



Automotive Market Trends

Q2 2023

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Director, Product Management

September 2023



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Today's speaker

Marty Miller

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Experian Automotive

What's on the road

VIO by model year, segment, age and market share

U.S. light duty vehicles through June 30, 2023

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

The power of Experian data

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



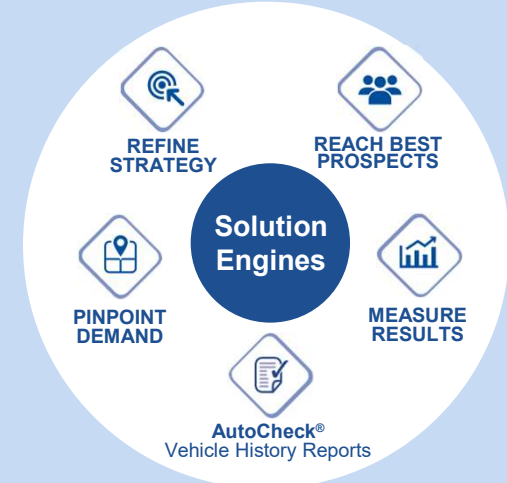
Best-in-class data, unified and enhanced

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.



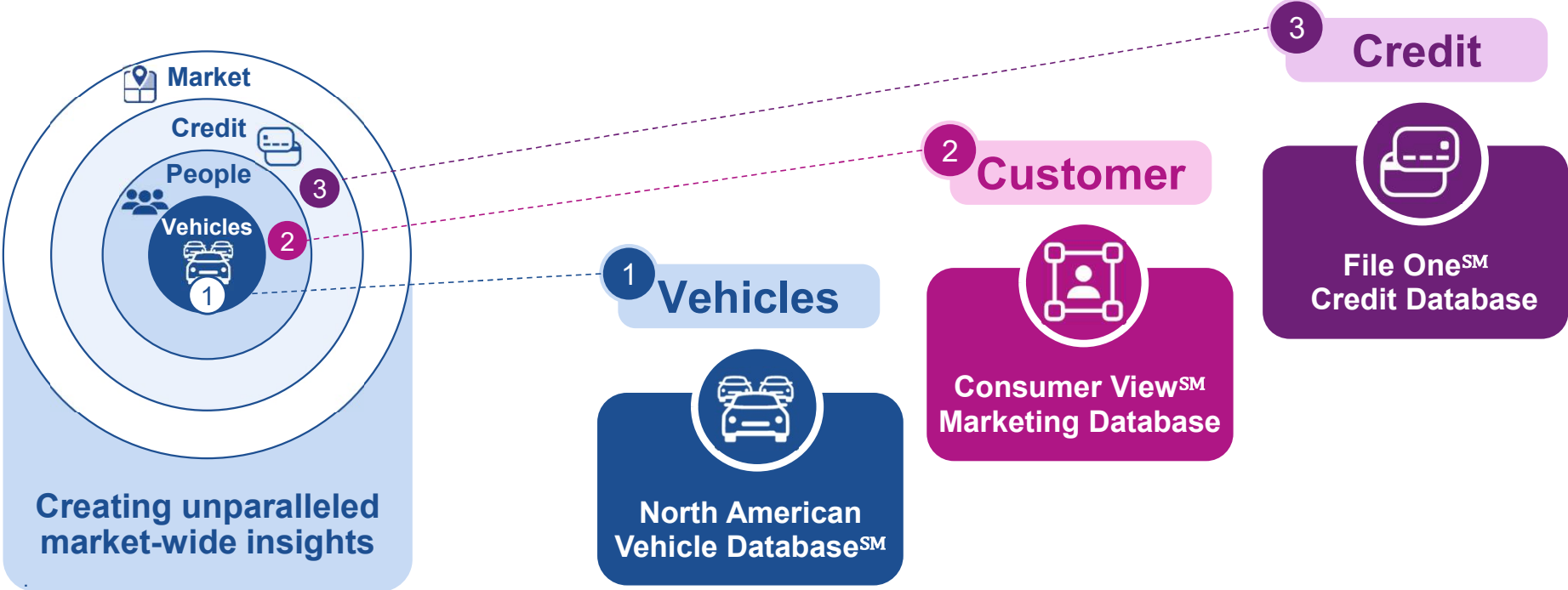
Powering innovative solution engines that drive results

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) = 336M

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.



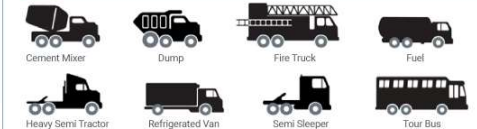
CLASS 7

26,001 to 33,000 lbs.



CLASS 8

over 33,000 lbs.



Q2 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

Q2 2023 Total*
287.6
MILLION
Vehicles on the road

Q2 2023 VIO changes


Q2 2022 Total*
284.4
MILLION
Vehicles on the road


14.4
MILLION
NEW Vehicles
Registered


11.2
MILLION
Vehicles went
out of operation


38.2
MILLION
USED vehicles
changed owners

=

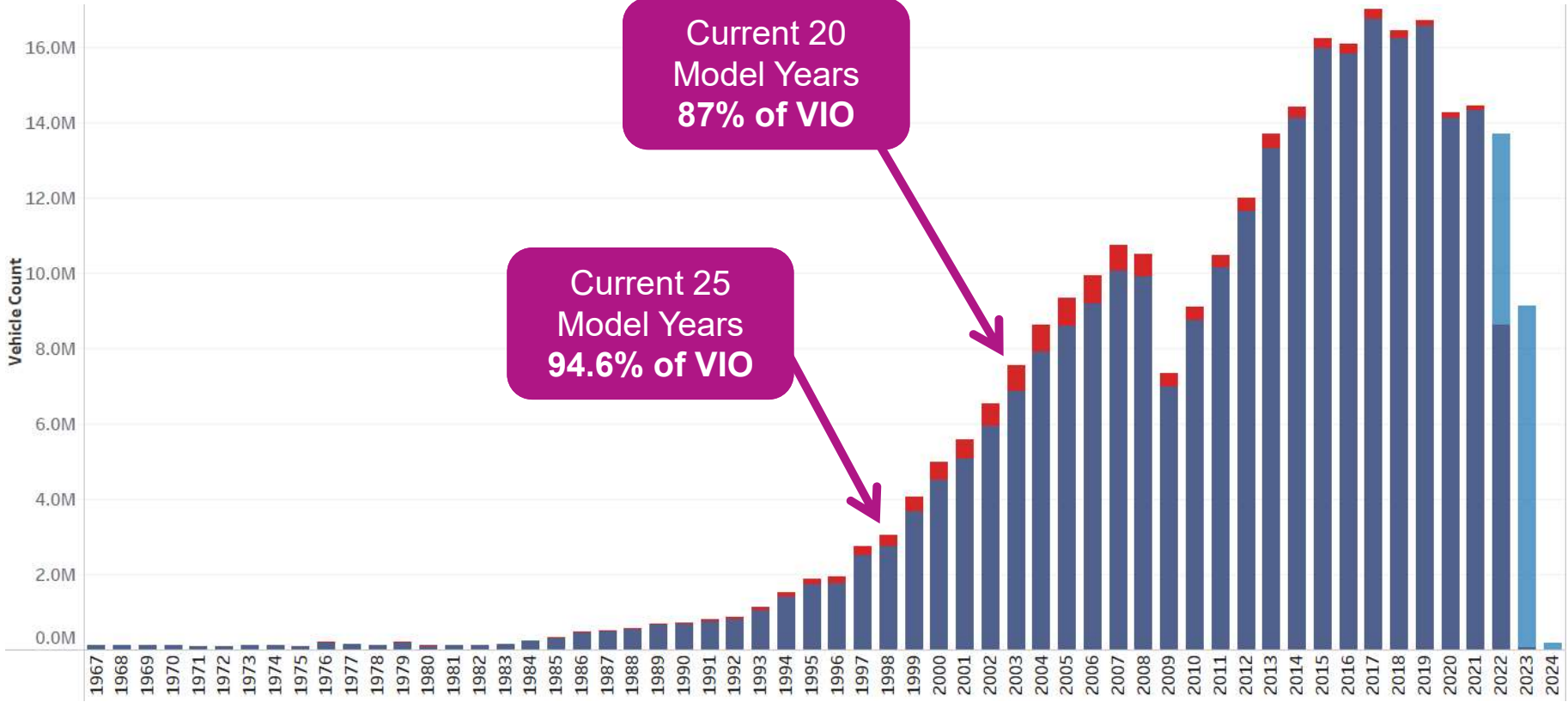

28.1%
Total VIO
changes¹

*U.S. Vehicles in Operation data as of June 30, 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)

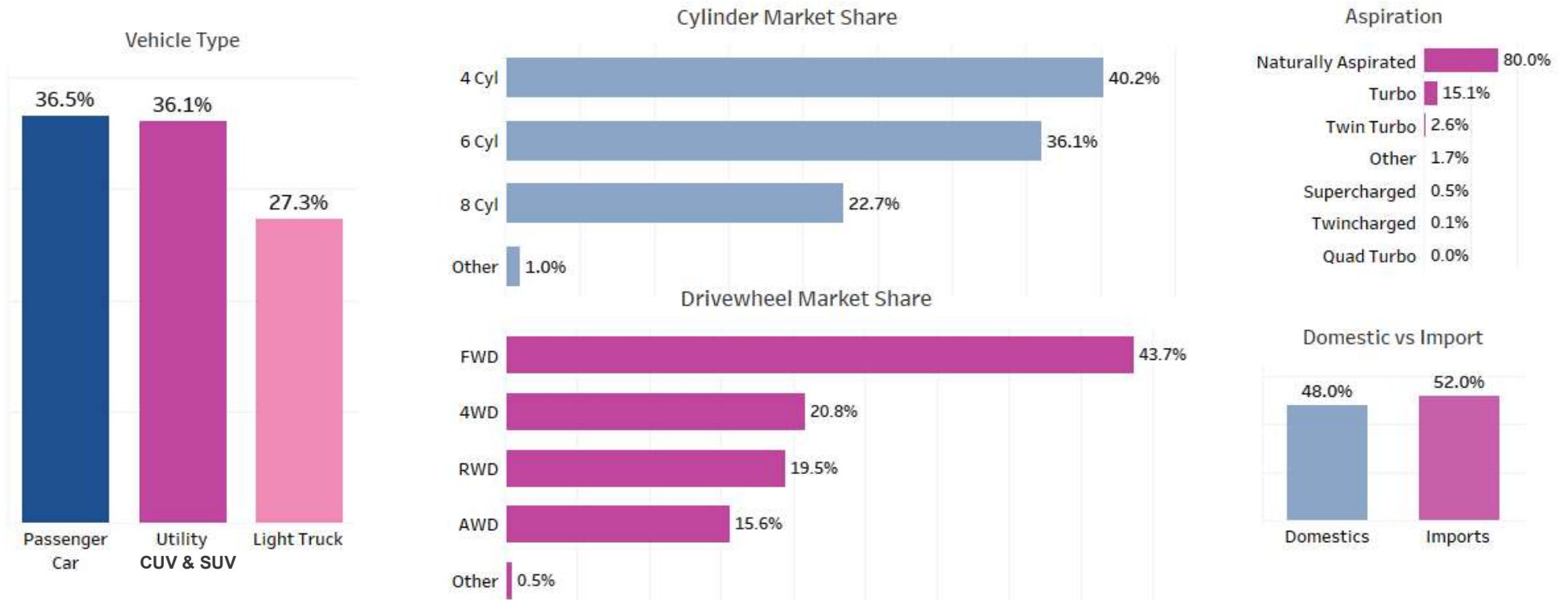
Q2 2022 to Q2 2023

Out of operation
New vehicle sales
Carryover vehicles



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

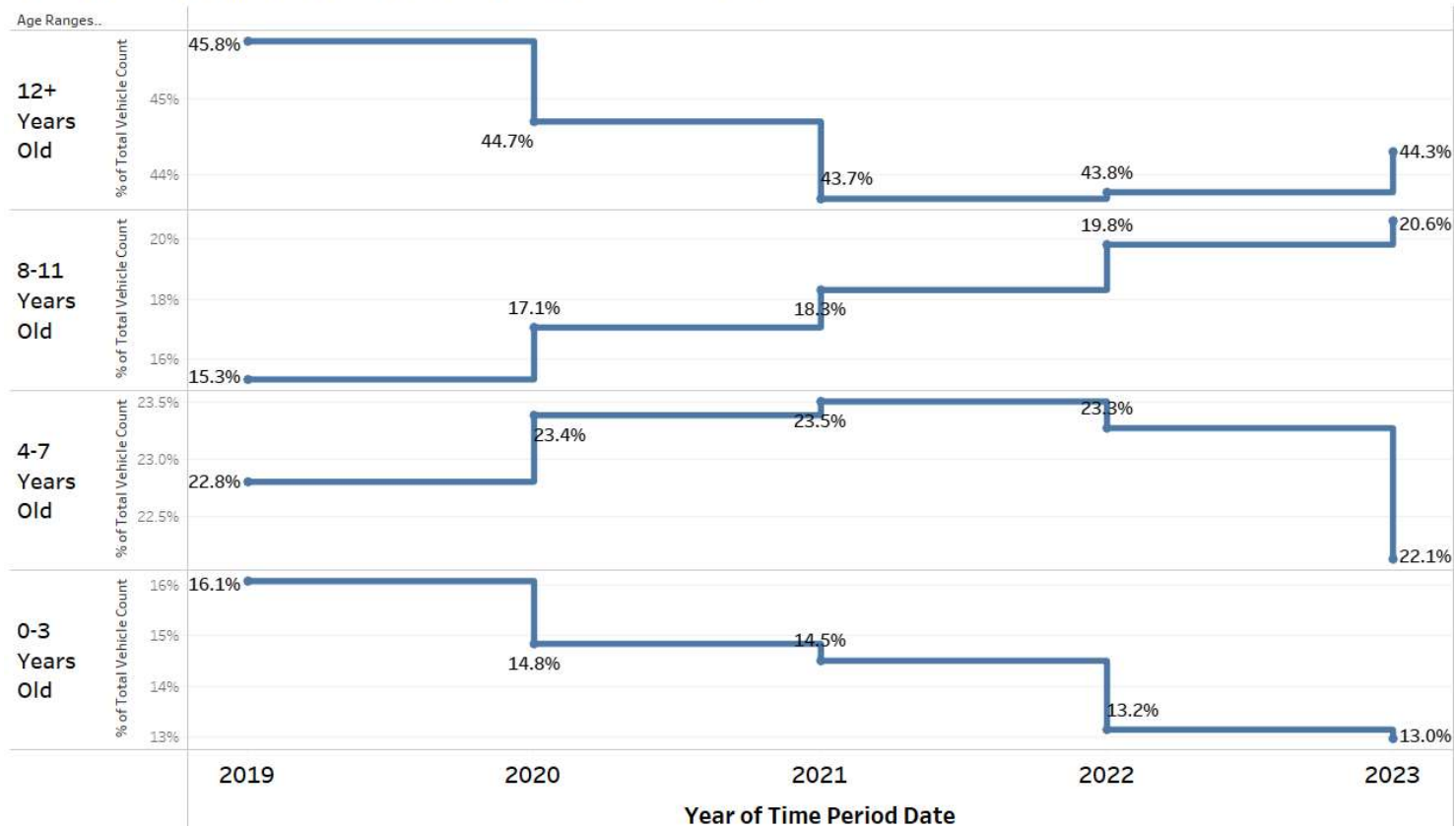
as of Q2 2023



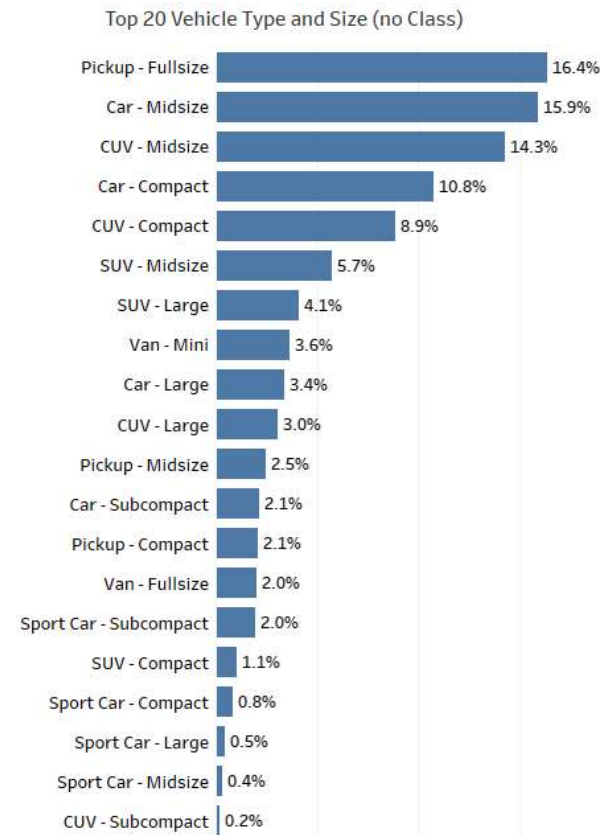
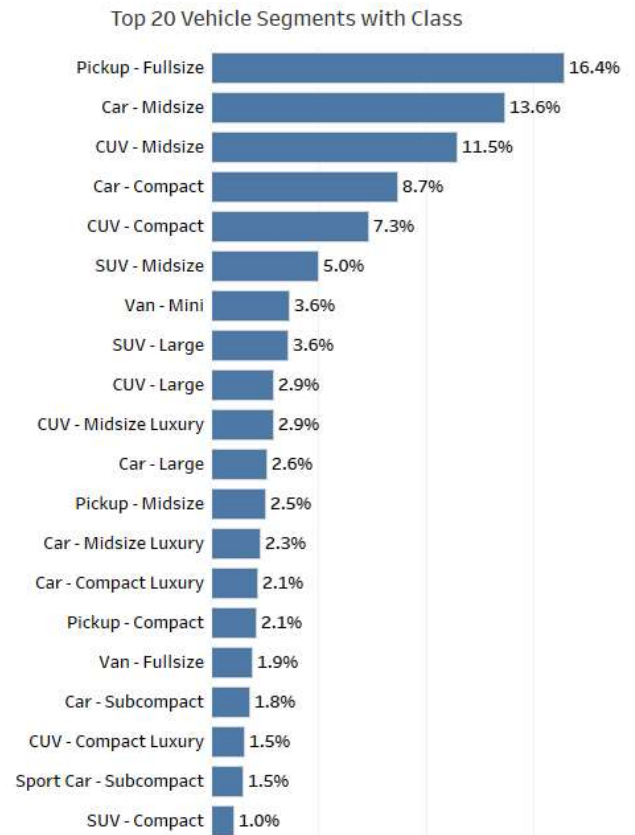
U.S. Vehicles in Operation

Age ranges over time

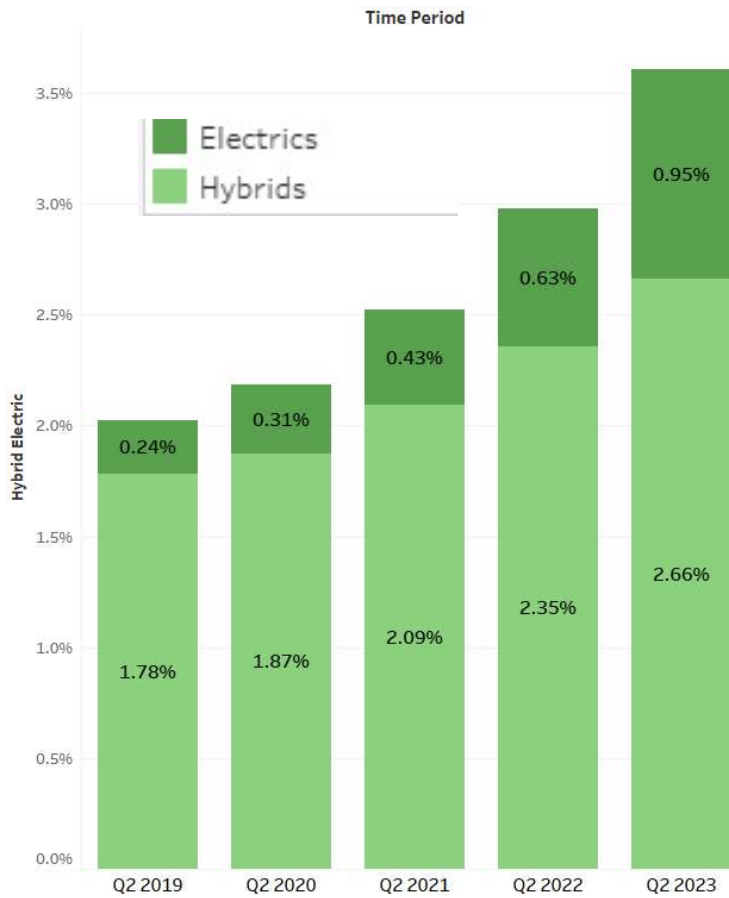
Age Ranges Over Time - Light Duty Experian VIO for Q2 of each time period



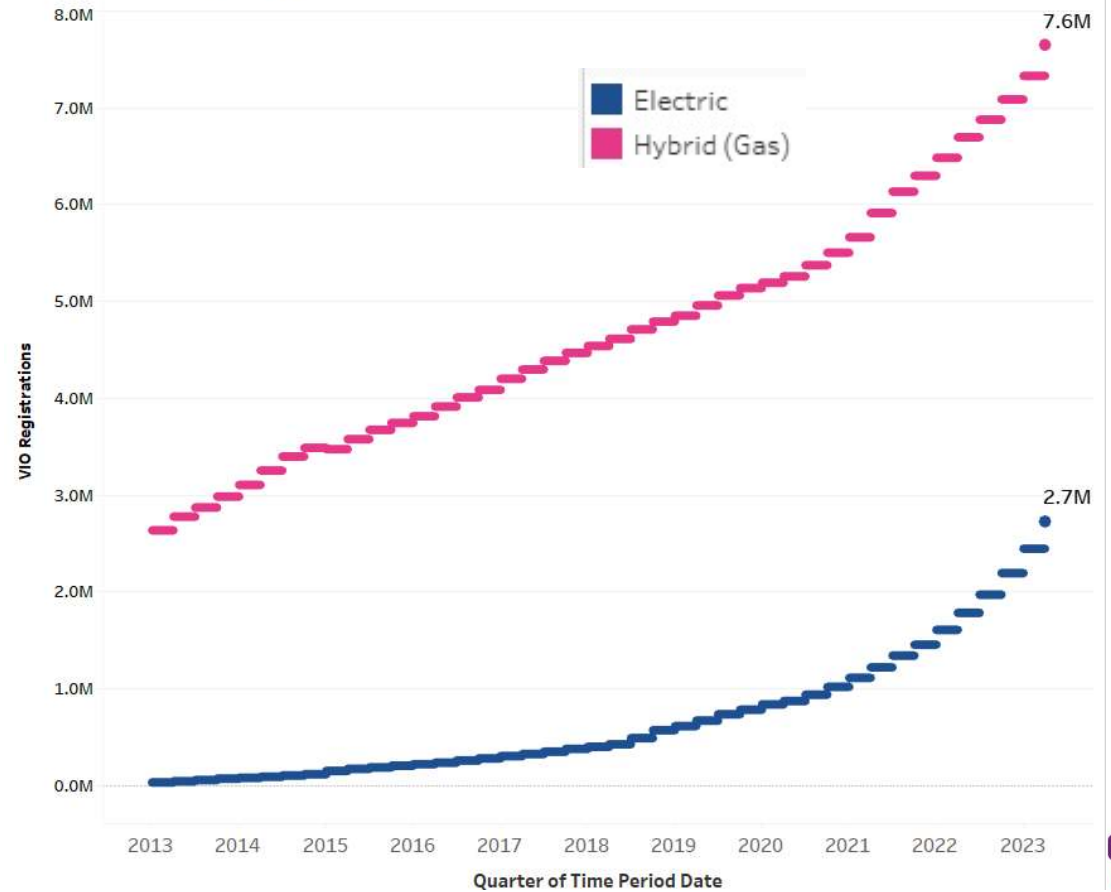
U.S. VIO top 20 segments on the road market share as of Q2 2023



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

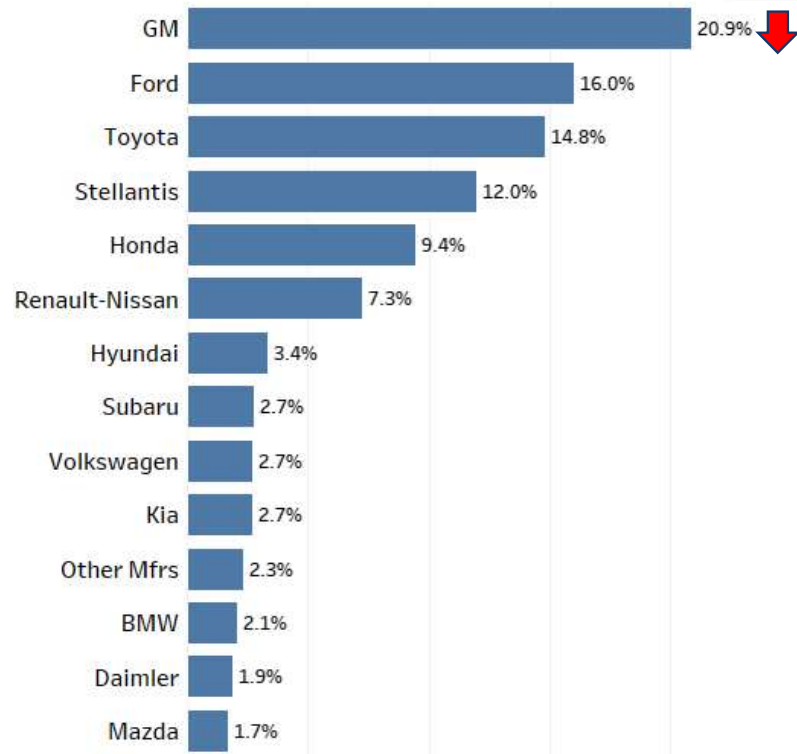


EVs by Quarter - Light Duty

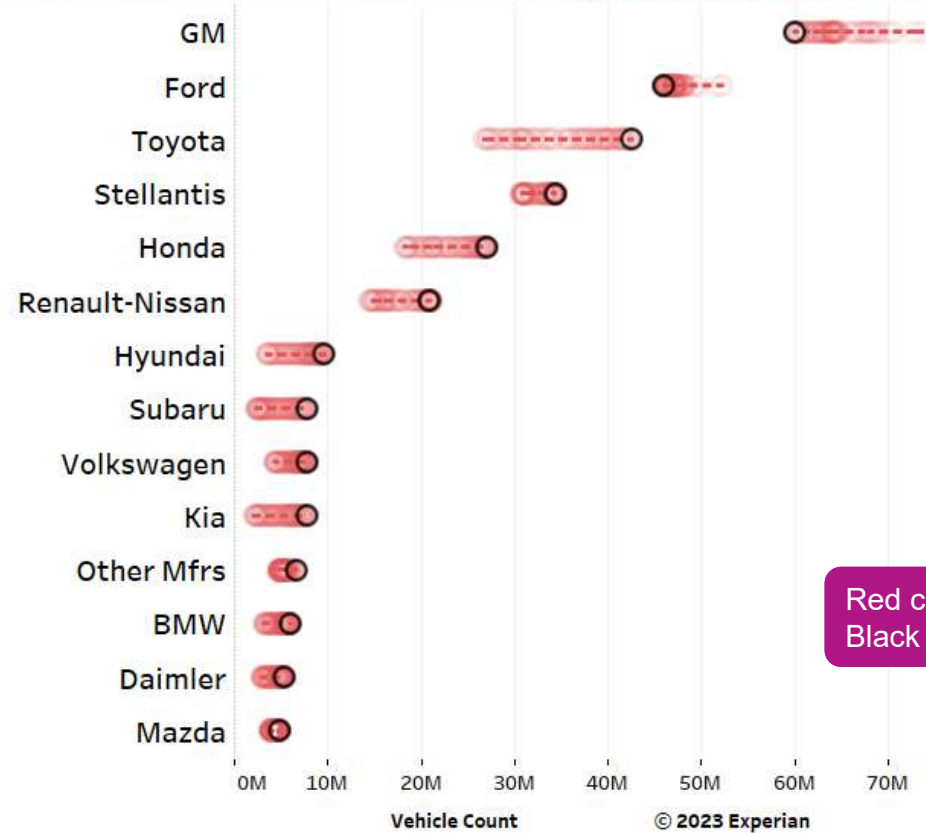


U.S. VIO by manufacturer market share vs volume trend

as of Q2 2023



Light Duty Manufacturer Trend from Q1 2009 - Q2 2023

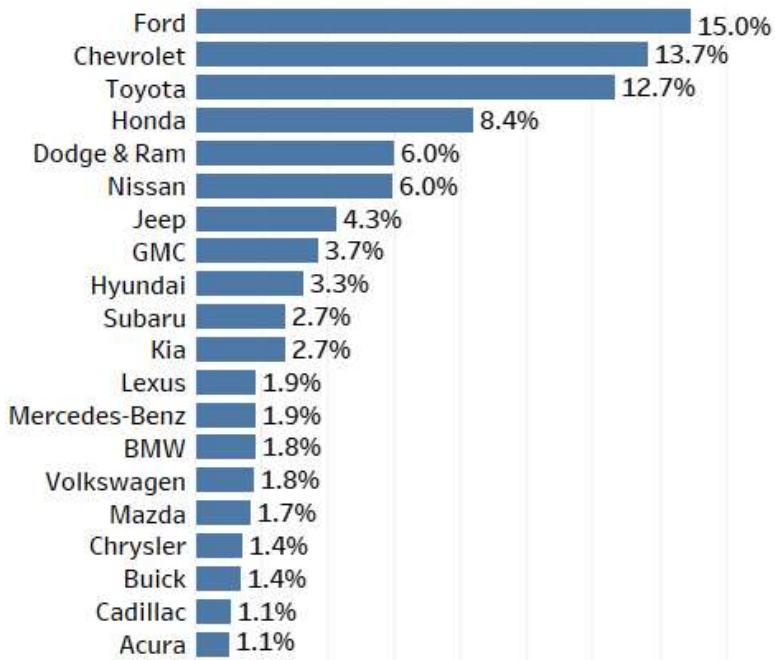


Red circle = historical
Black circle = current

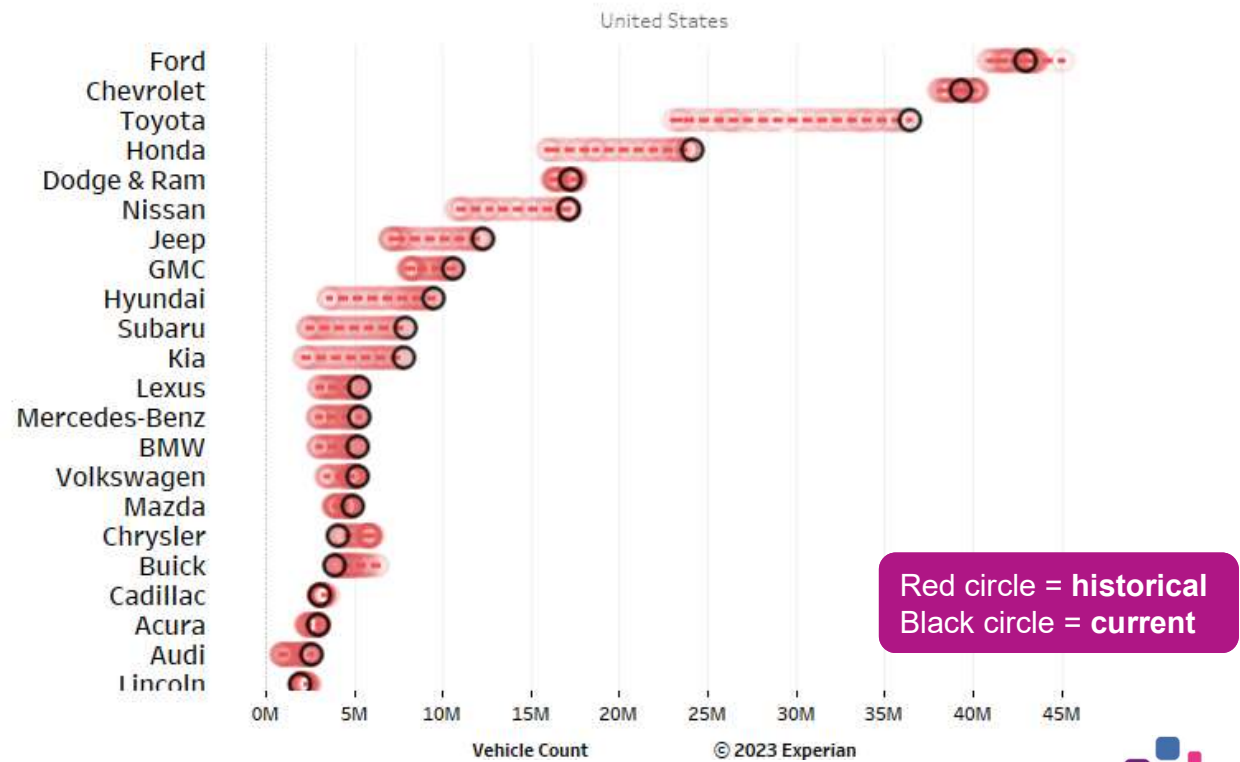


U.S. VIO top 20 brands market share vs volume trend

as of Q2 2023



Light Duty Make Trend Q1 2009 to Q2 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

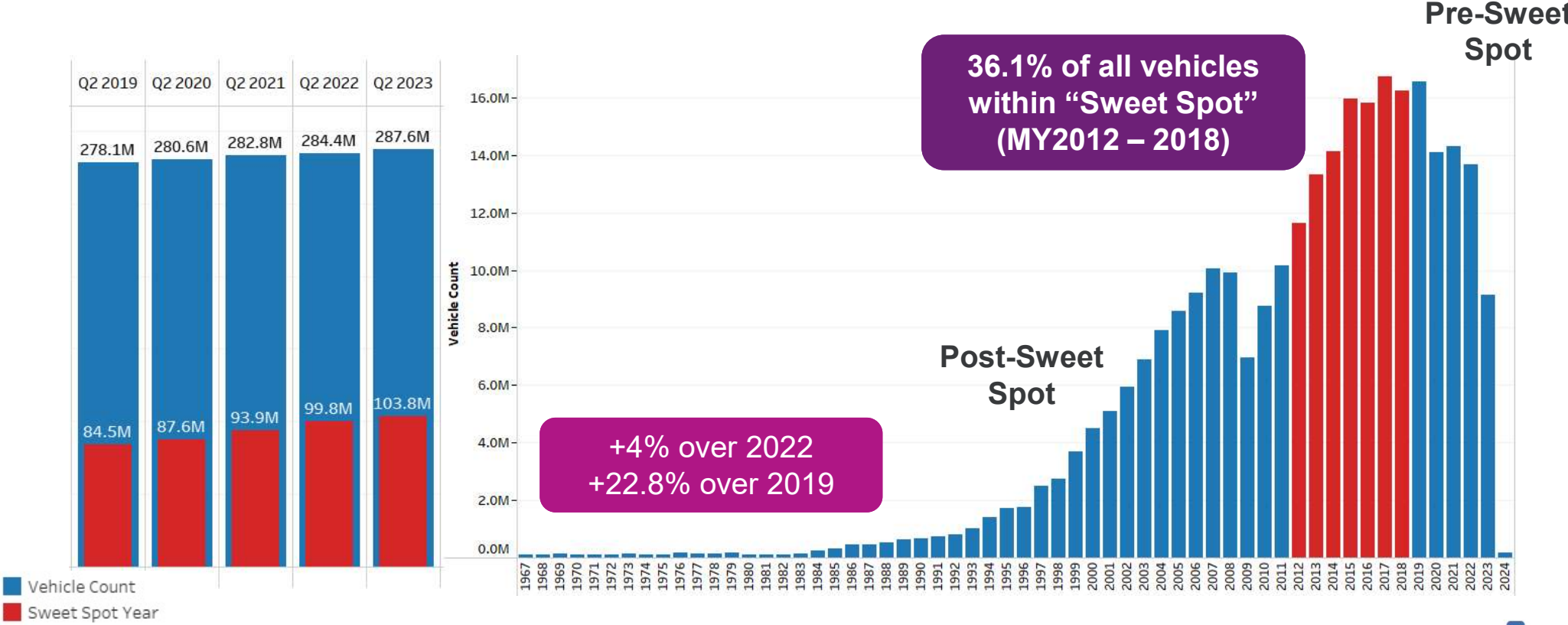
“Pre Sweet Spot” vehicles

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



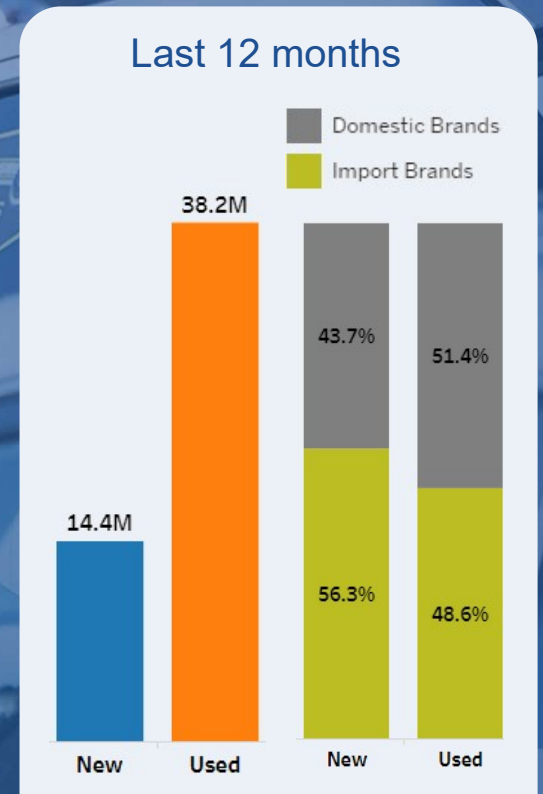
U.S. trend of total VIO compared to sweet spot volumes

as of Q2 2023 VIO - by model year (in millions)

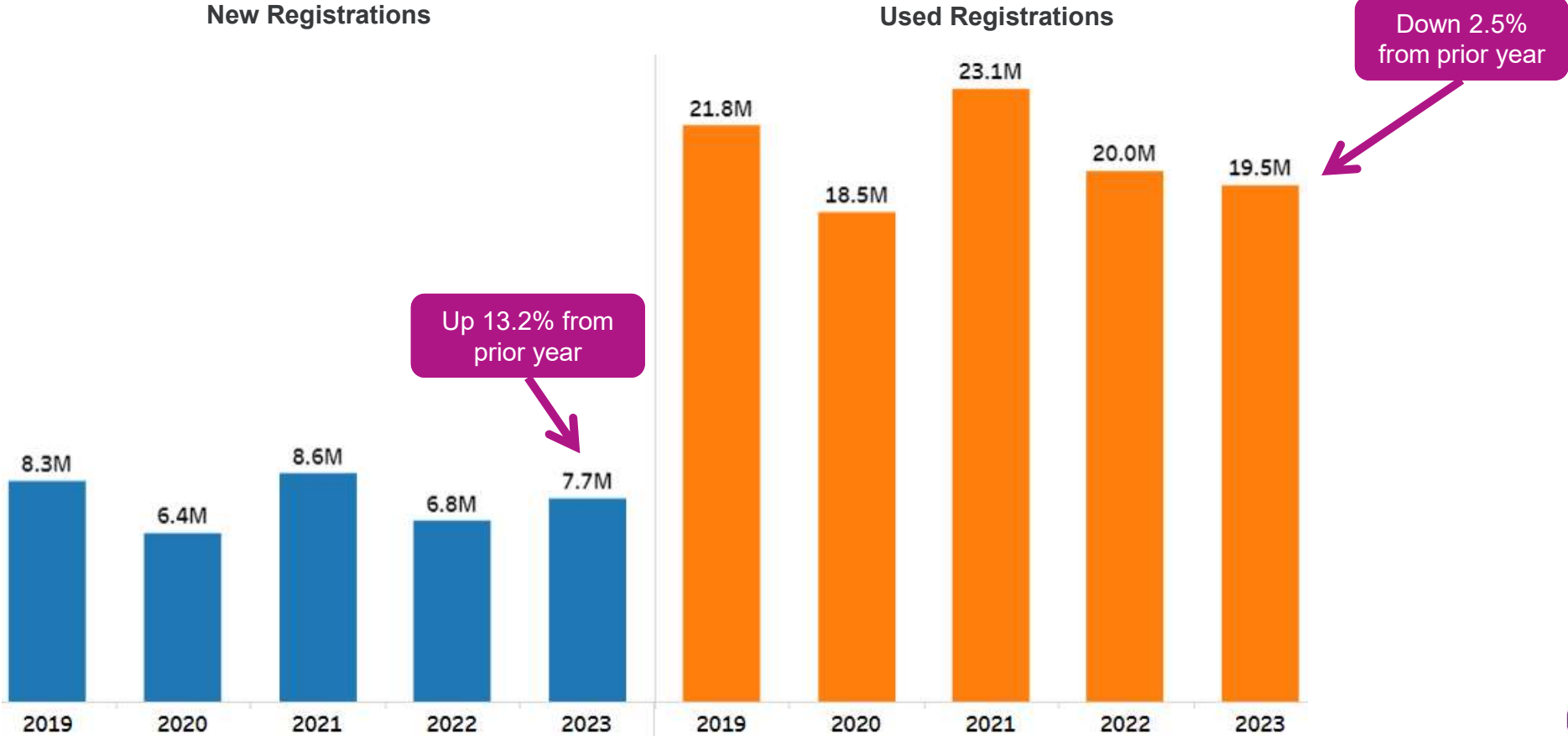


Q2 2023 New & Used Vehicles

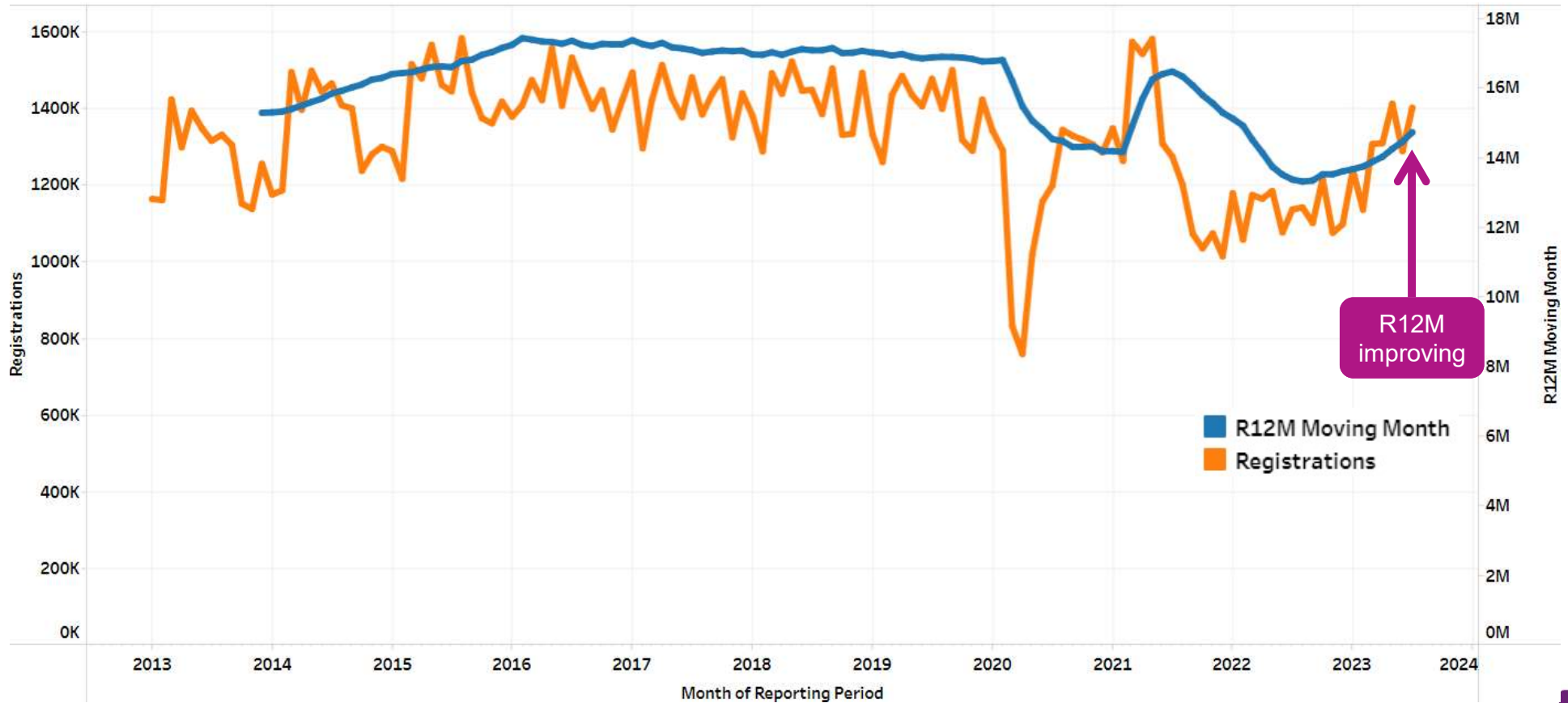
- Volumes of New vs Used and Domestic vs Import over the last 12 months (July 2022 – June 2023)
- Market analysis through the 2nd quarter
- Economic status still hurting new vehicle registrations



New and Used vehicle registrations through the 2nd quarter

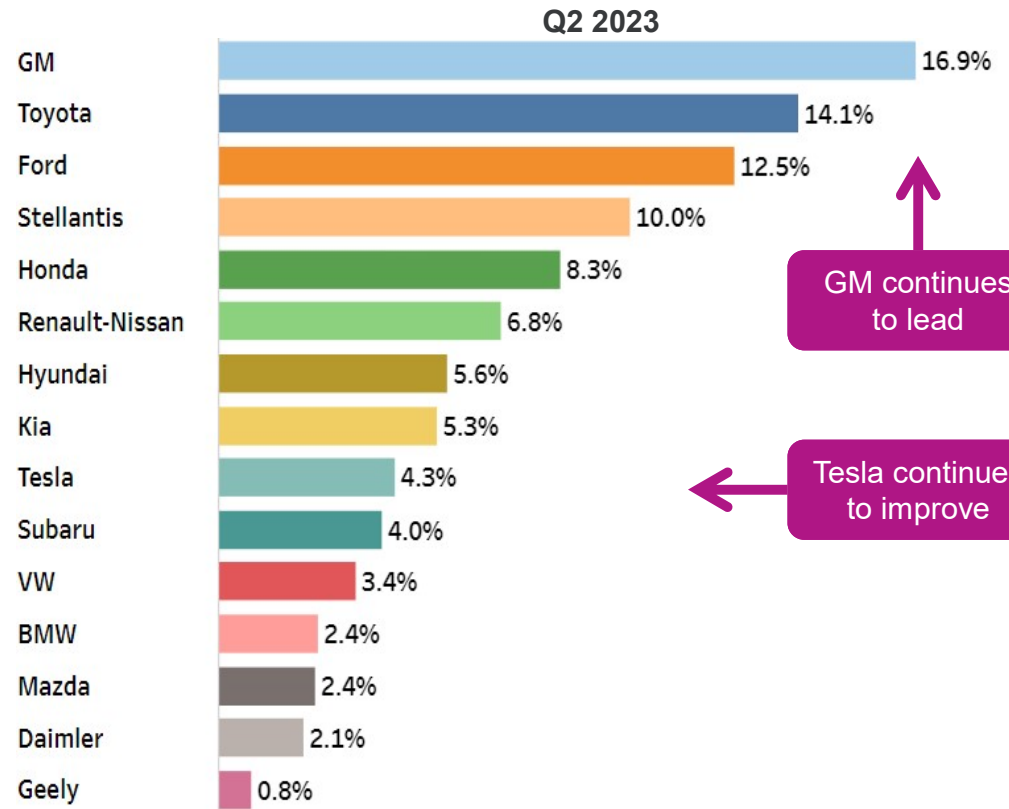
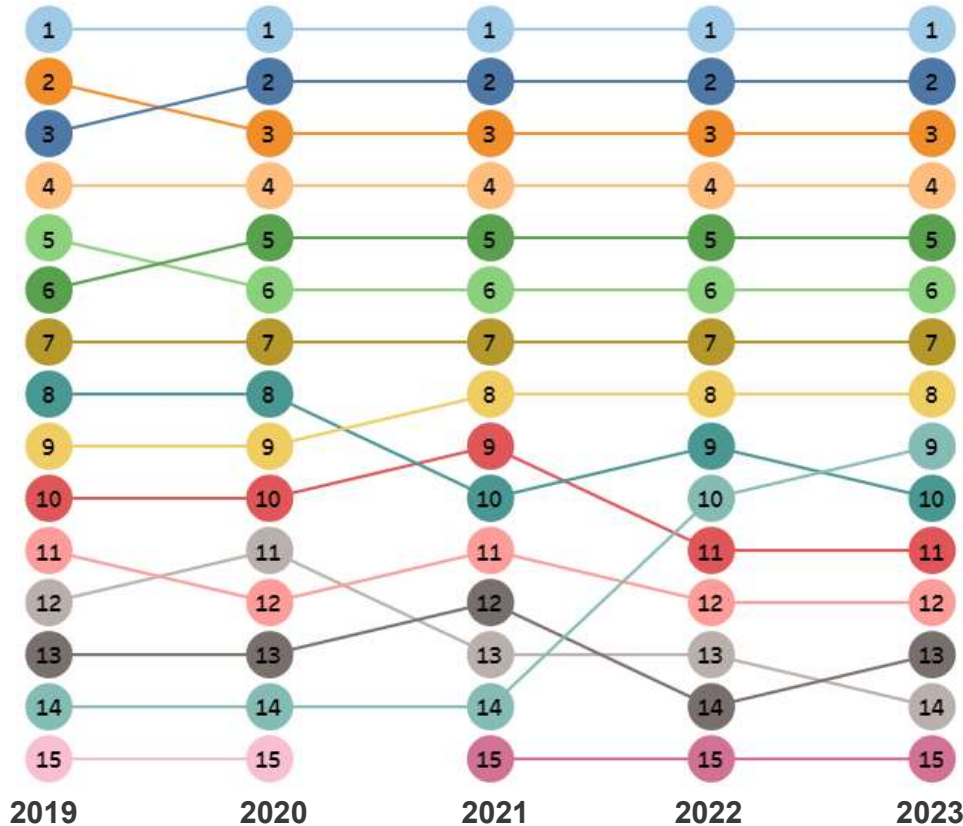


New registrations by month vs rolling 12 month (R12M)



New vehicle Mfr rank and share through the 2nd quarter

By manufacturer – Total new registrations



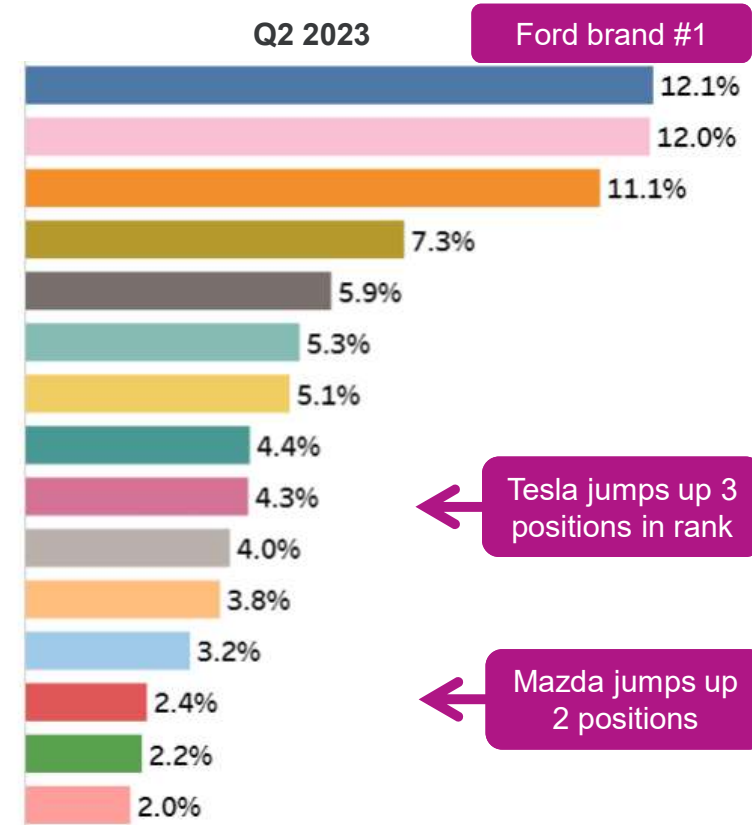
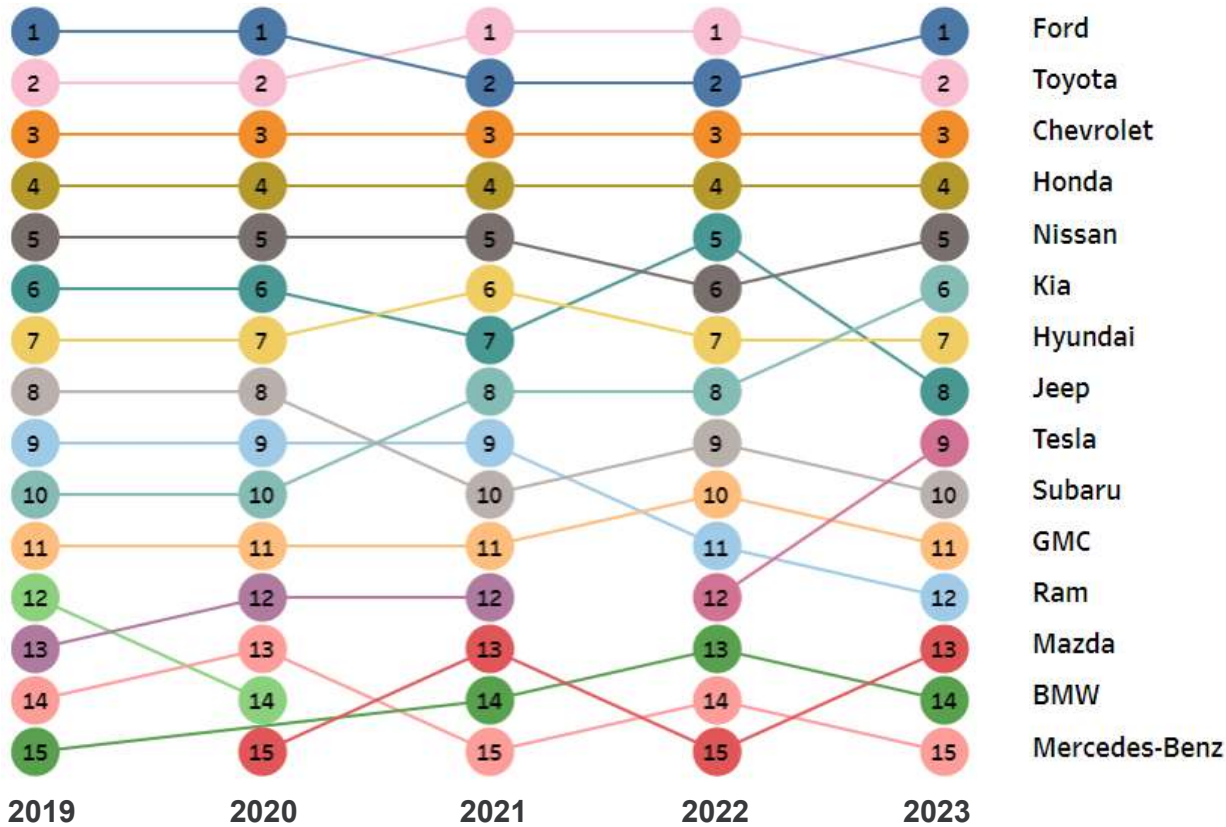
GM continues to lead

Tesla continues to improve



New vehicle Make rank and share through the 2nd quarter

Top 15 brands – Total Share



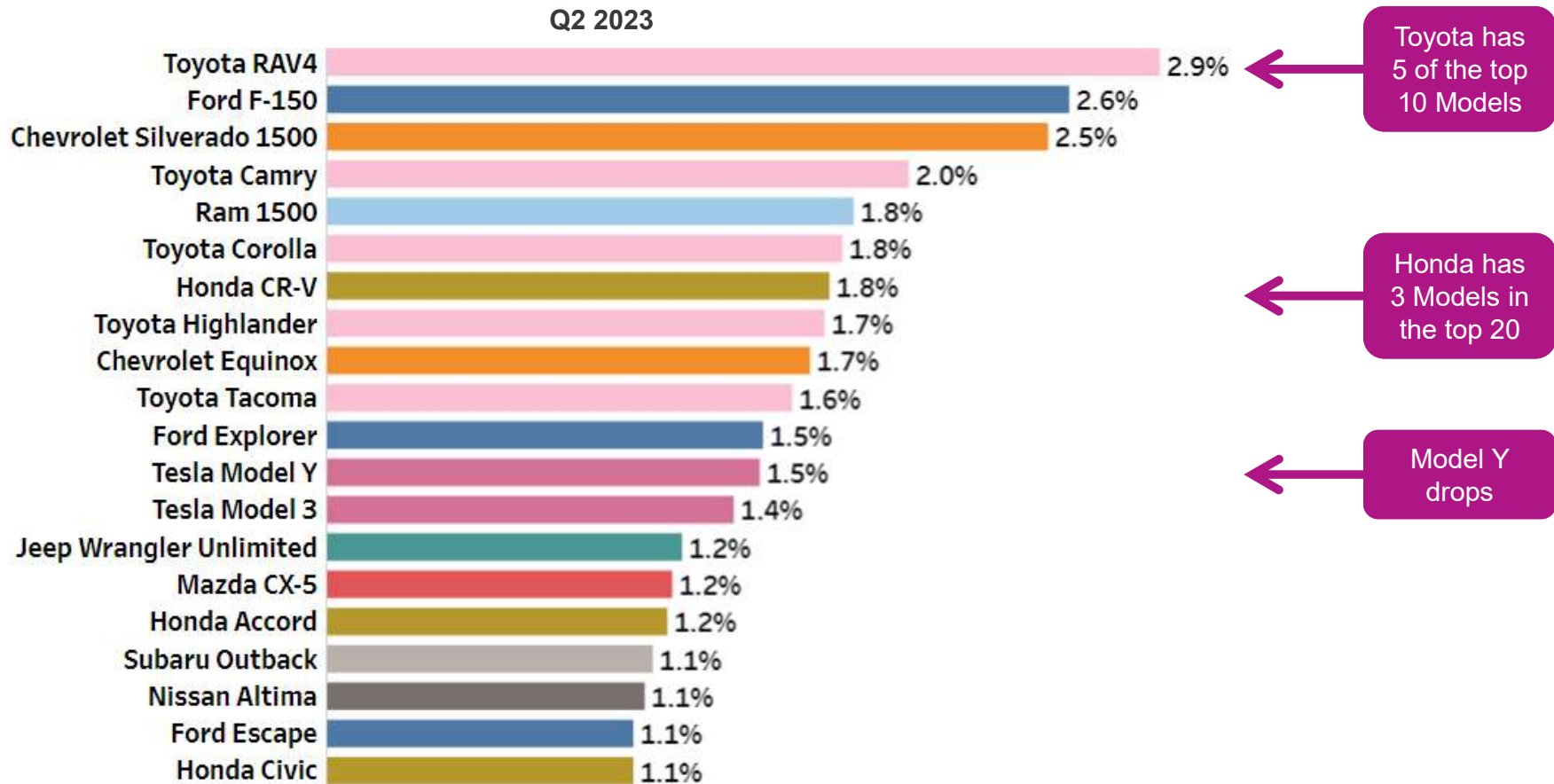
← Tesla jumps up 3 positions in rank

← Mazda jumps up 2 positions



New vehicle share through the 2nd quarter

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



New vehicle registrations through the 2nd quarter

By body style type – Total Registrations

Body Style Type	Reporting Period				
	2019	2020	2021	2022	2023
CUV/SUV	48.6%	51.2%	55.1%	56.2%	56.9%
Pickup	16.6%	19.7%	17.1%	18.4%	17.4%
Sedan	23.6%	19.5%	18.6%	17.3%	17.0%
Van (Pass/Cargo/Cutaway)	5.3%	4.2%	4.3%	3.9%	4.3%
Hatchback	2.6%	2.2%	2.2%	1.4%	1.6%
Coupe	1.7%	1.7%	1.3%	1.4%	1.3%
Convertible	0.7%	0.6%	0.5%	0.5%	0.6%
Chassis	0.5%	0.5%	0.6%	0.6%	0.5%
Wagon	0.4%	0.4%	0.3%	0.3%	0.3%
Others	0.0%		0.0%	0.0%	0.3%

Utility's growth continues



Q2 2023 Summary

Driving the automotive industry forward

- Total light duty VIO is currently at **287.6 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 within VIO.
- By manufacturer, **GM is the light duty brand leader of new registrations** through Q2 2023. And by make, **Ford now leads over Toyota**, even though Toyota has 5 of the top 10 new model registrations and we expect Toyota to take back that lead soon.
- The aftermarket **Sweet Spot** continues to grow **with a volume of 103.8 million**, and we expect it to continue to grow until 2026.
- The share of **Age Ranges** within vehicles in operation (VIO) is showing an **increase in 8-11 year old** vehicles while **0-3 year old vehicles declines** over time due to lower new vehicle registration volumes.
- **EVs have moved up to a dismal 2.7M** vehicles in operation (VIO), while **Hybrids have increased to 7.6M**
- **New registration volumes are slowly increasing to 14.4M (annualized)**, and the wild ride has shaken up the top models.
- **Used vehicle registrations continue to decline** as low volumes and higher prices impact those transactions.

Today's Presentation



Q2 2023 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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