



# Automotive Market Trends

## Q4 2023

---

**Marty Miller**

Director, Product Management

March 2024



©2024 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.**



# 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 December 31, 2023

New, Used and other market changes Industry news

\*Special analysis on engine cylinders and power

# Summary Insights



Stay informed of all  
**Experian Automotive  
Insights**



**Experian Automotive  
Quarterly  
Presentations:**

- \$ State of the Automotive Finance Market Report
-  Automotive Market Trends Report
-  Automotive Consumer Trends Report



**FREE**

[https://www.experian.com/automotive/  
auto-resources-active](https://www.experian.com/automotive/auto-resources-active)

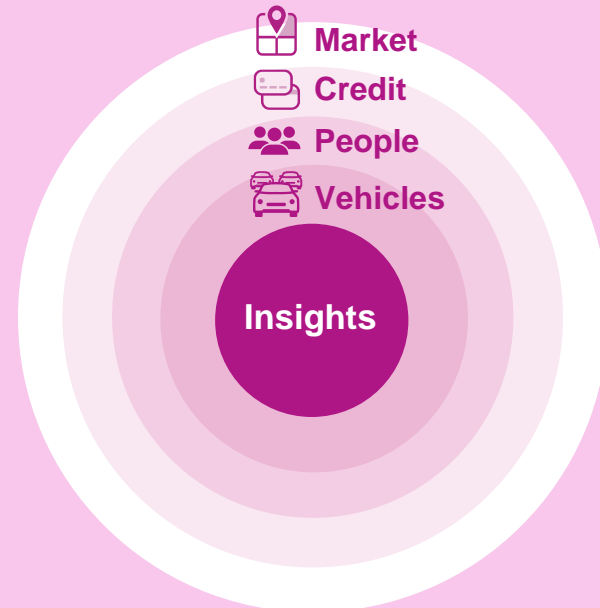
# The power of Experian data

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.



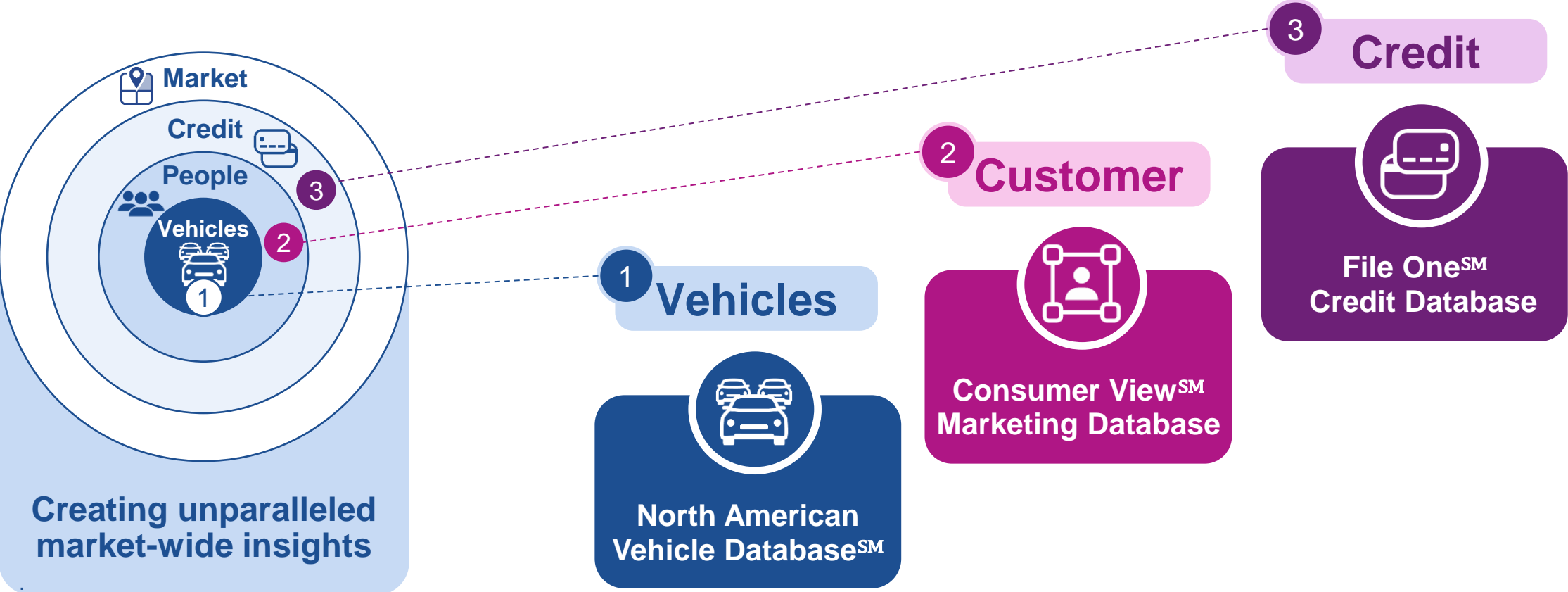
## Powering innovative solution engines that drive results

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) = 337M

Q4 2023 Report Period

## 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.



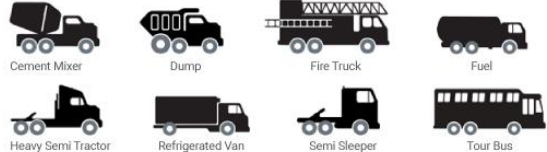
#### CLASS 7

26,001 to 33,000 lbs.



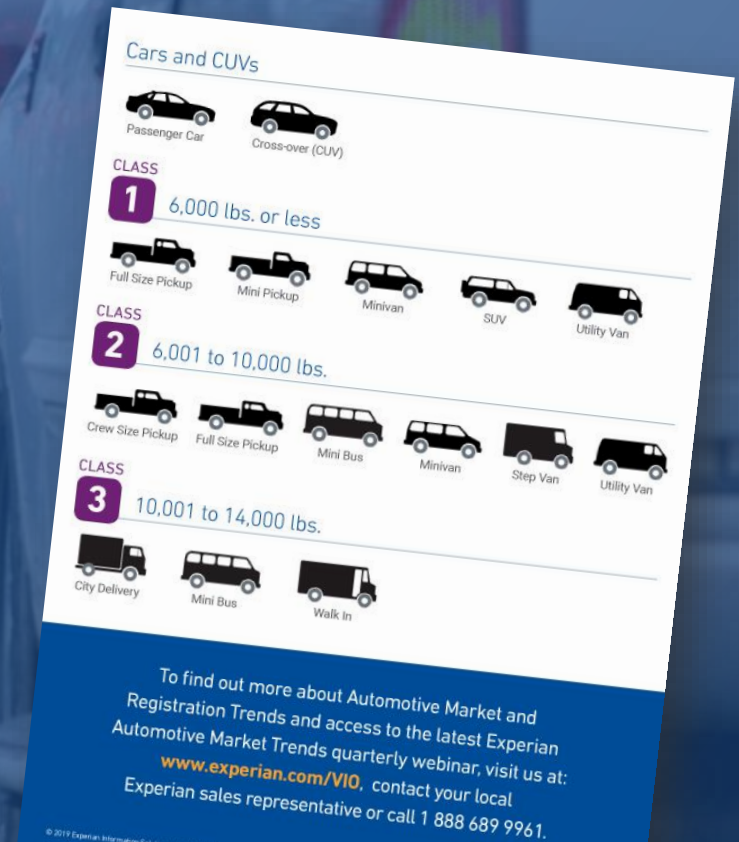
#### CLASS 8

over 33,000 lbs.



# Q4 2023 Velocity Vehicles in Operation

What's on the road today?  
**LIGHT DUTY VEHICLES**



# 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%**

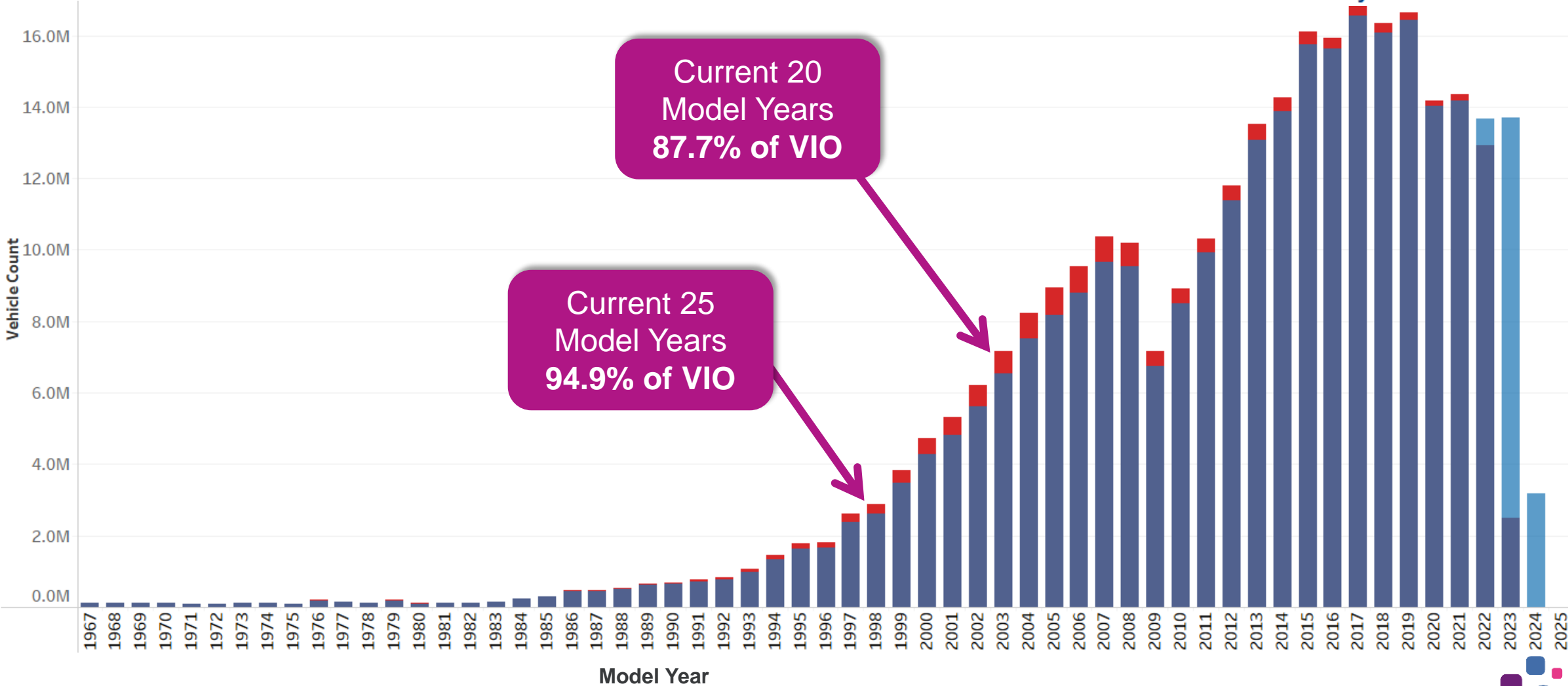
Total VIO  
changes<sup>1</sup>

\*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. VIO change by Model Year (in millions)

Q4 2022 to Q4 2023



# U.S. VIO Model Year Time Trend

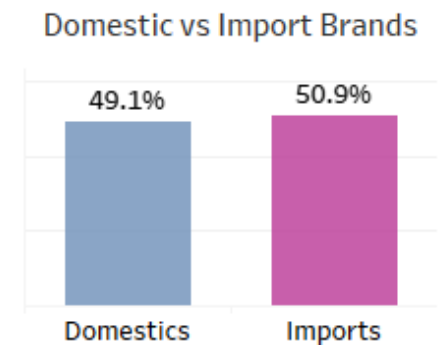
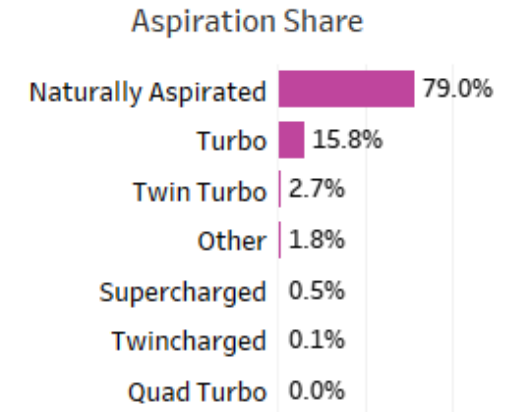
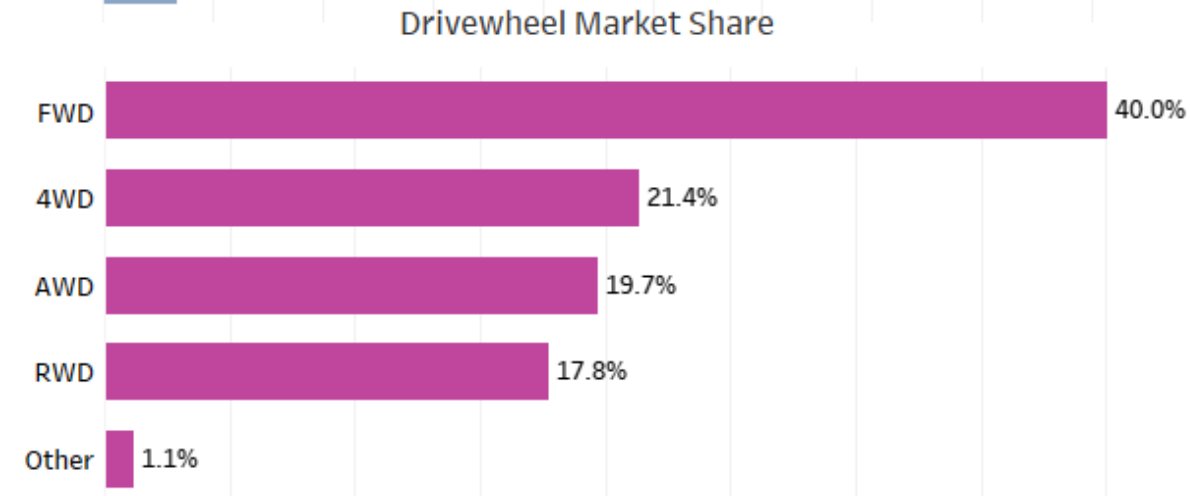
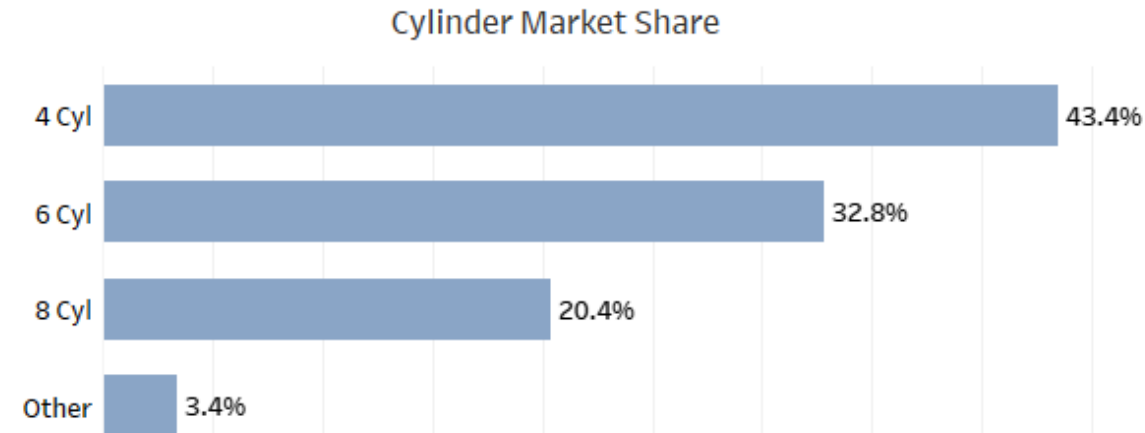
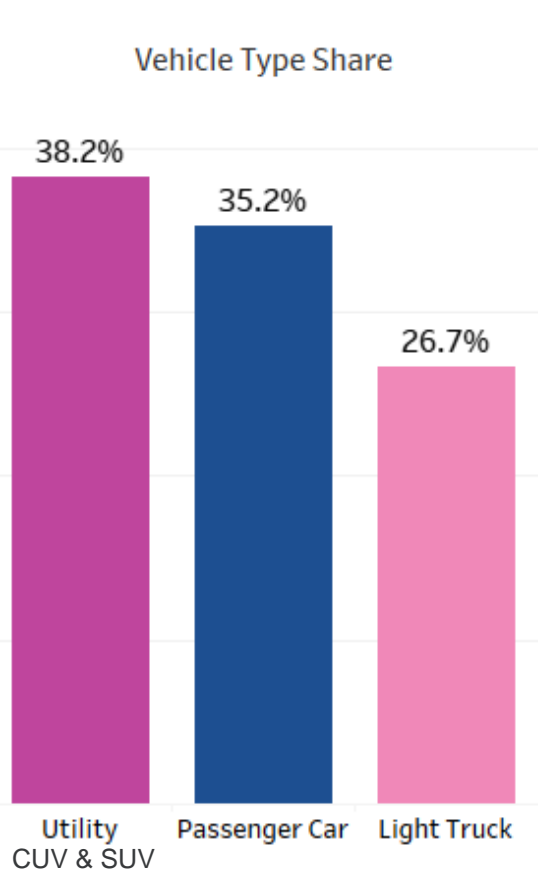
As of Q2 2008 through Q4 2023

MY Trend Motion - Light Duty from Q2 2008 to Q2 2008



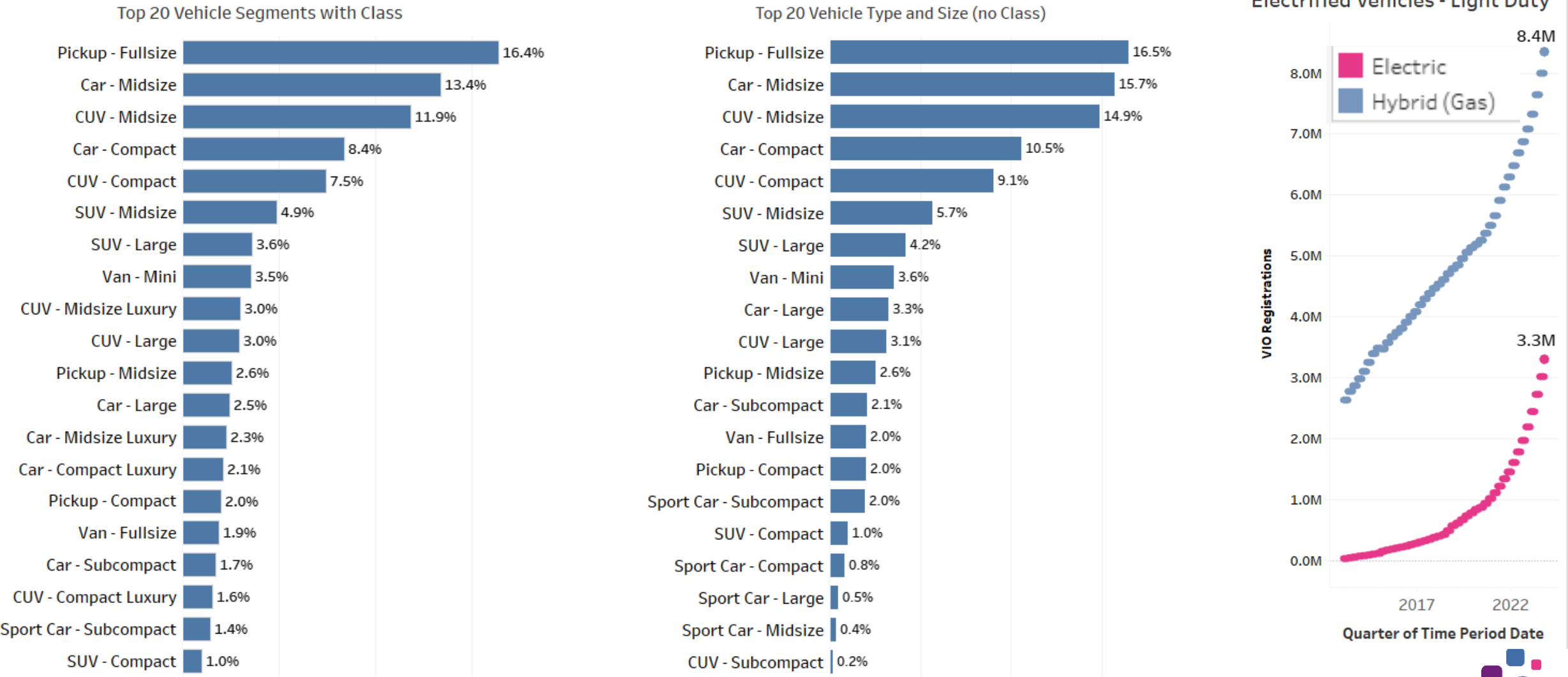
# U.S. Summary Stats – for all light duty VIO

as of Q4 2023



# U.S. VIO top 20 segments on the road market share

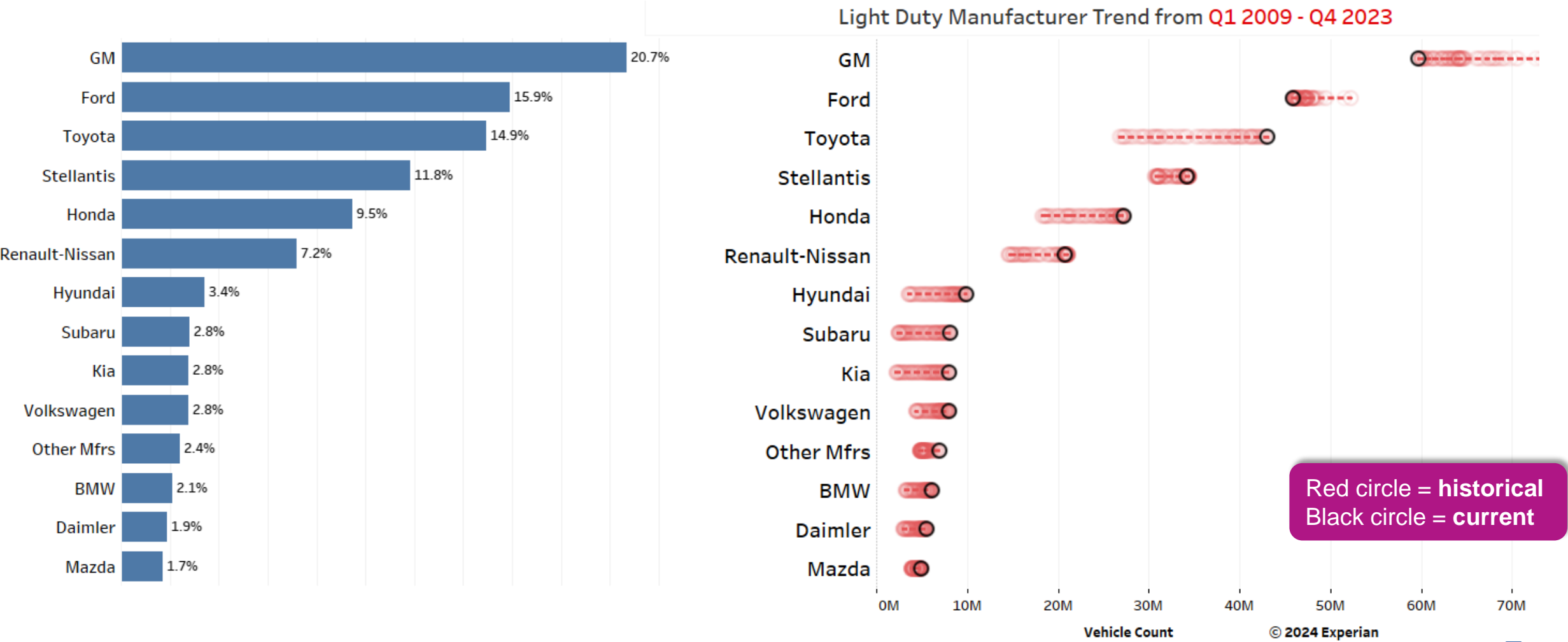
Plus Electrified vehicles as of Q4 2023





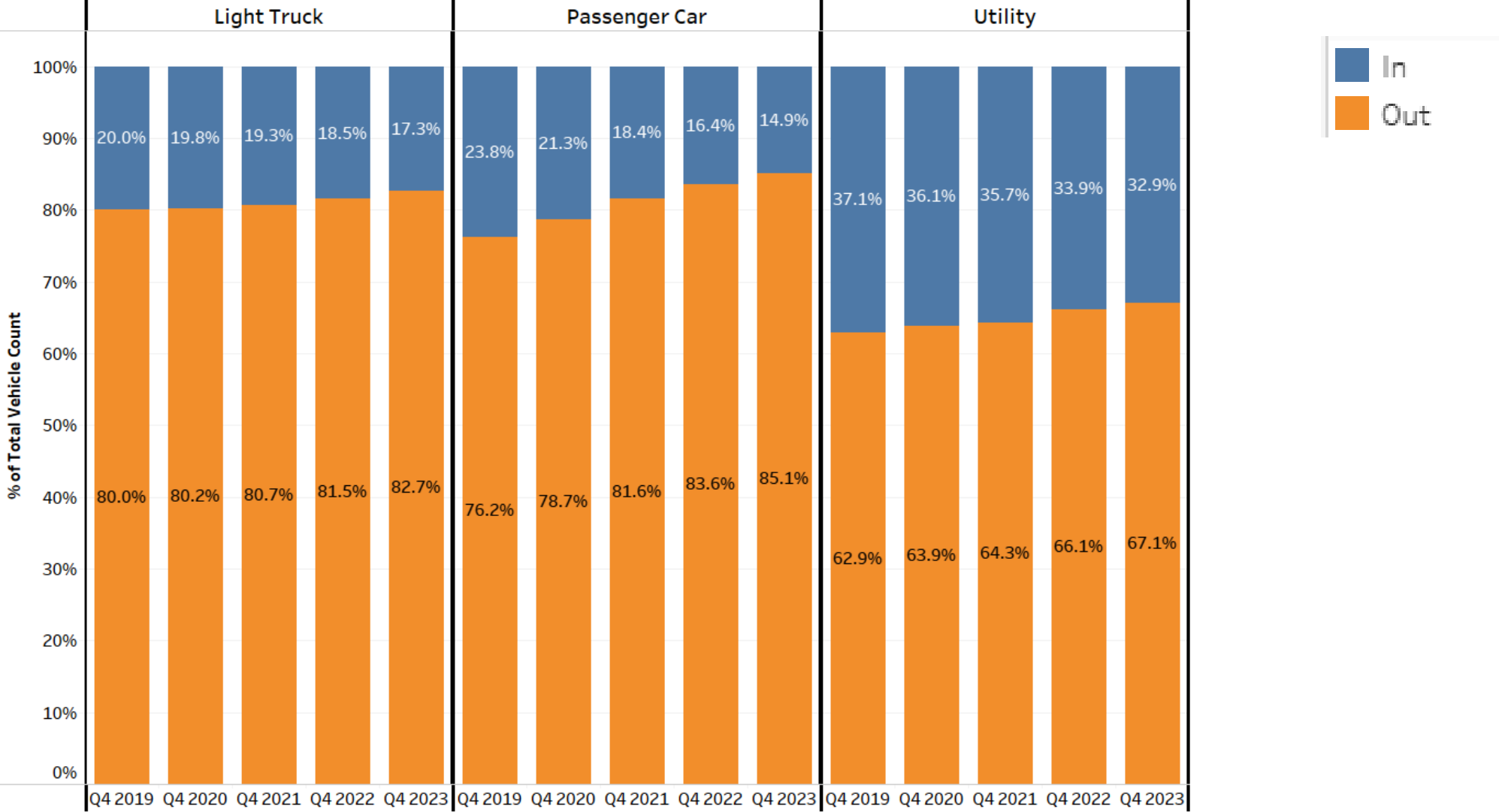
# U.S. VIO by manufacturer market share vs volume trend

as of Q4 2023



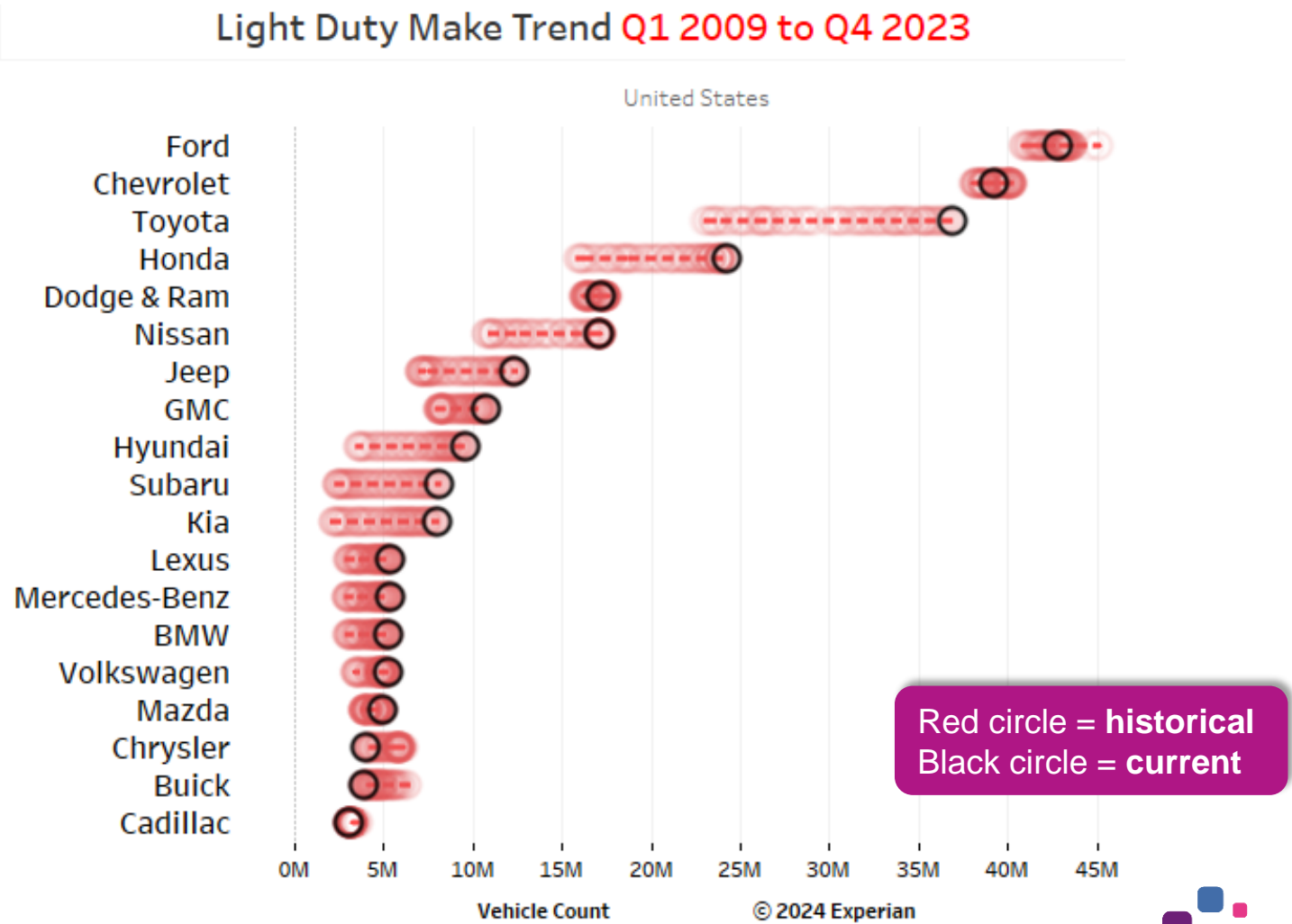
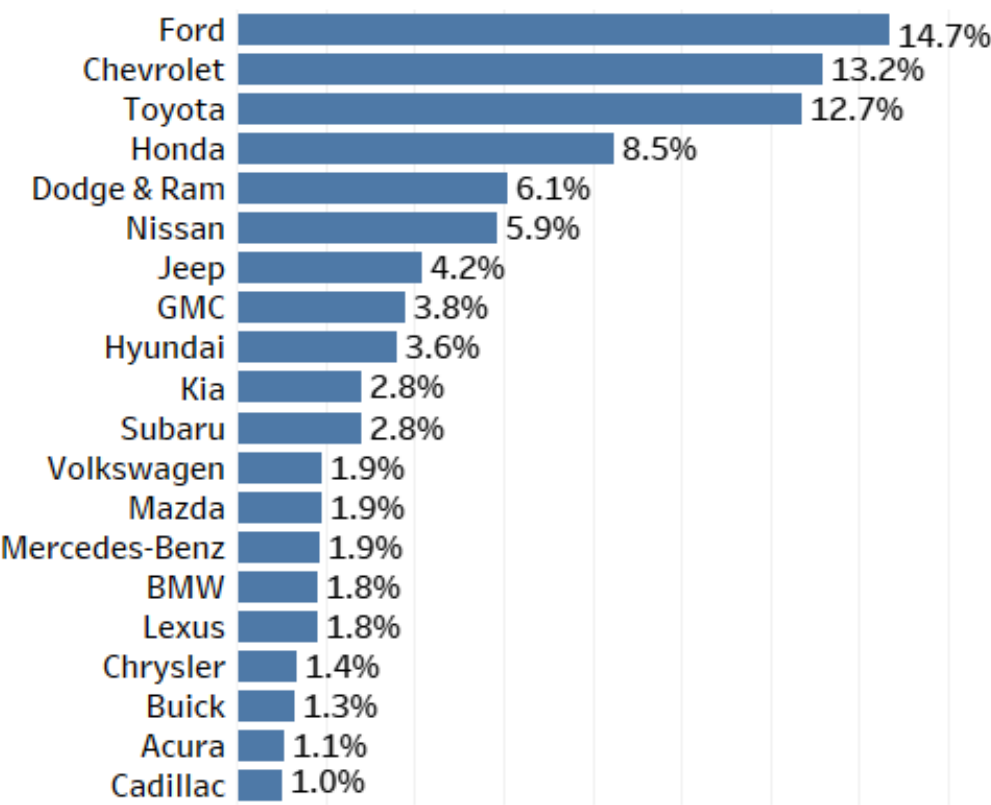
# U.S. VIO Estimated In vs Out of Mfr Basic Warranty

By Vehicle Category trend Q4 2019 - Q4 2023



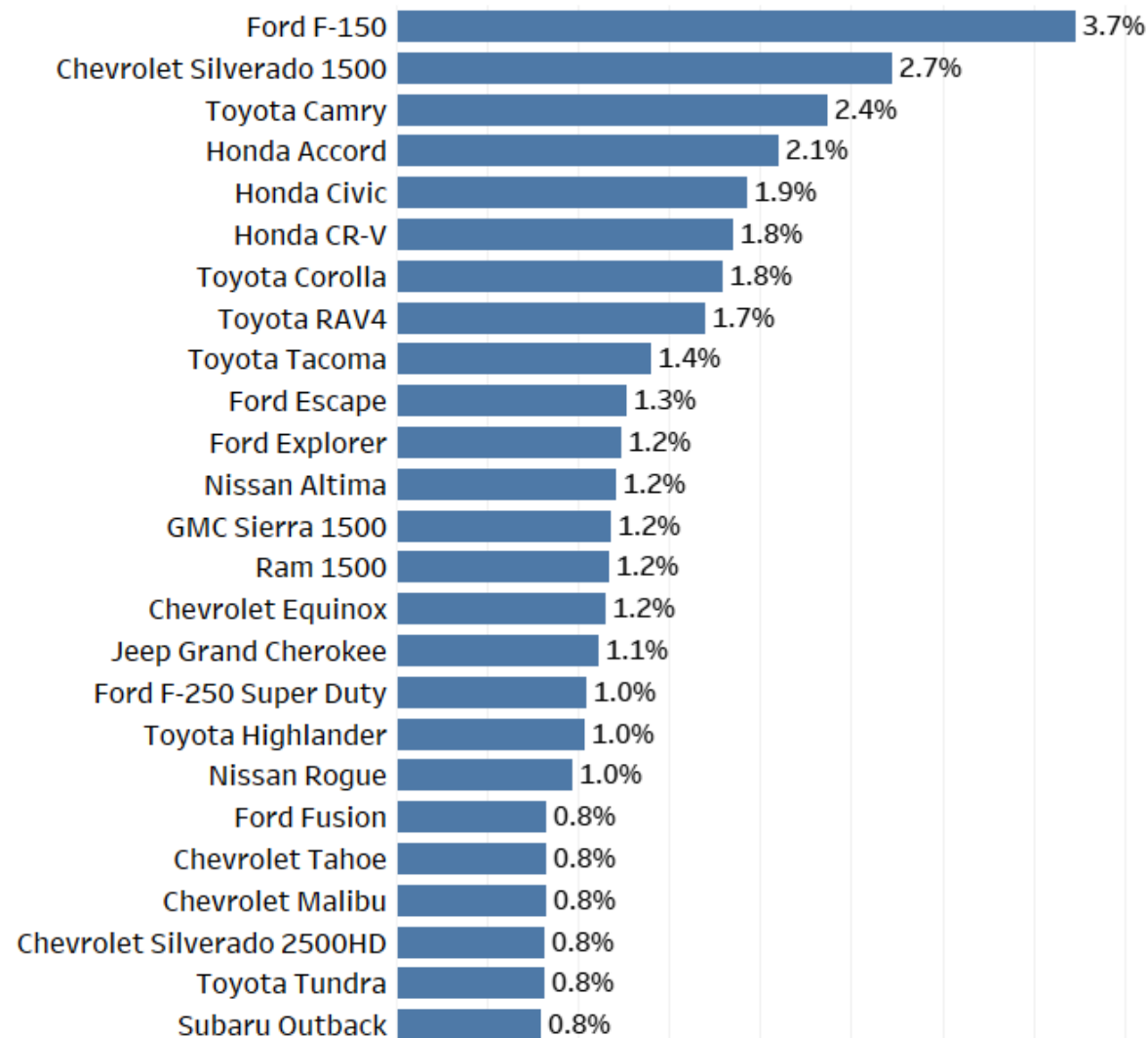
# U.S. VIO top 20 brands market share vs volume trend

as of Q4 2023



# U.S. VIO top 25 models market share

Summary of all model years as of Q4 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

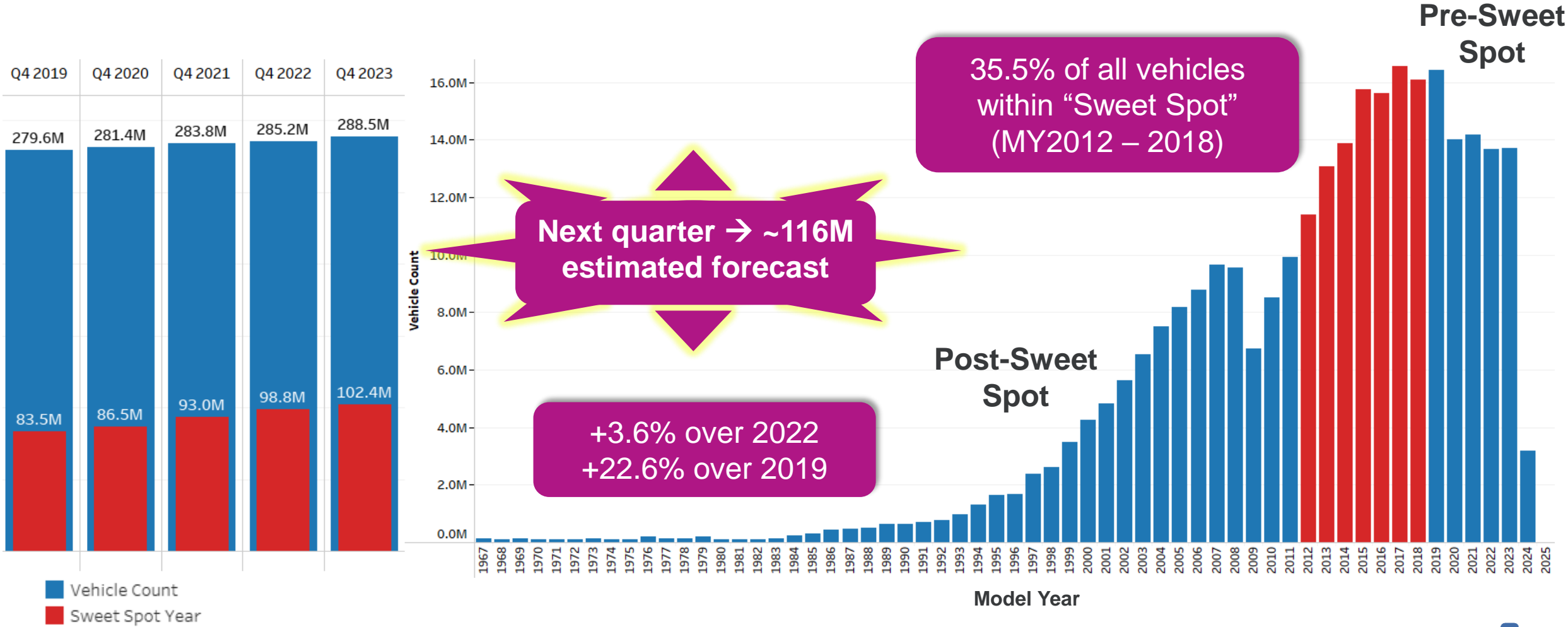
## “Pre Sweet Spot” vehicles

- 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 Q4 2023 VIO - by model year (in millions)





Q4 2023

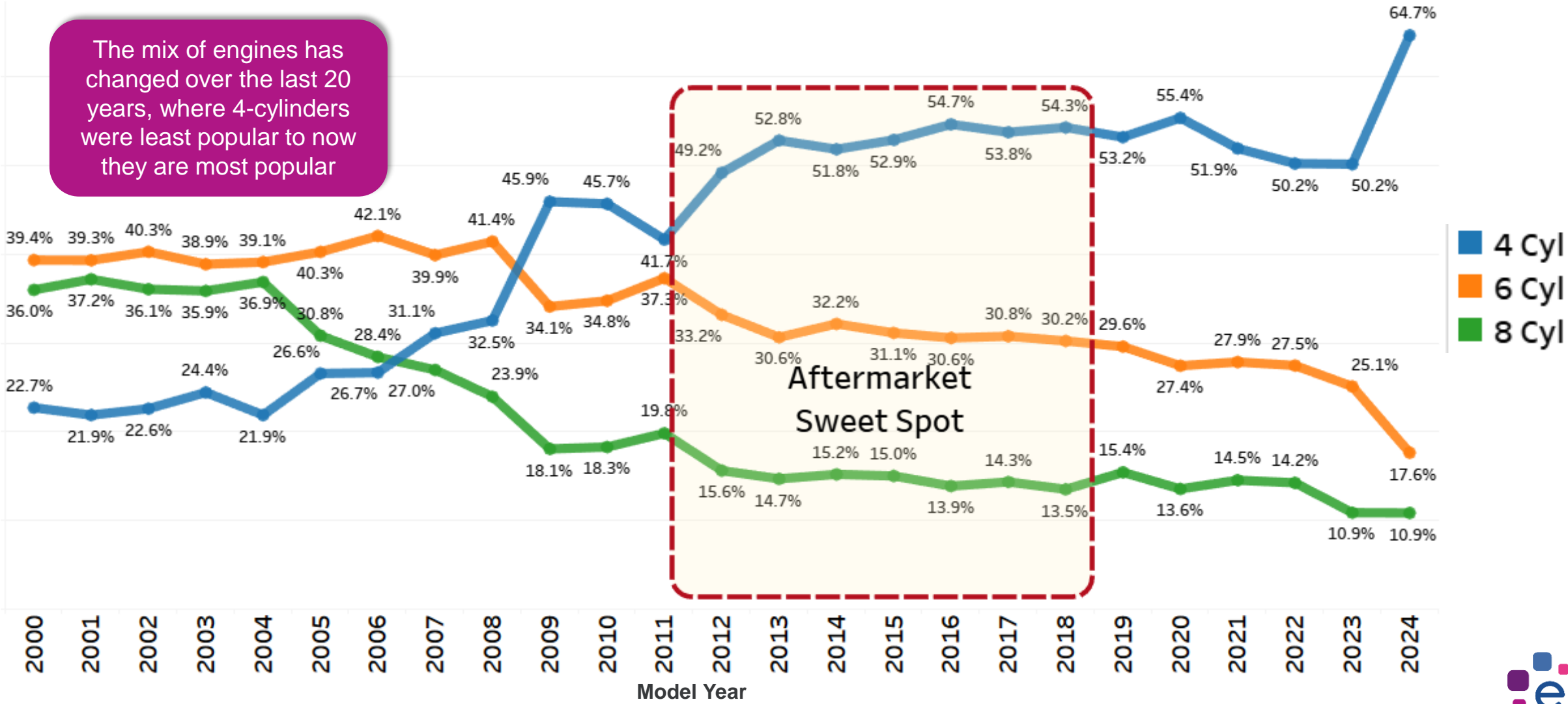
# Special Analysis – Engines

---

6 Cylinder vehicles used to be the most common  
The new 'norm' are powerful 4 Cylinder vehicles

# U.S. VIO Cylinder share by Model Year and Sweet Spot

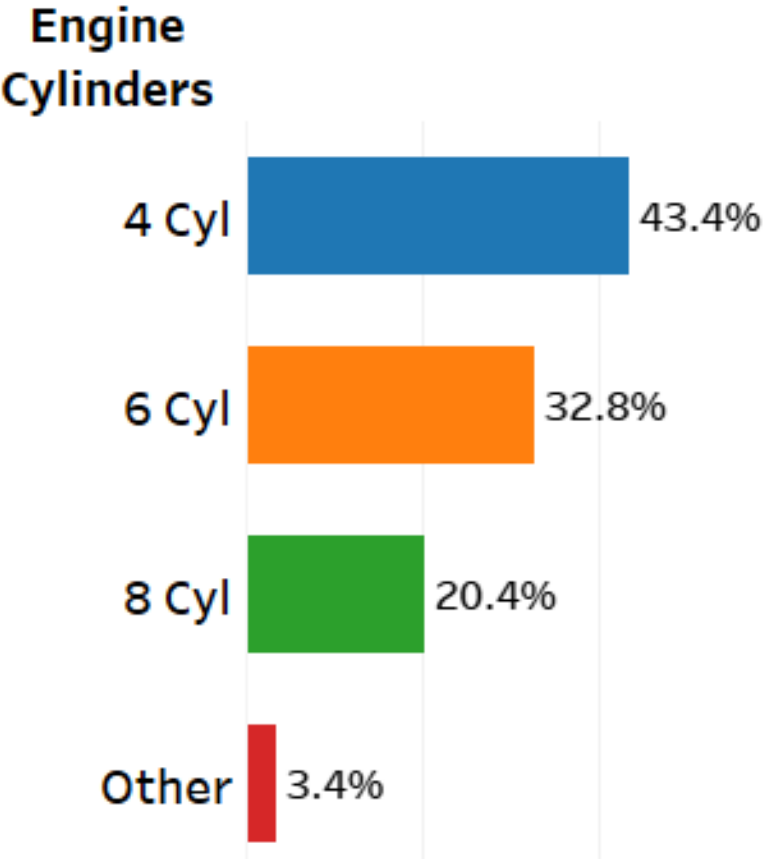
Model Years 2000-2024 as of Q4 2023





# U.S. VIO Cylinder share by Aspiration Type

Summary of all model years as of Q4 2023



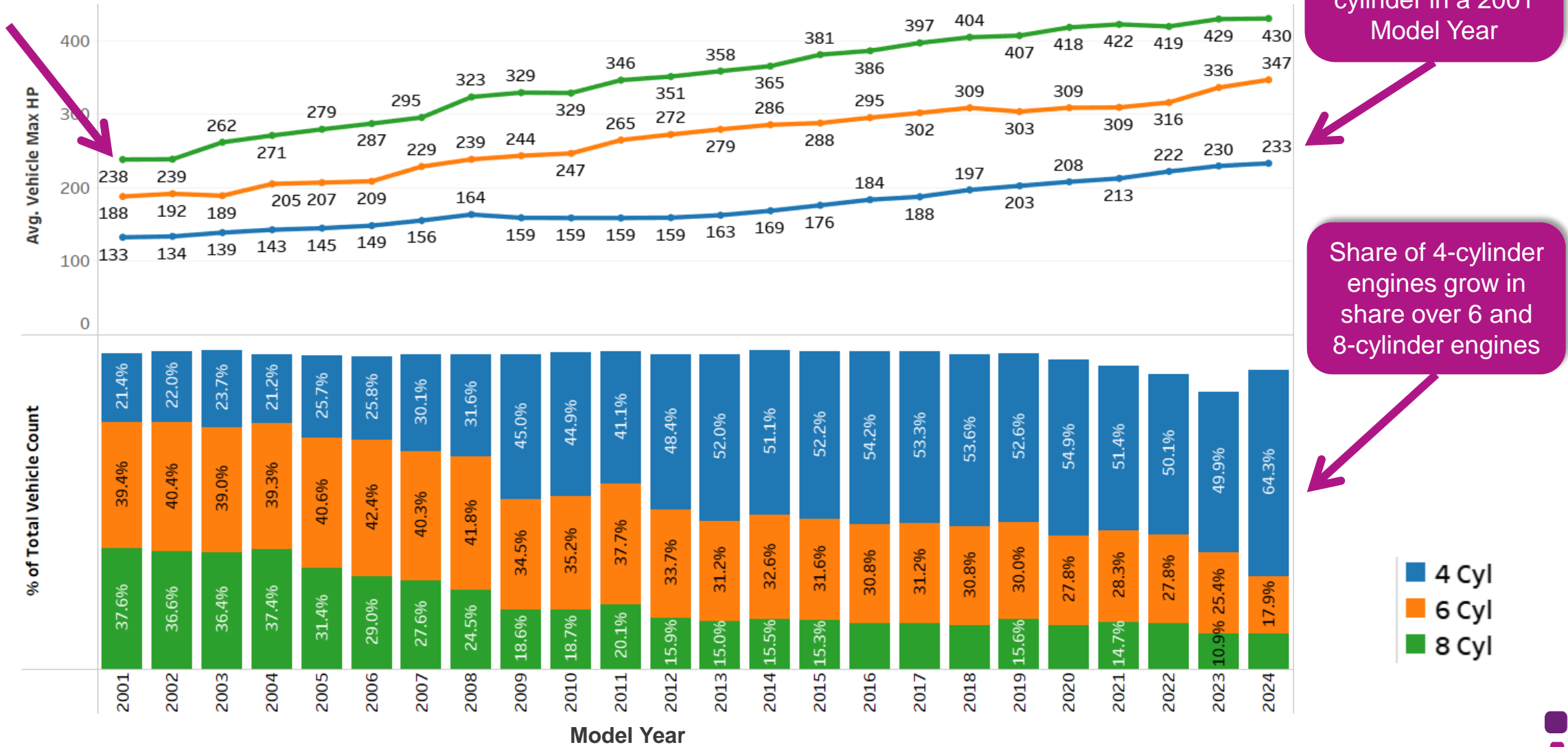
Engine Cylinders	Aspiration	Share
4 Cyl	Naturally Aspirated	79.2%
	Turbo/Supercharged	20.6%
	Other	0.2%
6 Cyl	Naturally Aspirated	89.3%
	Turbo/Supercharged	10.7%
	Other	0.0%
8 Cyl	Naturally Aspirated	88.5%
	Turbo/Supercharged	11.5%
	Other	0.0%
Other	Naturally Aspirated	58.8%
	Turbo/Supercharged	19.2%
	Other	22.1%

More 4-cylinder engines are getting 'help' from enhanced aspiration methods



# U.S. VIO Cylinder share by Average Horsepower

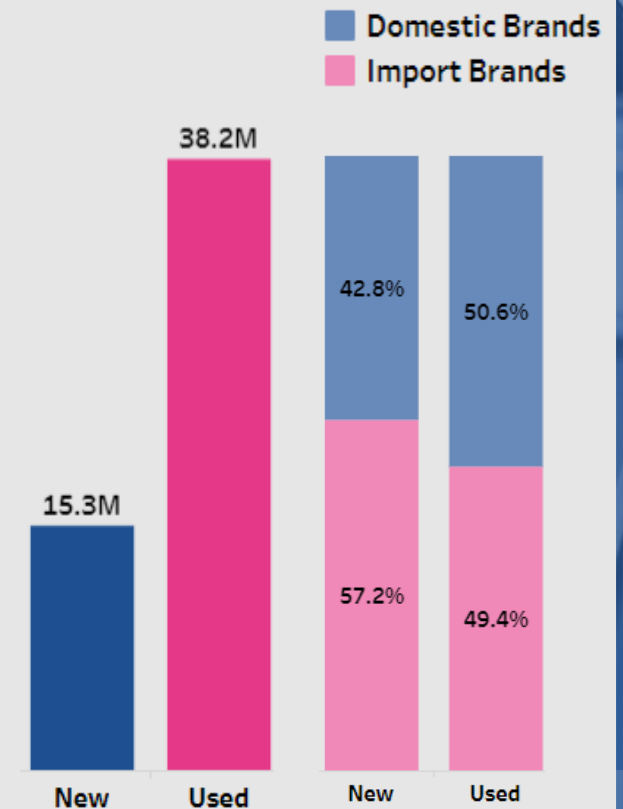
Summary of Model Years 2001-2024 as of Q4 2023



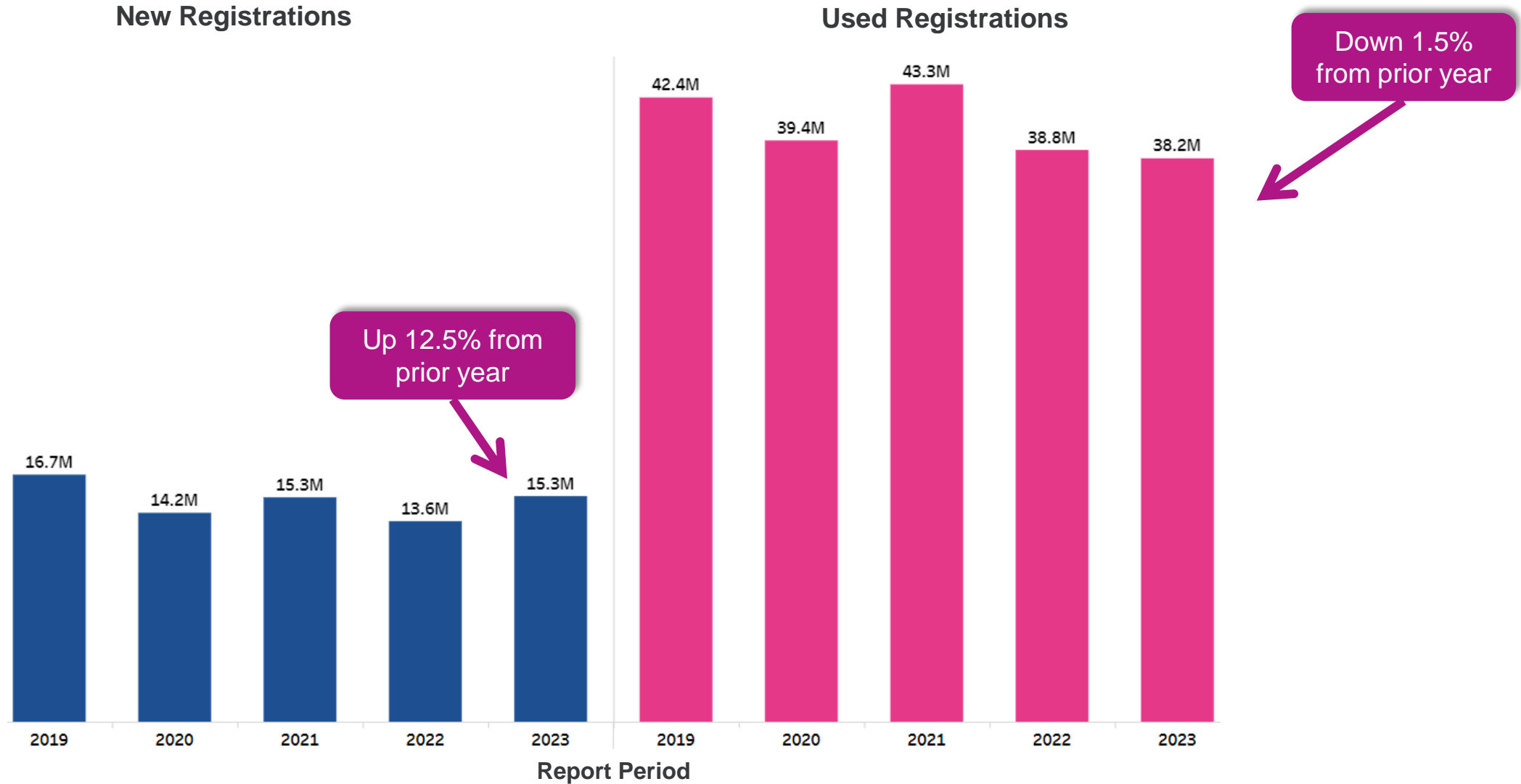
# Q4 2023 New & Used Vehicles

- Volumes of New vs Used and Domestic vs Import over the last 12 months (January 2023 – December 2023)
- Market analysis through the 4th quarter
- New registrations are up, Used registrations are steady

Last 12 months

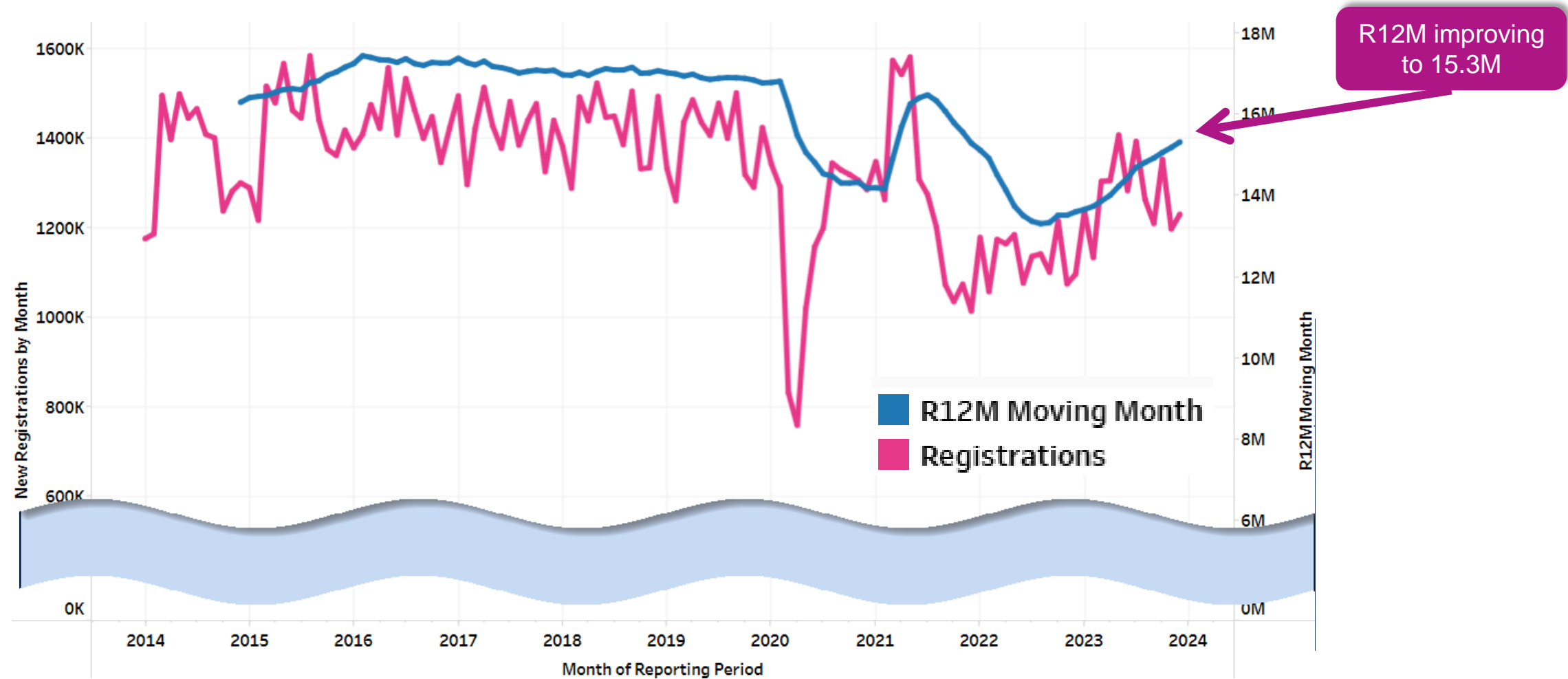


# New and Used vehicle registrations through the 4th quarter



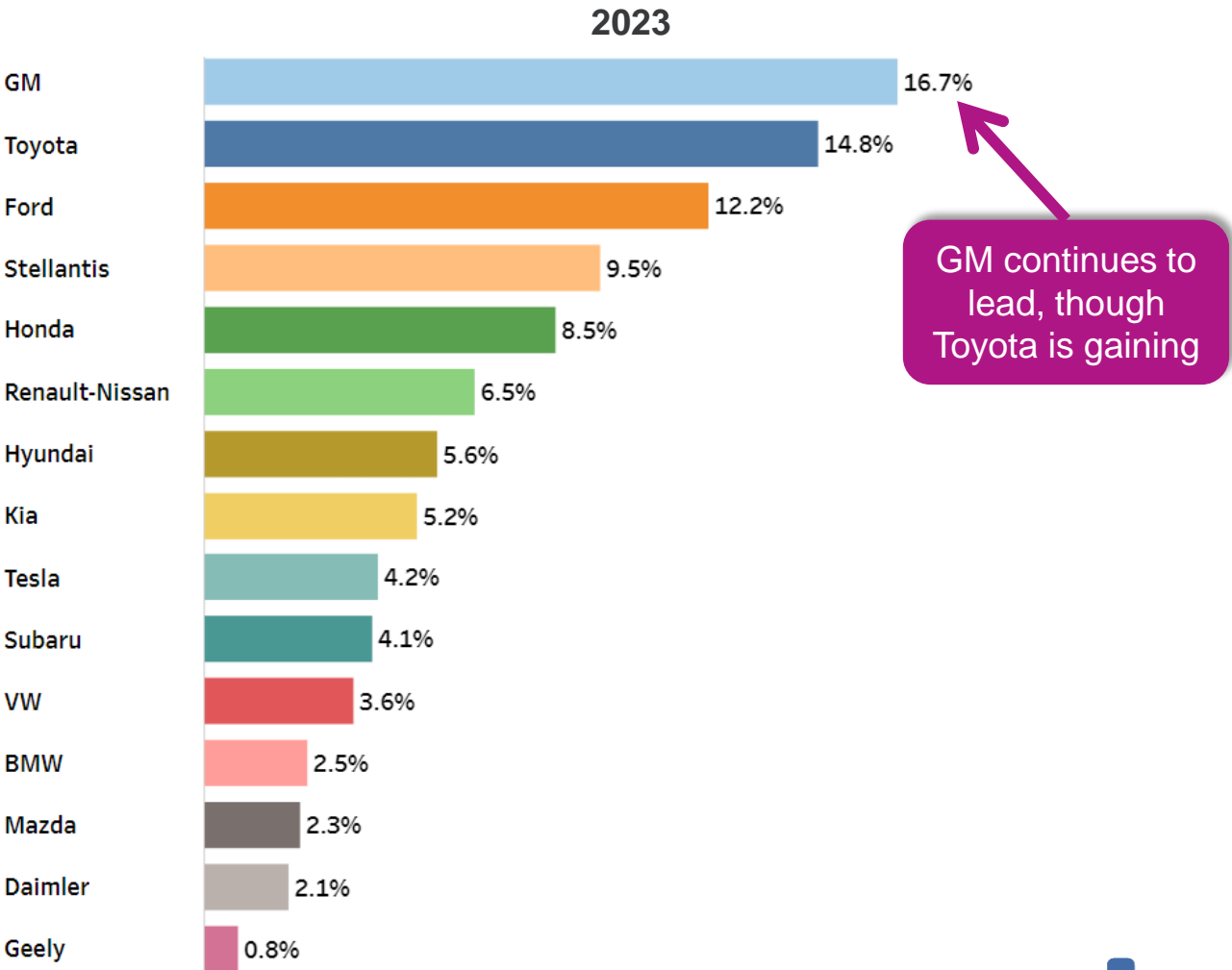
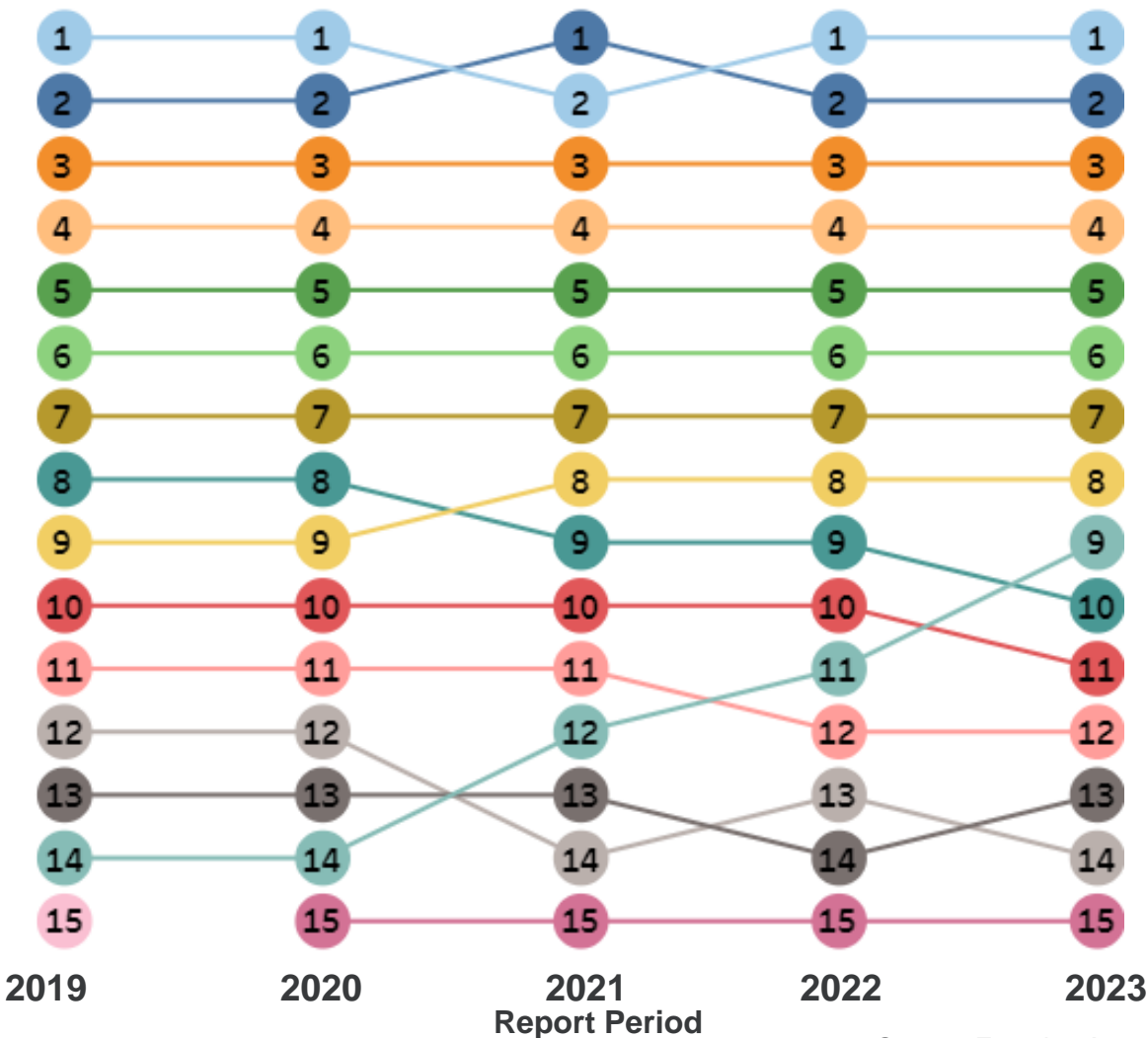


# New registrations by month vs rolling 12 month (R12M)



# New vehicle Mfr rank and share through the 4th quarter

By manufacturer – Total new registrations

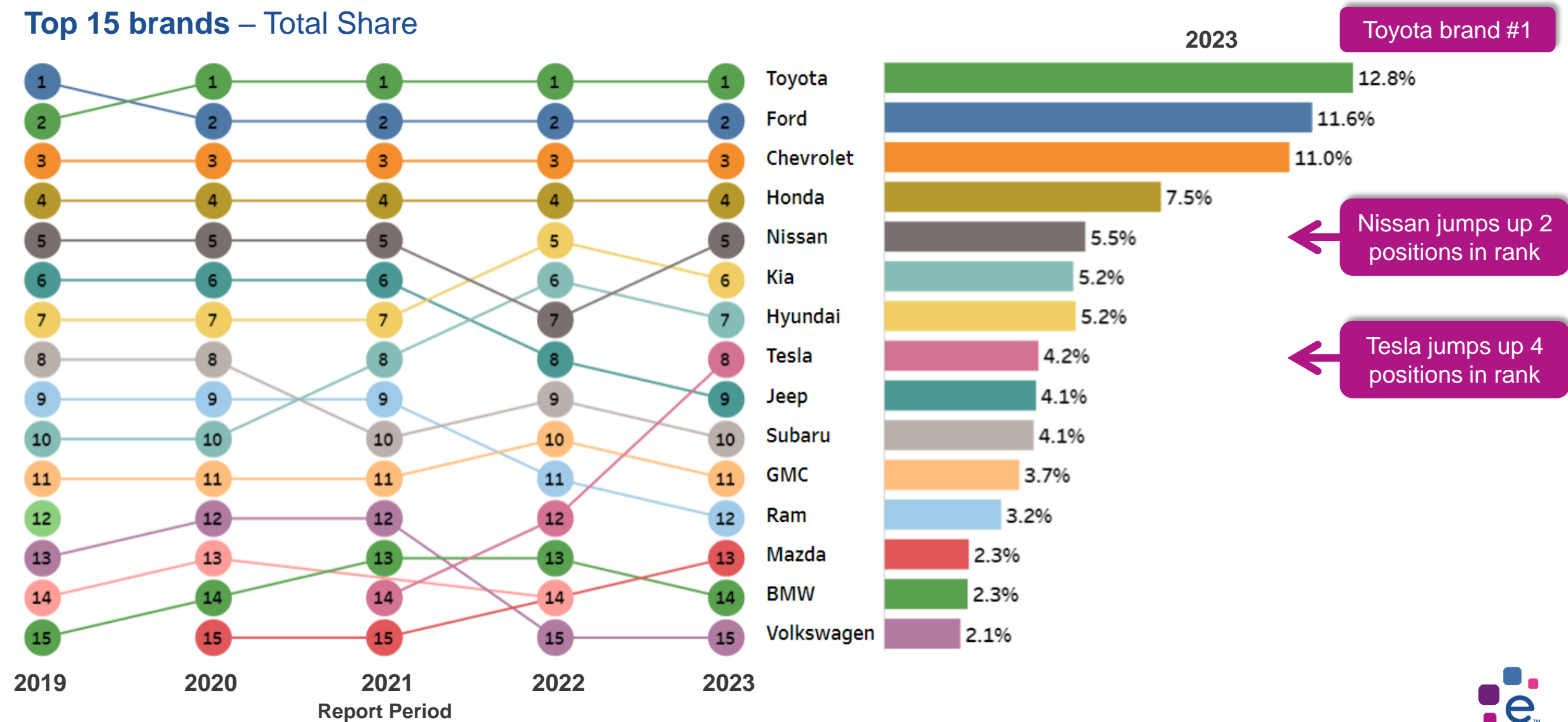


GM continues to lead, though Toyota is gaining



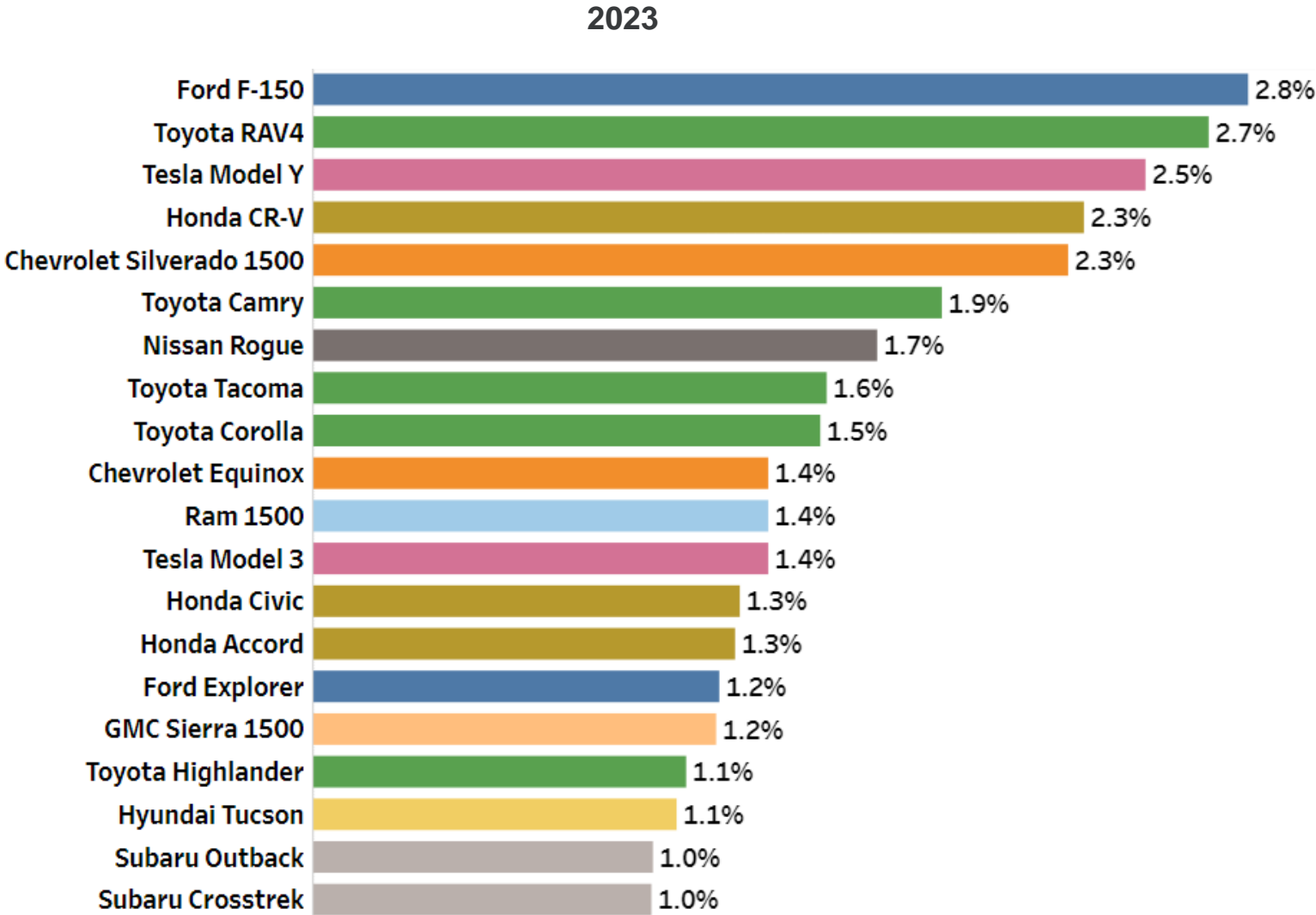
# New vehicle Make rank and share through the 4th quarter

## Top 15 brands – Total Share



# New vehicle share through the 4th quarter

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



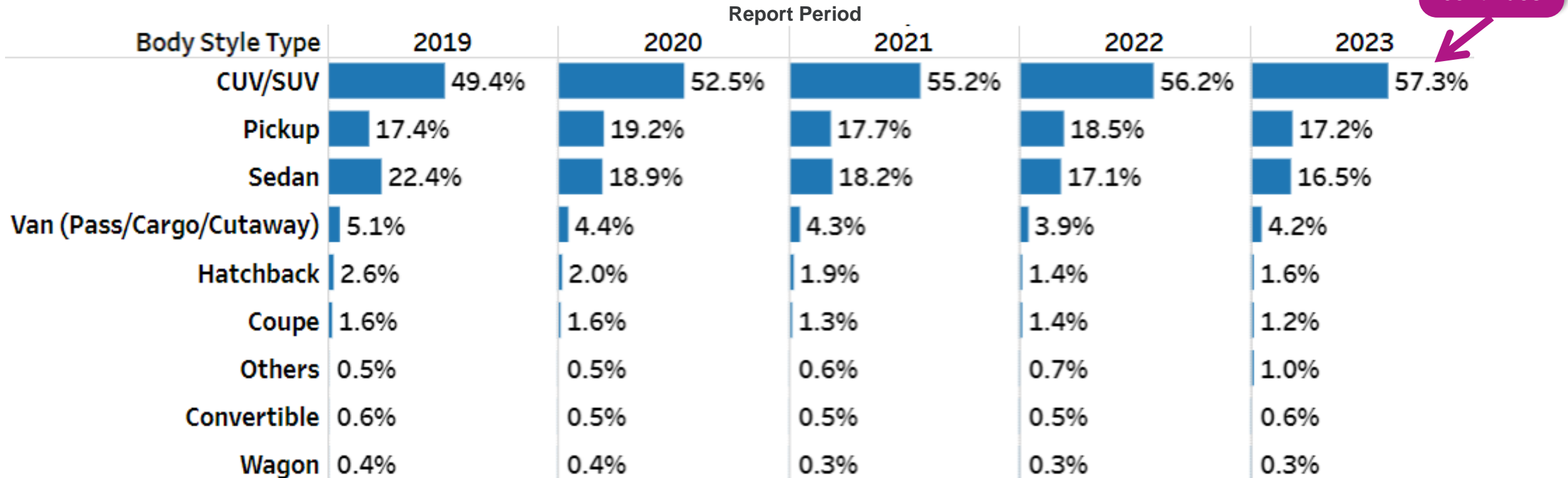
Toyota has 4 of the top 9 Models

Tesla has 2 Models in the top 12



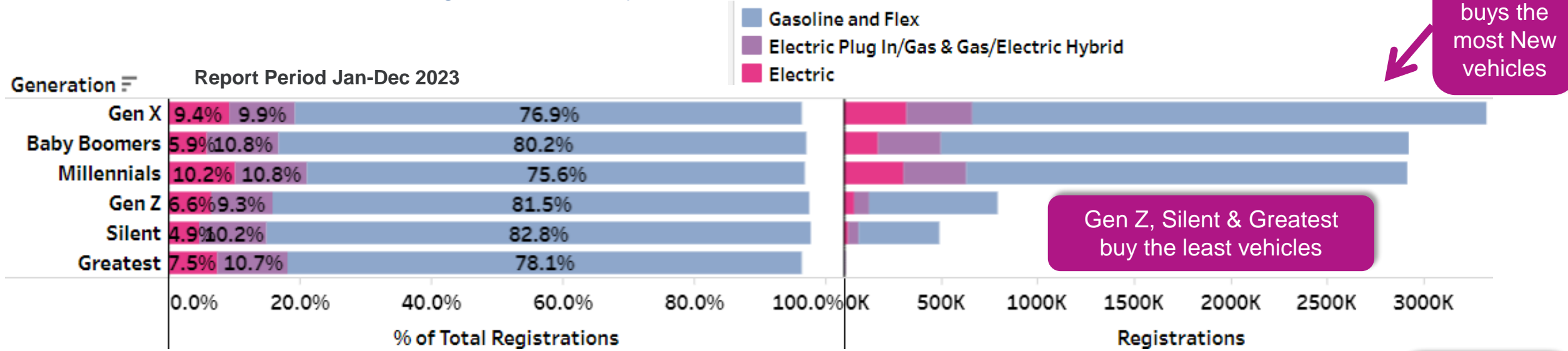
# New vehicle registrations through the 4th quarter

By body style type – Total Registrations



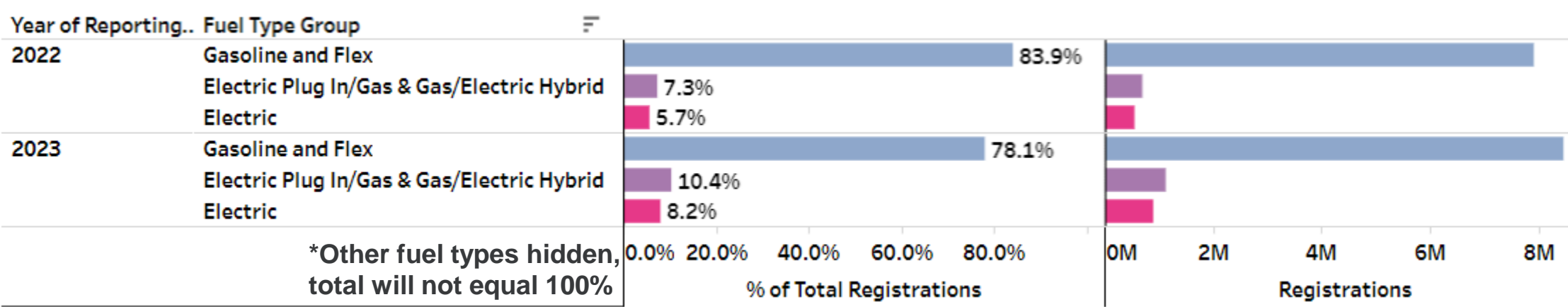
# New vehicle registrations by Generation by Fuel Type

Share vs Volume – Retail Registrations only



Gen X buys the most New vehicles

Gen Z, Silent & Greatest buy the least vehicles



All Fuel Type groups are **growing** in volume over prior year, though share is down for Gasoline





# Q4 2023 Summary

Driving the automotive industry forward

- Total light duty VIO is currently at **288.5 million** in the U.S. for the light duty market, while there are a total of **337 million vehicles of all vehicle types across the U.S. and Canada**.
- By manufacturer, **GM is the light duty leader of new registrations** through Q4 2023. And by make, **Toyota leads over Ford**, and Toyota has 4 of the top 9 new model registrations.
- The **Sweet Spot** continues to grow **with a volume of 102.4 million**, and we expect it to **grow to around 116 million** next year.
- **New registration volumes are slowly increasing to 15.3M (annualized)** as dealer supplies continue to increase, and the wild ride has shaken up the top models where we see **the Tesla taking 2 of the top 20 models** of New Registrations in 2023.
- **Used vehicle registrations continue to decline** as low volumes and higher prices impact those transactions.
- **EVs have moved up to a total 3.3M** vehicles in operation (VIO), while **Hybrids have increased to 8.3M**, yet **Gasoline powered vehicles still continue to grow in volume** as EVs have not moved the needle much for vehicles currently on the road (VIO).
- **4-cylinder engines dominate U.S. roads** today, and their average horsepower has nearly equaled that of a V8 engine for a 2001 Model Year.

# Today's Presentation





# Q4 2023 Thank You and *Goodbye!*

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

Make Model	Trim Tx	2021	2022	2023	Total
Lexus IS	500 F SPORT Launch Edition	127	313	4	444
	500 F SPORT Performance	10	369	1	380
	500 F SPORT Performance Premium		217	2,523	2,740
Grand Total		137	899	2,528	3,564



2024 Lexus IS500 V8





©2024 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.