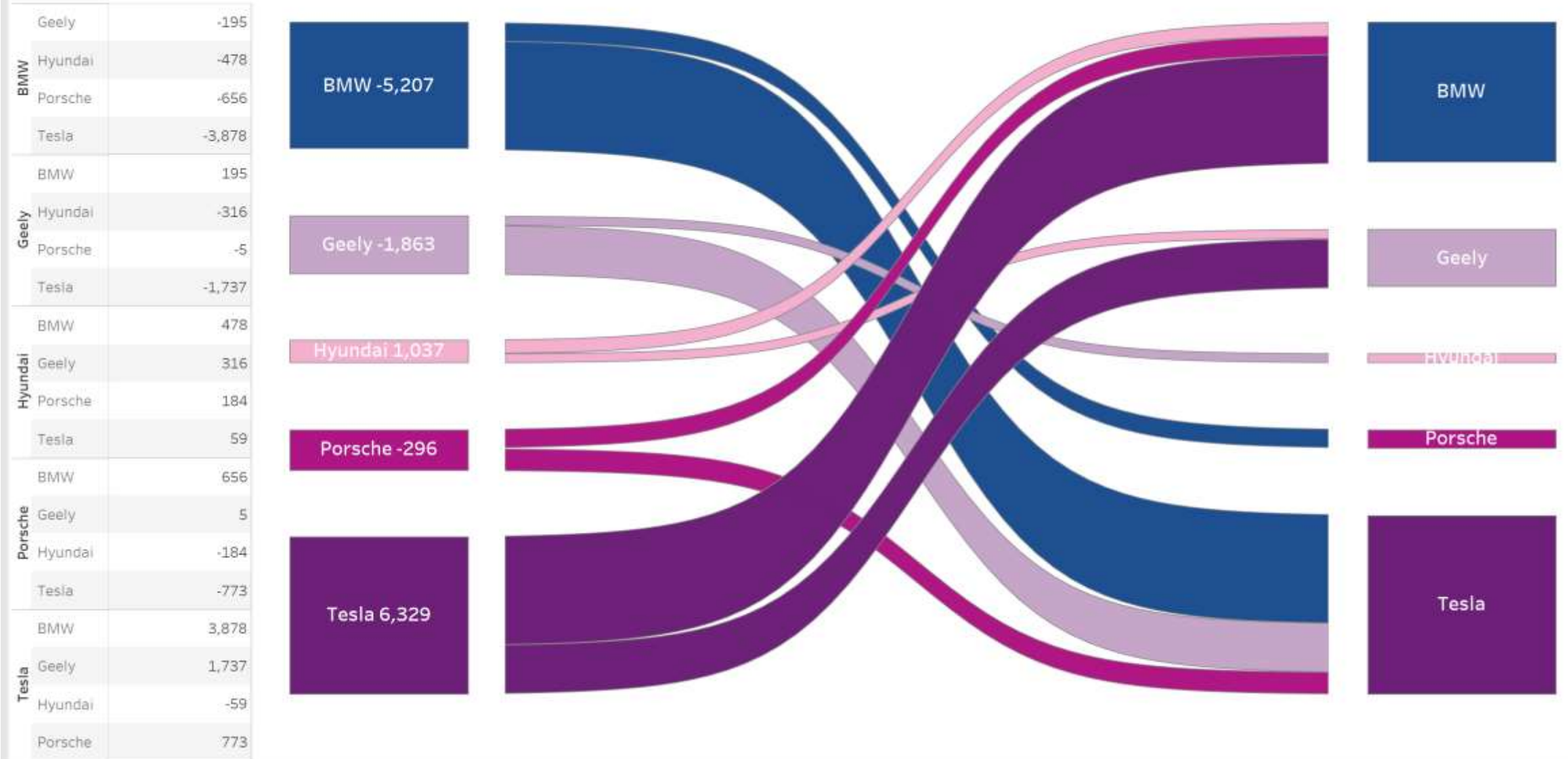


Non-Luxury CUV Models 2021

Hyundai	Kia	2,383
	Mazda	1,035
	Subaru	1,231
	VW	-528
Kia	Hyundai	-2,383
	Mazda	569
	Subaru	1,101
	VW	-686
Mazda	Hyundai	-1,035
	Kia	-569
	Subaru	1,466
	VW	-1,110
Subaru	Hyundai	-1,231
	Kia	-1,101
	Mazda	-1,466
	VW	-1,808
VW	Hyundai	528
	Kia	686
	Mazda	1,110
	Subaru	1,808



Luxury CUV Models 2021





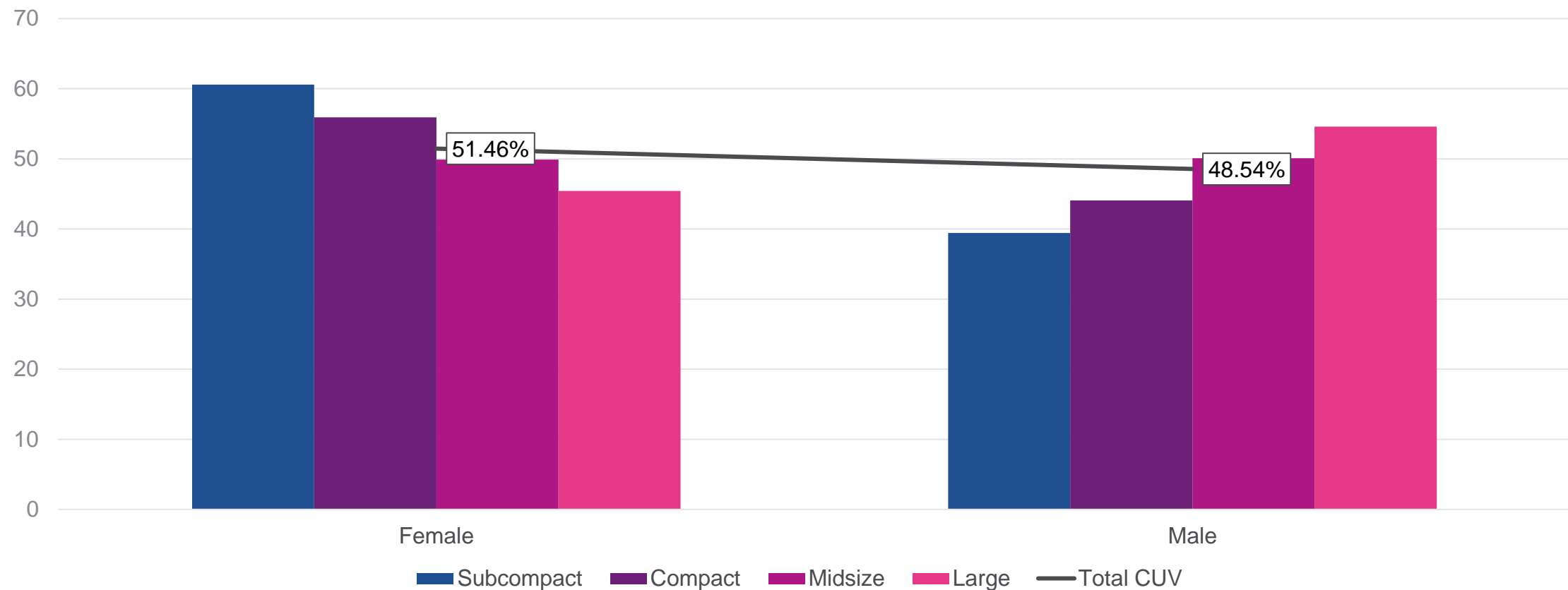
Q1 2022

Who are these customers?

- Demographic information? Single? Married? Kids? Age? Occupation?
- Social Media users?
- Brand loyalists? Trend setters?
- Social approvers? Deal seekers?

Gender distribution for 12-month U.S. Registration

By CUV Segment %

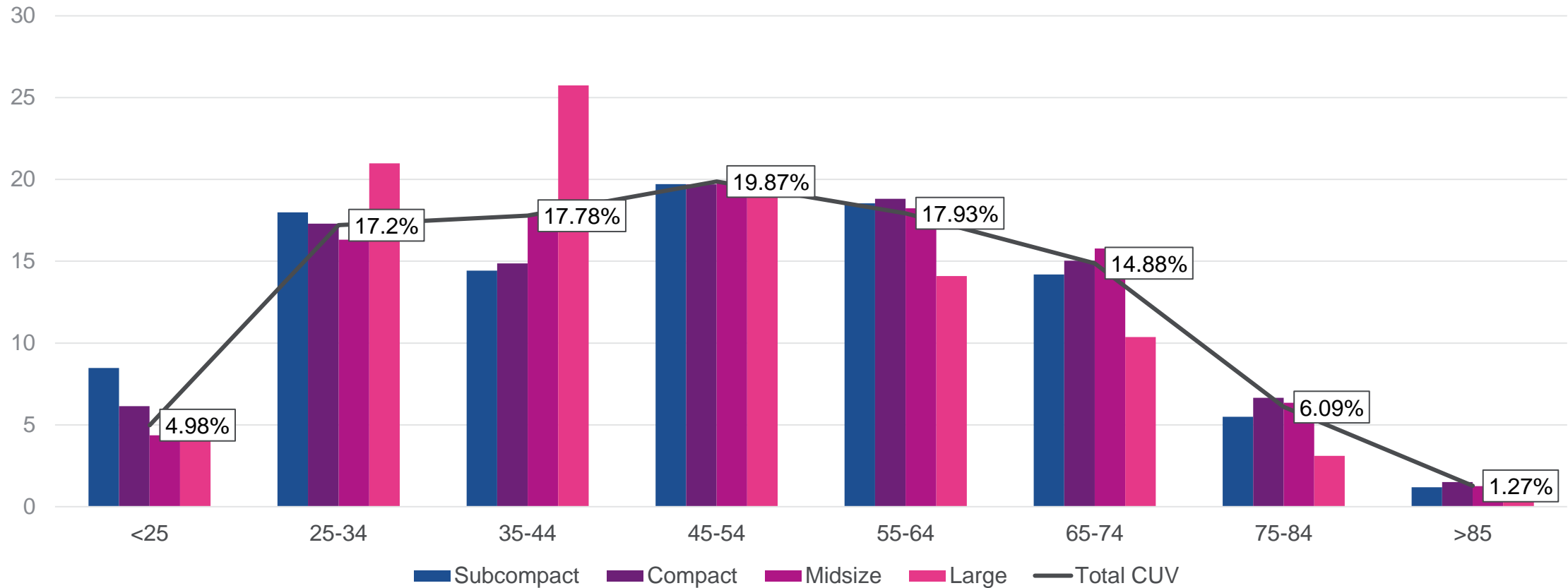


- Overall, fairly even split by Gender for total segment
- Inverse relationship by segment size and gender



Age Distribution for 12-month U.S. Registration

By CUV Segment %

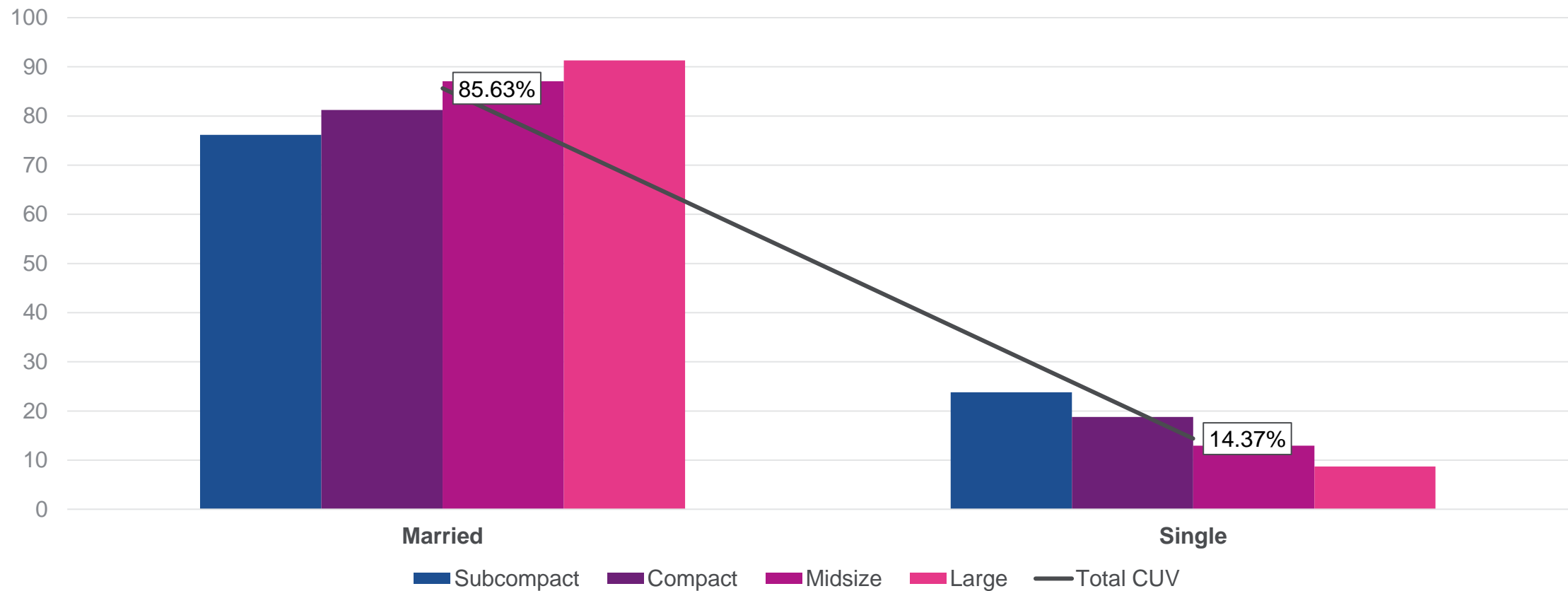


Large CUV Segment trends higher with younger consumers (25-34 & 35-44) and lower with older consumers (55-64 & 64-74)



Marital Status Distribution for 12-month U.S. Registration

By CUV Segment %

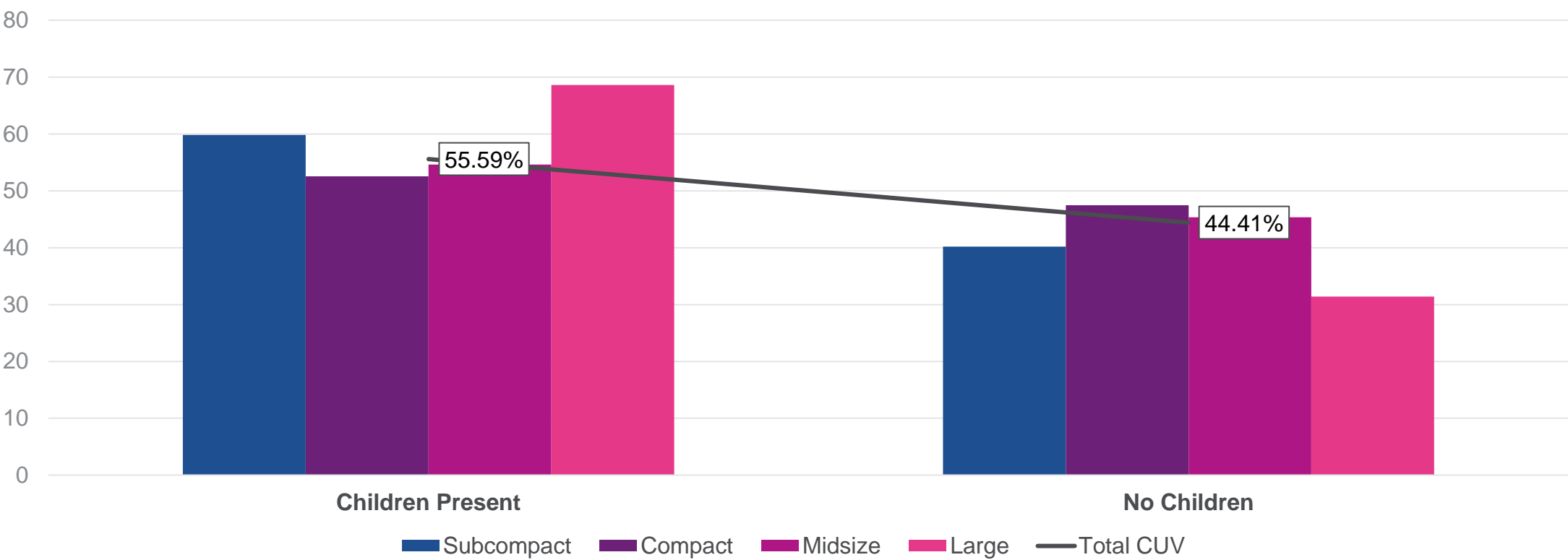


Single consumers trend towards smaller CUVs



Presence of Children Distribution for 12-month U.S. Registration

By CUV Segment %



- Large and Subcompact highest CUVs segments with children present
- Compact and Midsize are highest CUVs segments with no children present



Automotive Consumer Trends

Demographic Summary Insights



Consumer demographics vary across CUV sub-segments



Targeting specific consumers is critical for success



Consumer key findings, household make-up, channel preferences, and technology adoption greatly varies

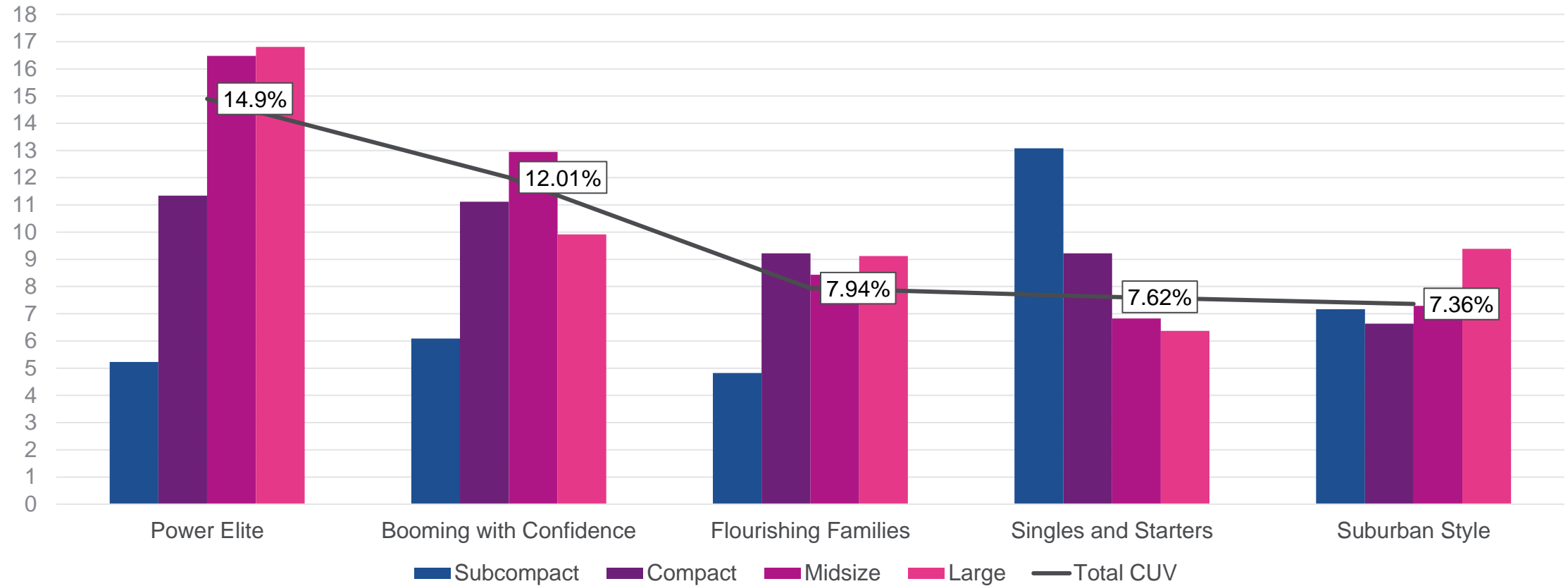
Q1 2022

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 Groups by CUV Segment %

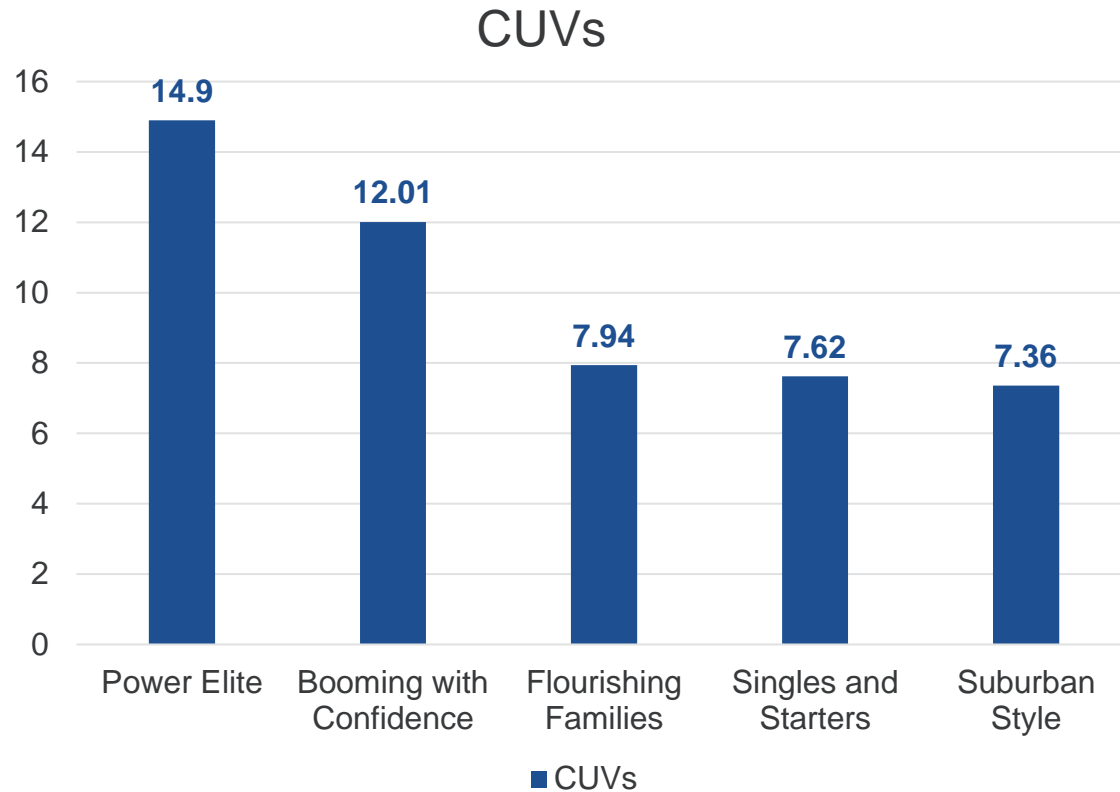


- Power Elites skews towards midsize and large CUVs
- Booming with Confidence skews towards Compact and Midsize
- Singles and Starters skews towards Subcompact



Consumer Lifestyle Segmentation Distribution by %

Crossover Utility Vehicles (CUVs)



Key Findings:

- Top 3 Consumer Mosaics based on registrations for all CUVs Sub-Segments: Subcompact, Compact, Midsize and Large
- However, consumer distribution widely varies across CUV Segment



Power Elite key features

The wealthiest households in the US, living in the most exclusive neighborhoods, and enjoying all that life has to offer

Wealthy

Highly
educated

Politically
conservative

Well-
invested

Charitable
giving

Active and fit



Power Elite key features



- **Communication Preferences:** Digital News, Receptive to Email, Streaming TV and Mobile SMS (Text)
- **Buying Styles:** Savvy researchers, quality matters, organic & natural
- **Social Media:** LinkedIn, Pinterest, Twitter

Who we are

Head of household age 	Type of property 
36–45	Single family
177 31.6%	102 91.1%
Est. Household income 	Household size 
\$250,000+	2 persons
652 36.2%	108 30.6%
Home ownership 	Age of children 
Homeowner	13–18
112 92.6%	158 20.0%

Channel preference



Technology adoption



Booming with confidence key features

Prosperous, established couples in their peak earning years living in suburban homes

Highly
educated

Affluent

Upscale
housing

Savvy
Investors

Tech
apprentices

Environmental
philanthropists



Booming with Confidence key features



- **Communication Preferences:** Receptive to Email, Digital News
- **Buying Styles:** Brand loyalists, quality matters
- **Social Media:** LinkedIn, YouTube, FB... Any social media

Who we are

Head of household age 	Type of property 
51–65	Single family
194 55.8%	108 96.4%
Est. Household income 	Household size 
\$100,000–\$124,999	5+ persons
169 16.2%	169 19.6%
Home ownership 	Age of children 
Homeowner	0–3
114 94.3%	57 4.6%

Channel preference



Technology adoption



Flourishing Families key features

Affluent, middle-aged families and couples earning prosperous incomes and living very comfortable, active lifestyles

Affluent

Charitable
contributors

Athletic
activities

Saving for
college

High credit
card use

Family-
oriented
activities



Flourishing Families key features



- **Communication Preferences:** Digital Display, Streaming TV, Receptive to Email, Mobile SMS (Text), Broadcast/Streaming TV
- **Buying Styles:** be Saavy Researchers and Quality Matters
- **Social Media:** LinkedIn, Pinterest, Twitter, YouTube

Who we are

Head of household age 	Type of property 
36–45	Single family
190 33.9%	106 95.3%
Est. Household income 	Household size 
\$125,000–\$149,999	2 persons
251 21.4%	106 29.9%
Home ownership 	Age of children 
Homeowner	10–12
112 92.5%	250 24.2%

Channel preference



Technology adoption



Automotive Consumer Trends

Summary Insights



Social Media & Email
a good choice for all!



Power Elite

- Wealthiest HH's
- Savvy Researchers, Quality matters,
- Rank highest on Digital News



Booming with Confidence

- Saavy Investors
- Slightly Older than other two groups
- Brand loyalists
- Rank highest of 3 on Direct Mail



Flourishing Families

- Affluent families saving for college
- Savvy Researchers, Quality Matters
- Rank highest Digital Display
- Streaming TV and Email

Q1 2022 Case Study

Subaru Crosstrek: Prospects & Owners




Subaru Crosstrek Owners Top Lifestyle Segmentation

Mature, upscale couples in suburban homes

Philanthropic Sophisticates

Mature, upscale couples in suburban homes



Who We Are


Head of household age	Type of property
25-30	Single family
437 50.6%	112 88.0%
Household income	Household size
\$50,000-\$74,999	1 person
140 26.6%	167 73.8%
Home ownership	Age of children
Unknown	7-9
204 26.0%	87 9.6%

Channel Preference

55	125	3
59	222	113


Technology Adoption

Apprentices



Key Features

- Retiring in comfort
- Experienced travelers
- Art connoisseurs
- Philanthropic
- Quality matters
- Ecological lifestyles

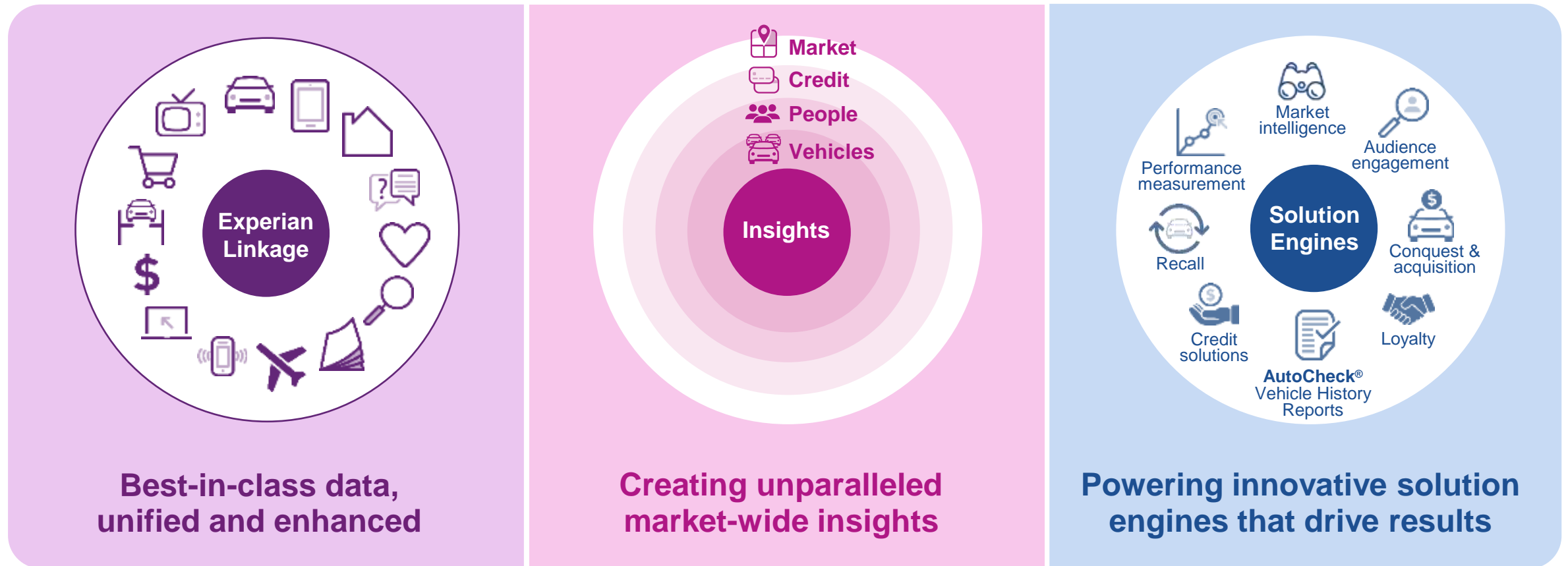


Own Xbox 360
1 person in household First-time home buyer
Age 25-30 Blue-collar occupation Debit cards
Enjoy gourmet cooking Female Lived here 1 year or less
College education Love idea of traveling abroad Movies Mid-range household income
Low property value Digital magazine/newspapers Buy used car
Home built 1999+ Internet at home Interested in other cultures
Travel to work by car alone



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:
September 2022



**Automotive
Consumer Trends:**
Eyes on Electric

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Summary Insights



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Today's Presentation





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