



Automotive Market Trends

Q1 2023

Marty Miller

Director, Product Management

June 2023



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Today's speaker



Marty Miller

Director, Product Data and Implementation
Experian Automotive

What's on the road

VIO by model year, segment, age and market share

U.S. light duty vehicles through March 31, 2023

New, Used and other market changes Industry news
and special market analysis:

- *Average Age*
- *Sports Cars*

The power of Experian data

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



**Best-in-class data,
unified and enhanced**

Experian's vehicle, consumer, online and credit data enable unified data intelligence to identify and target vehicle buyers.



**Creating unparalleled
market-wide insights**

Use our unparalleled insights to turn competitive market strategies into action.



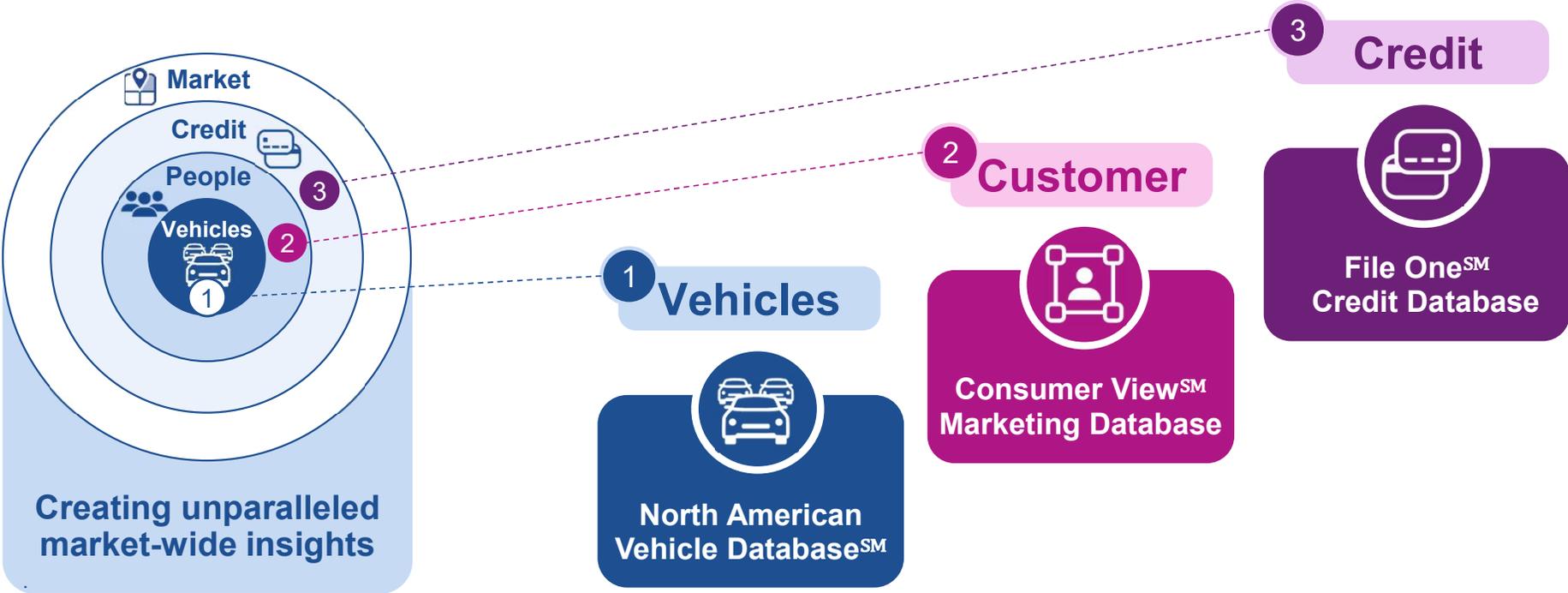
**Powering innovative solution
engines that drive results**

For instance, Experian marketing solutions pinpoint car shoppers, automate media planning and optimize results with the most sophisticated attribution models.



It takes 3 things to sell a vehicle...

Experian is the only primary data source for all 3



U.S. & Canada total Vehicles in Operation (VIO) = 334.9M

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



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

CLASS 4 14,001 to 16,000 lbs.



City Delivery Conventional Van Landscape Utility Large Walk In

Power sports



Motorcycle Moped Snowmobile UTV/ATV

CLASS 5 16,001 to 19,500 lbs.



Bucket City Delivery Large Walk In

CLASS 6 19,501 to 26,000 lbs.



Beverage Rack School Bus Single Axle Van Stake Body

CLASS 7 26,001 to 33,000 lbs.



City Transit Bus Furniture High Profile Semi Home Fuel



Medium Semi Tractor Refuse Tow

CLASS 8 over 33,000 lbs.



Cement Mixer Dump Fire Truck Fuel



Heavy Semi Tractor Refrigerated Van Semi Sleeper Tour Bus



Q1 2023 Velocity 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.

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Changes in U.S. vehicles in operation

Light duty vehicles* over the last 12 months

Q1 2023 Total*
286
MILLION
Vehicles on the road

Q1 2023 VIO changes

Q1 2022 Total*
285.2
MILLION
Vehicles on the road


13.9
MILLION
NEW Vehicles
Registered


13.1
MILLION
Vehicles went
out of operation


38.4
MILLION
USED vehicles
changed owners

=

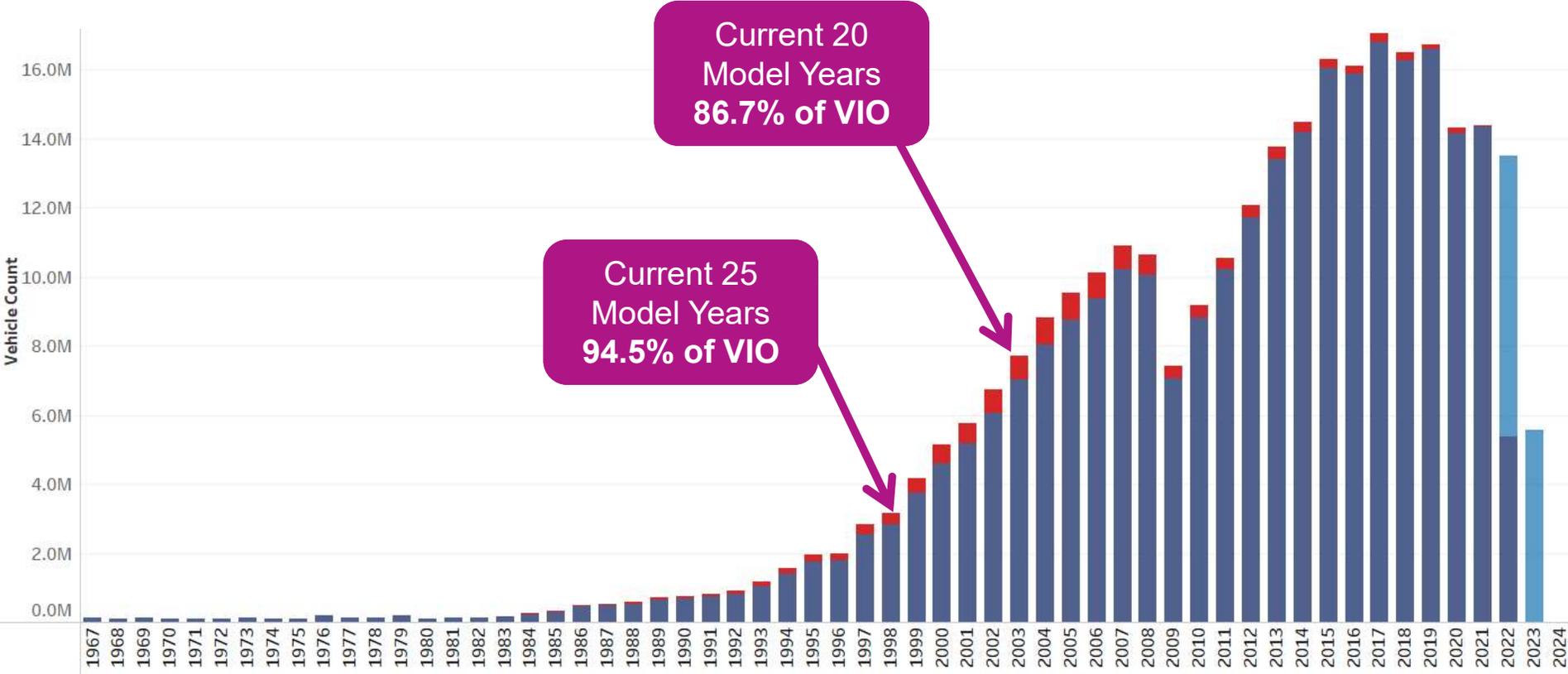

28.8%
Total VIO
changes¹

*U.S. Vehicles in Operation data as of March 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. VIO change by Model Year (in millions)

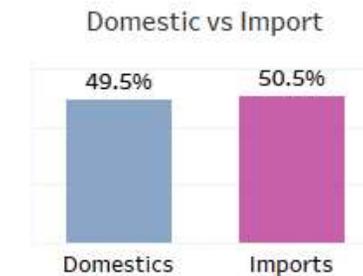
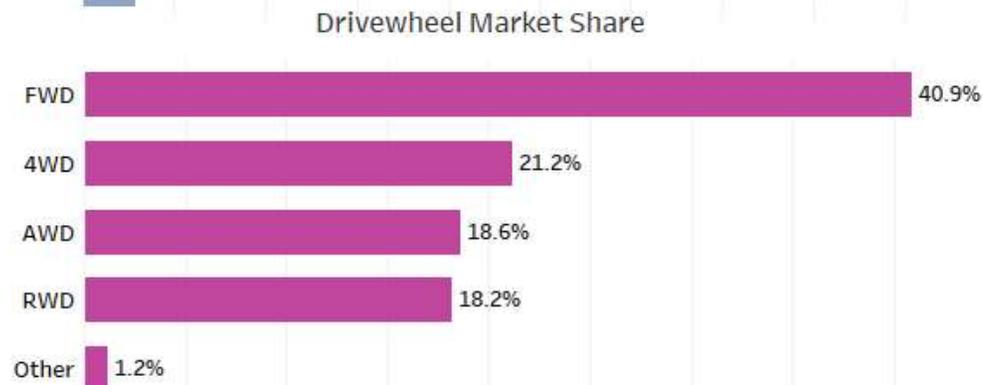
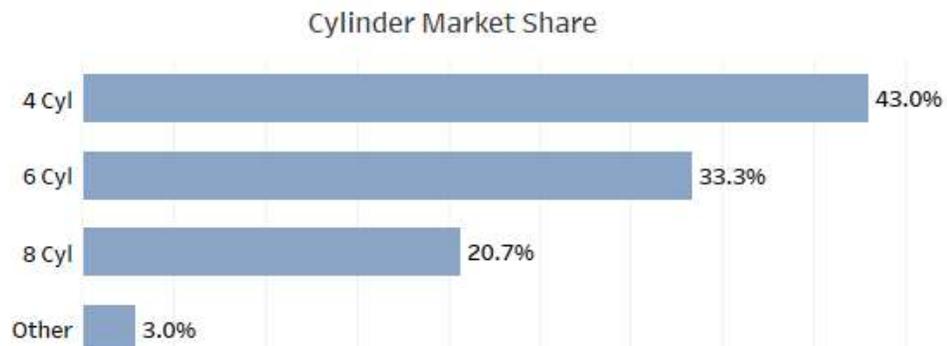
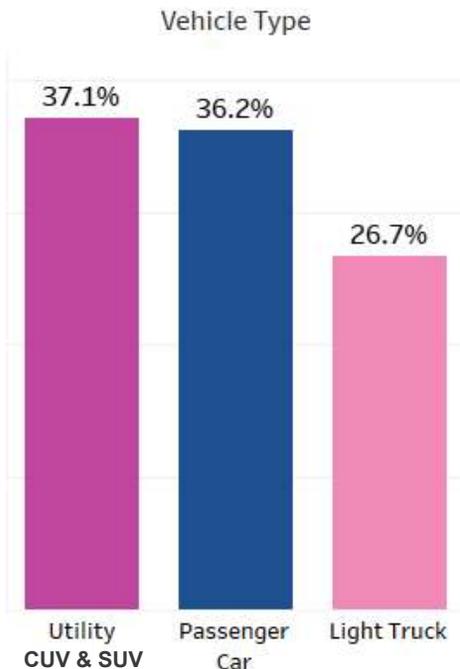
Q1 2022 to Q1 2023

Out of operation
New vehicle sales
Carryover vehicles



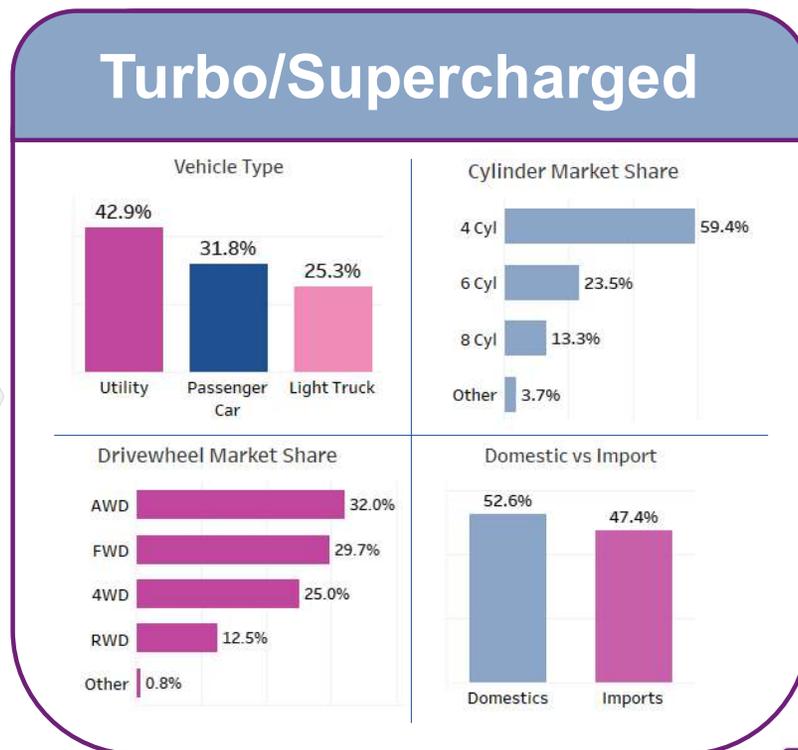
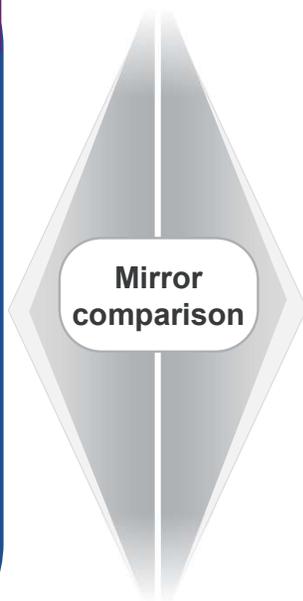
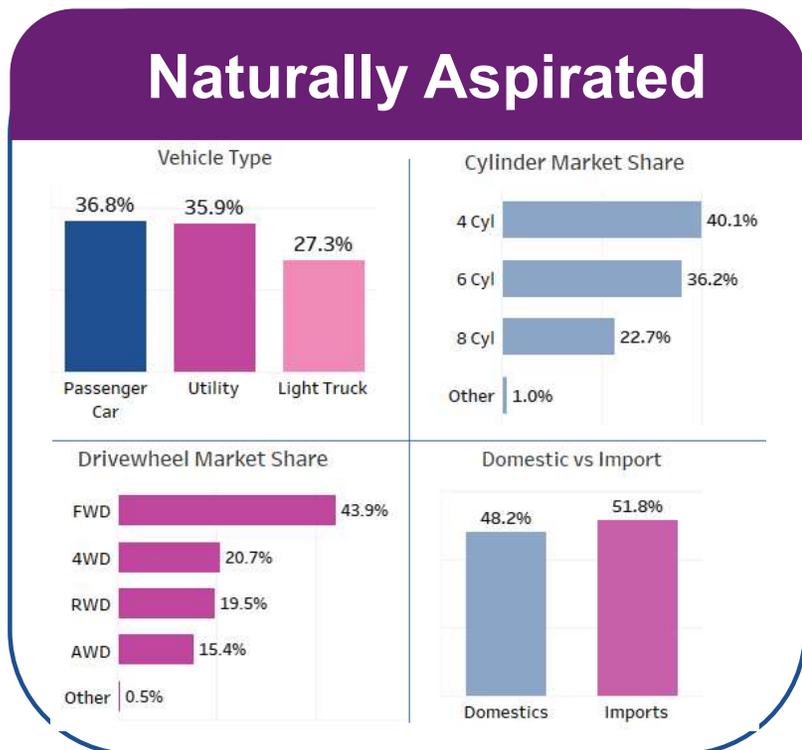
U.S. Summary Stats – for all light duty VIO

as of Q1 2023



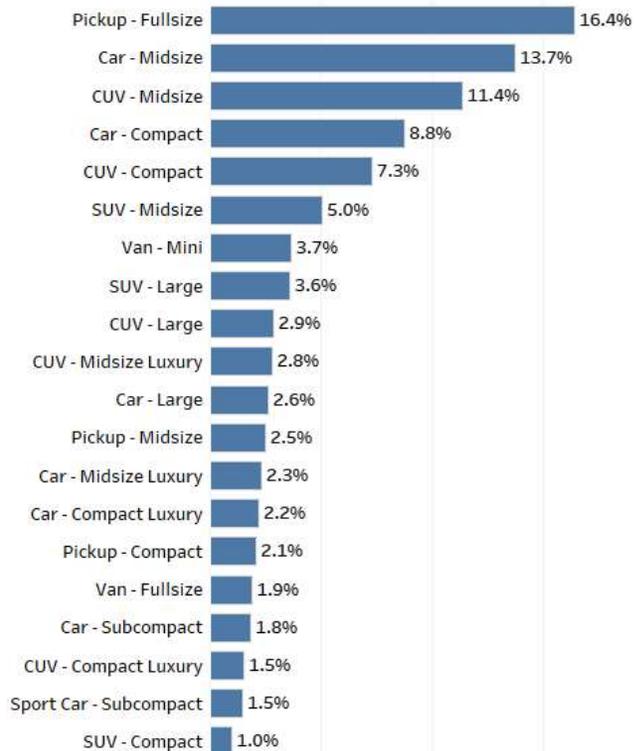
U.S. Vehicles in Operation

Turbo/Supercharged vs Naturally Aspirated engines – Mirror comparison

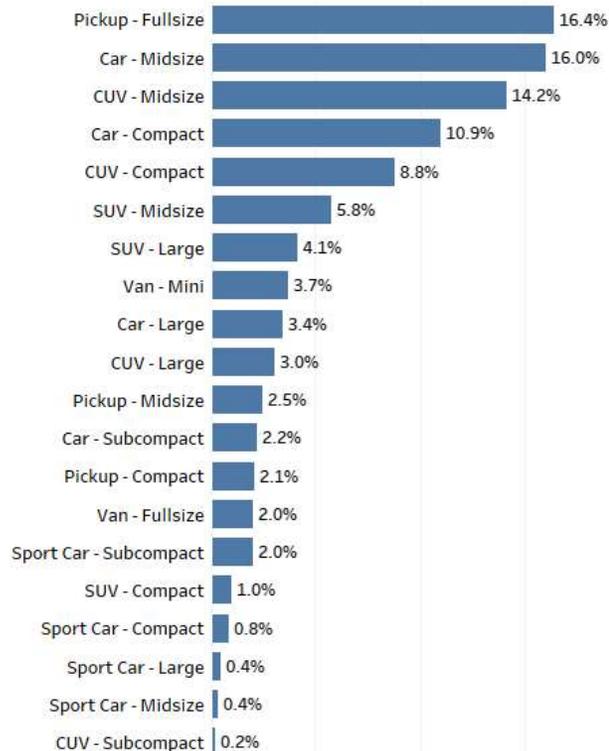


U.S. VIO top 20 segments on the road market share as of Q1 2023

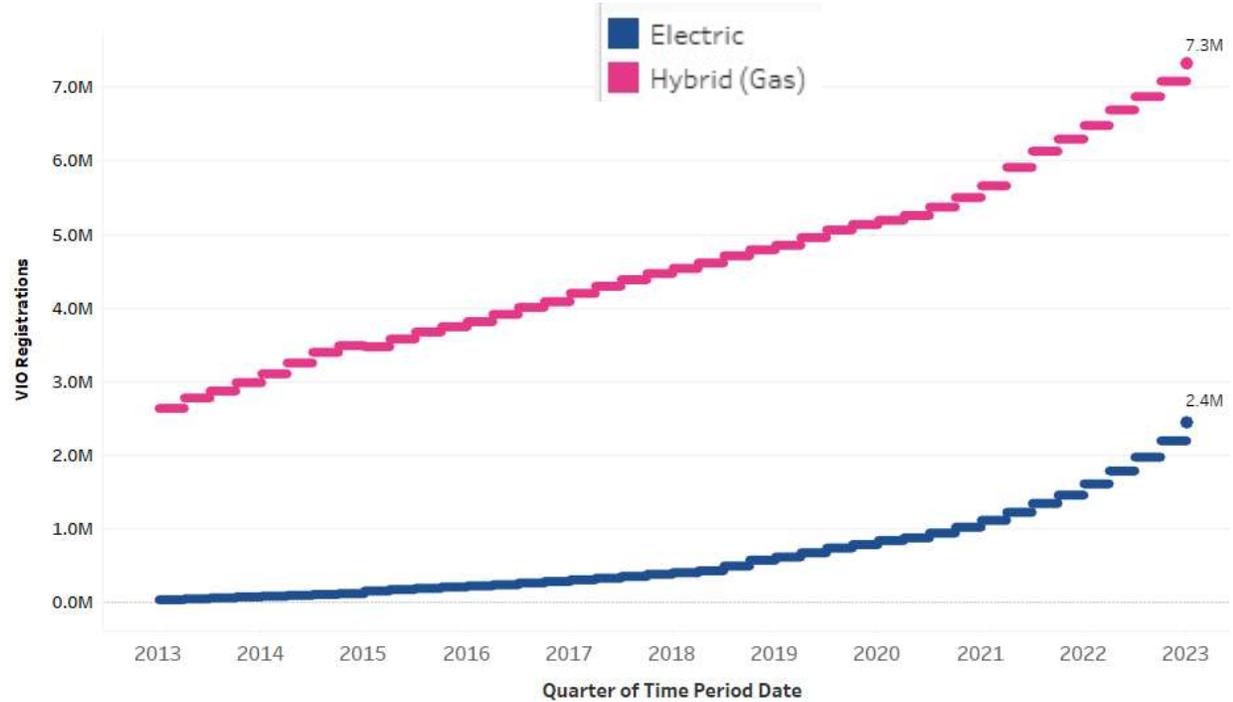
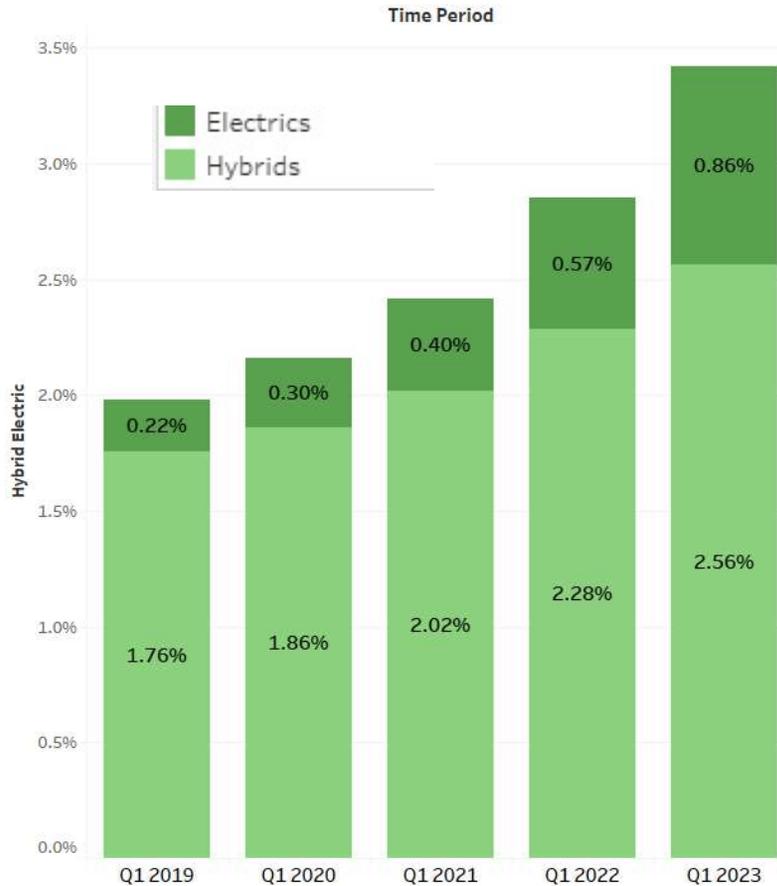
Top 20 Vehicle Segments with Class



Top 20 Vehicle Type and Size (no Class)

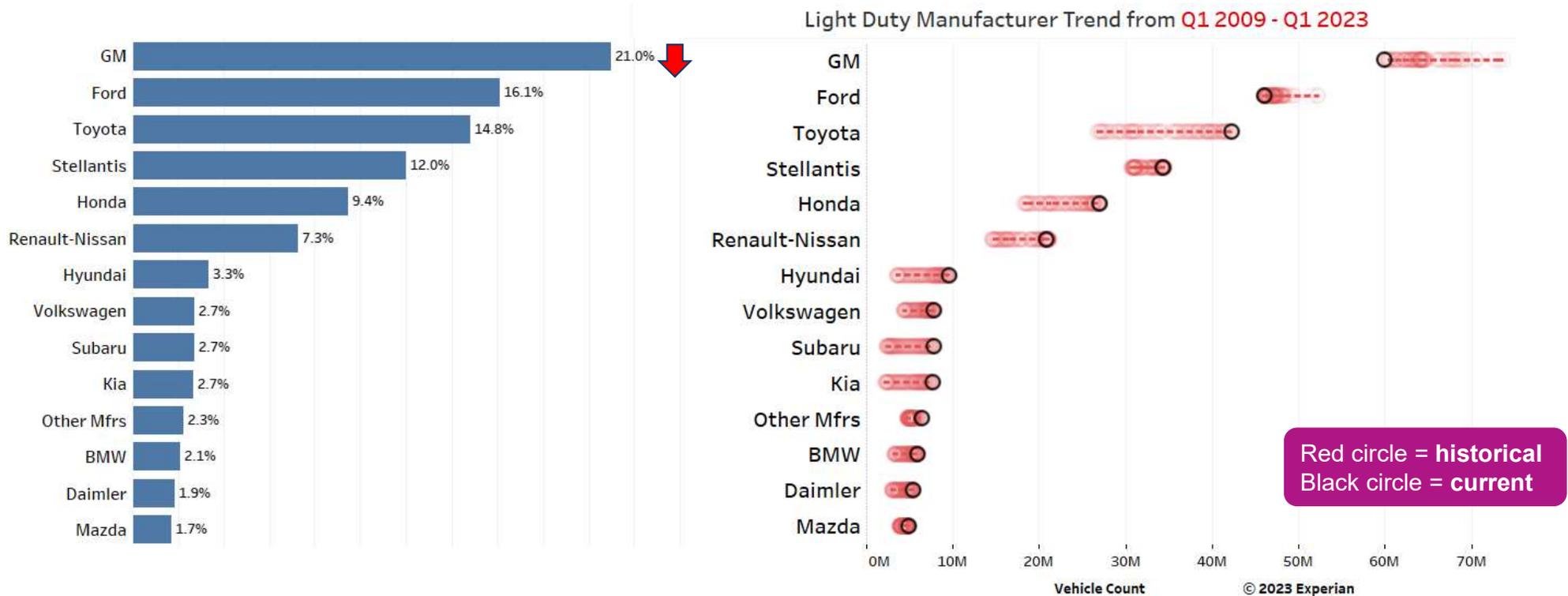


U.S. VIO Electrified Vehicles – Hybrids vs EVs Trend



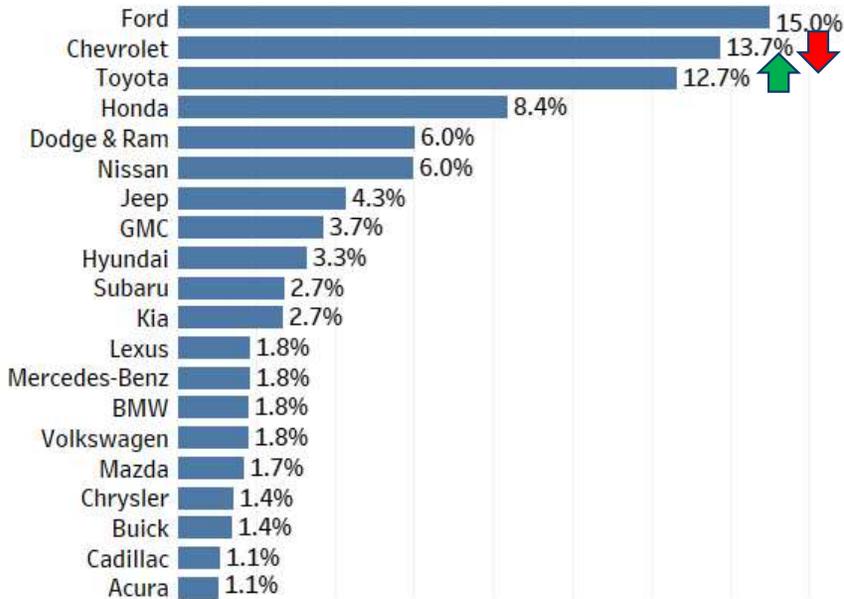
U.S. VIO by manufacturer market share vs volume trend

as of Q1 2023

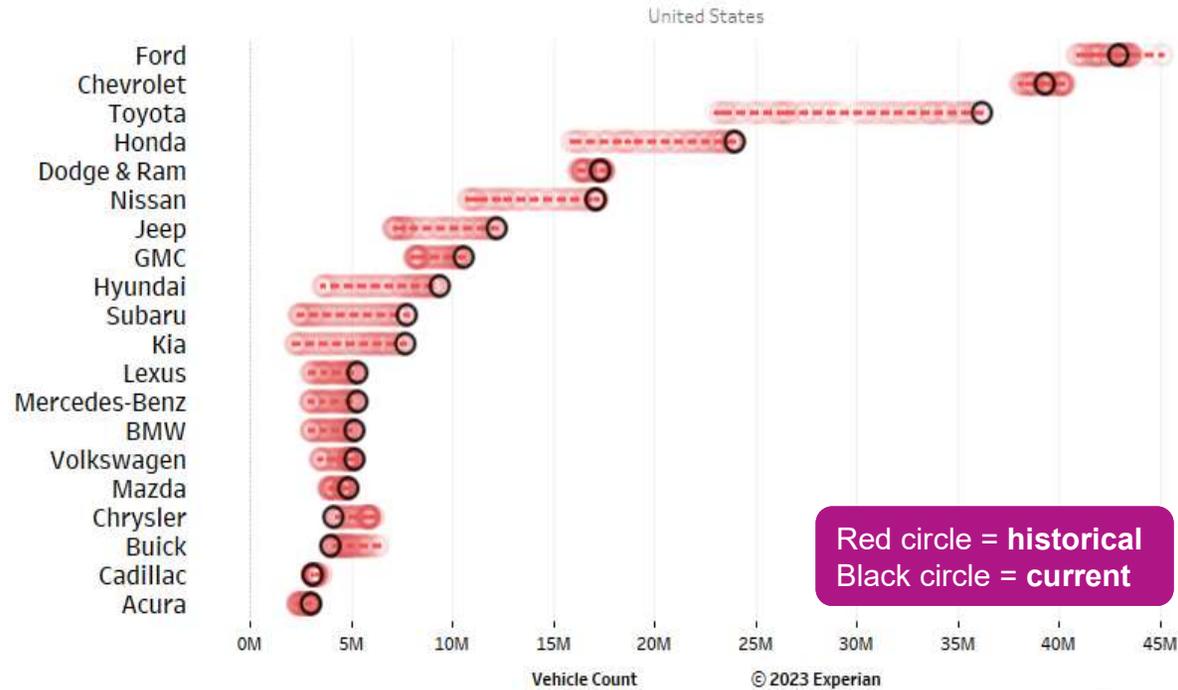


U.S. VIO top 20 brands market share vs volume trend

as of Q1 2023



Light Duty Make Trend Q1 2009 to Q1 2023



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 lower vehicle value

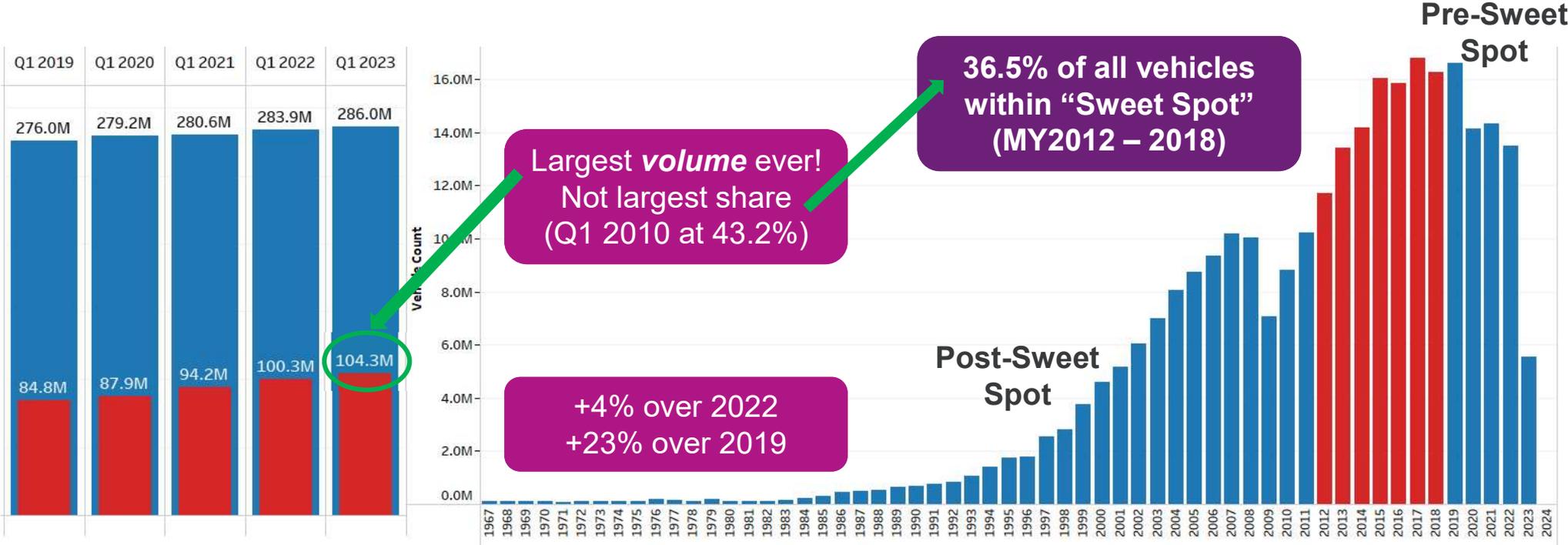
“Pre Sweet Spot” vehicles

- 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

as of Q1 2023 VIO - by model year (in millions)



■ Vehicle Count
■ Sweet Spot Year



Q1 2023 Vehicle Analysis

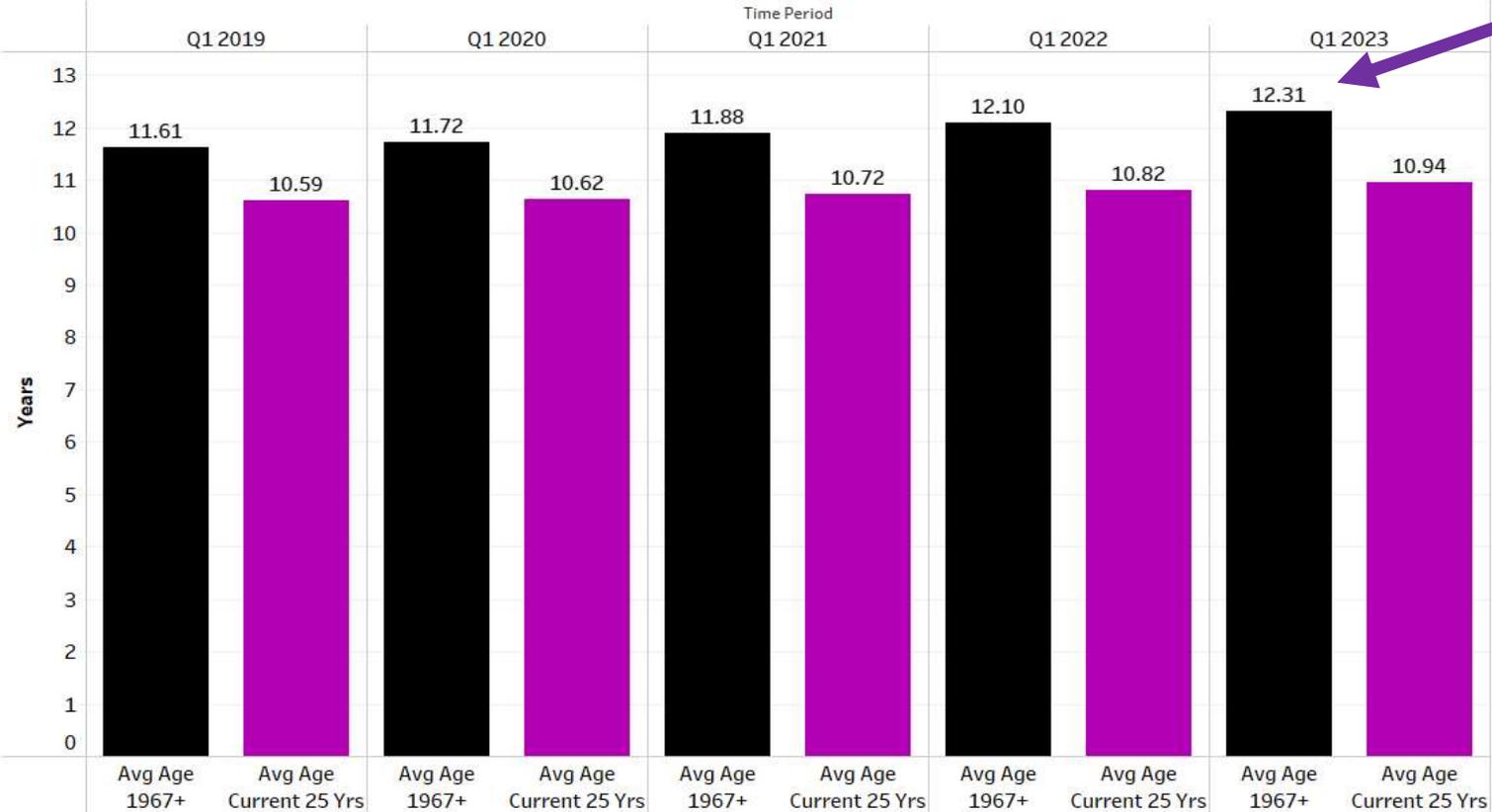
Spotlight on Average Age of the U.S. car parc

U.S. Average Age – All vehicles vs current 25 Model Years

as of Q1 2023 VIO - by Report Year (in years)

Average Age and Average Age for Rolling 25 years (94.5% of all VIO)

(1967 to maximum model year for each time period)



False Positive!
Adding more MYs increases Avg Age

Increasing Avg Age for current 25 MYs **does not** indicate better vehicle longevity

Refer to 'Myths vs Facts' of Avg Age

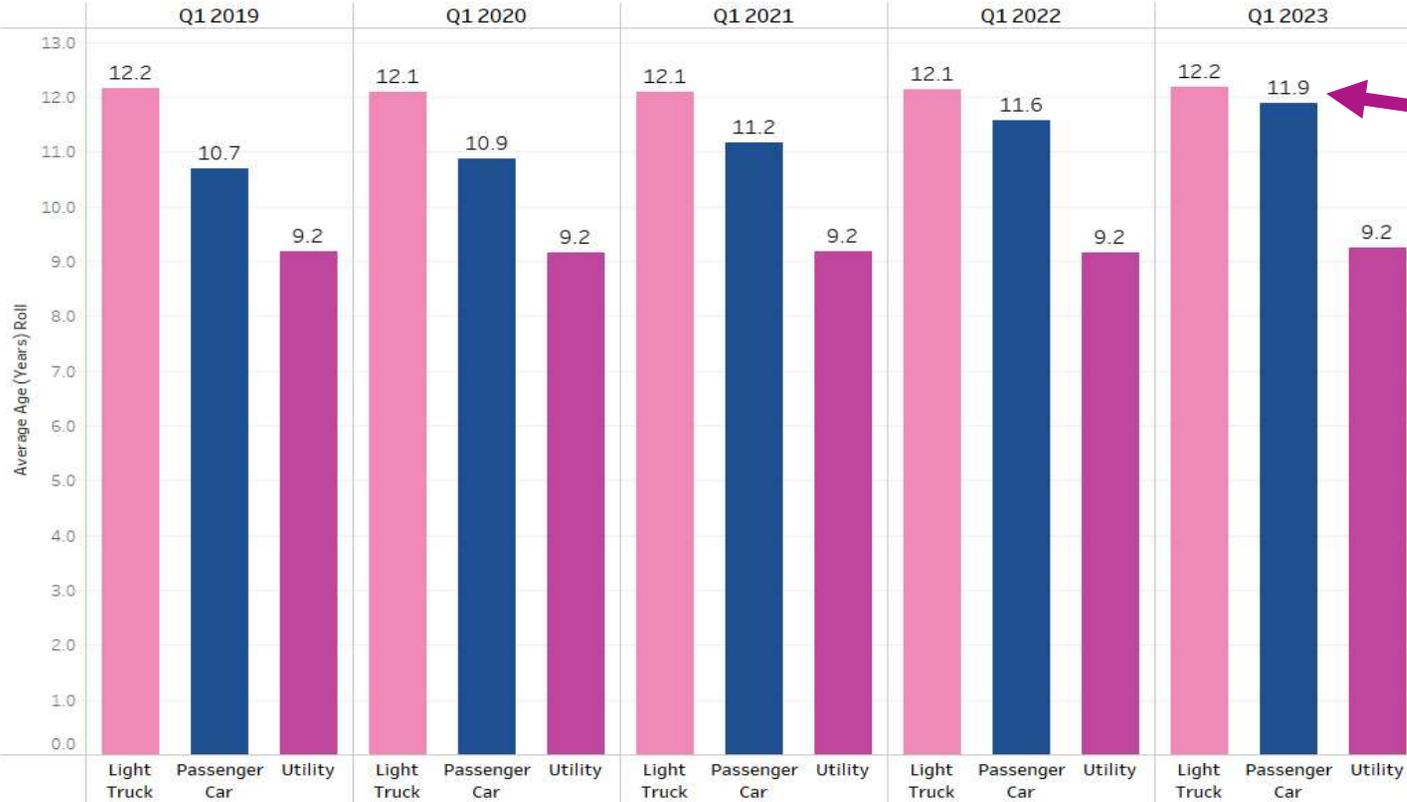


U.S. Average Age by Vehicle Category (current 25 MYs)

as of Q1 2023 VIO - by Report Year (in years)

Average Age by Vehicle Type - Current 25 Model Years only

(1967 to present model years)



Decreasing passenger cars being sold 'New' increases Avg Age

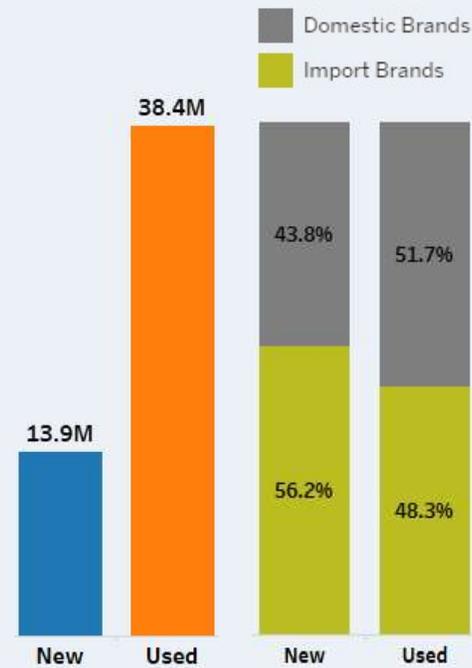
New Registrations



Q1 2023 New & Used Vehicles

- Volumes of New vs Used and Domestic vs Import over the last 12 months (April 2022 – March 2023)
- Market analysis through the 1st quarter
- Economic status still hurting new vehicle registrations

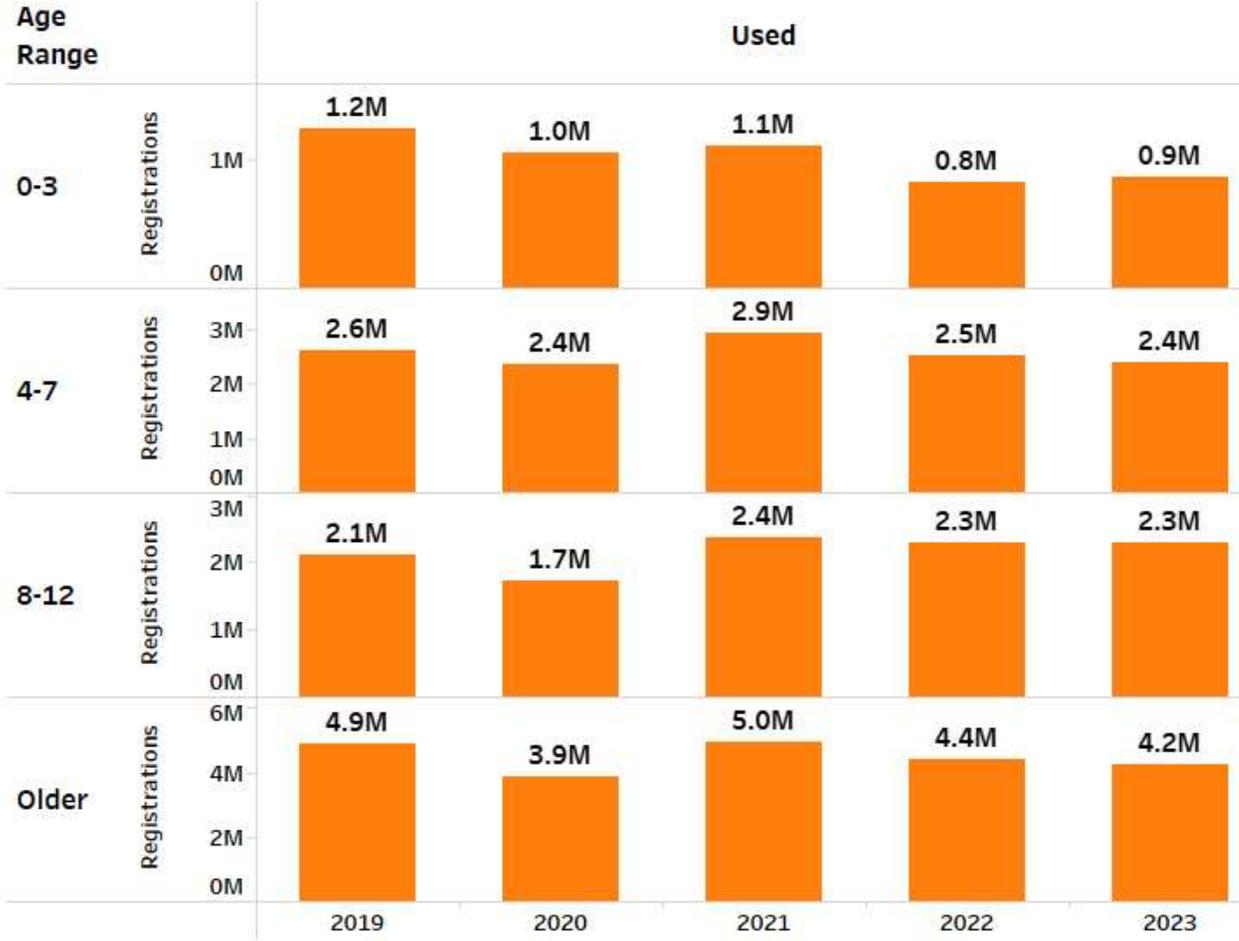
Last 12 months



New and Used vehicle registrations through the 1st quarter



Used vehicle registrations trend by age range over 5 years



← Used newer model years leveling off; Higher price effect and less new being leased

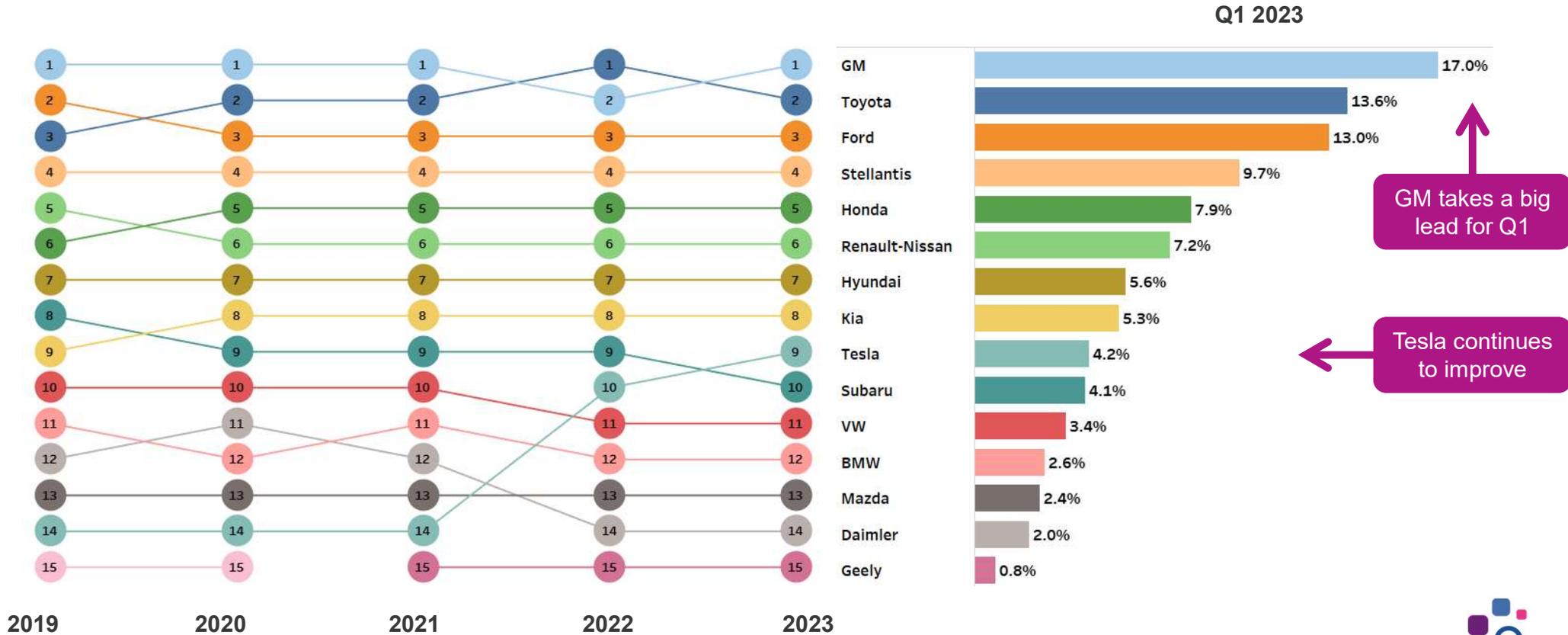
← Volumes are similar compared to last year

← “8-12” year old volumes remain up over pre-pandemic



New vehicle Mfr rank and share through the 1st quarter

By manufacturer – Total new registrations



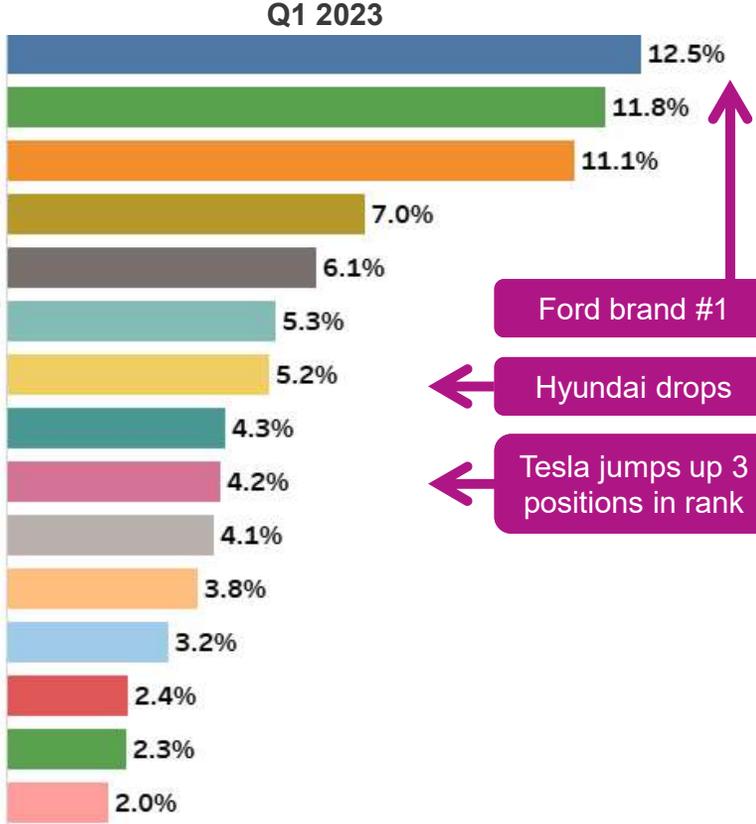
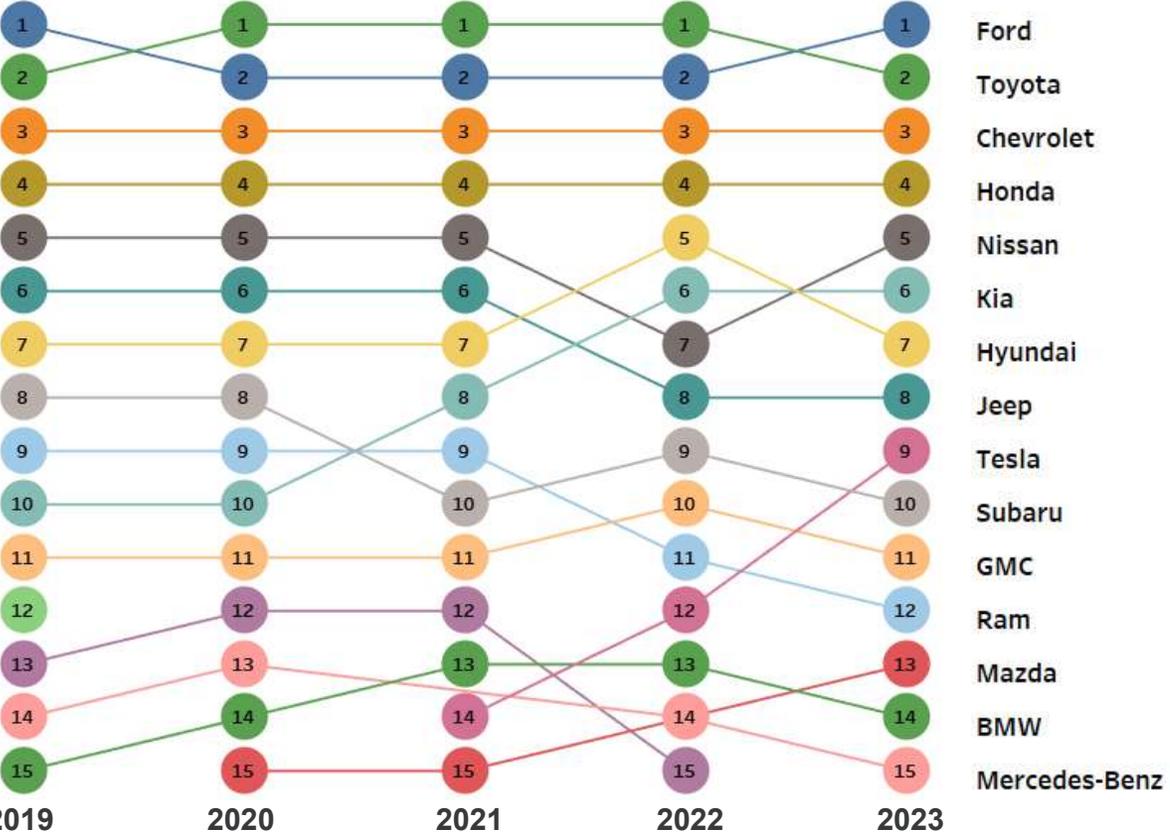
GM takes a big lead for Q1

Tesla continues to improve



New vehicle Make rank and share through the 1st quarter

Top 15 brands – Total Share



Ford brand #1

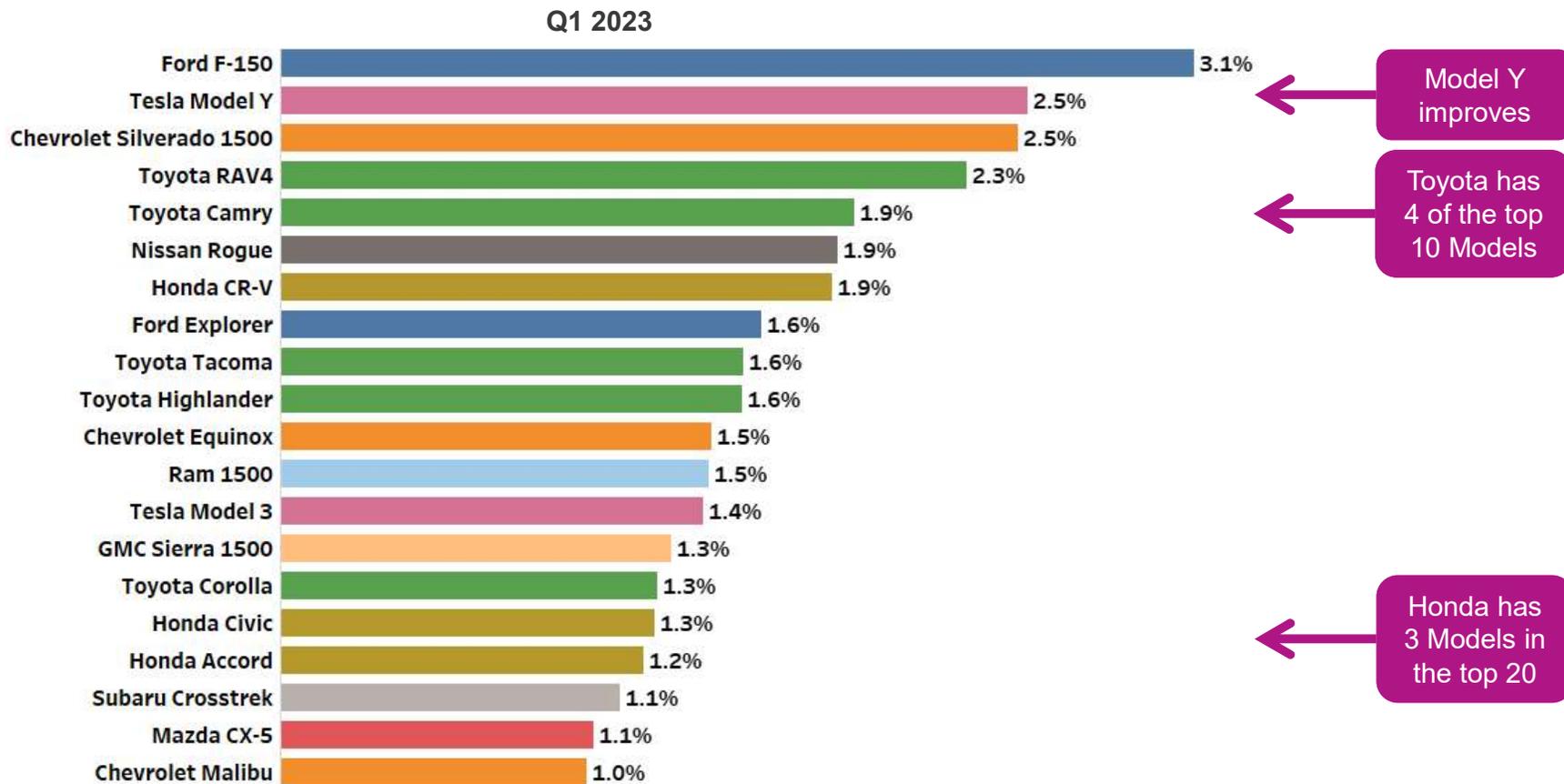
Hyundai drops

Tesla jumps up 3 positions in rank



New vehicle share through the 1st quarter

By top 20 make/models – Total Registrations (color coded by Make)



New vehicle registrations through the 1st quarter

By body style type – Total Registrations

Body Style Type	2019	2020	2021	2022	2023
CUV/SUV	49.1%	50.6%	54.9%	56.8%	57.0%
Pickup	16.0%	18.6%	17.6%	18.3%	17.6%
Sedan	24.0%	21.0%	18.0%	16.7%	16.6%
Van (Pass/Cargo/Cutaway)	5.2%	4.6%	4.7%	3.8%	4.1%
Hatchback	2.6%	2.3%	2.1%	1.5%	1.7%
Coupe	1.7%	1.6%	1.4%	1.5%	1.3%
Others	0.5%	0.4%	0.6%	0.5%	0.9%
Convertible	0.6%	0.6%	0.5%	0.5%	0.6%
Wagon	0.4%	0.4%	0.3%	0.3%	0.3%

Utility's growth continues



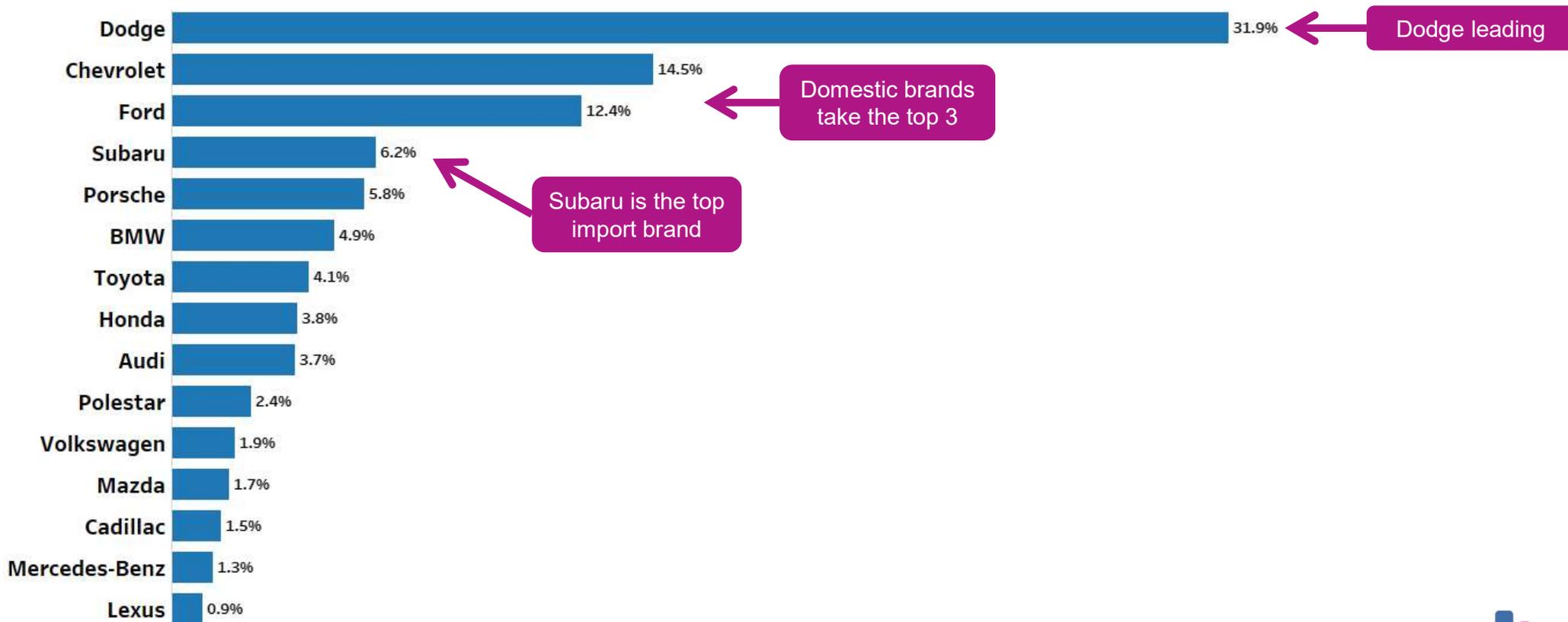
Q1 2023 Vehicle Analysis

Spotlight on Sports Cars

Sports Cars = **10.3M** of VIO

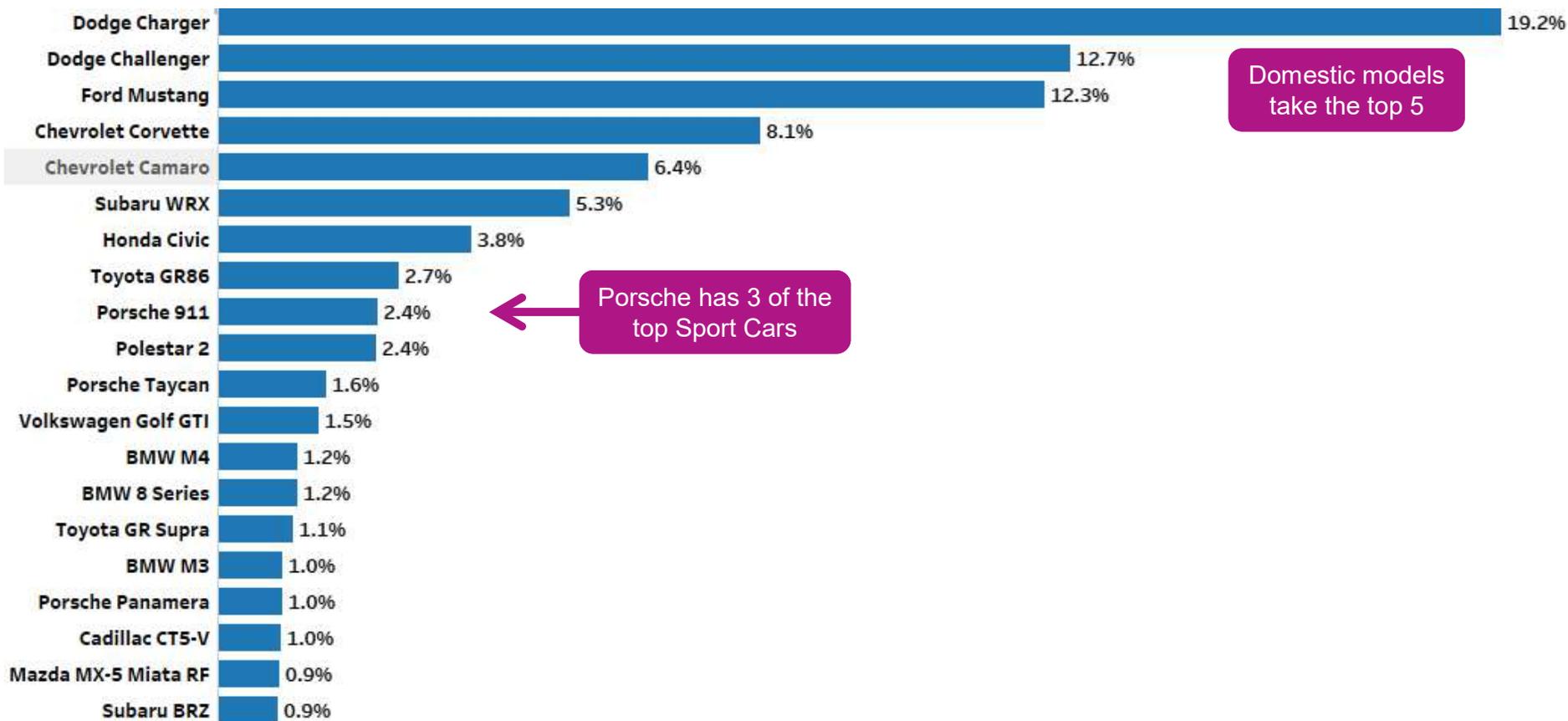
U.S. new registrations Sports Cars

Top 15 Sports Cars by brand for January 2022 – April 2023



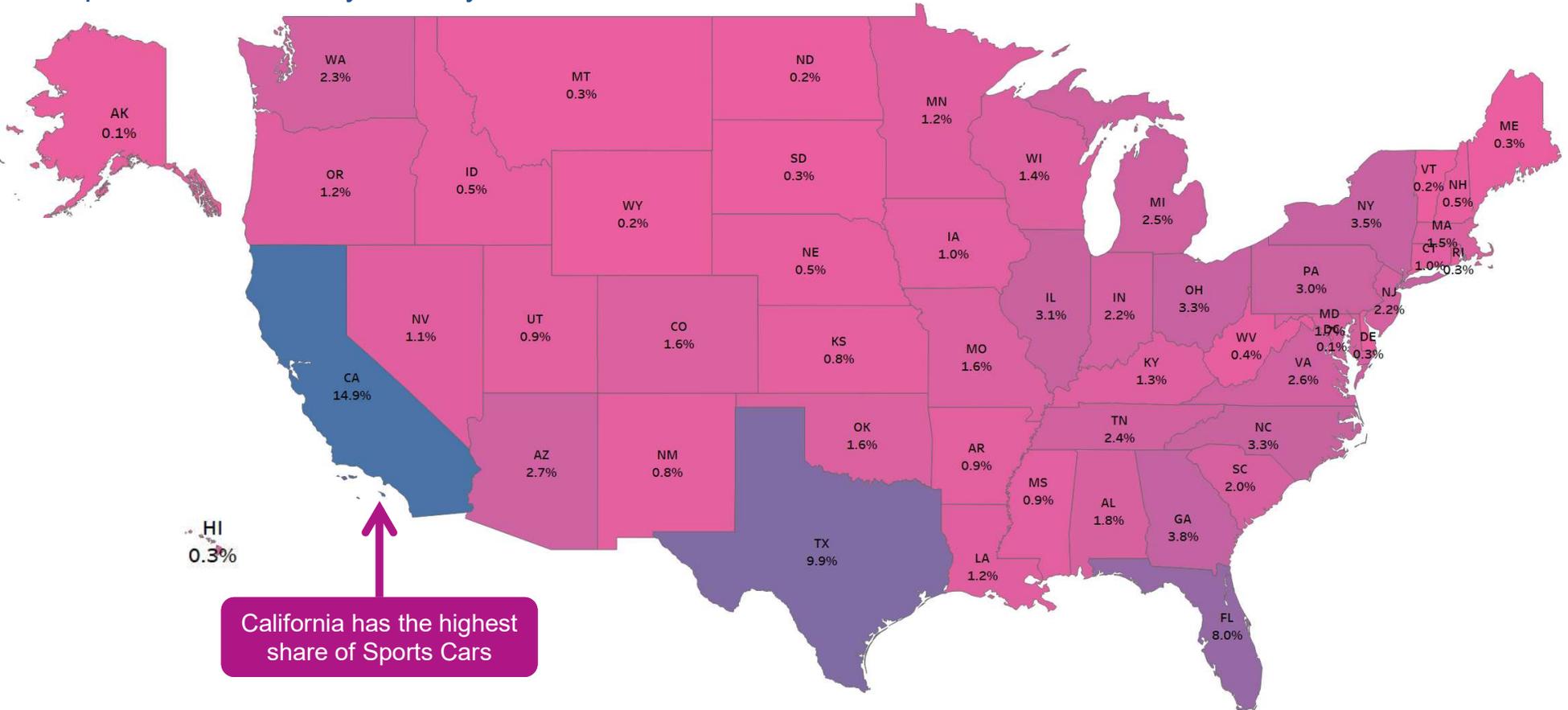
U.S. new registrations Sports Cars

Top 20 Sports Cars by model for January 2022 – April 2023



U.S. VIO Sports Cars

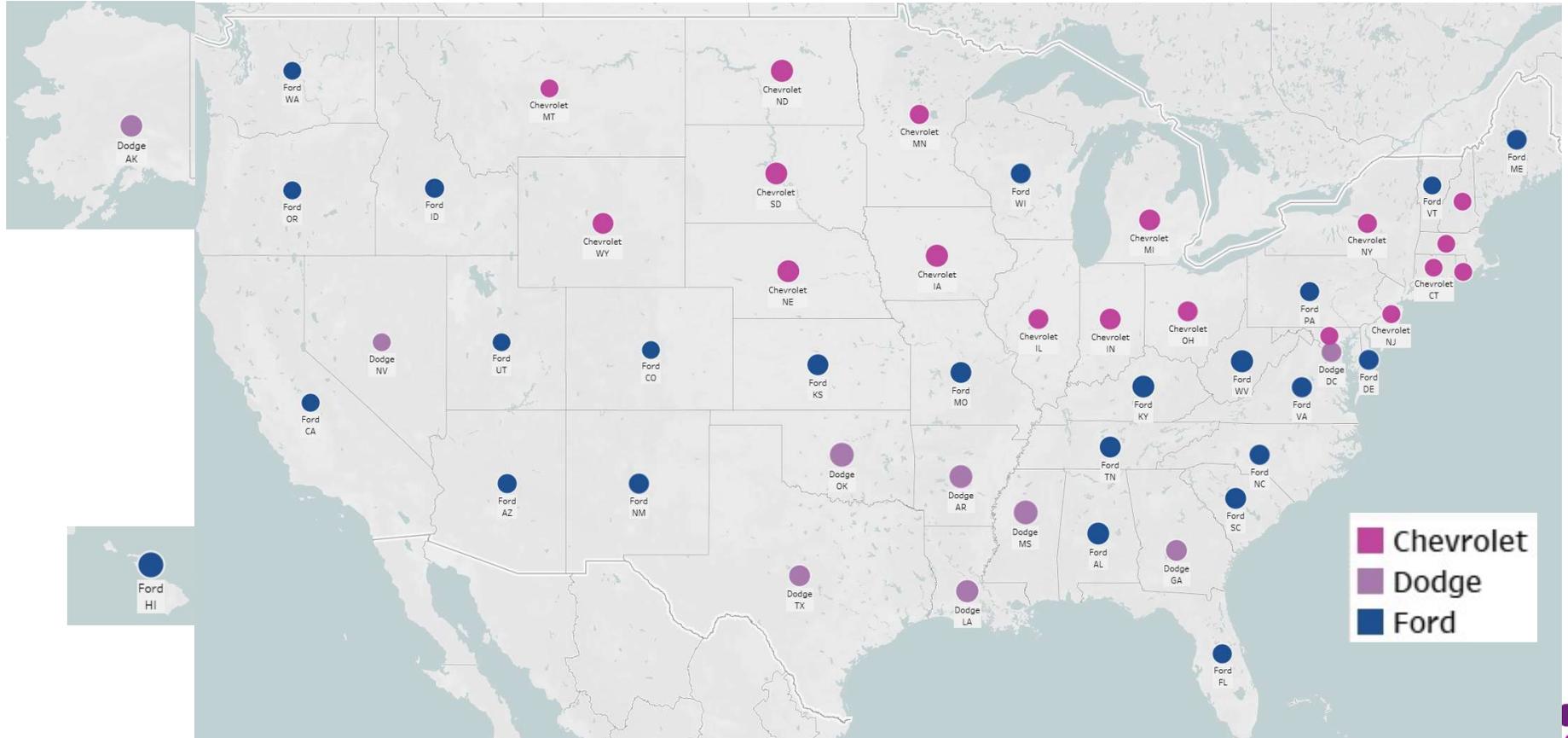
Sports Cars share by state by VIO



U.S. VIO Sports Cars

Different regions
tend to like
different brands

Popular brand by state



Q1 2023 Summary

Driving the automotive industry forward



- Total light duty VIO is currently at **286 million** in the U.S. market. GM leads in over VIO share, Ford Motor Company is currently ranked 2nd and Toyota Motor Sales is 3rd.
- By manufacturer, **GM is the light duty brand leader of new registrations** through Q1 2023. And by make, **Ford now leads over Toyota**, even though Toyota has 4 of the top 10 new model registrations. The Tesla Model Y has moved into the #2 spot for the 1st quarter of 2023.
- **Used vehicle registrations continue to decline** as low volumes and higher prices impact those transactions.
- The **Average Age metric** shows how declining new registrations volumes of passenger cars over the last 5 years has increased the **Average Age of passenger cars to 11.9 years**.
- The aftermarket **Sweet Spot** continues to grow, and it is at its **highest volume ever recorded at 104.3 million**, and we expect it to continue to grow until 2026.
- **New registration volumes are down to 13.9M (annualized)**, and the wild ride has shaken up the top models.
- **Sports Cars encompass 10.3M** vehicles in operation (VIO), and their new registrations are **avored by the Dodge brand** overall and more Sports Cars reside in California than any other state.

Today's Presentation



Q1 2022 Thank You!

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





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