



# Market Trends Review Q2 2021

Presented by

**Marty Miller**

*Senior Automotive Industry Consultant*

September 2021

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**Marty Miller**

Senior Automotive Industry Consultant  
Experian Automotive

# Today's presentation

## What's on the road

VIO by model year, segment, age and market share  
U.S. light duty vehicles through June 30, 2021

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

- *Canada Vehicle Market*
- *Electric Vehicles*

# 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 powered by Velocity
  - AutoCheck<sup>®</sup> Vehicle History
- Our success comes from delivering actionable insights and lasting partnerships with our clients

<https://www.experian.com/automotive/auto-data>



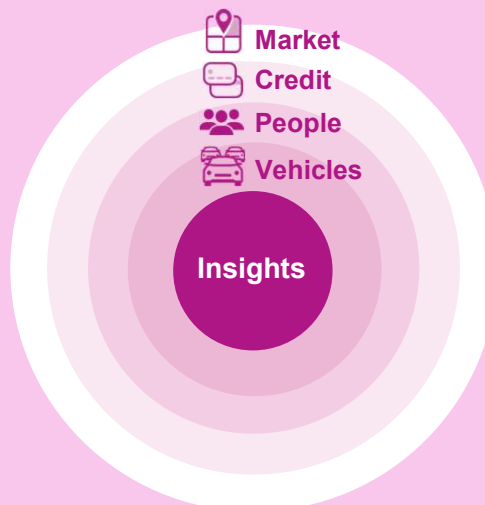
# The power of Experian data

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



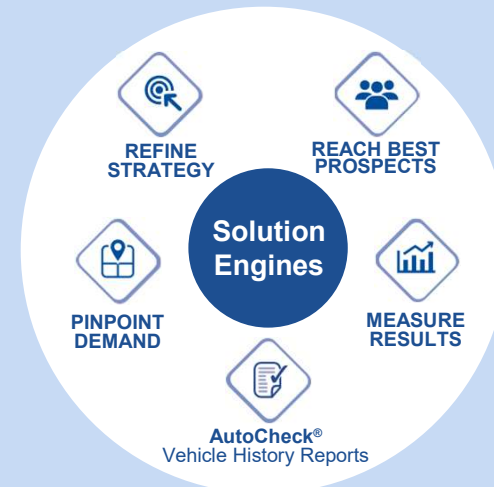
## Best-in-class data, unified and enhanced

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.

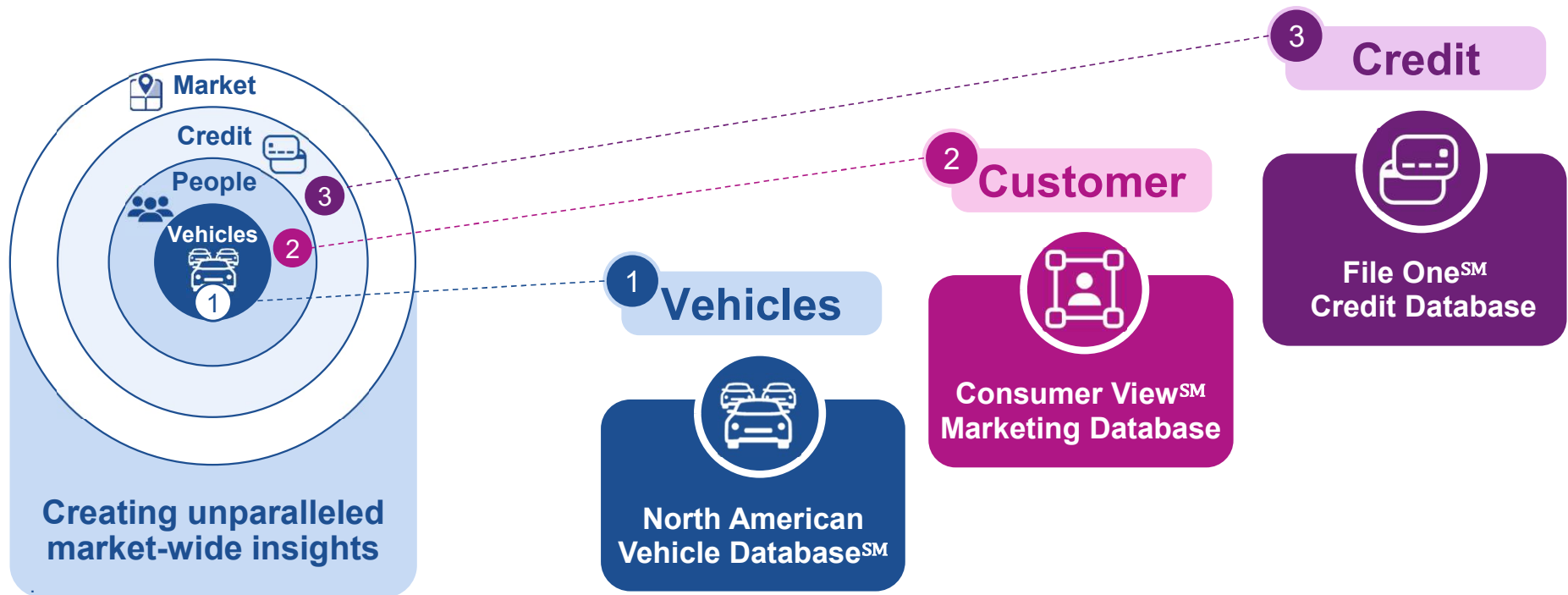


## Powering innovative solution engines that drive results

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) = 331.5M

## 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.



#### CLASS 5 16,001 to 19,500 lbs.



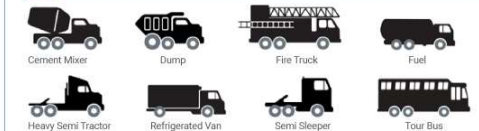
#### CLASS 6 19,501 to 26,000 lbs.



#### CLASS 7 26,001 to 33,000 lbs.



#### CLASS 8 over 33,000 lbs.



#### Power sports



# 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

Q2 2021 Total\*

**282.8**  
MILLION

Vehicles on the road

Q2 2021 VIO changes



**16.4**  
MILLION  
NEW Vehicles  
Registered



**14.2**  
MILLION  
Vehicles went  
out of operation



**43.8**  
MILLION  
USED vehicles  
changed owners

=



**32.2%**  
Total VIO  
changes<sup>1</sup>

Q2 2020 Total\*

**280.6**  
MILLION

Vehicles on the road

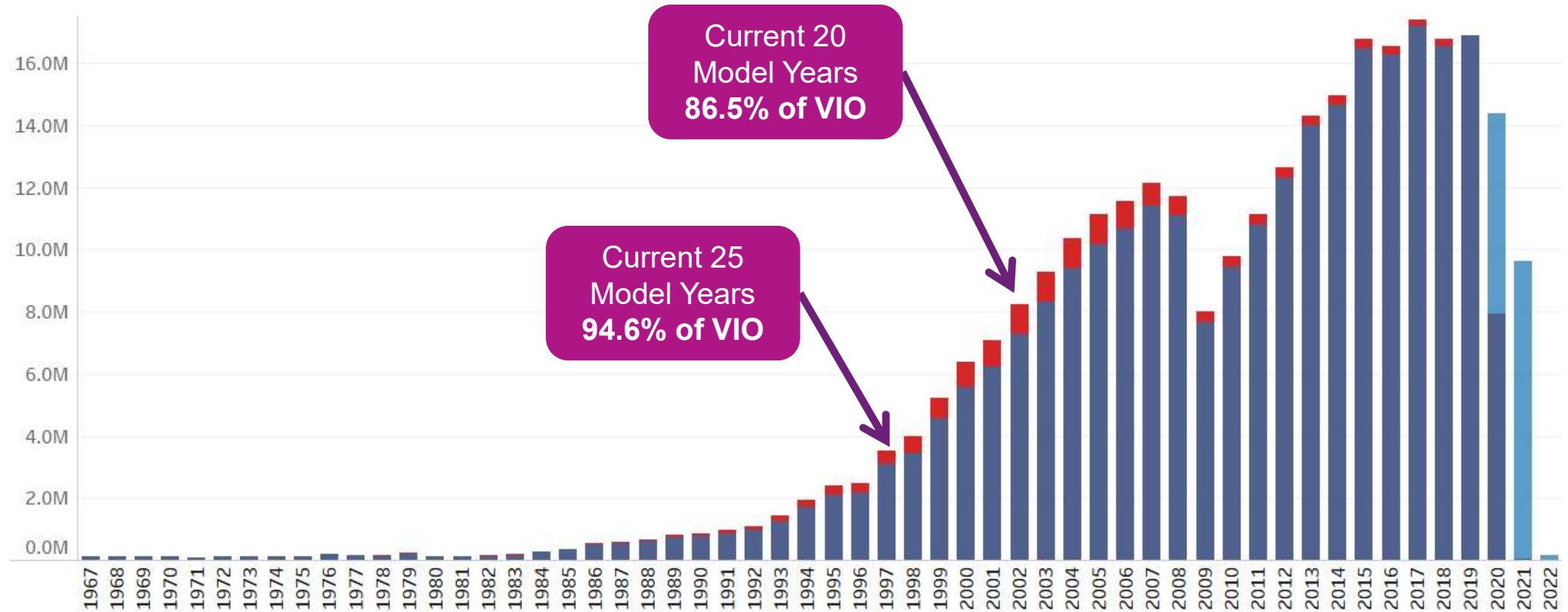
\*U.S. Vehicles in Operation data as of June 30, 2021 sourced from Experian Automotive, including U.S. and Puerto Rico (U.S. light duty vehicles only).  
1 – includes estimated annual households that relocated with the same vehicle(s)



# U.S. VIO change by Model Year (in millions)

Q2 2020 to Q2 2021

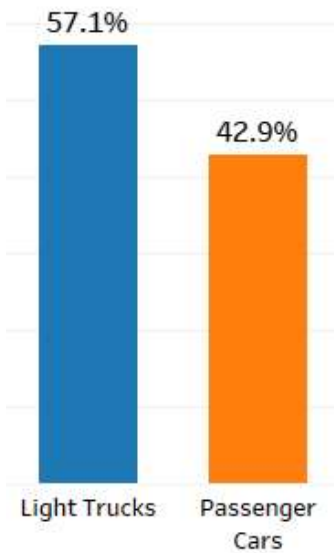
Out of operation  
New vehicle sales  
Carryover vehicles



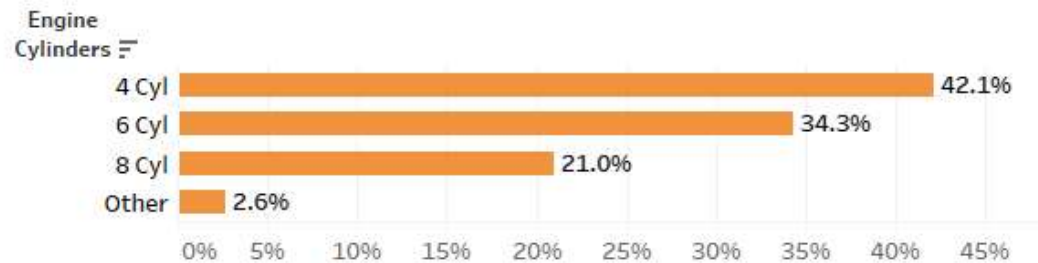
# U.S. Summary Stats – for all light duty VIO

as of Q2 2021

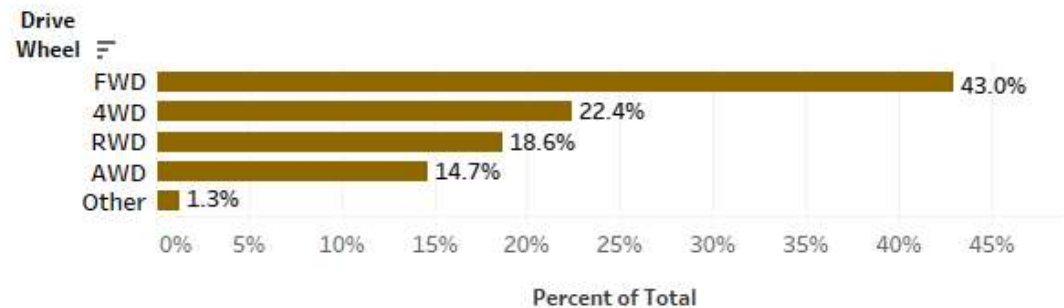
Vehicle Category Share



Cylinder Market Share



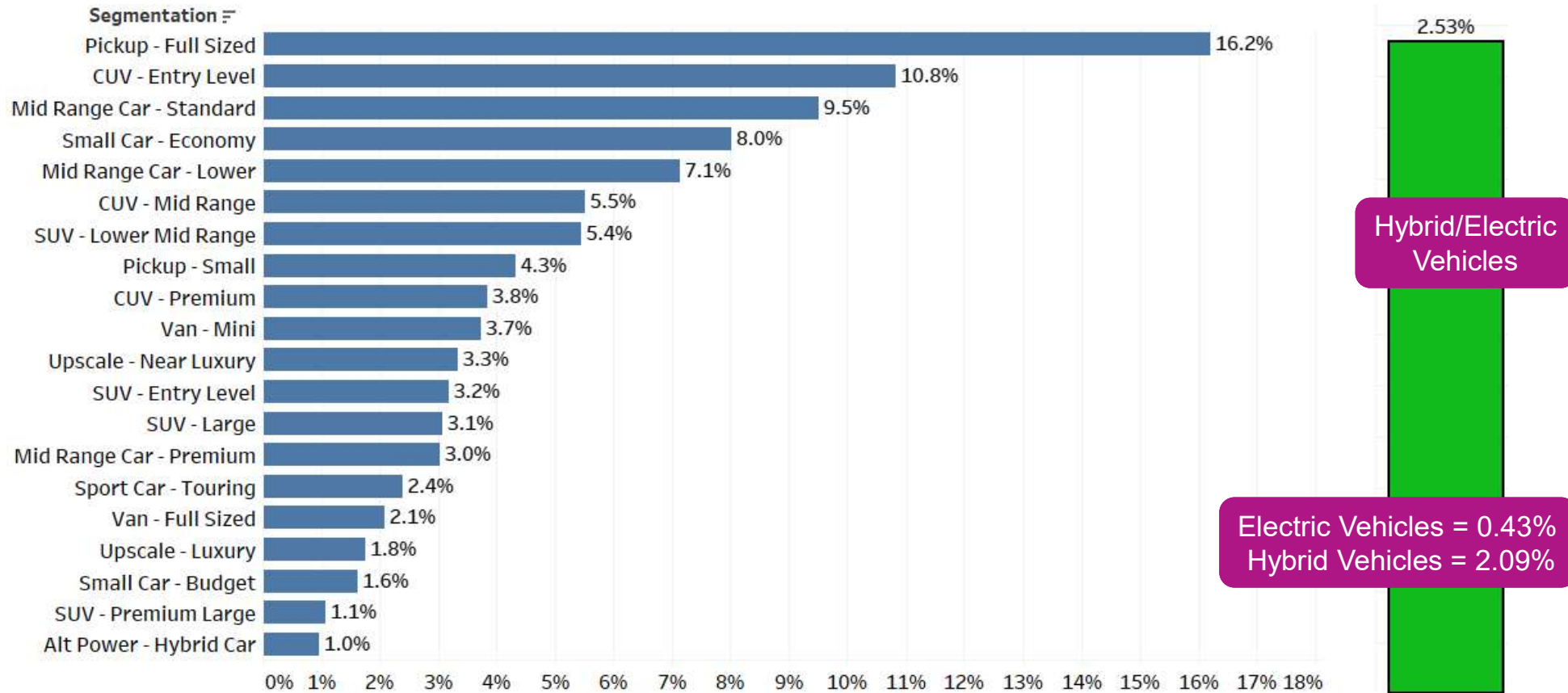
Drivewheel Market Share



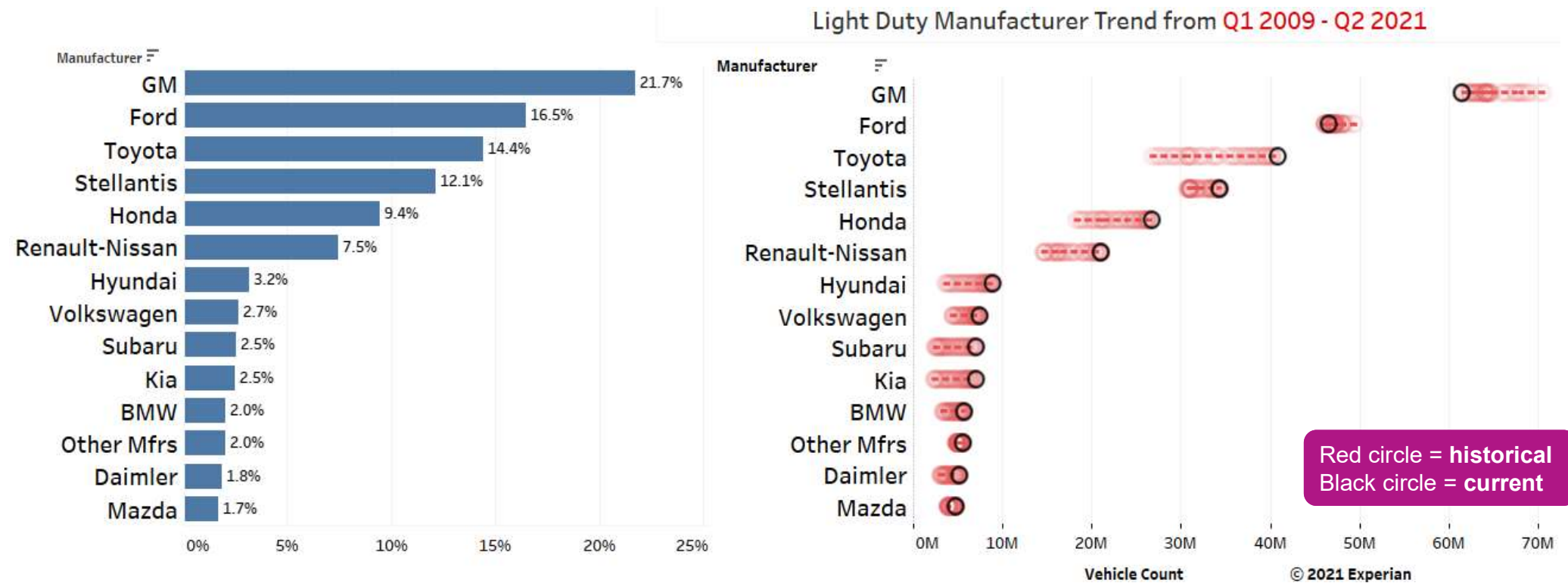
Domestic vs Import



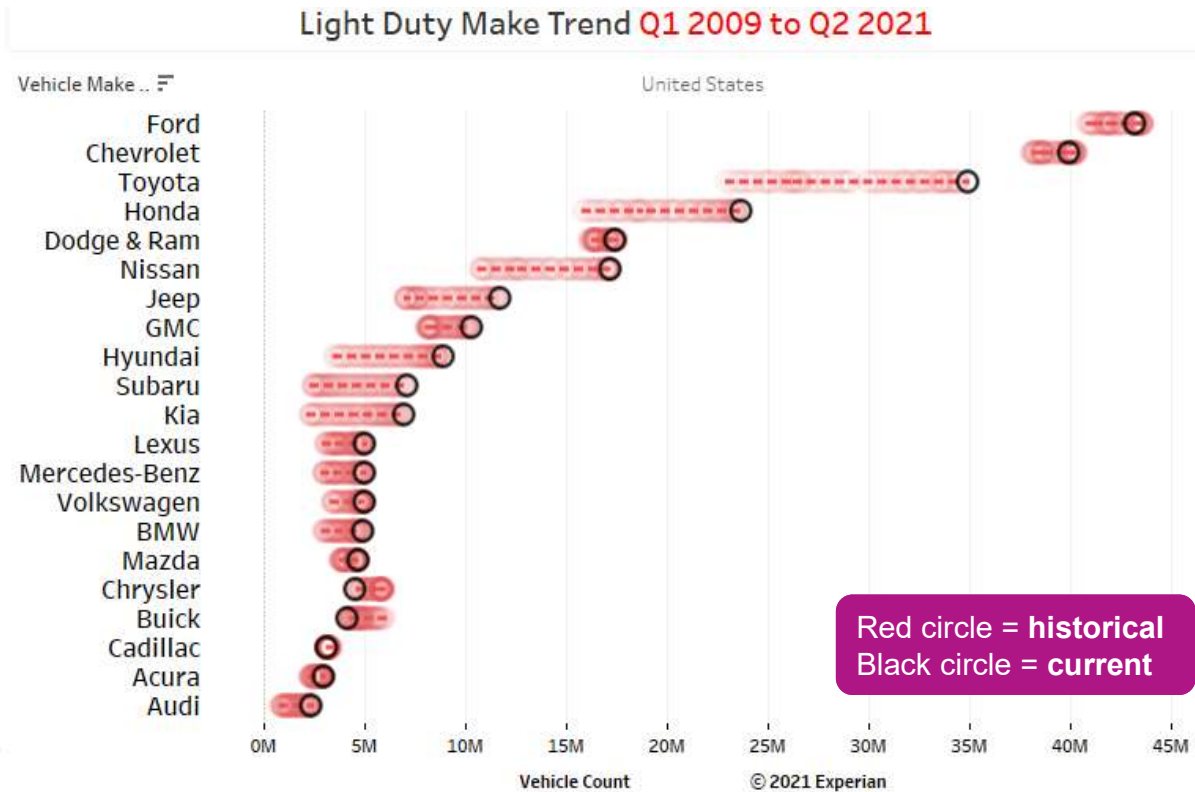
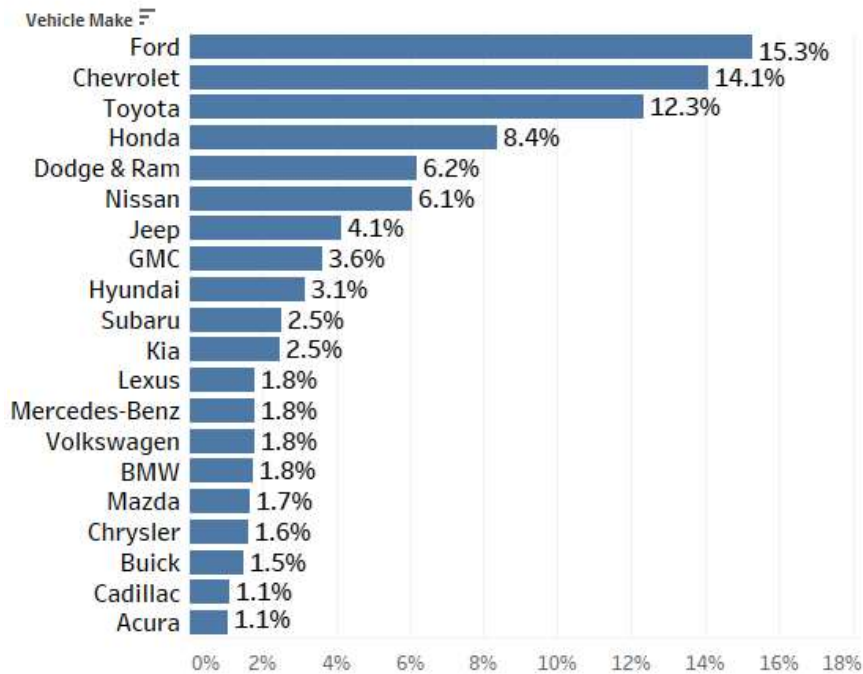
# U.S. VIO Top 20 segments on the road market share



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

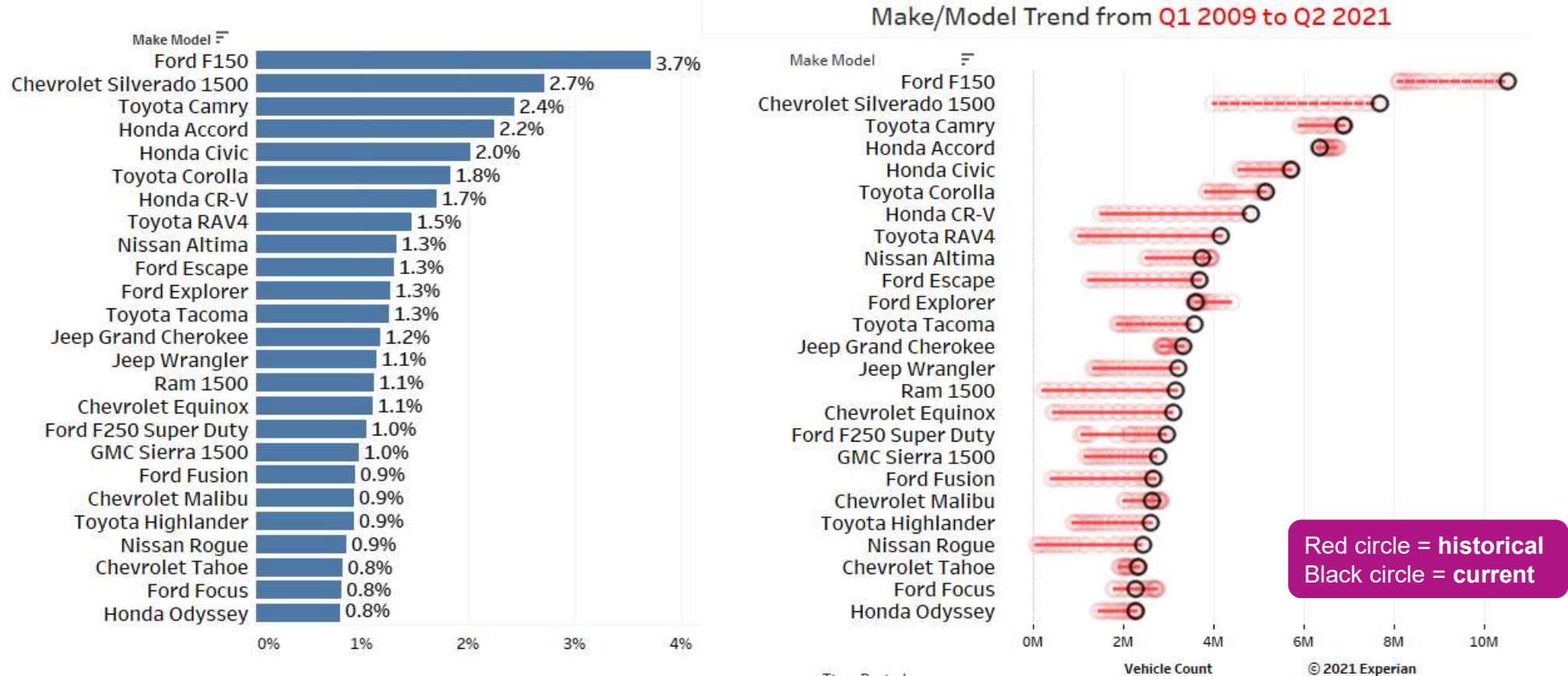


# U.S. VIO Top 20 brands market share vs volume trend





# U.S. VIO top 25 Make/Model market share vs volume trend



# 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

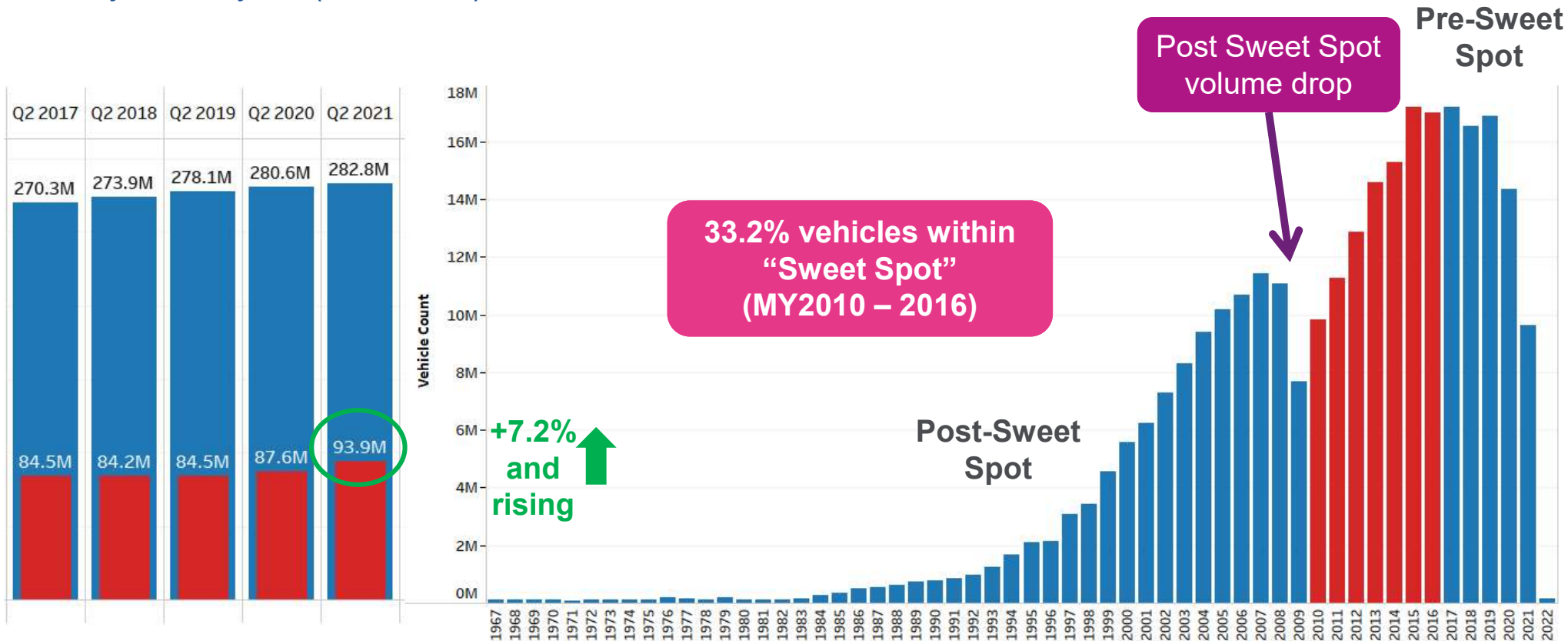
- 13 model years old & older
- Less costs may be spent to service them due to their age and lower vehicle value

## “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

VIO by model year (in millions)

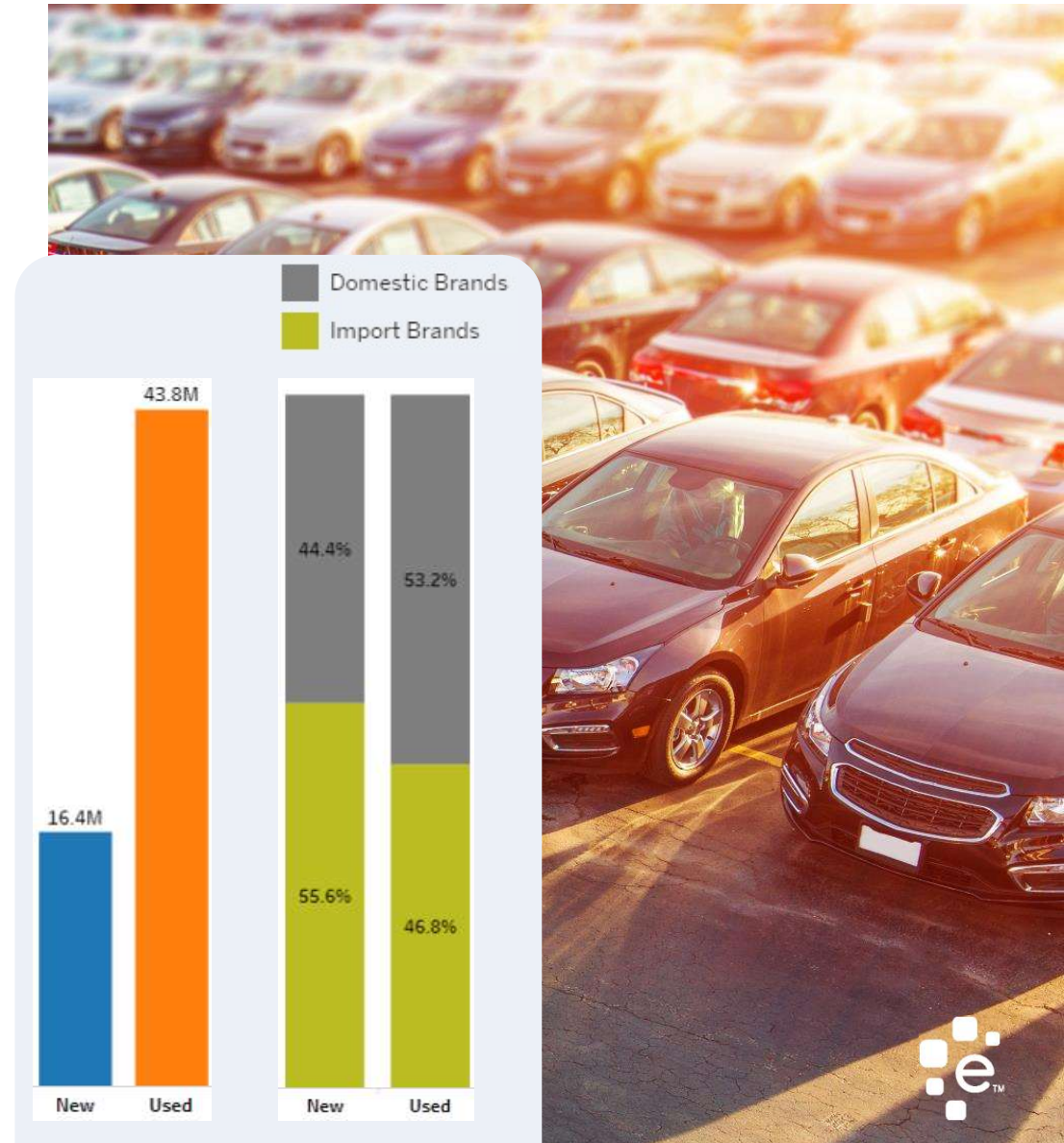


# New & Used Vehicles

Volumes of New vs Used and Domestic vs Import over the last 12 months

Market analysis through the 2nd quarter

Chip shortages cause leader changes and scrambles for Used vehicles drives up market prices



# New and Used vehicle registrations through the 2nd quarter



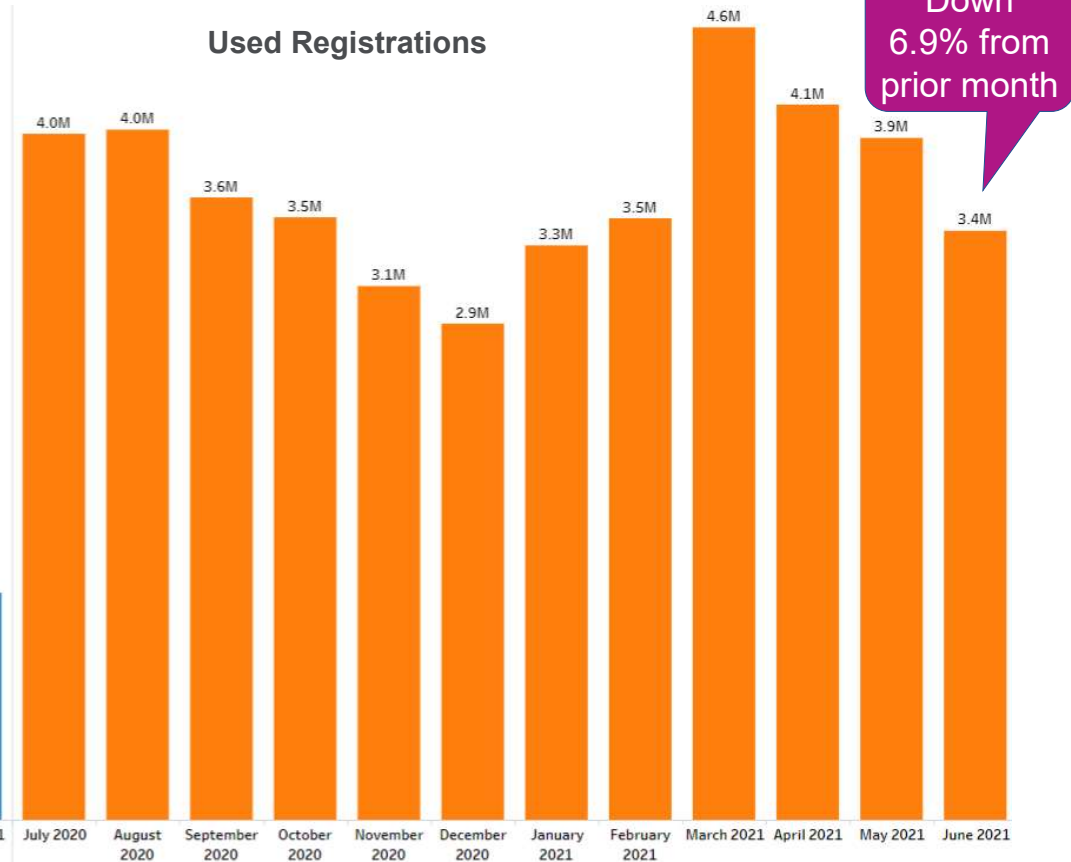


# New and Used vehicle registrations by month

New Registrations

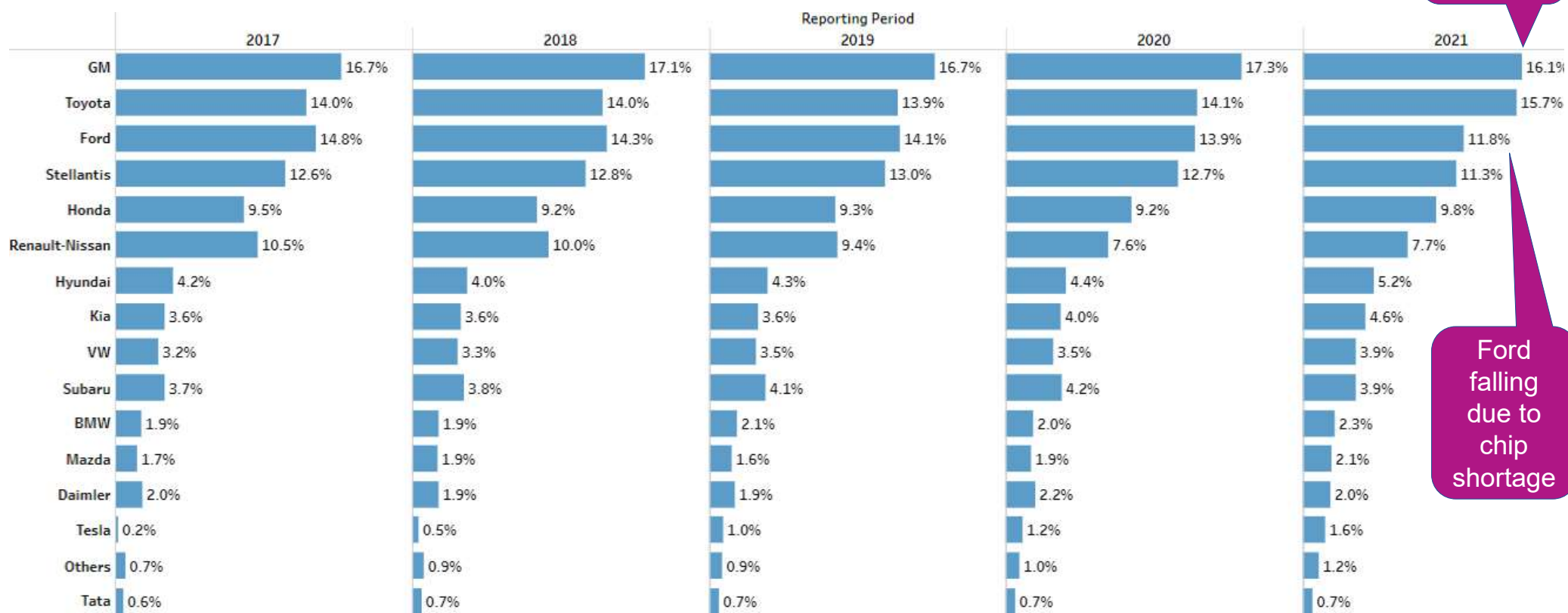


Used Registrations



# New vehicle registrations through the 2nd quarter

## By manufacturer – Total registrations

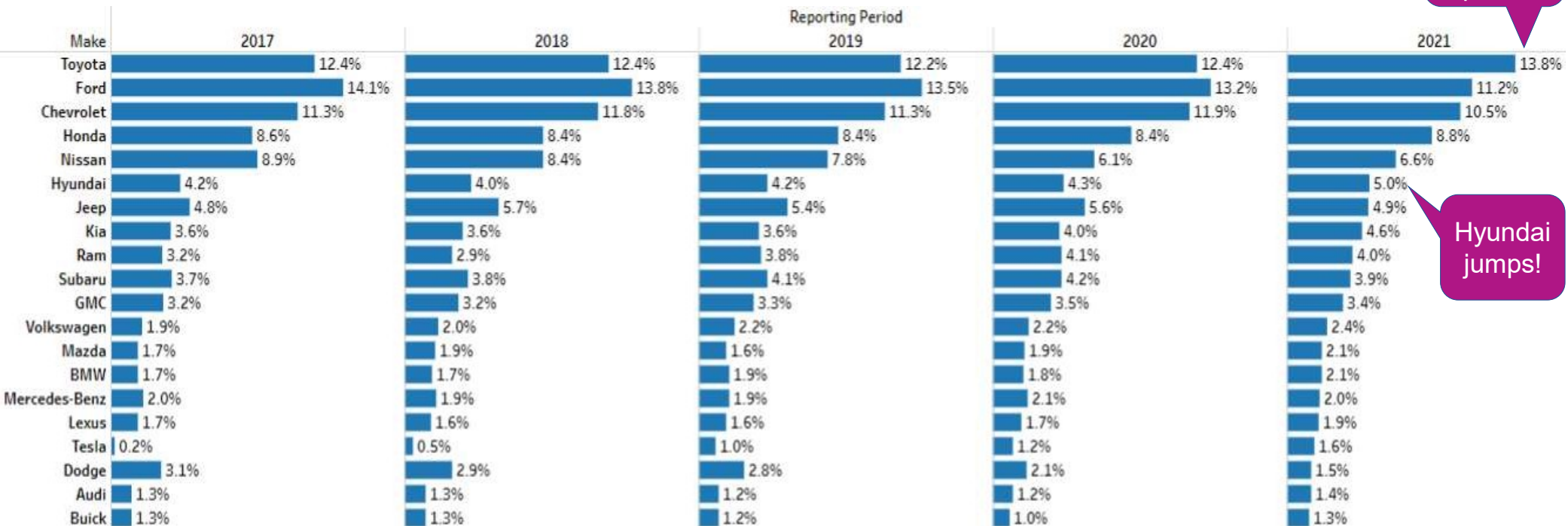


Toyota is closing in on GM

Ford falling due to chip shortage

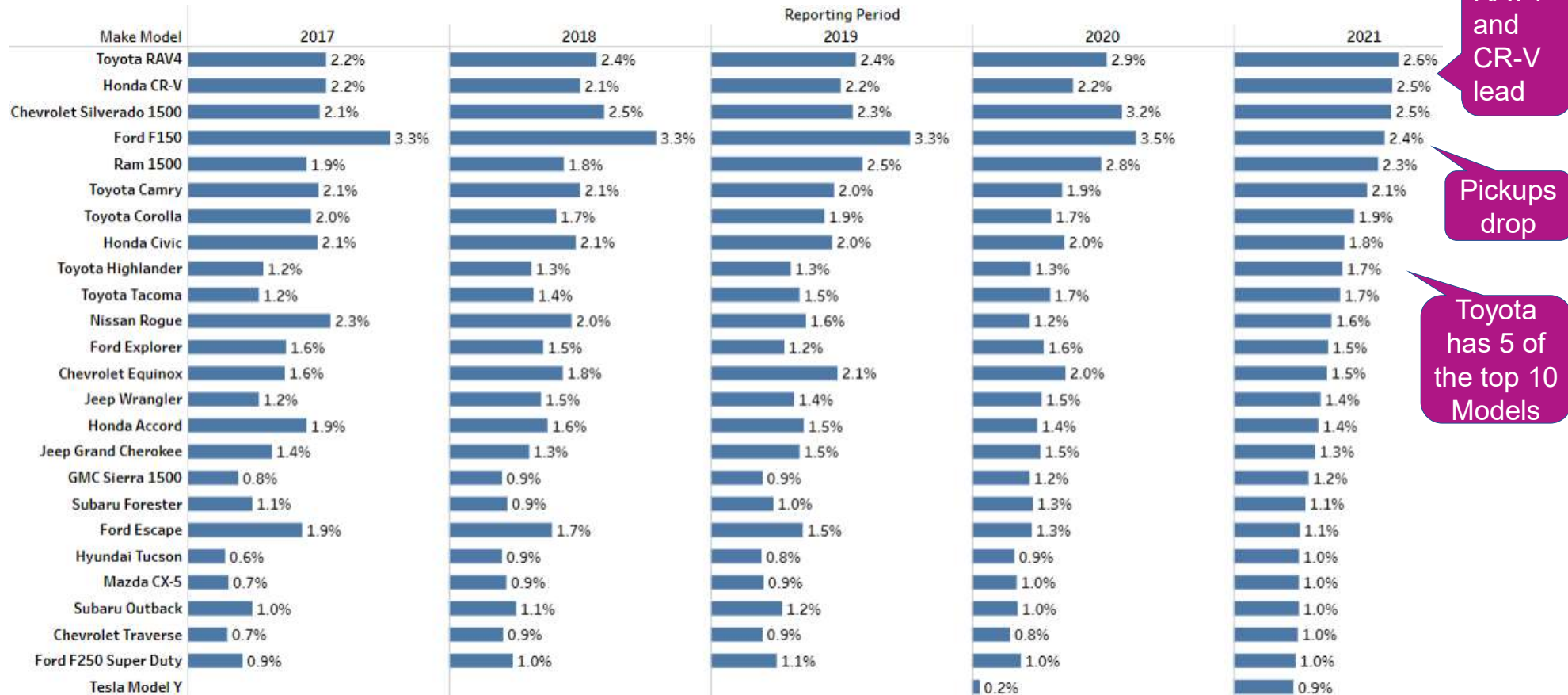
# New vehicle registrations through the 2nd quarter

## Top 20 brands – Total Share



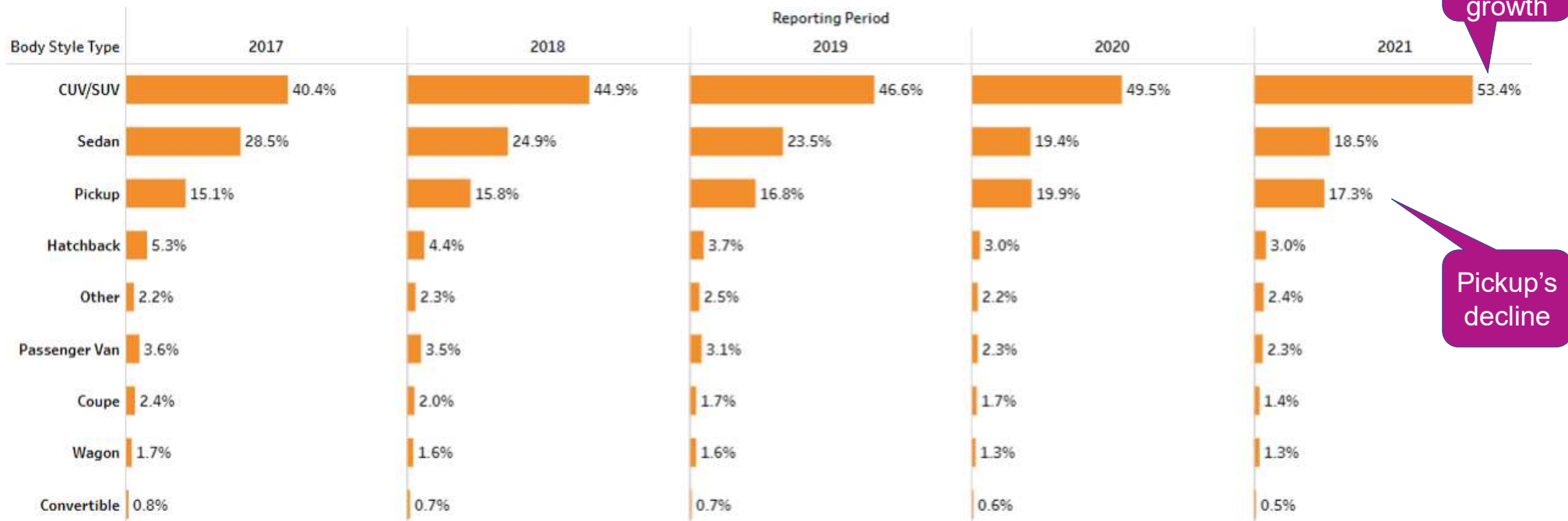
# New vehicle registrations through the 2<sup>nd</sup> quarter

## By top 25 make/models – Total Registrations



# New vehicle registrations through the 2nd quarter

## By body style type – Total Registrations

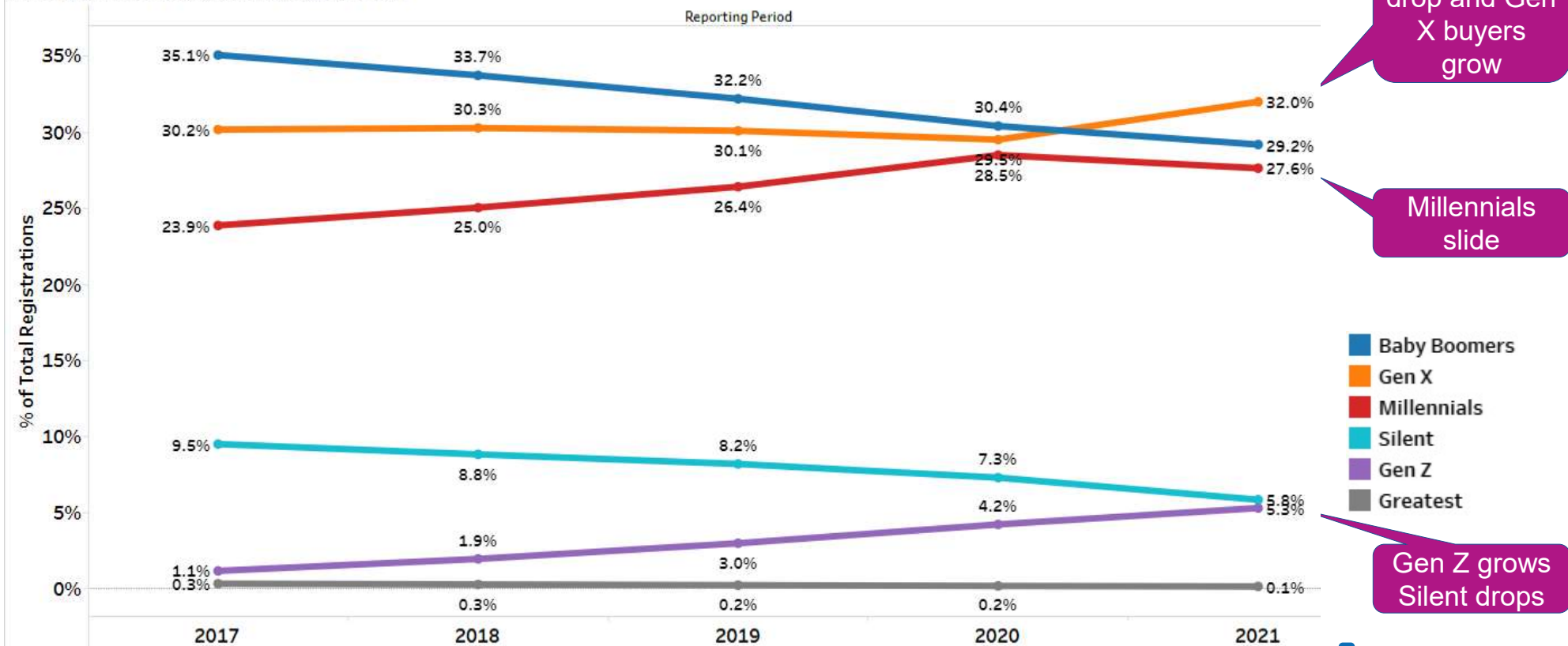




# New vehicle registrations through the 2nd quarter

## By generation – Retail only

New Registrations by Generation through June 2021



# Vehicle Analysis



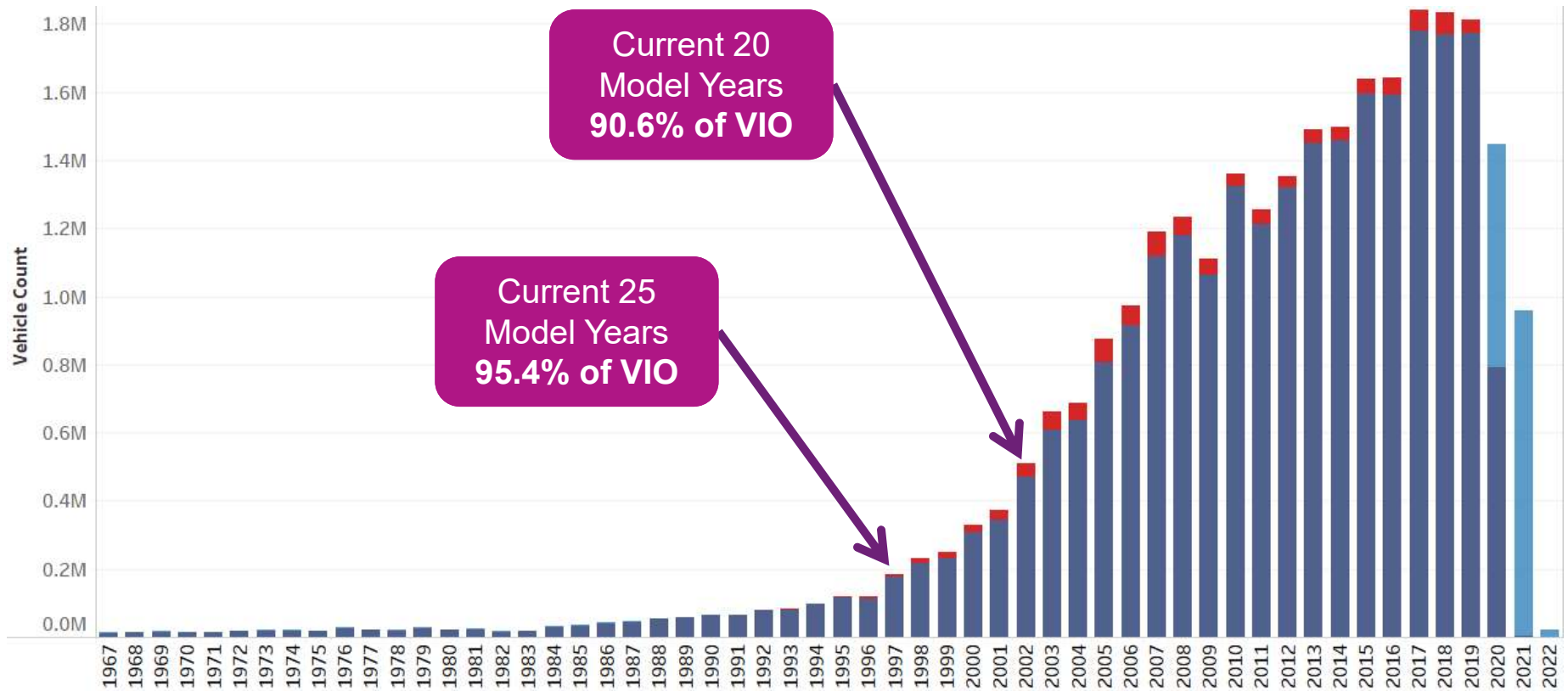
Spotlight on the Canadian VIO market  
with 29M total vehicles in operation



# Canada VIO change by Model Year (in millions)

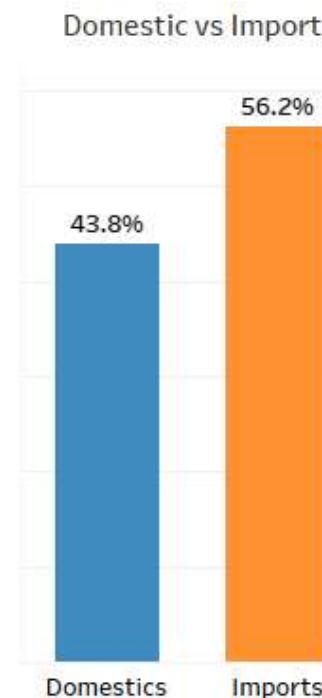
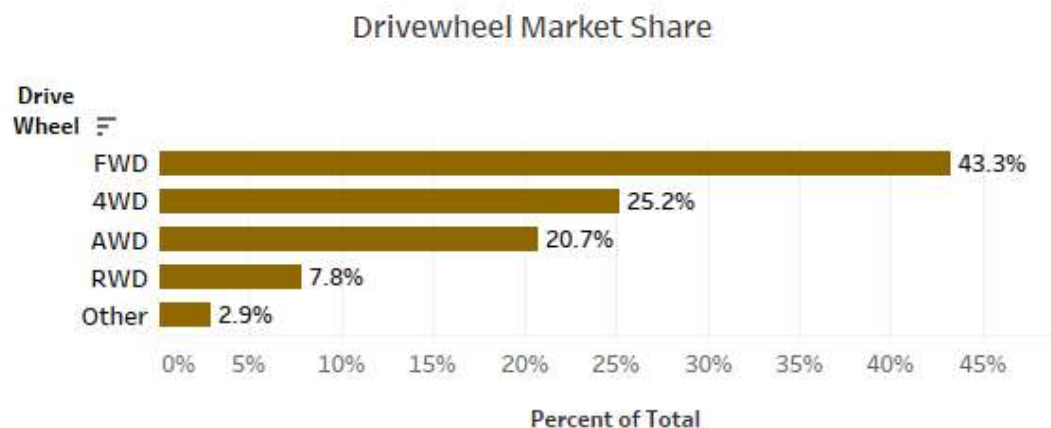
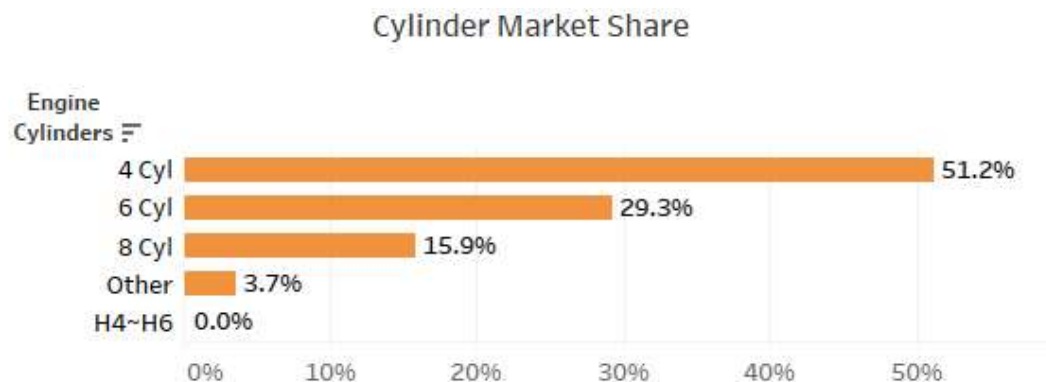
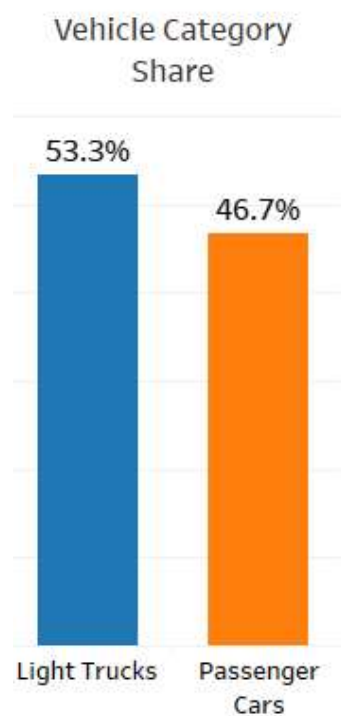
Q2 2020 to Q2 2021

Out of operation  
New vehicle sales  
Carryover vehicles

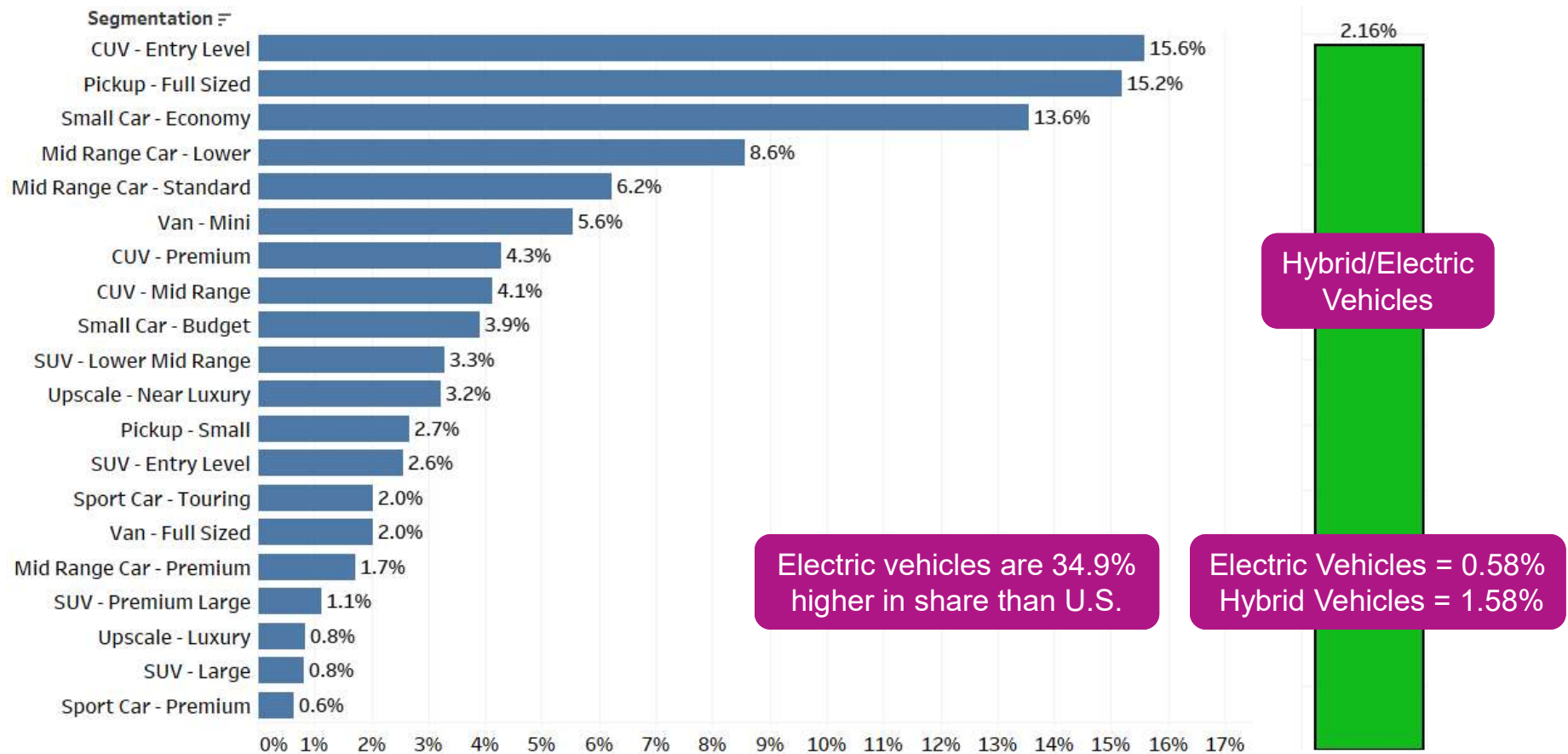


# Canada Summary Stats – for all light duty VIO

as of Q2 2021

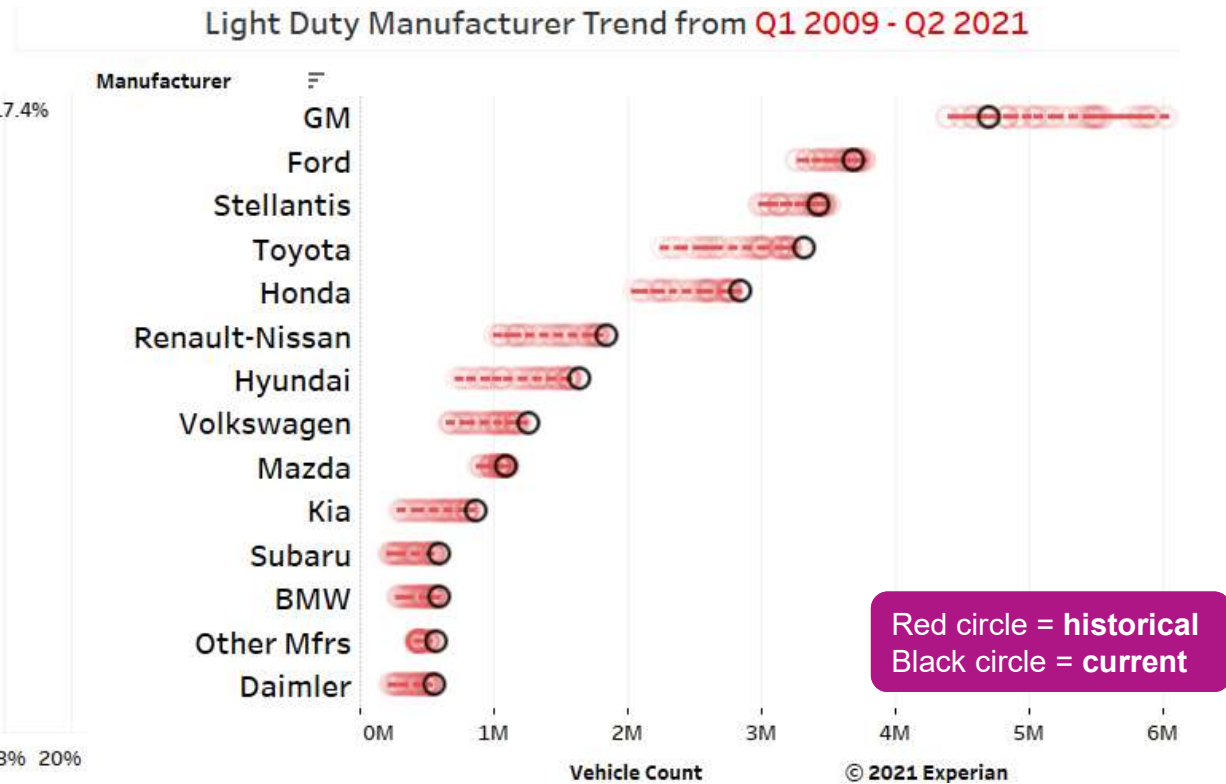
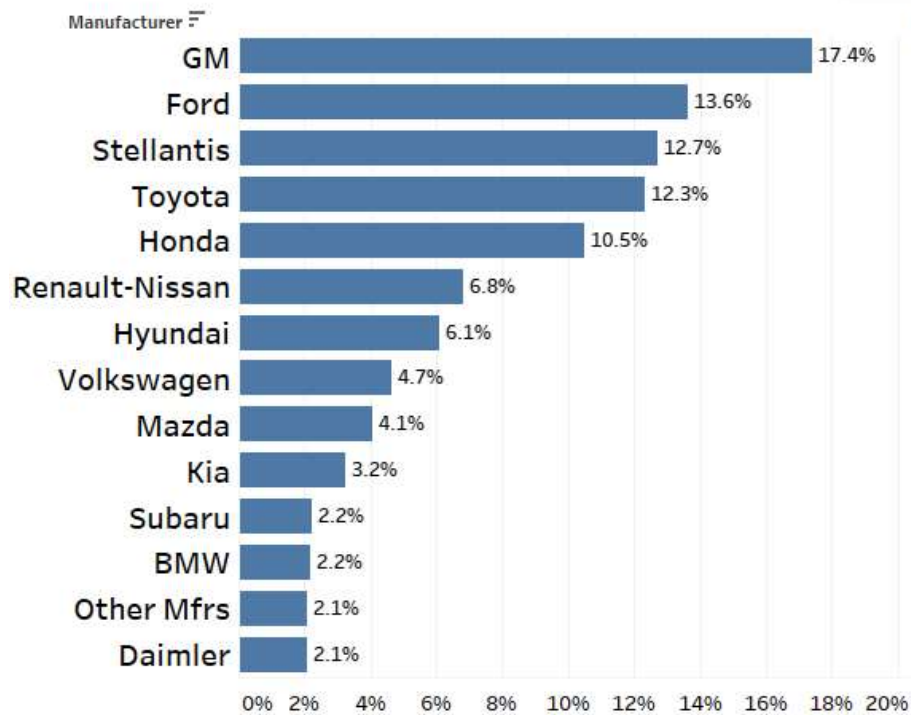


# Canada VIO Top 20 segments on the road market share

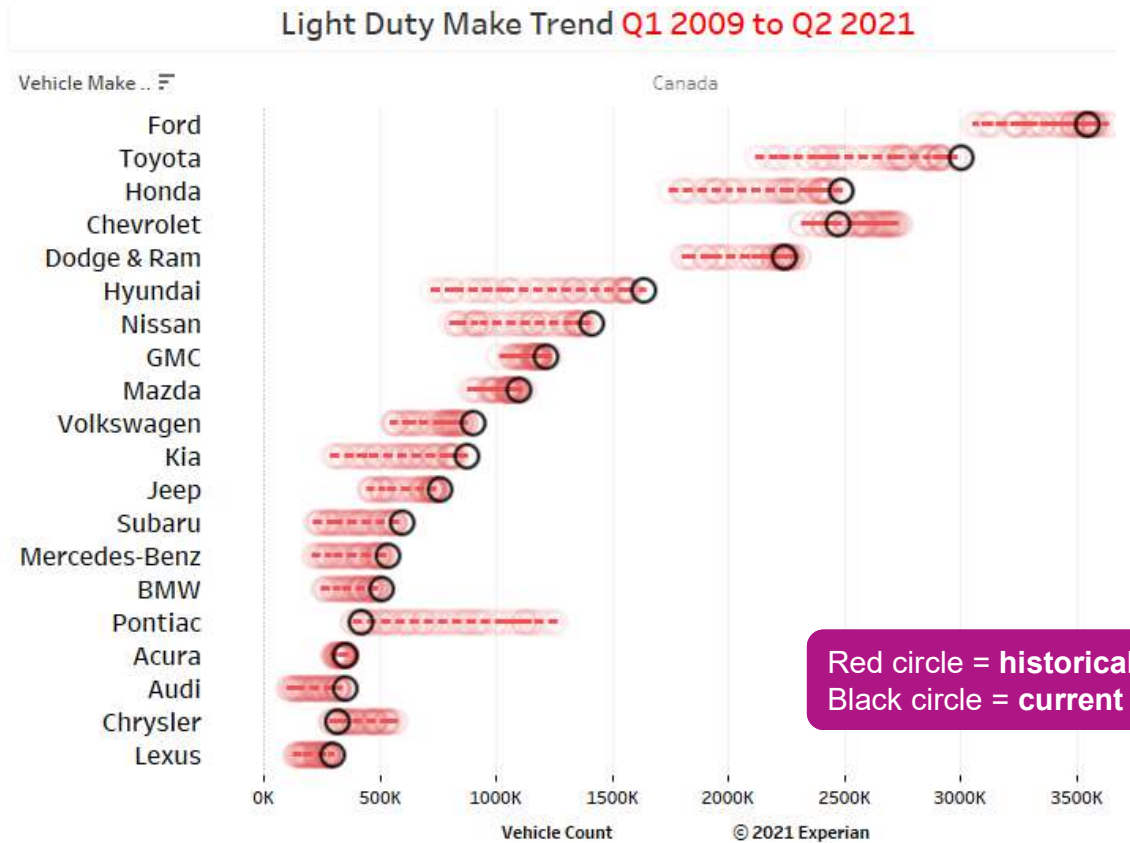
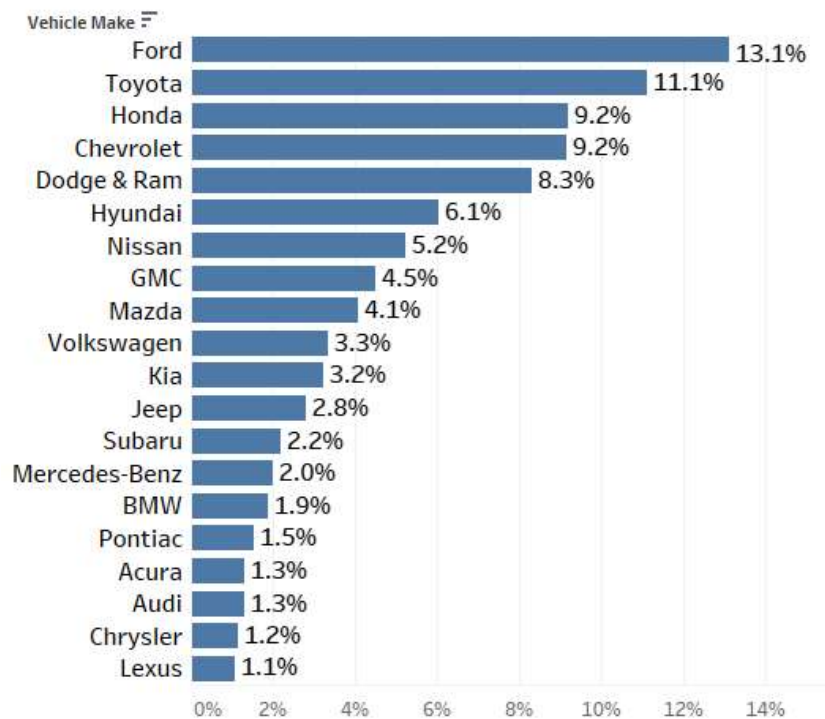




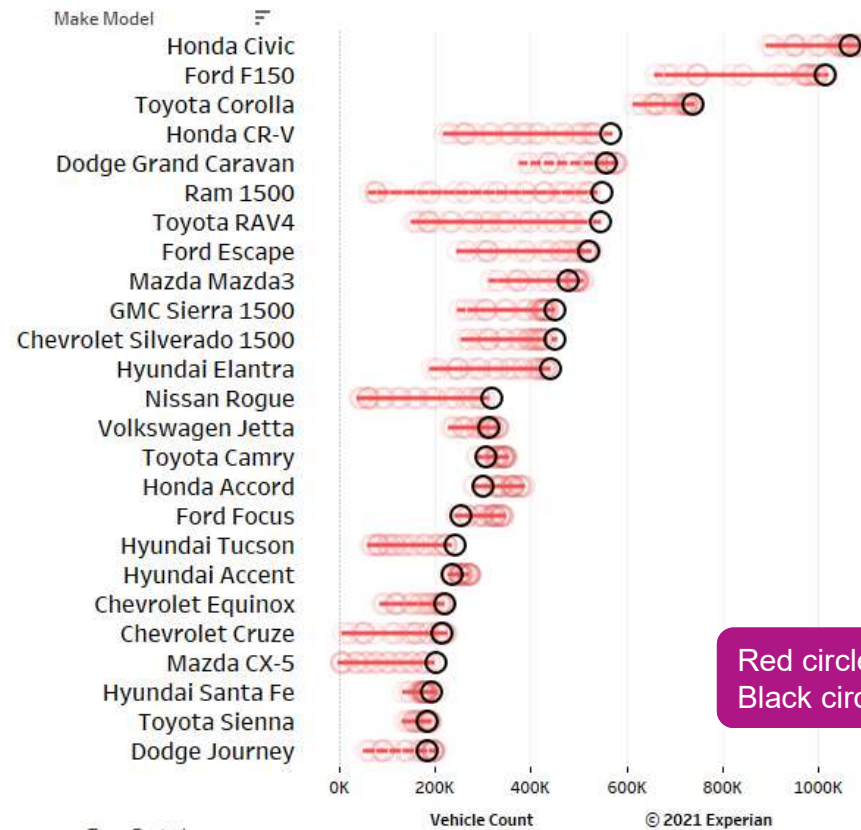
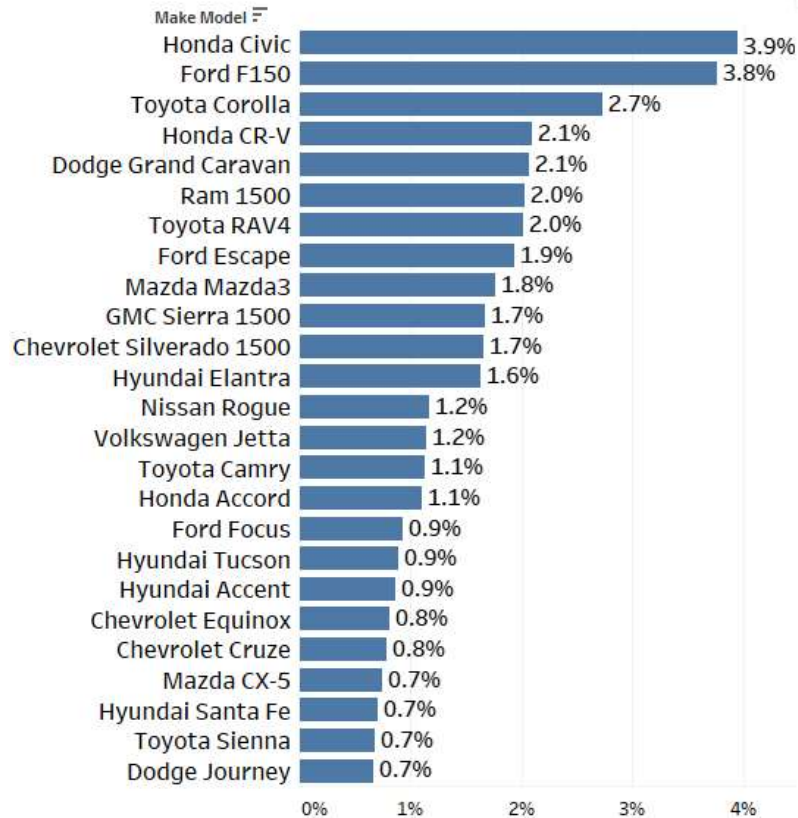
# Canada VIO by manufacturer market share vs volume trend



# Canada VIO Top 20 brands market share vs volume trend

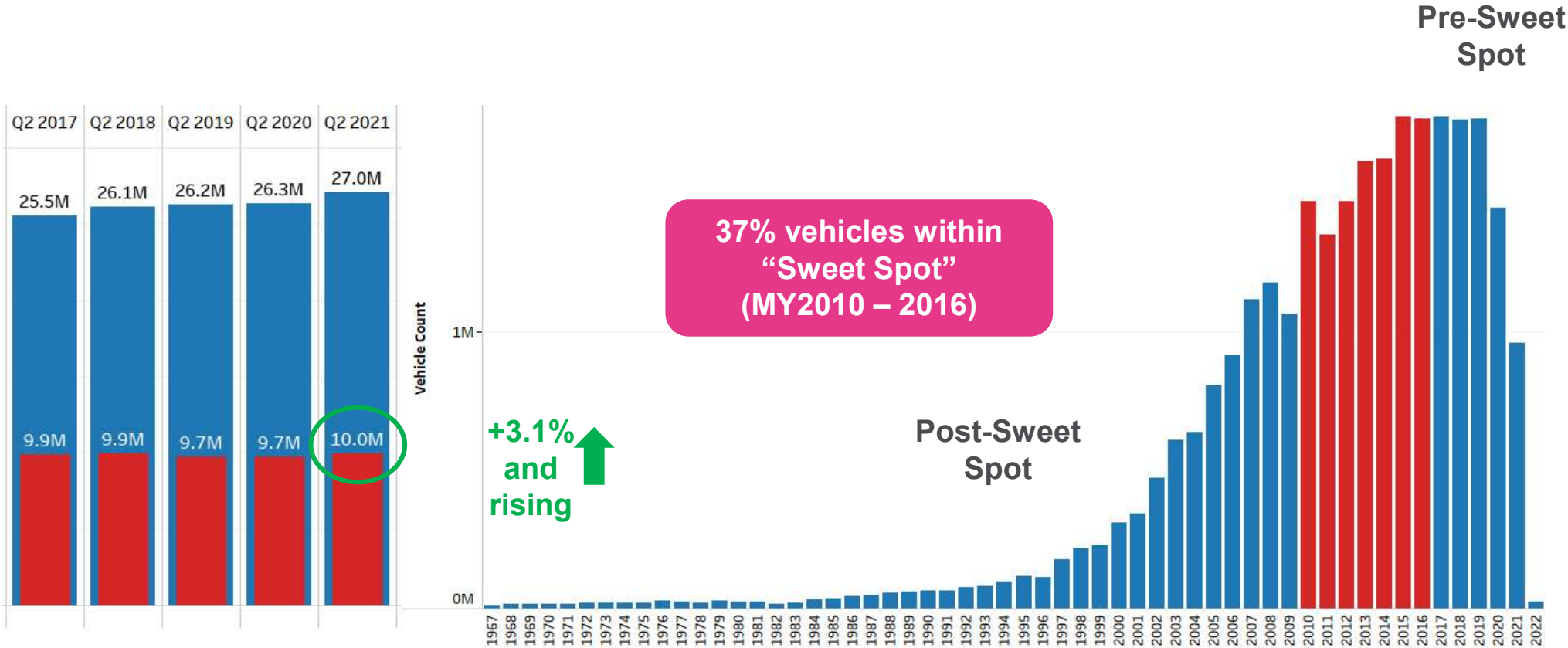


# Canada VIO top 25 Make/Model market vs volume trend



# Canada trend of total VIO and sweet spot volumes

VIO by model year (in millions)





# Vehicle Analysis



Spotlight on the electric vehicle market

Electric Vehicles = 0.43% or  
1.22M of the entire VIO market





# Fuel Type new vehicle registration share

Jan – June  
2021 only

Total U.S. by Reporting Period

Fuel Type Summary	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021
Electric	0.07%	0.09%	0.29%	0.37%	0.39%	0.44%	0.57%	1.21%	1.28%	1.68%	2.37%
Hybrid	1.88%	2.85%	3.16%	2.85%	2.23%	2.21%	2.48%	2.48%	2.68%	3.35%	5.54%
Other Fuel Types	98.05%	97.05%	96.55%	96.79%	97.37%	97.35%	96.95%	96.31%	96.05%	94.97%	92.09%

2.4% of new  
registrations

## All other States

## California

	Electric	Hybrid	Other Fuel Types	Electric	Hybrid	Other Fuel Types
2011	0.04%	1.60%	98.36%	0.37%	4.57%	95.06%
2012	0.06%	2.38%	97.56%	0.37%	6.87%	92.77%
2013	0.18%	2.61%	97.21%	1.16%	7.62%	91.22%
2014	0.22%	2.27%	97.51%	1.57%	7.45%	90.98%
2015	0.21%	1.66%	98.13%	1.78%	6.58%	91.63%
2016	0.23%	1.73%	98.04%	1.97%	5.82%	92.21%
2017	0.30%	1.98%	97.72%	2.48%	6.18%	91.35%
2018	0.73%	1.96%	97.32%	4.90%	6.55%	88.55%
2019	0.85%	2.14%	97.01%	4.69%	6.98%	88.33%
2020	1.18%	2.80%	96.02%	5.85%	7.88%	86.27%
2021	1.70%	4.79%	93.51%	7.69%	11.38%	80.93%

Jan – Dec  
of each year

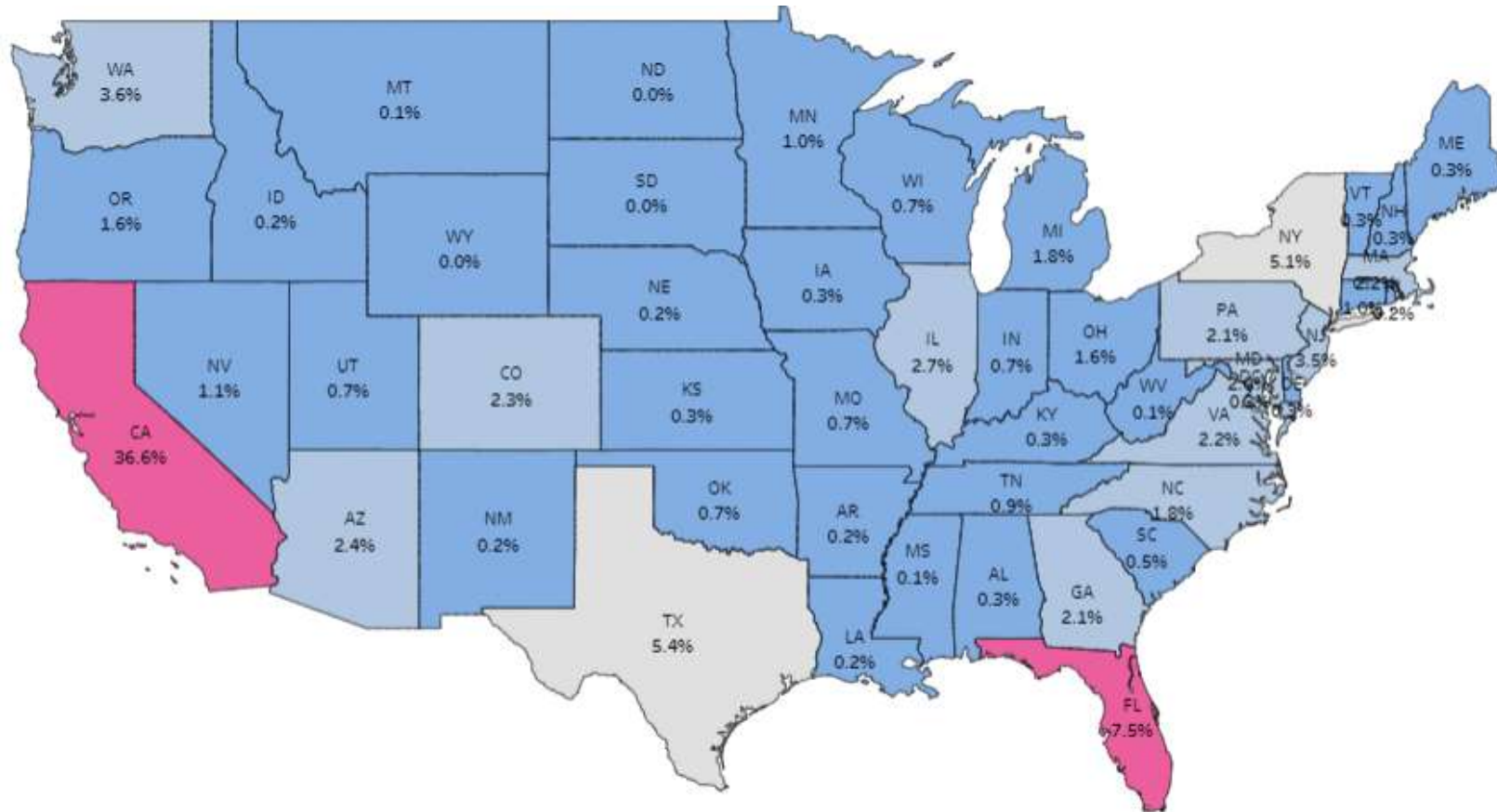
Jan – June  
2021 only

1 out of every 42 new  
vehicles registered  
this year is electric

Outside California,  
1 out of 59

Hybrid vehicles out  
register electric  
vehicles nearly 2 to 1

## U.S. Electric registrations by state share New registrations January – June 2021

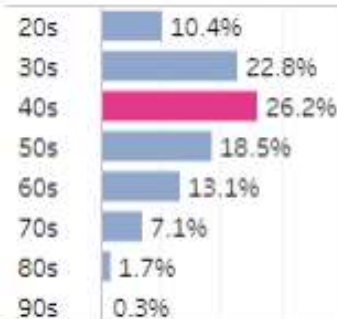


# U.S. Electric registrations demographics

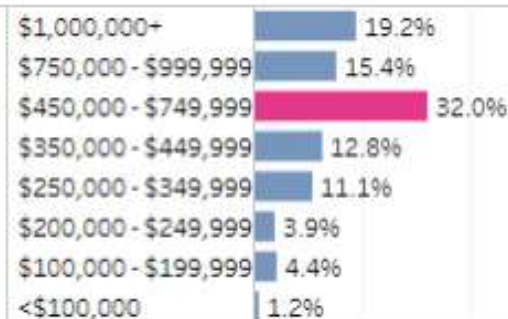
## New registrations January – June 2021

### New Registrations

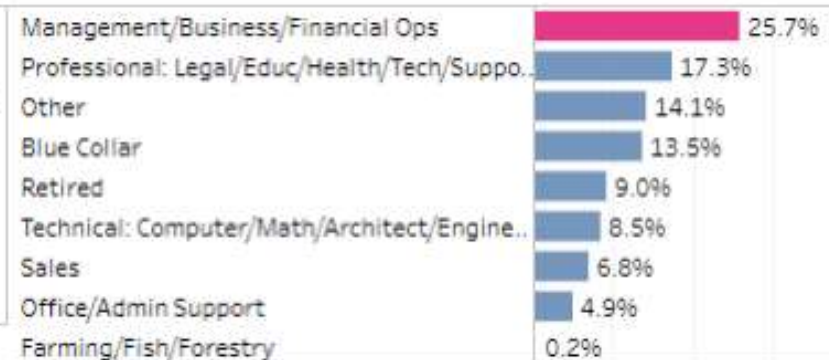
#### Age Ranges



#### Home Value



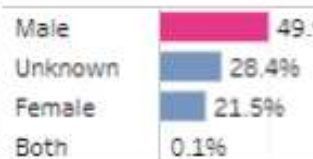
#### Occupation



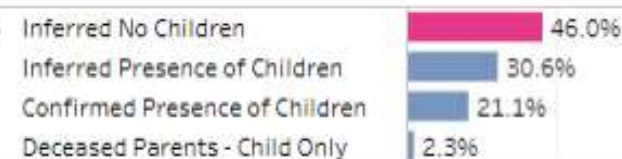
#### Ethnic Groups



#### Gender

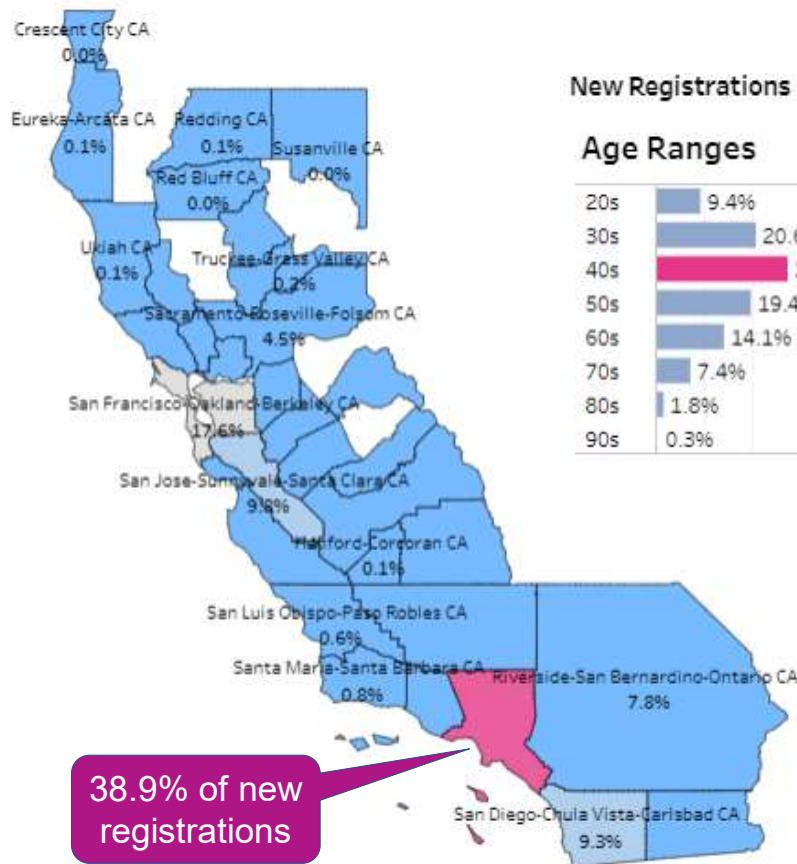


#### Children



# California Electric registrations and demographics

## New registrations January – June 2021

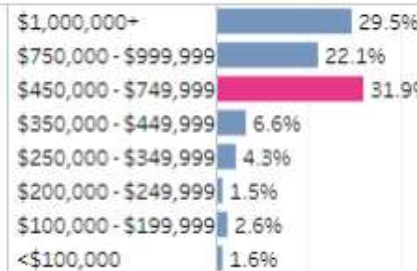


### New Registrations

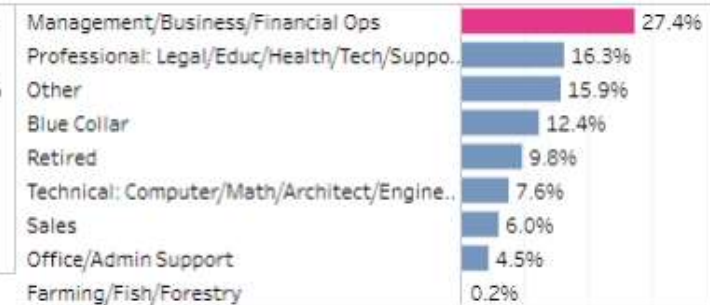
#### Age Ranges



#### Home Value



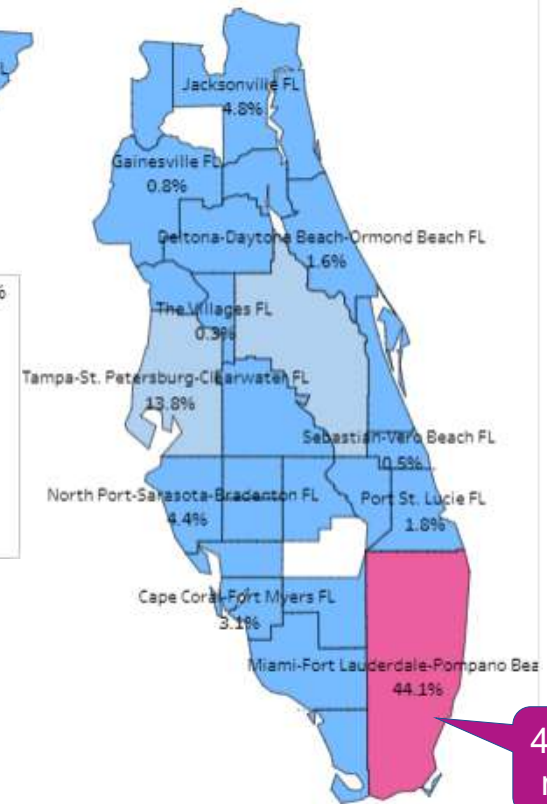
#### Occupation





# Florida Electric registrations and demographics

## New registrations January – June 2021



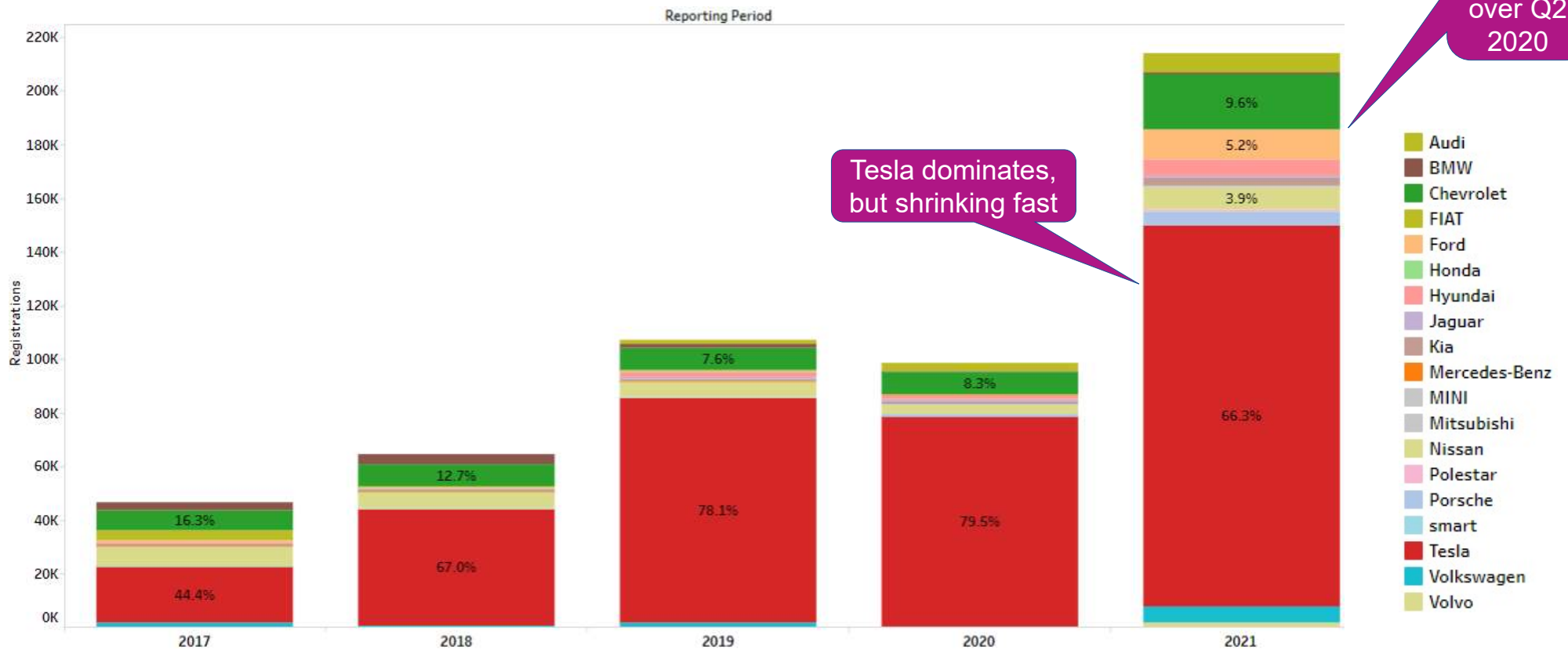
44.1% of new registrations

### New Registrations

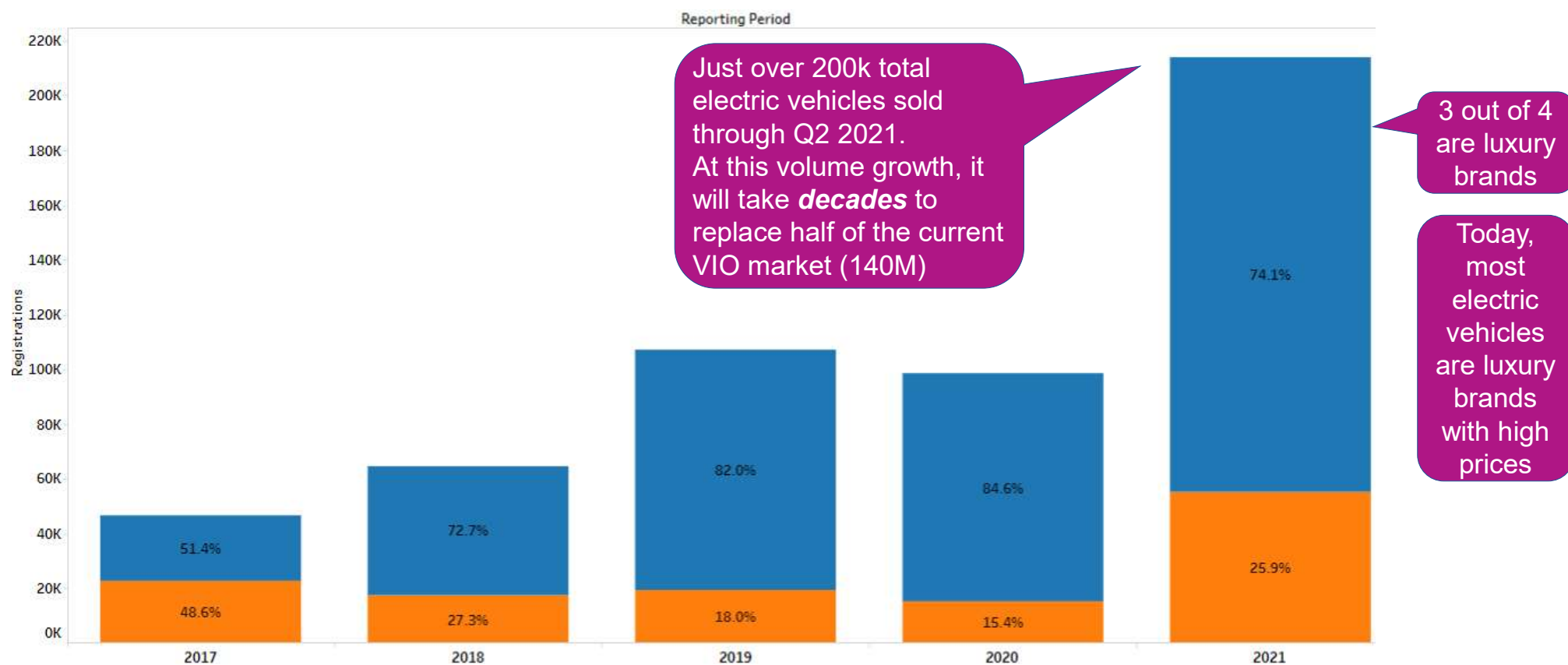




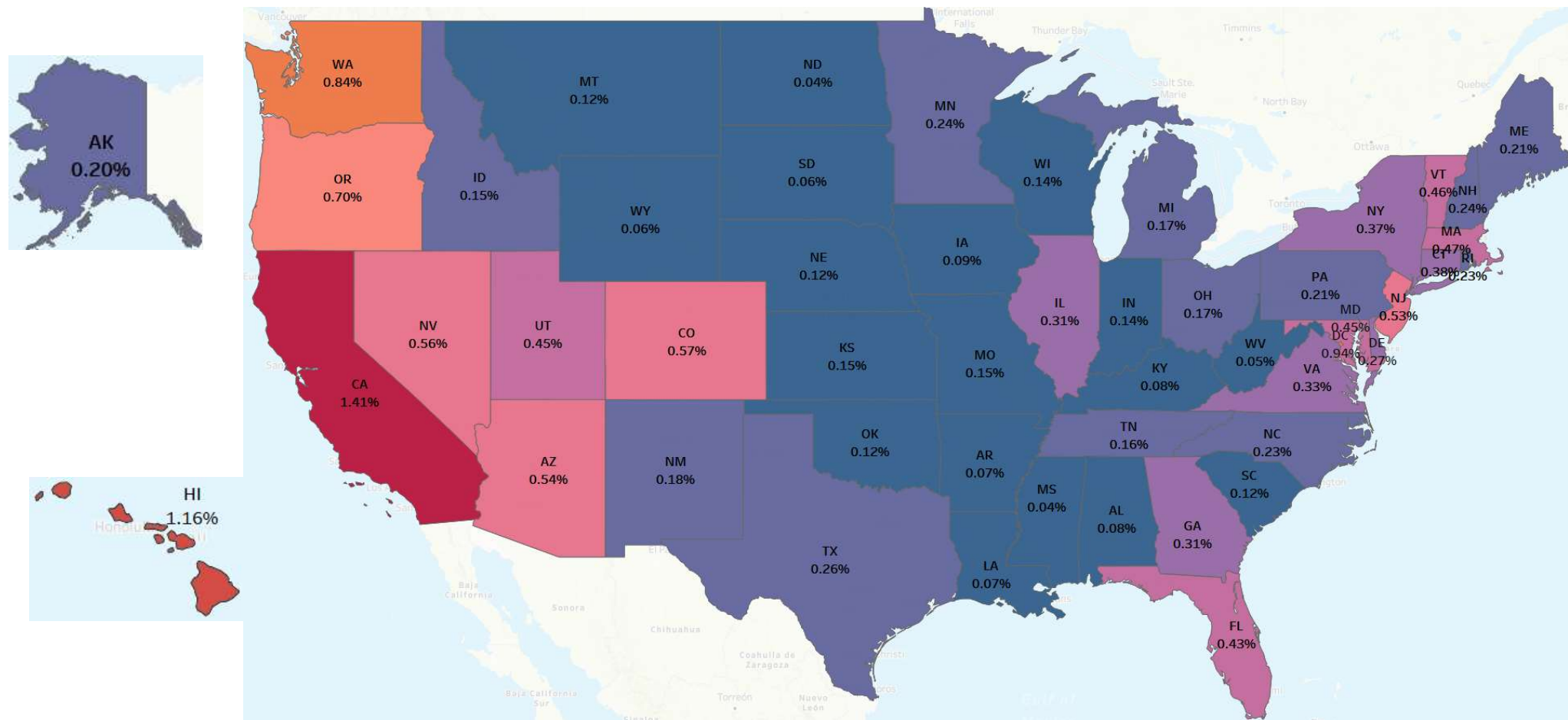
# U.S. Electric new vehicle registration share by brand



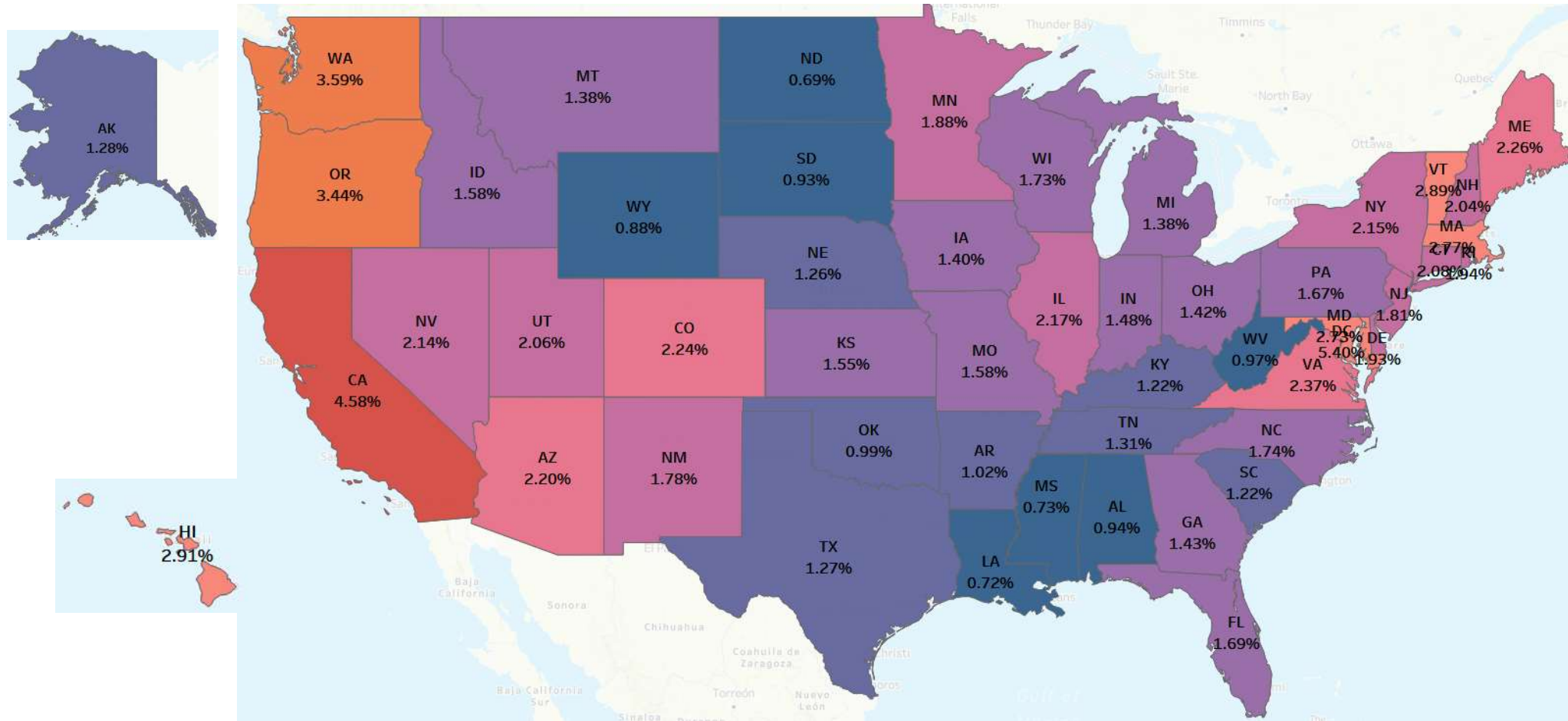
# Electric vehicle registration share – Luxury vs Non-Luxury



# Electric share within state VIO – where are the 0.43%? (1.2M)



## Hybrid share within state VIO – where are the 2.09%? (5.9M)



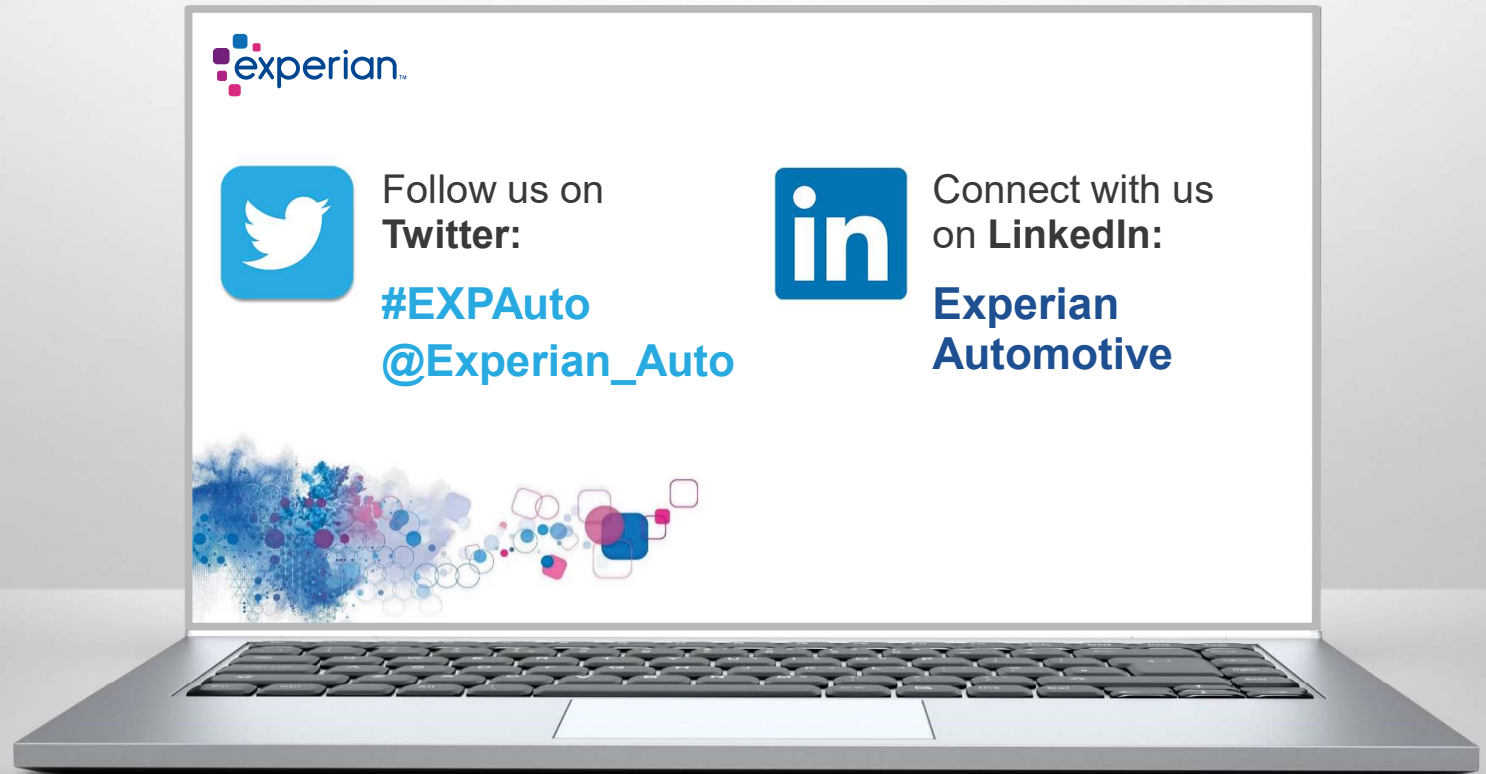
## Q2 2021 Summary

- Total light duty VIO is currently at **282.8 million** in the U.S. market. GM leads in over VIO share, Ford Motor Company is currently ranked 2<sup>nd</sup> and Toyota Motor Sales is 3<sup>rd</sup>.
- By make name, **Toyota is the dominate light duty brand leader** of new registrations in Q2 2021, taking over the spot held by Ford for many years. With 5 of the top 10 new model registrations, it may be hard to unseat Toyota for a while.
- The aftermarket **Sweet Spot** continues to grow and is up 7.2% over last year.
- **COVID-19 and the chip shortage has taken a toll on registration volumes**, and the wild ride has shaken up the top models, the top generations who buy them and the availability of certain models. What will we see for the 2<sup>nd</sup> half of 2021?
- **Canada VIO stands at 29 million** total vehicles with a different mix than the U.S. market. Canada's sweet spot is growing, yet not as fast as the U.S. market
- **Electric** vehicles continue to increase in registrations, hitting 2.37% of all registrations through Q2 2021. In general, we're seeing luxury brands being the top leaders overall with most electric vehicle owners having the budget to buy them.





# Today's presentation



# 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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