



# Market Trends Review

## Q4 2021

Presented by

**Marty Miller**

Director – Product Data and Implementation

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# Today's presentation



**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, 2021

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

- *Medium & Heavy Duty Vehicles*
- *Electric Vehicles*



# Experian Automotive

## We Power Auto.

We help you find, reach and retain customers like no one else. Let us prove it to you.

**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>



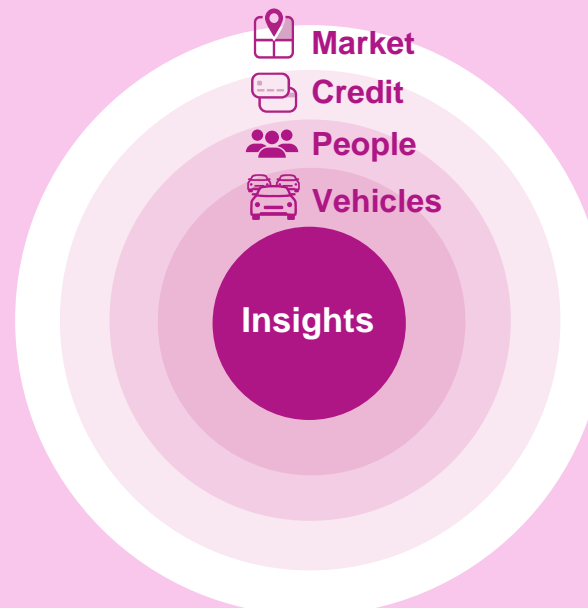
# The power of Experian data

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



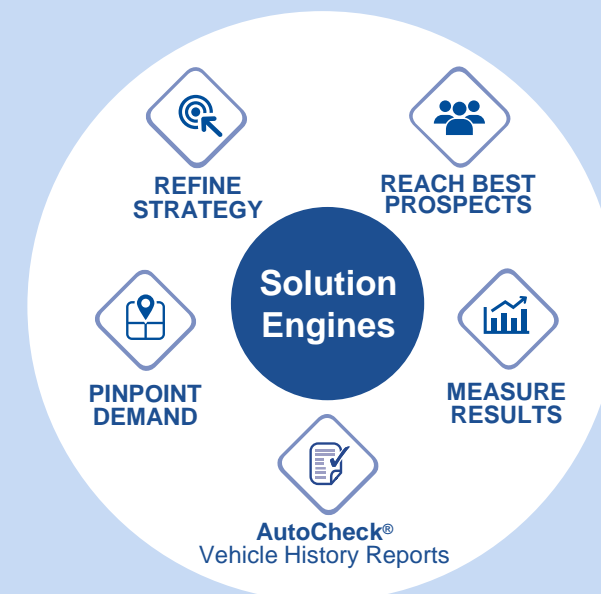
## Best-in-class data, unified and enhanced

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.

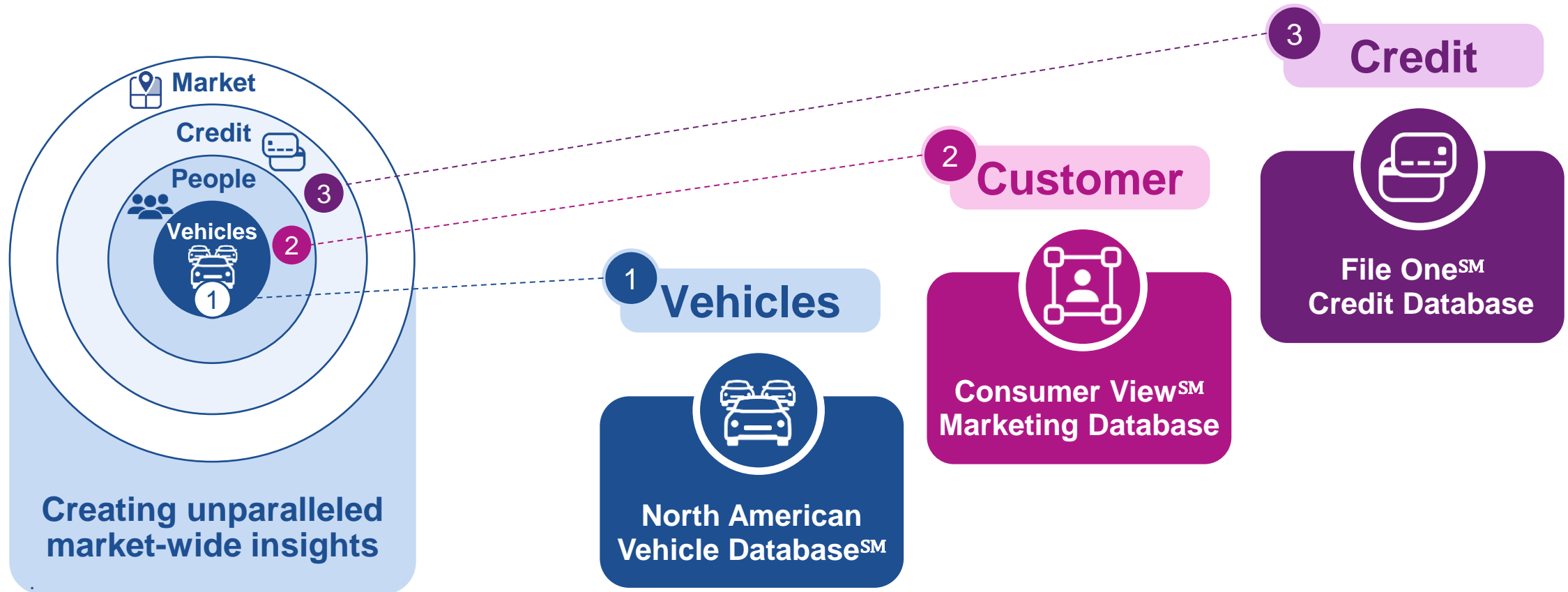


## Powering innovative solution engines that drive results

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) = 333M

## 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



# 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 2021 Total\*

**283.8**  
**MILLION**

Vehicles on the road

Q4 2021 VIO changes



**15.3**  
**MILLION**  
**NEW** Vehicles  
Registered



**12.9**  
**MILLION**  
Vehicles went  
out of operation



**43.1**  
**MILLION**  
**USED** vehicles  
changed owners

=



**31.1%**  
Total VIO  
changes<sup>1</sup>

Q4 2020 Total\*

**281.4**  
**MILLION**

Vehicles on the road

\*U.S. Vehicles in Operation data as of December 31, 2021 sourced from Experian Automotive, including U.S. and Puerto Rico (U.S. light duty vehicles only).

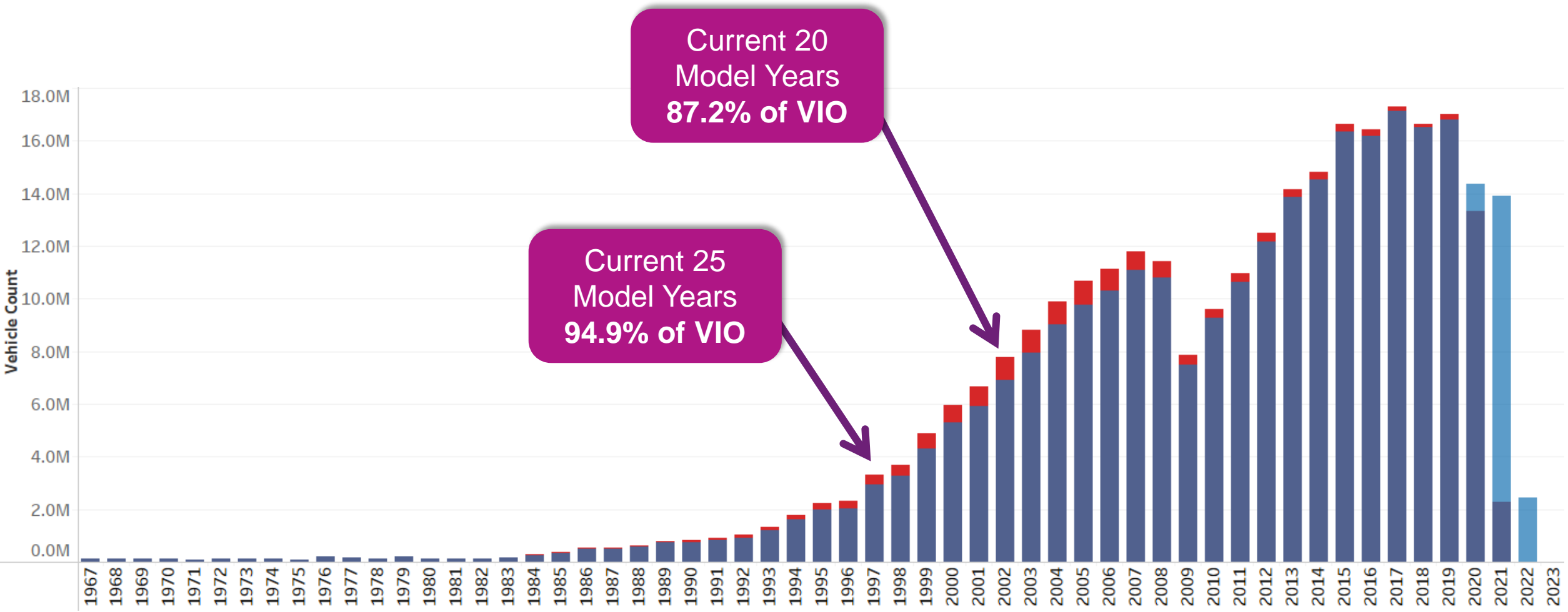
1 – includes estimated annual households that relocated with the same vehicle(s)



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

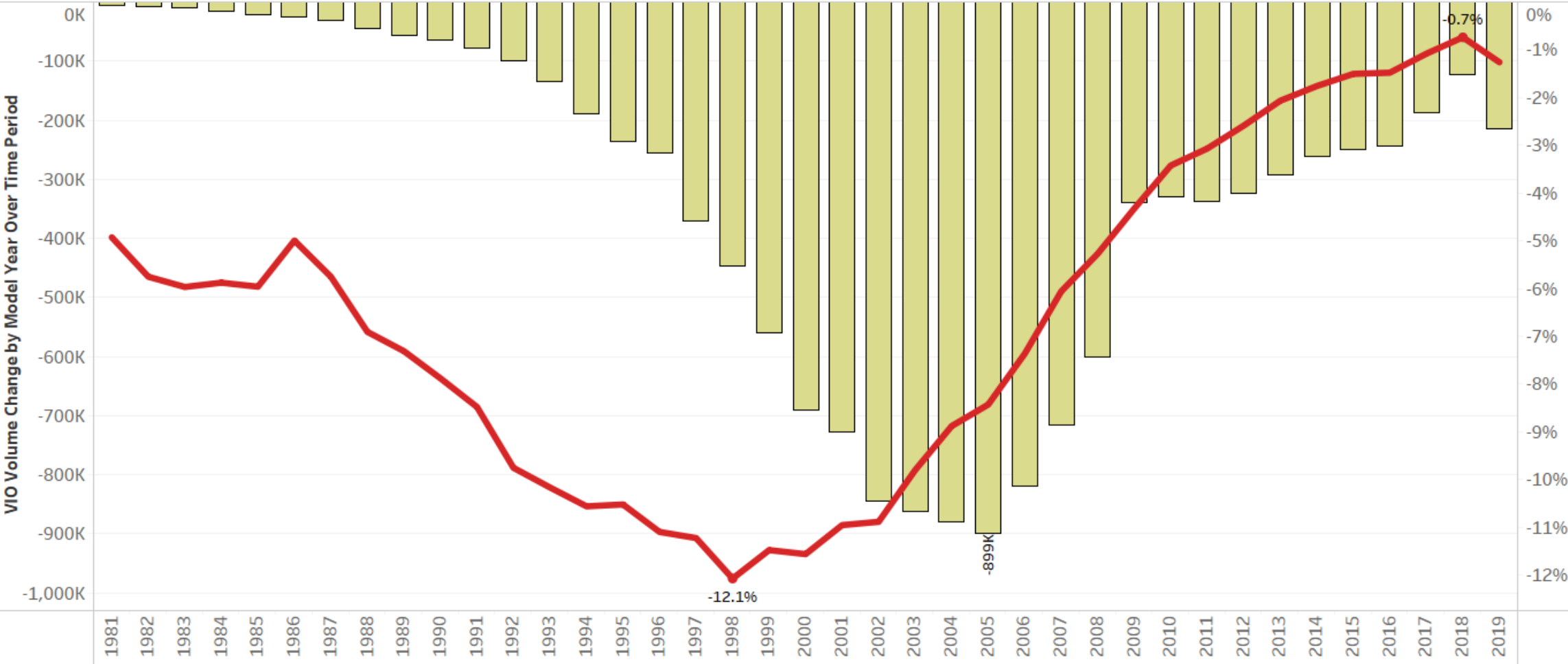
Q4 2020 to Q4 2021

Out of operation  
New vehicle sales  
Carryover vehicles



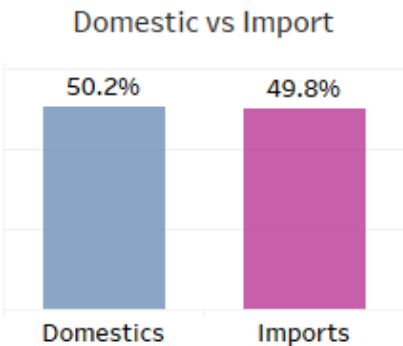
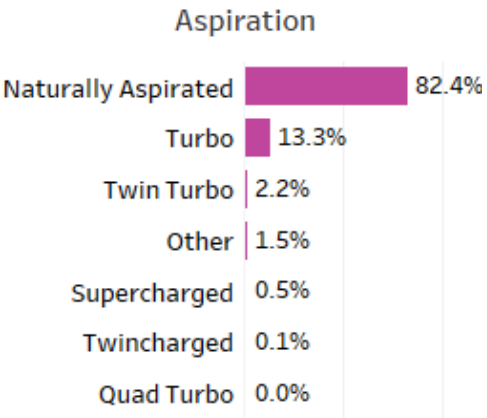
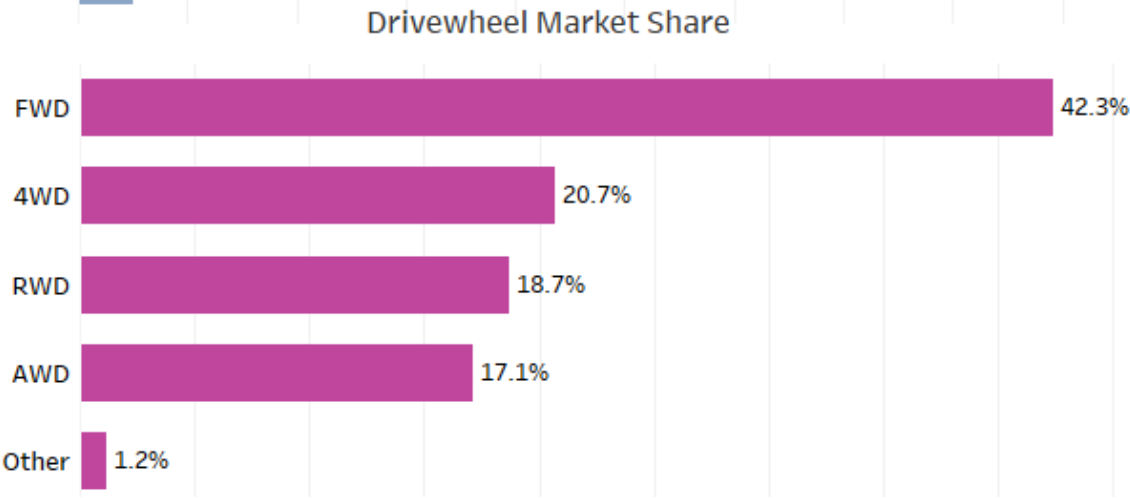
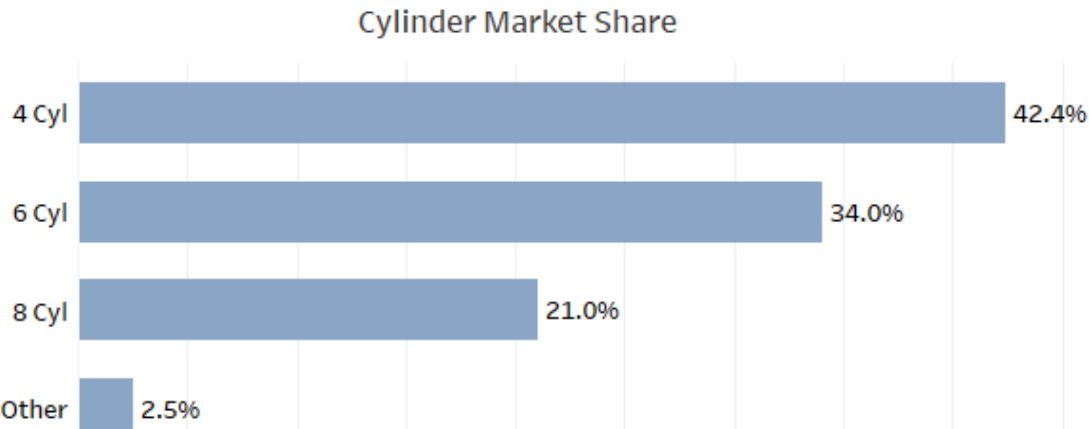
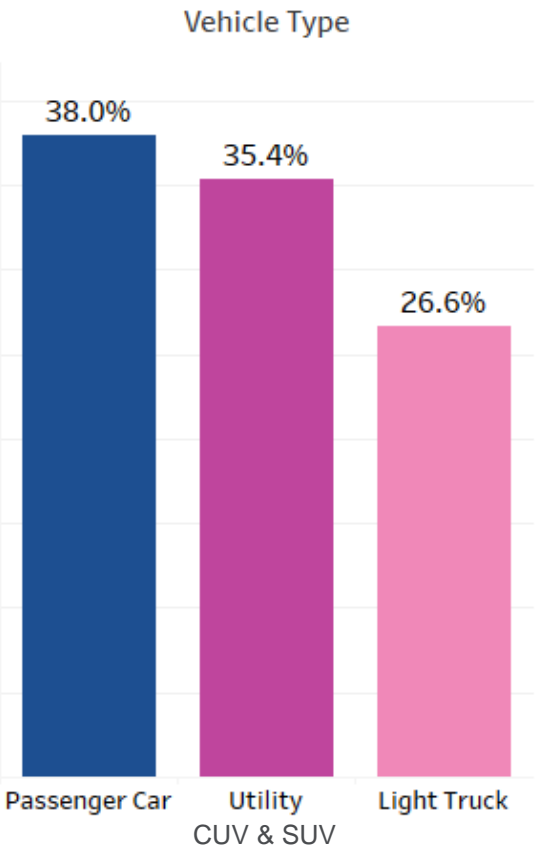
# U.S. VIO out of operation by Model Year

Q4 2020 to Q4 2021



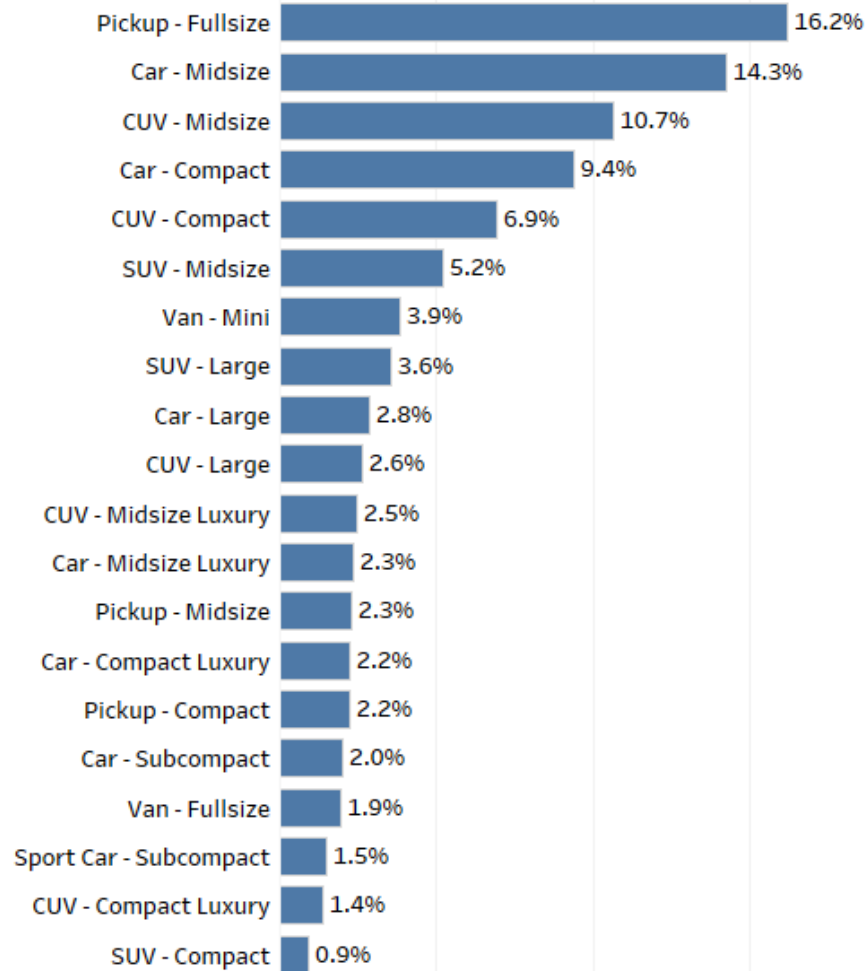
# U.S. Summary Stats – for all light duty VIO

as of Q4 2021

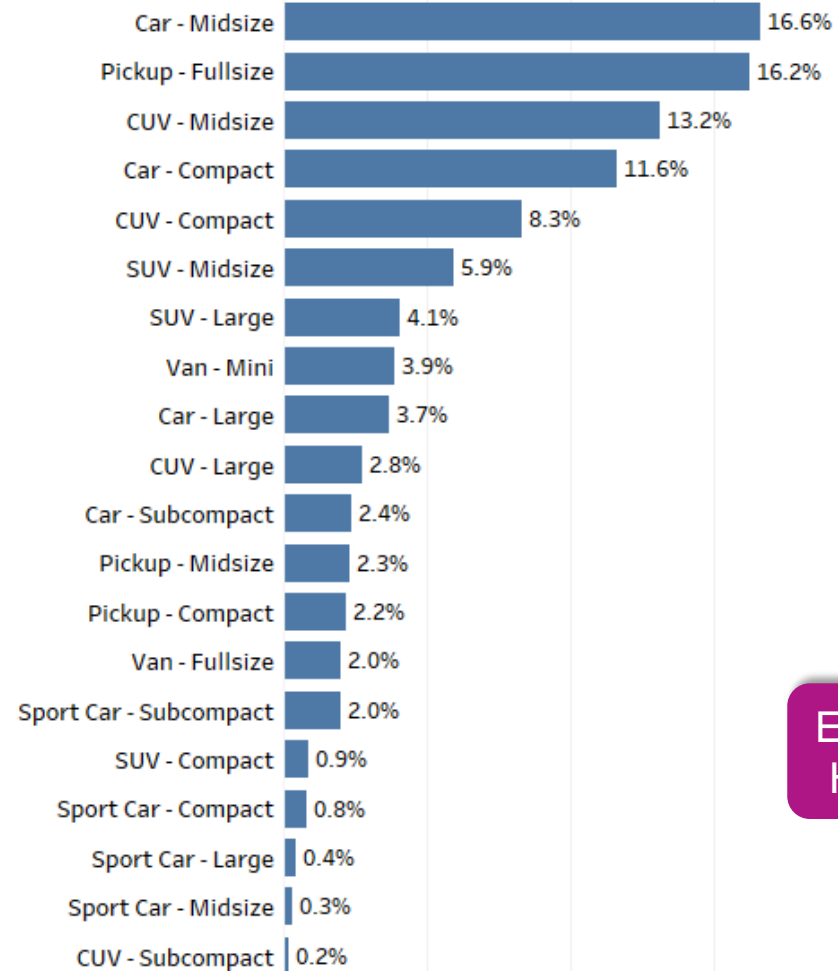


# U.S. VIO Top 20 segments on the road market share

Top 20 Vehicle Segments with Class



Top 20 Vehicle Type and Size (no Class)



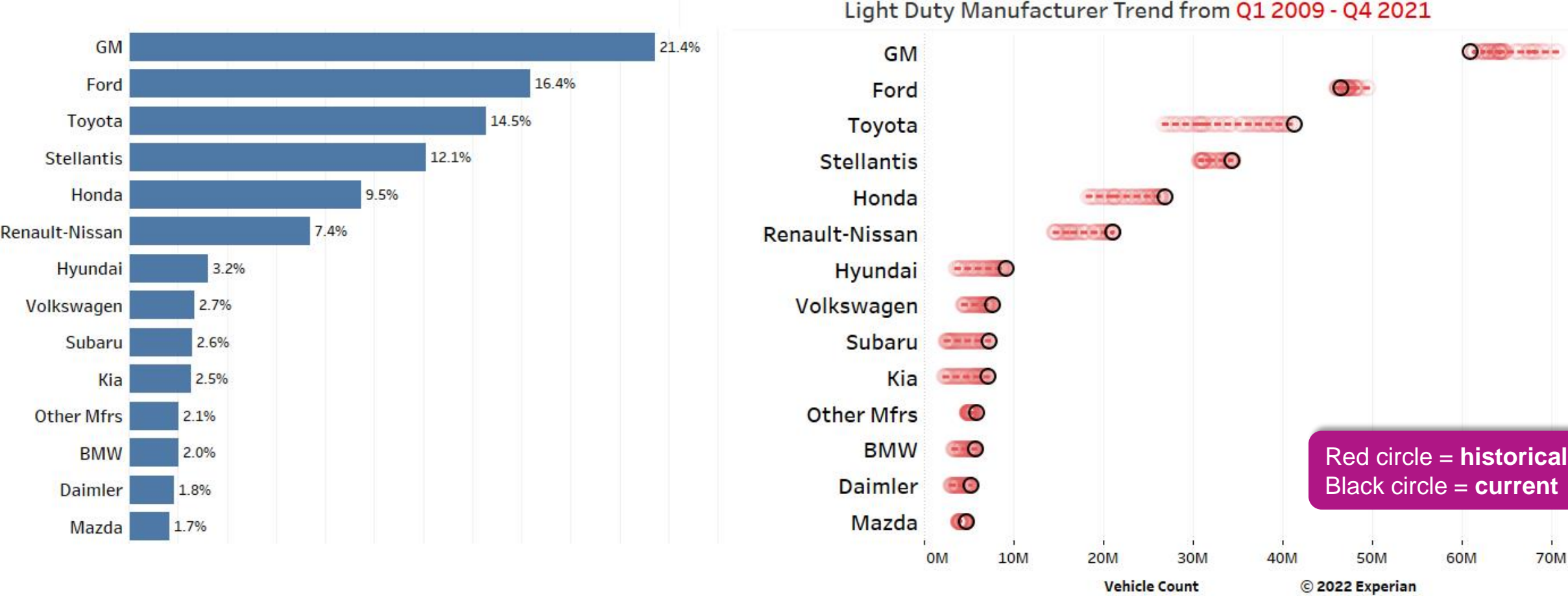
2.74%

Hybrid, Electric & Hydrogen Vehicles

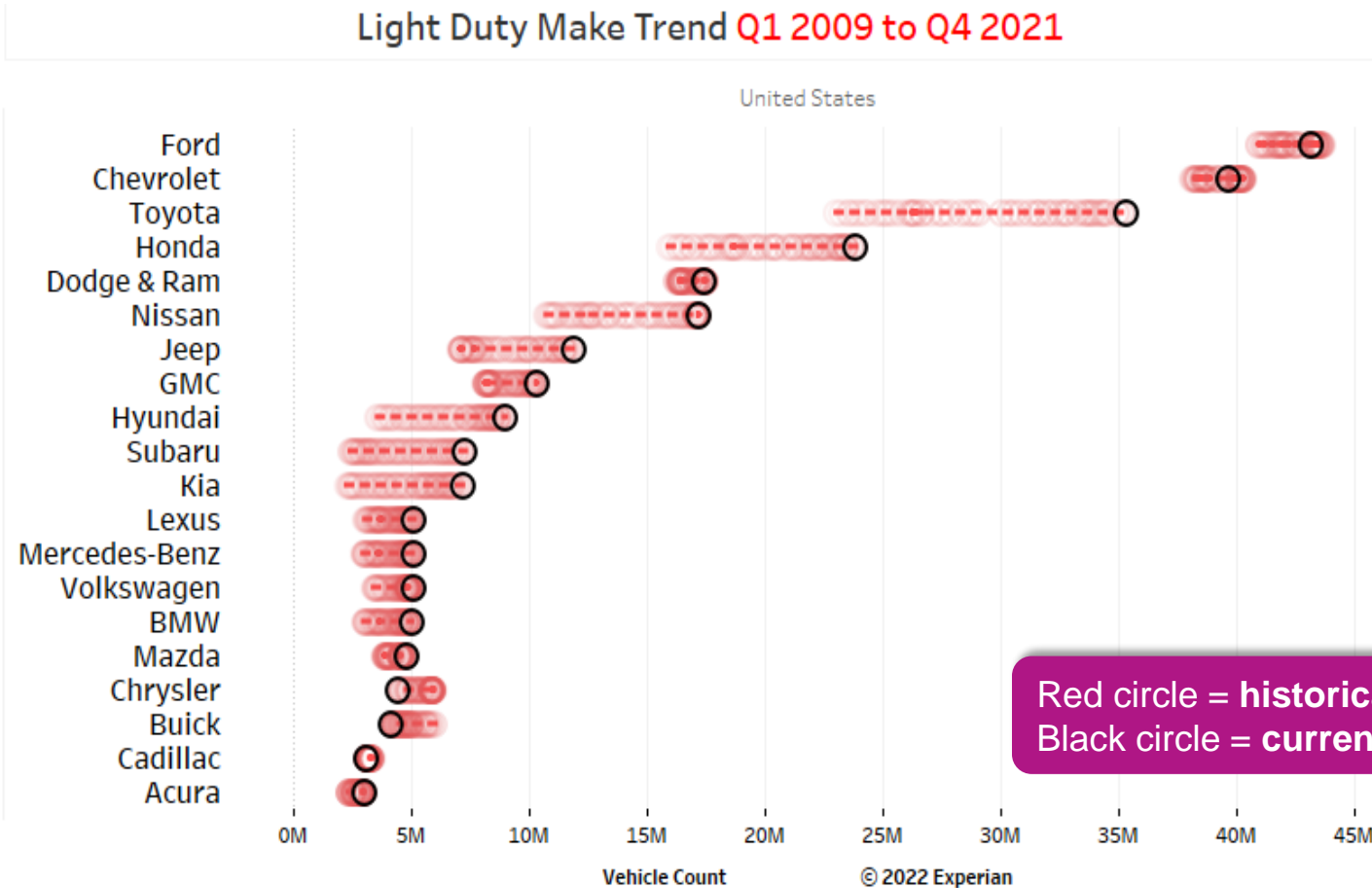
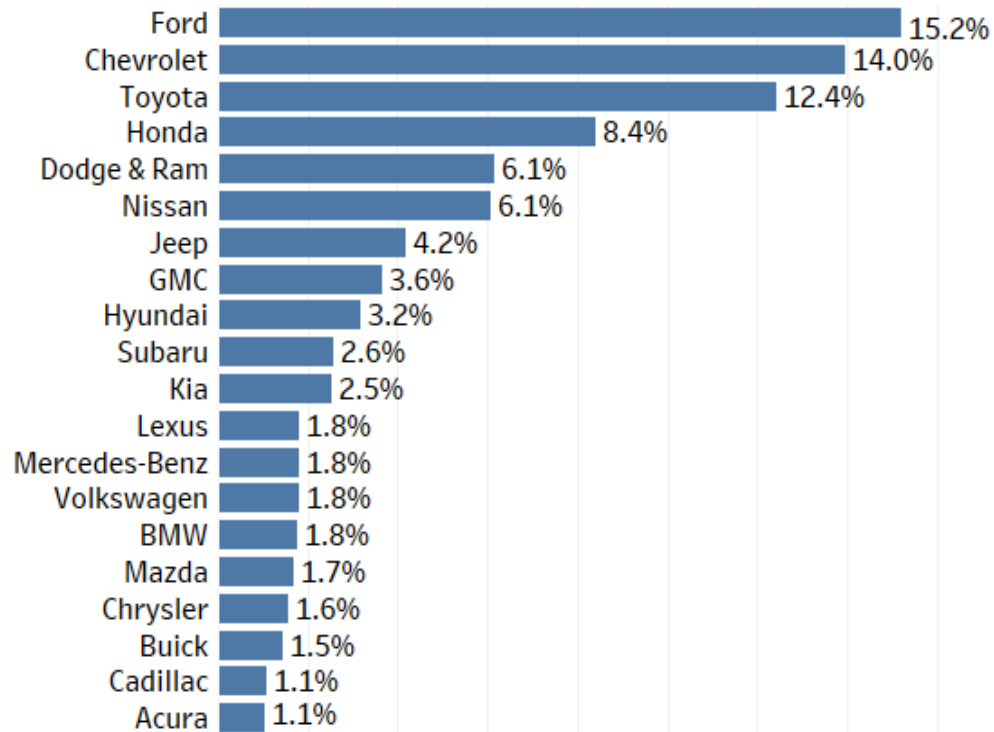
Electric Vehicles = 0.51%  
Hybrid Vehicles = 2.22%



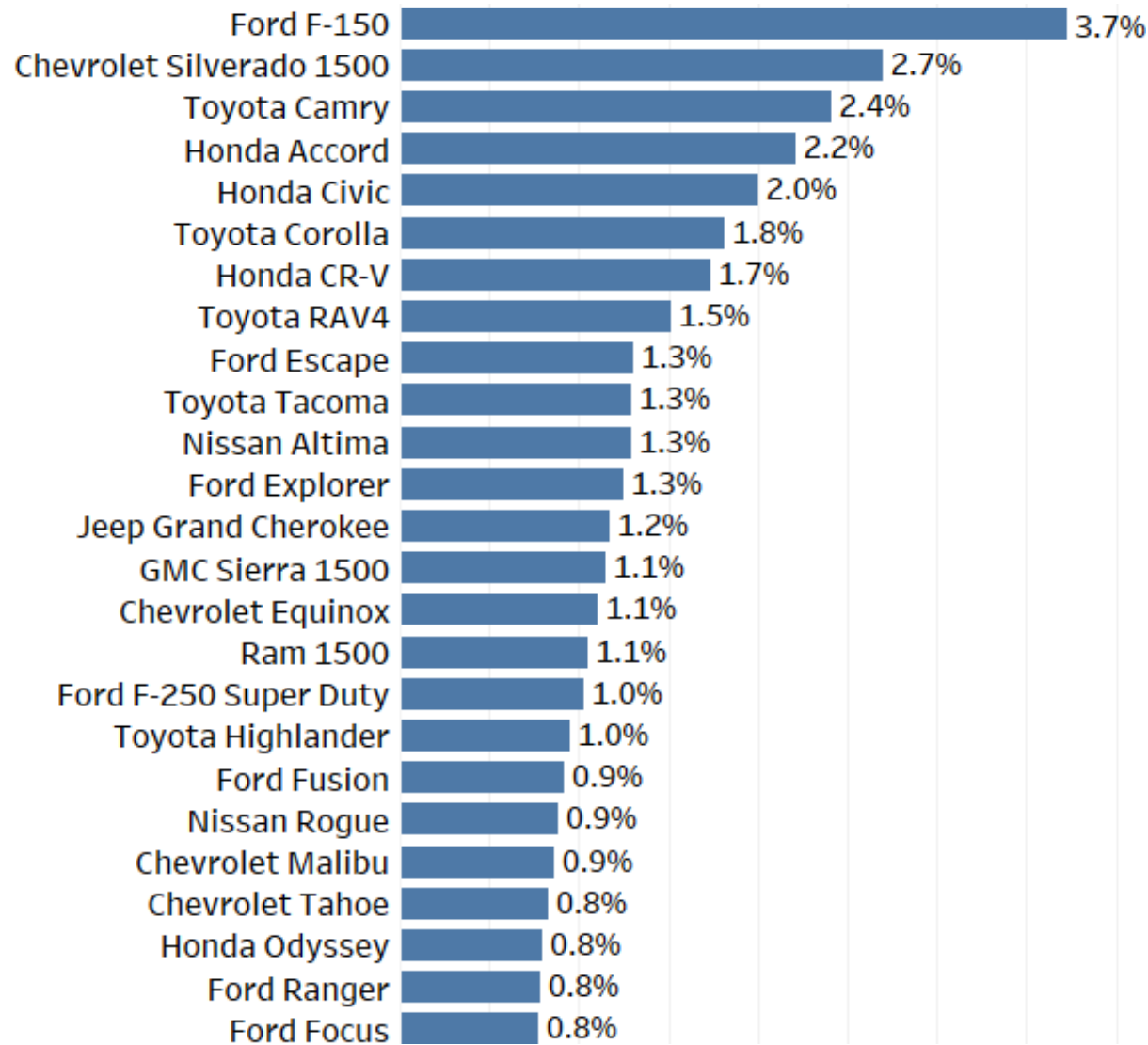
# U.S. VIO by manufacturer market share vs volume trend



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



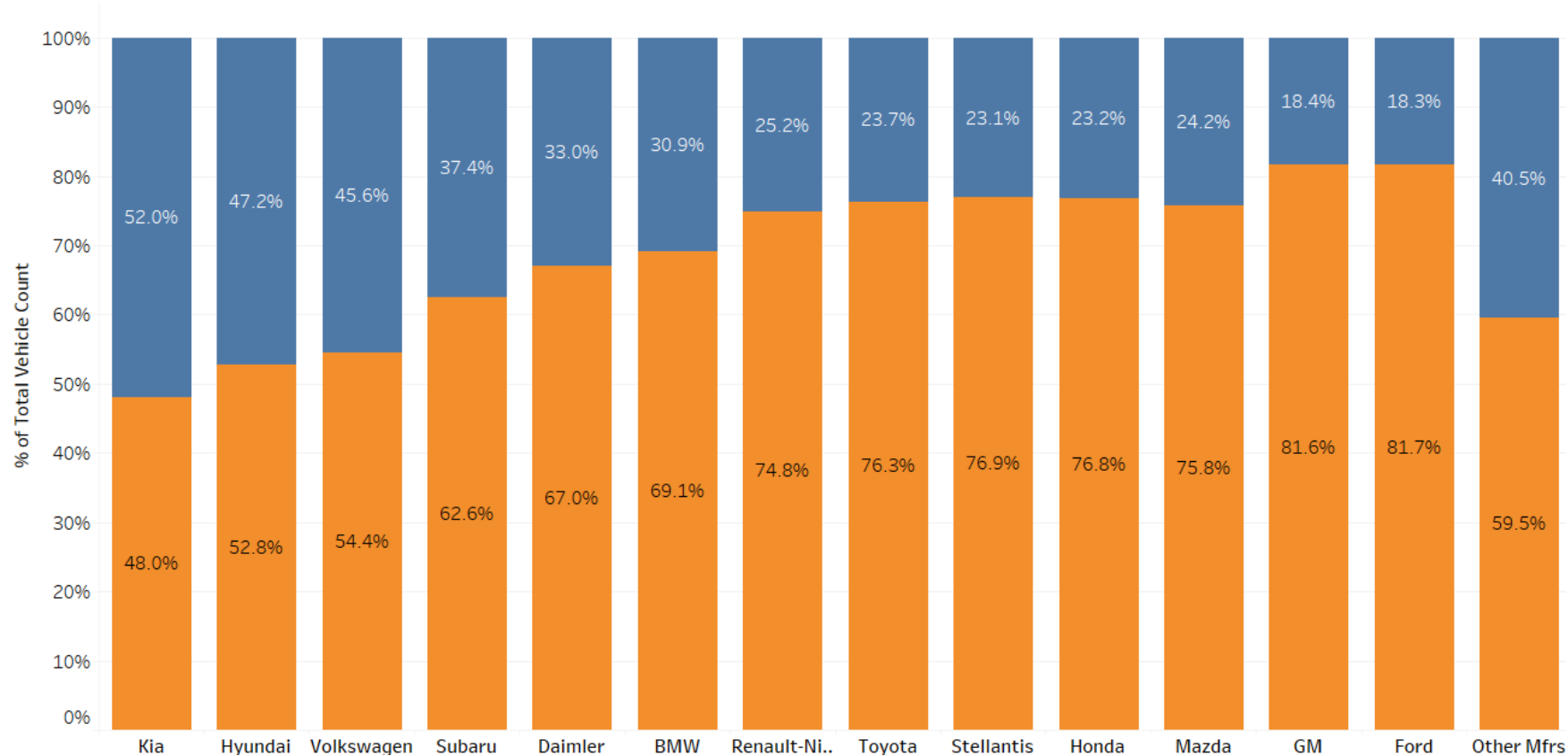
# U.S. VIO top 25 Make/Model market share



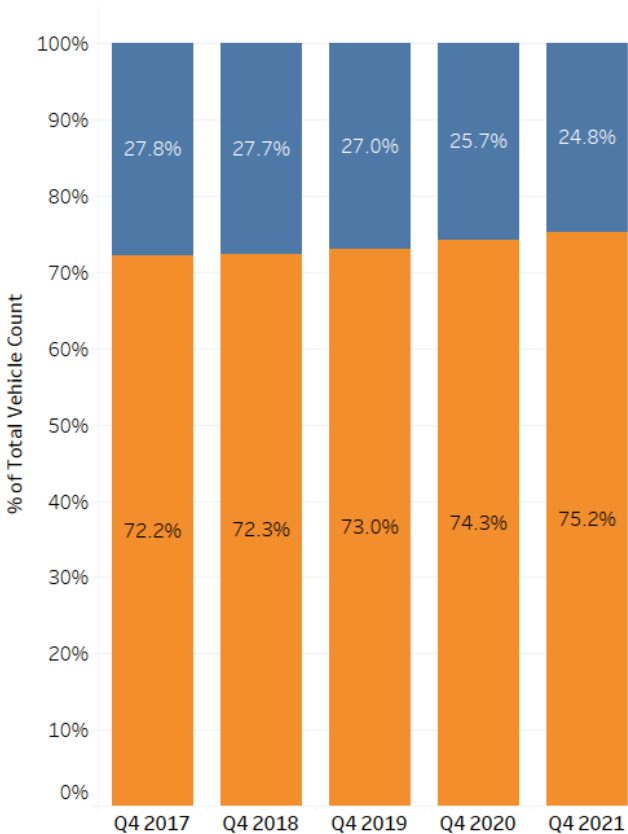
# U.S. VIO Estimated In/Out of Manufacturer Warranty



Estimated In/Out Warranty by Manufacturer as of Q4 2021

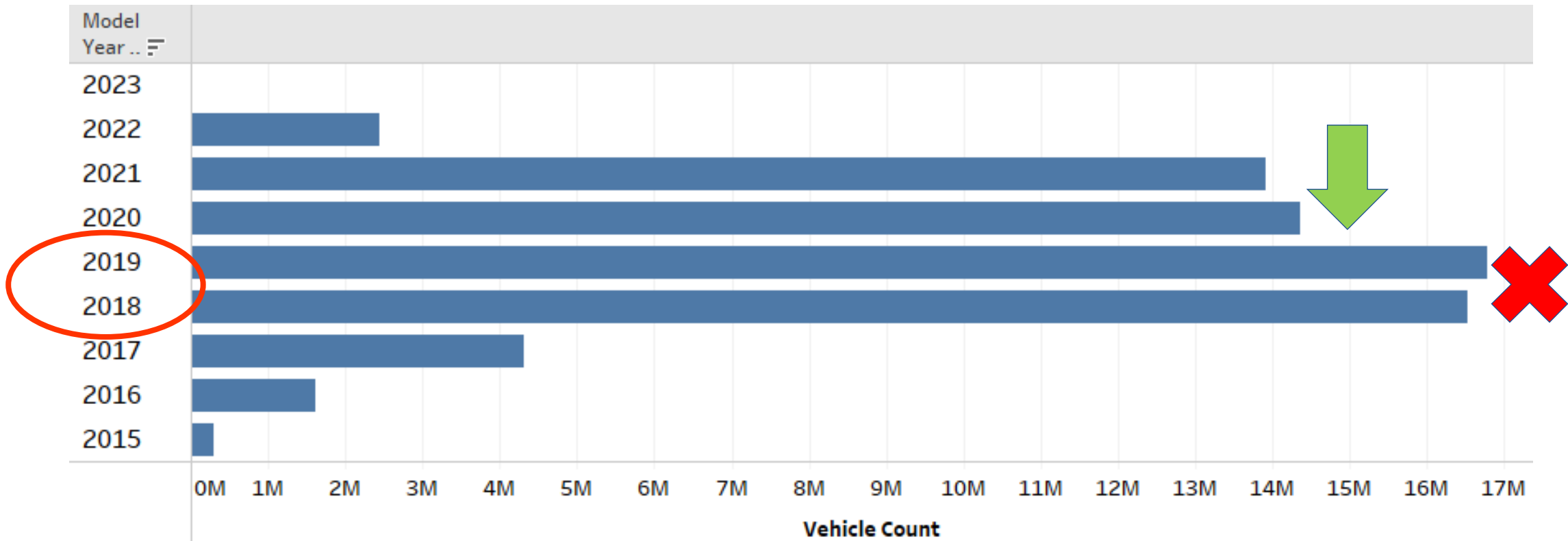


Estimated Warranty Over Time Period





# U.S. VIO Estimated In/Out of Manufacturer Warranty by current Model Years



# 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

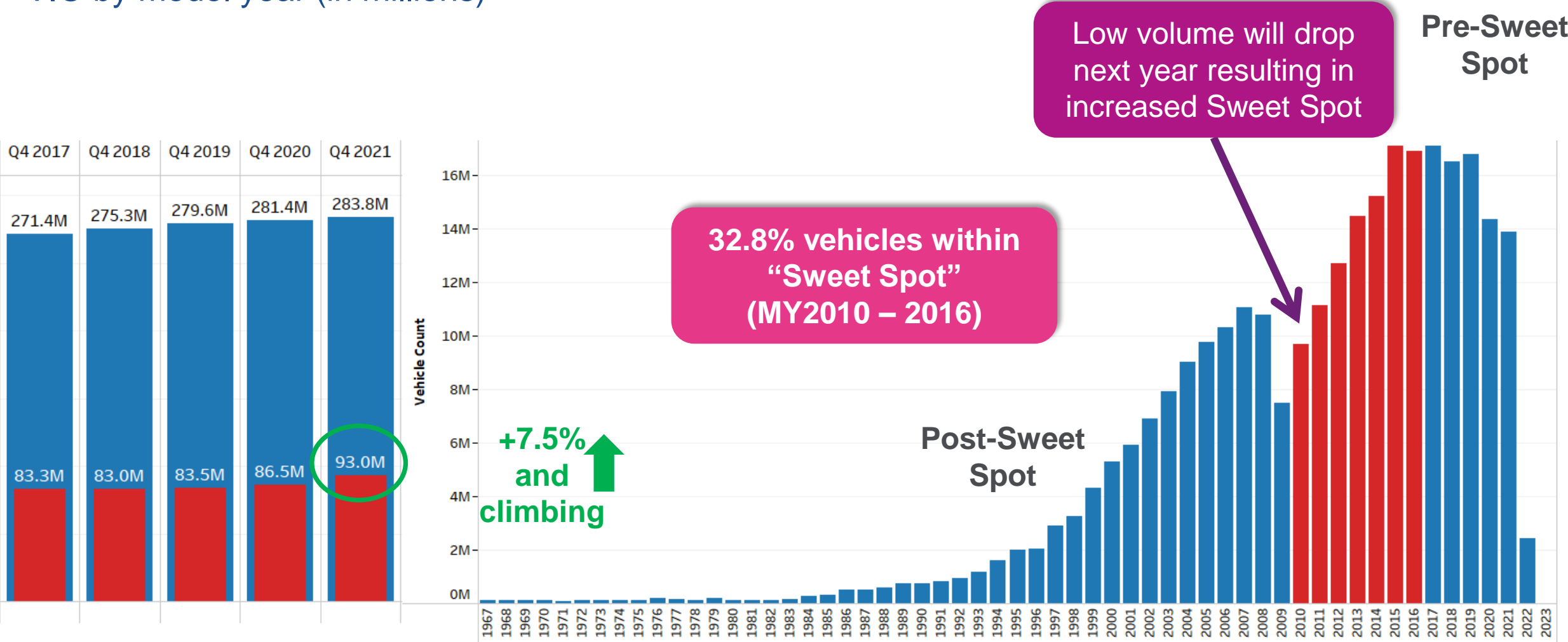
- 13 model years old & older
- Less costs may be spent to service them due to their age and lower vehicle value

## “Pre Sweet Spot” vehicles

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

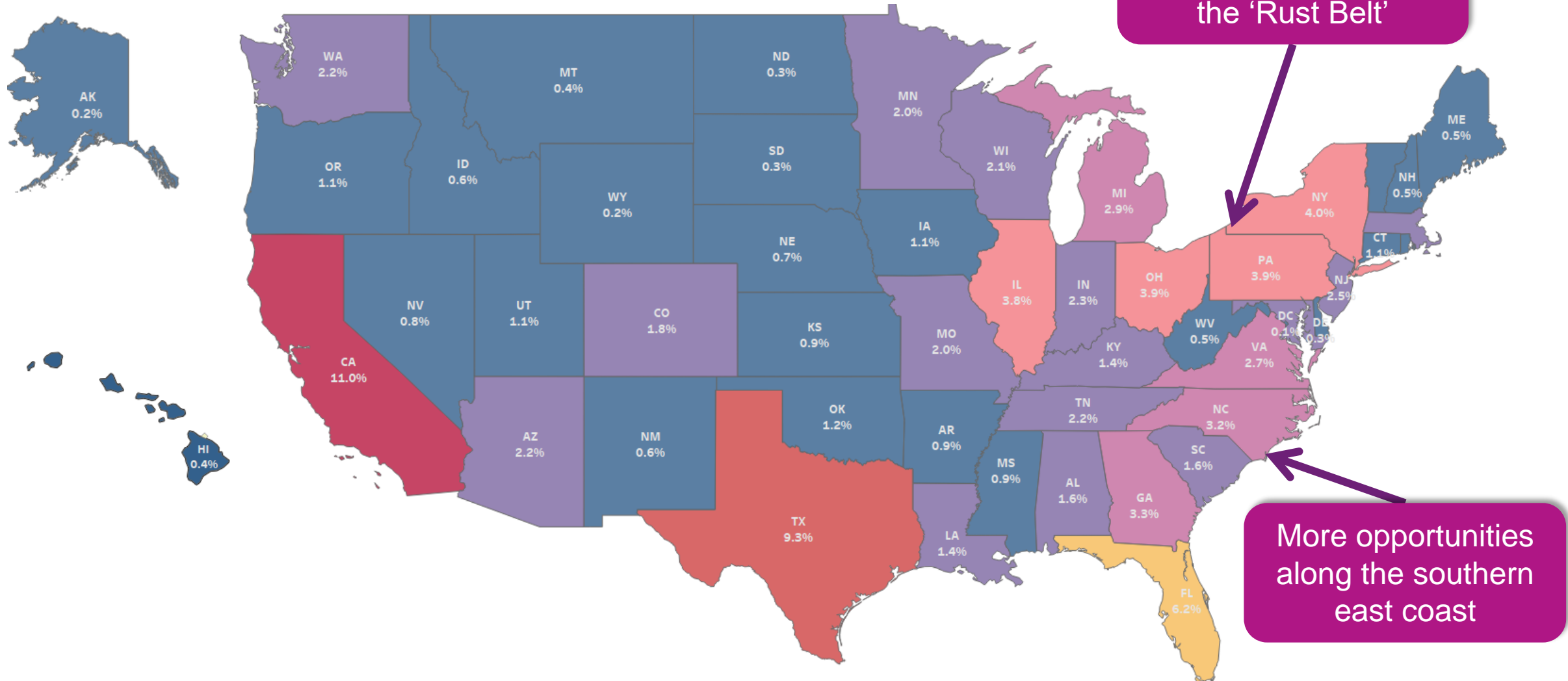
# U.S. trend of total VIO compared to sweet spot volumes

VIO by model year (in millions)



# U.S. Sweet Spot by state

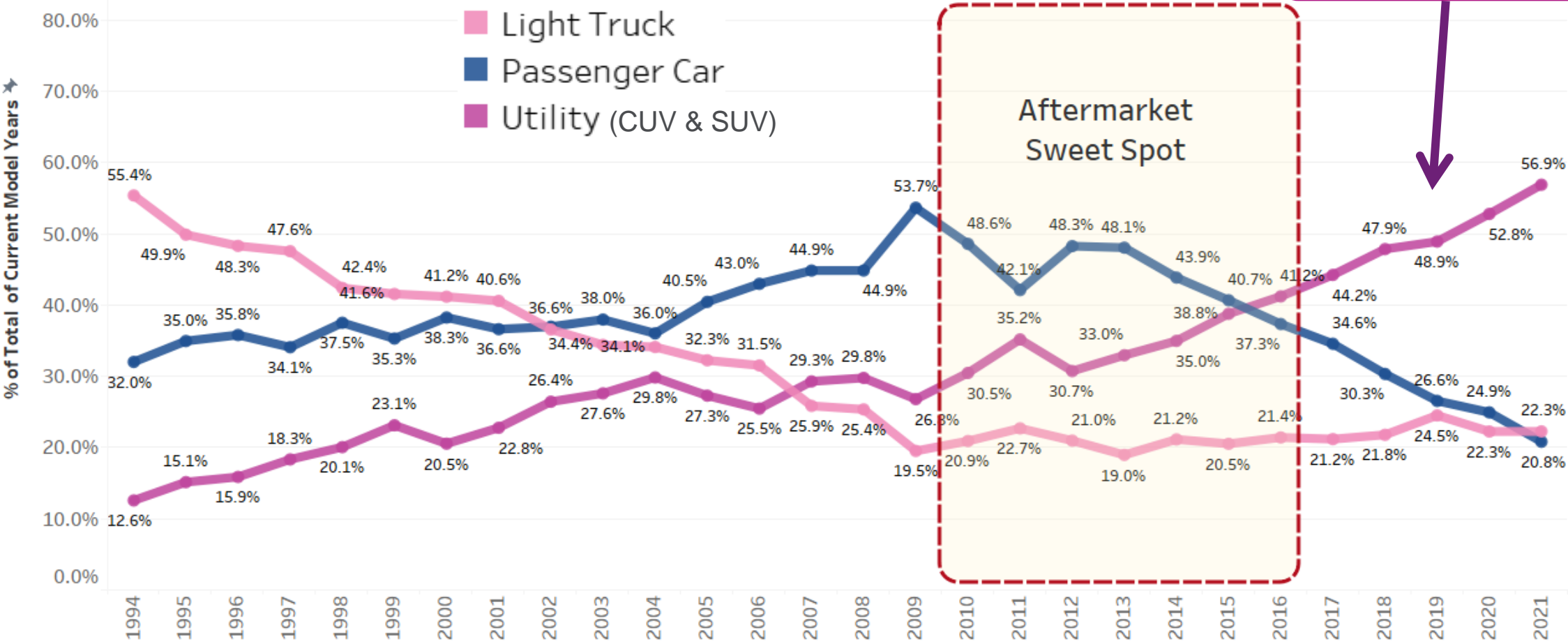
VIO market share





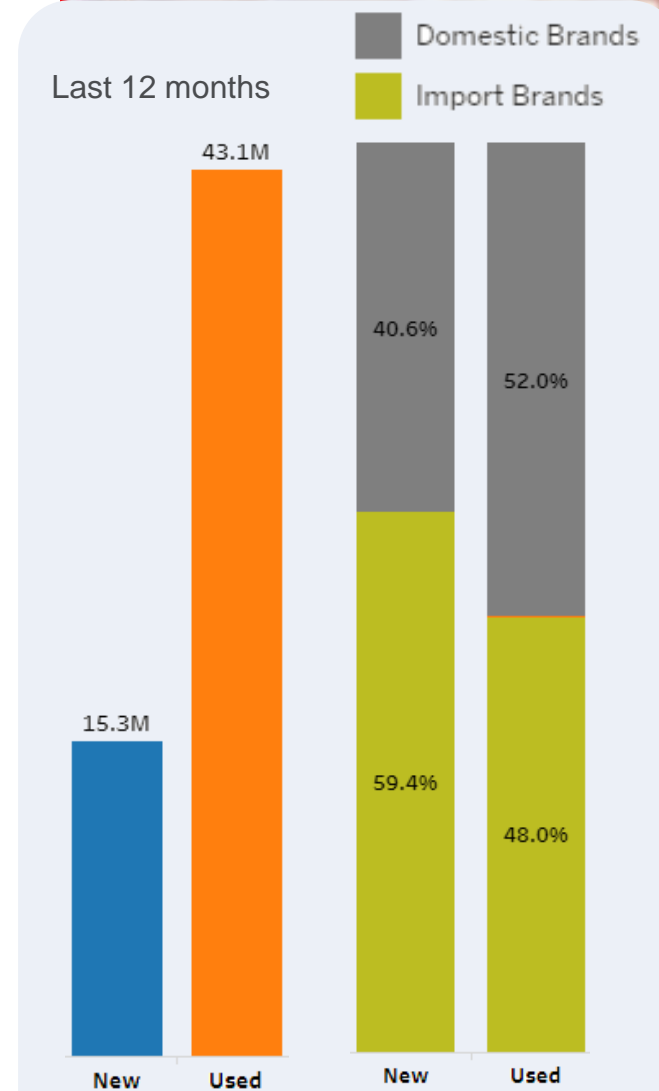
# U.S. Sweet Spot by Vehicle Type

VIO market share

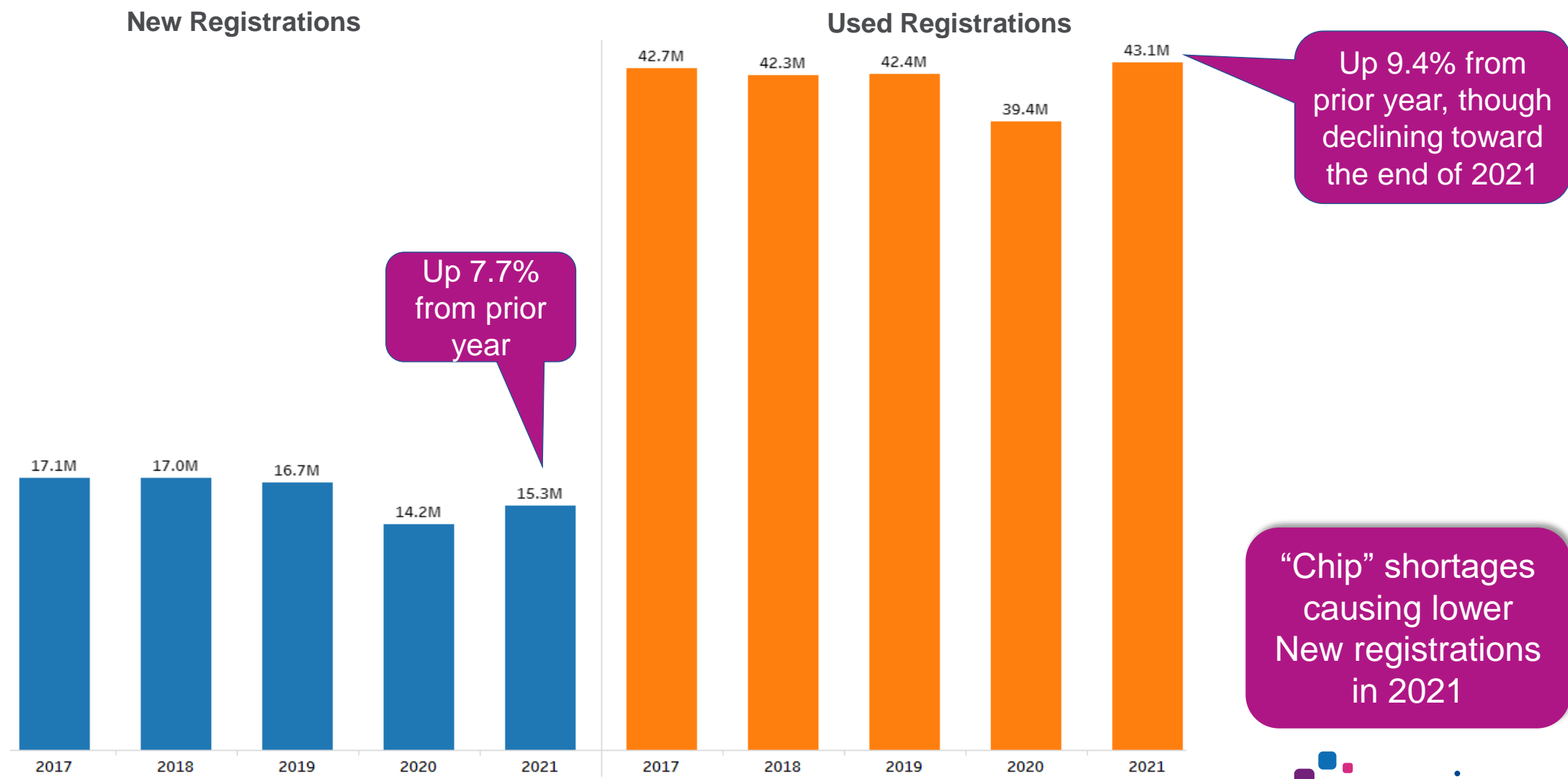


# New & Used Vehicles

- Volumes of New vs Used and Domestic vs Import over the last 12 months
- Market analysis through the 4th quarter
- Chip shortages cause leader changes and scrambles for Used vehicles drives up market prices



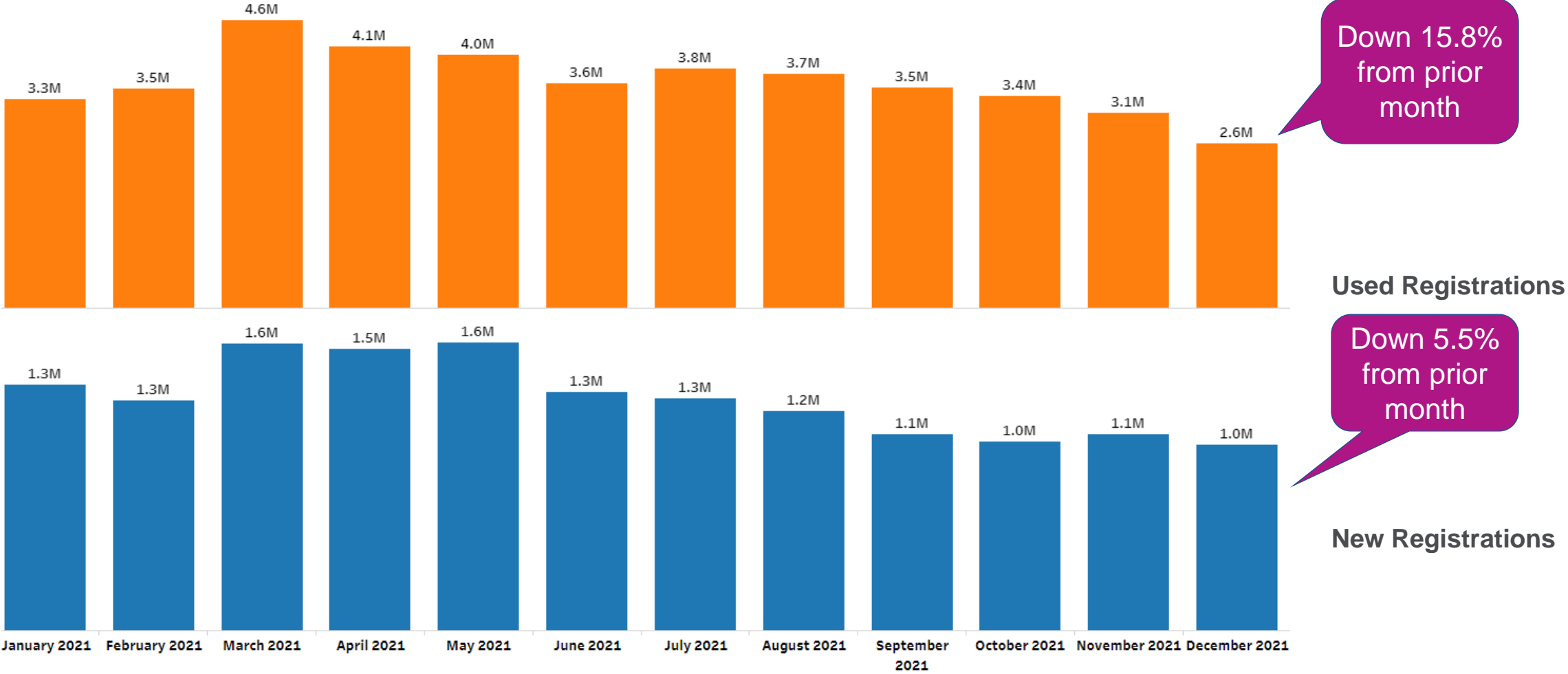
# New and Used vehicle registrations through the 4th quarter



Source: Experian Automotive as of January through December of each year (U.S. light duty vehicles only)



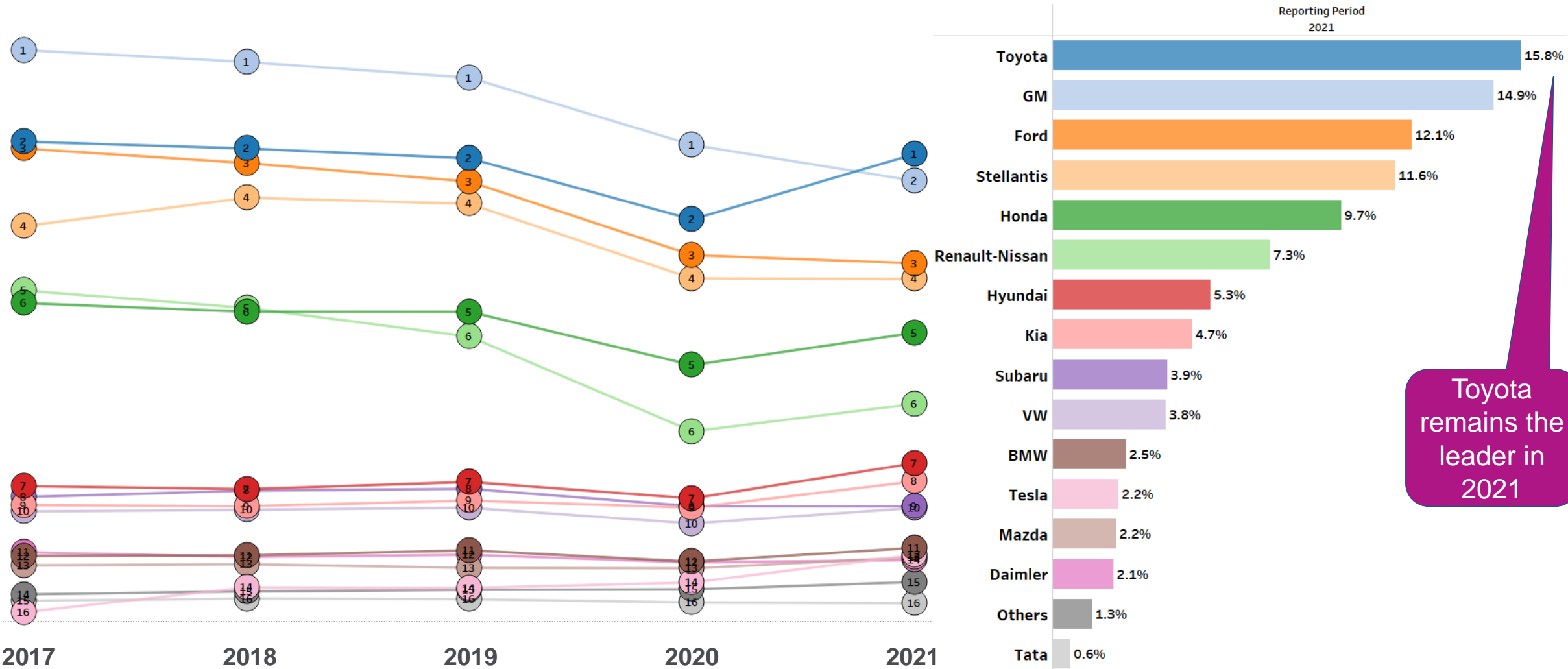
# New and Used vehicle registrations by month





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

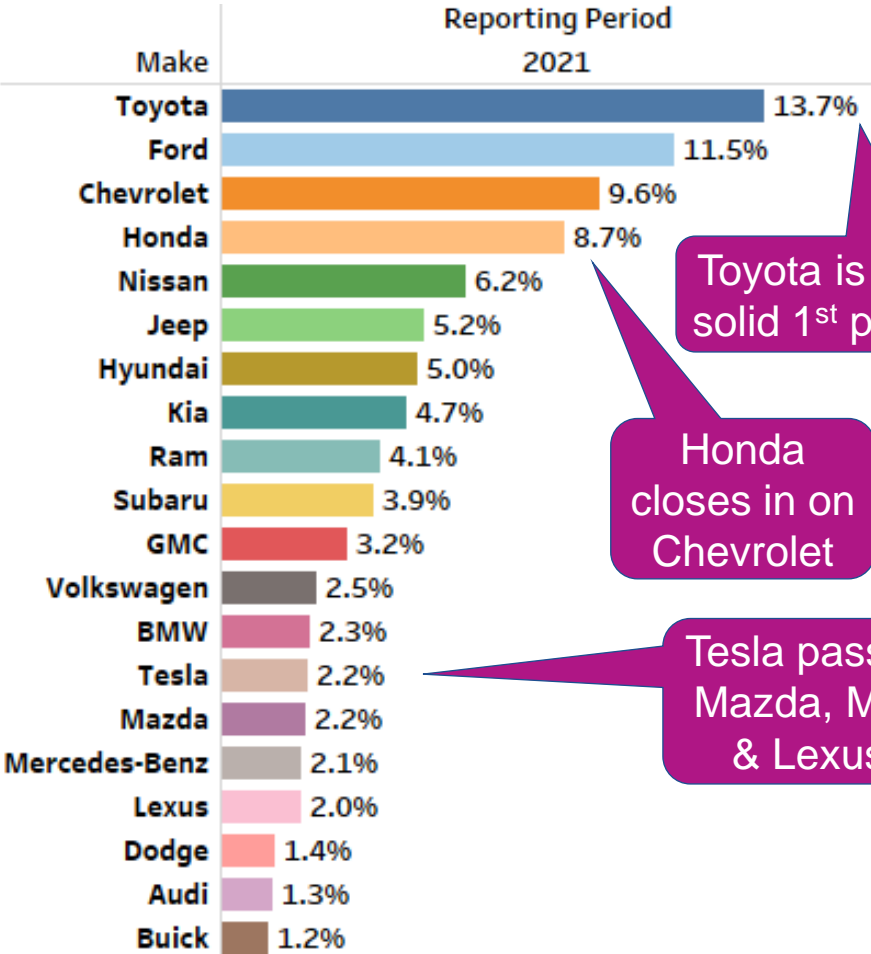
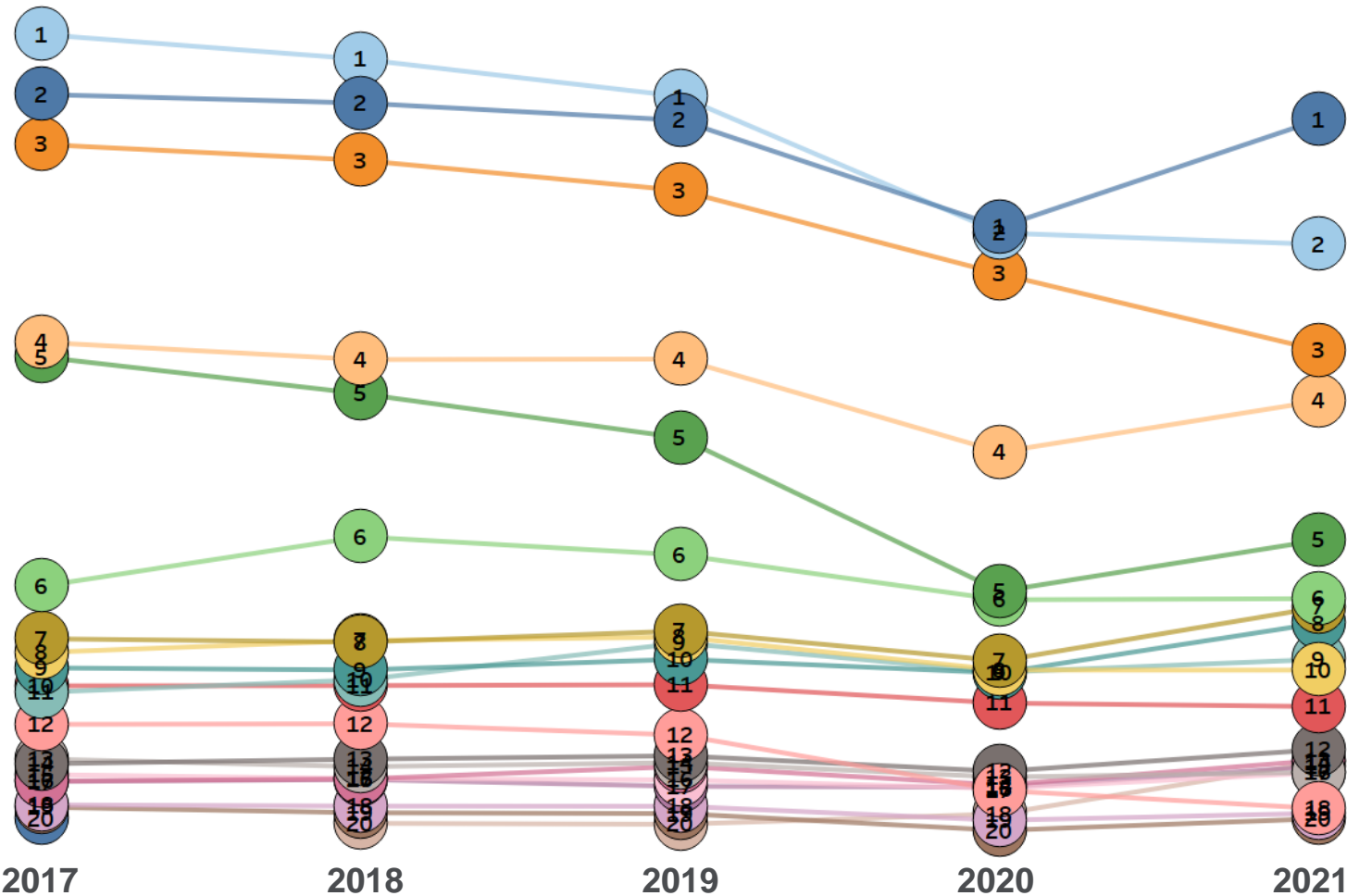
## By manufacturer – Total registrations



Toyota remains the leader in 2021

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

## Top 20 brands – Total Share



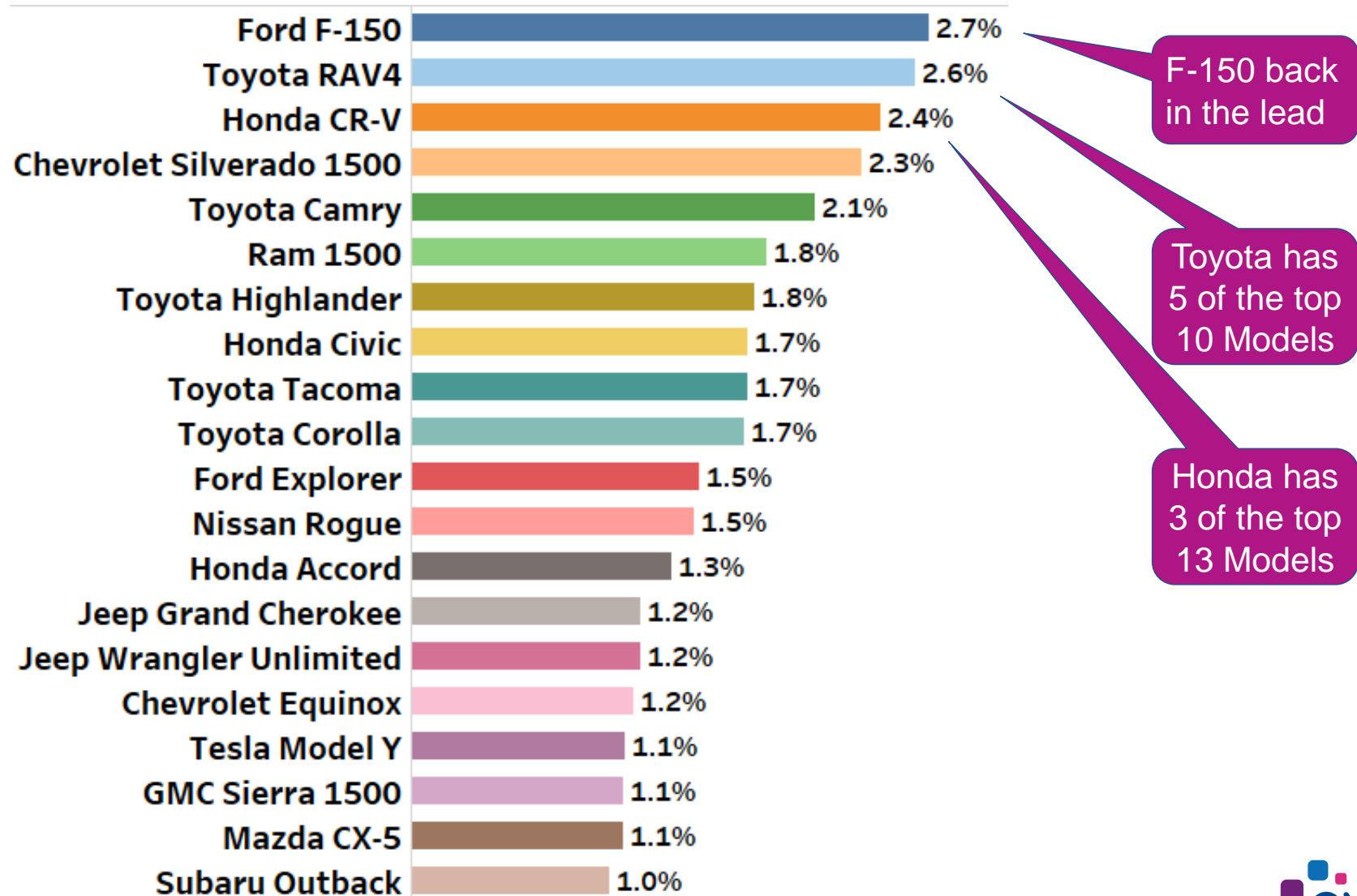
Toyota is in a solid 1<sup>st</sup> place

Honda closes in on Chevrolet

Tesla passes Mazda, M-B & Lexus

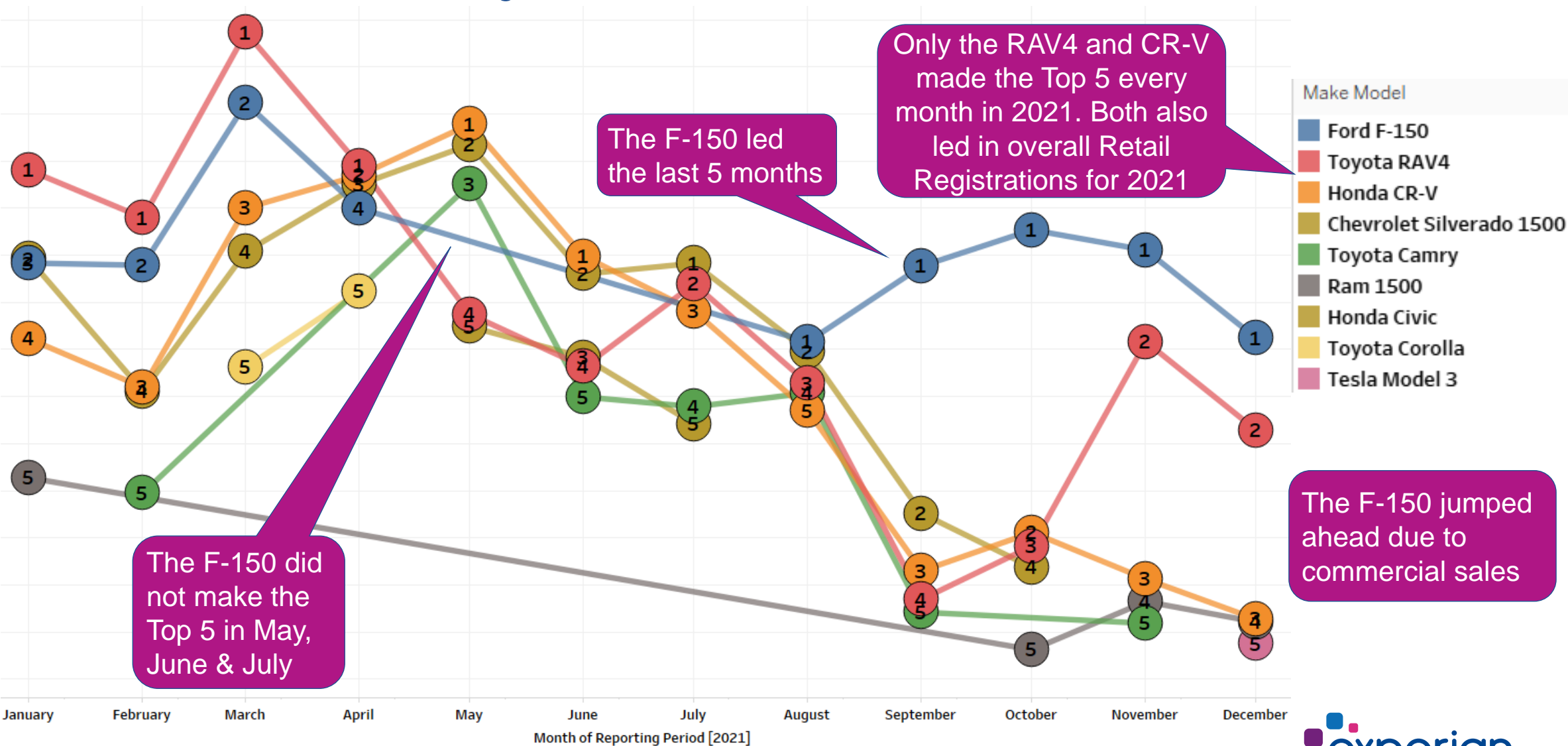
# New vehicle share through the 4th quarter

By top 20 make/models – Total Registrations



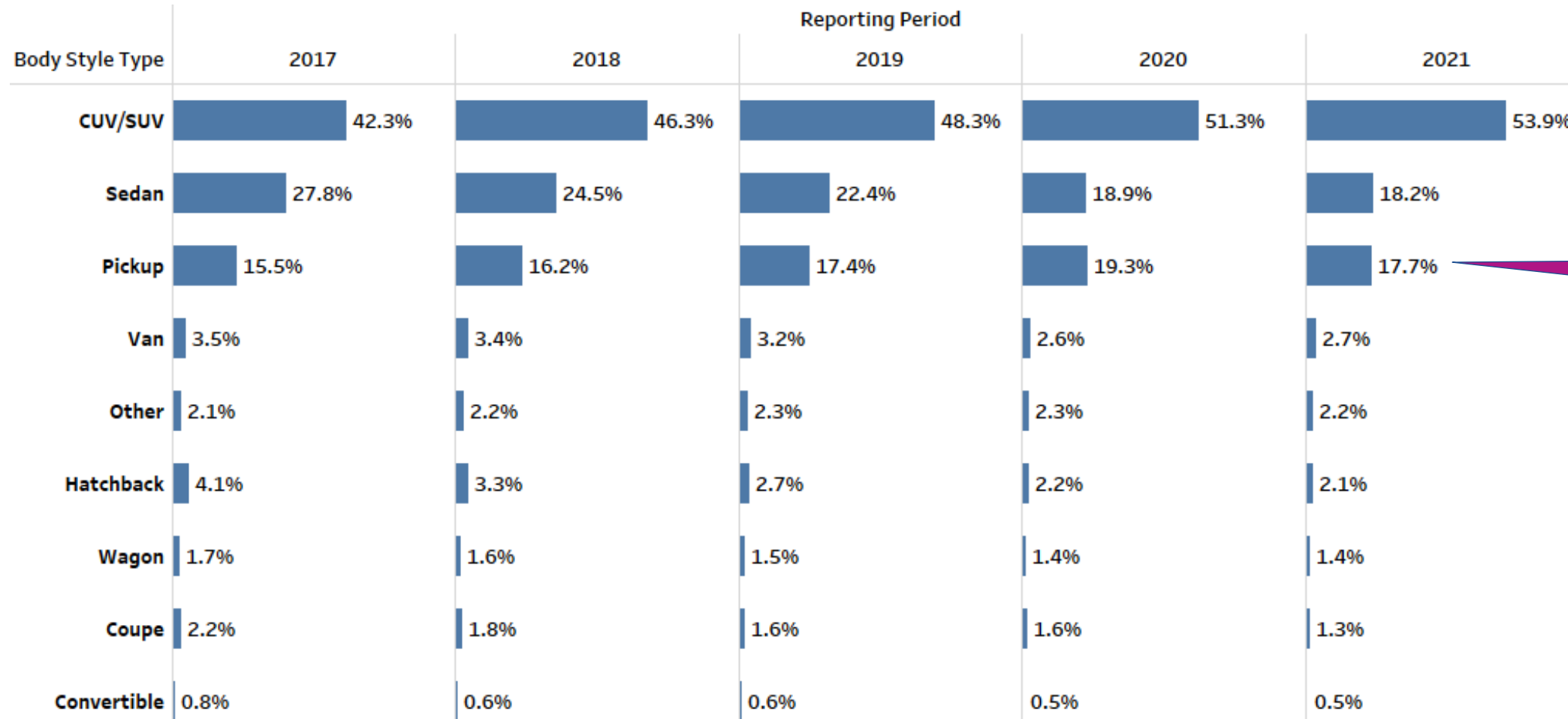
# New vehicle Make/Model rank of the “Top 5” by month

Top 5 make/models – Total new registrations in 2021



# New vehicle registrations through the 4th quarter

## By body style type – Total Registrations

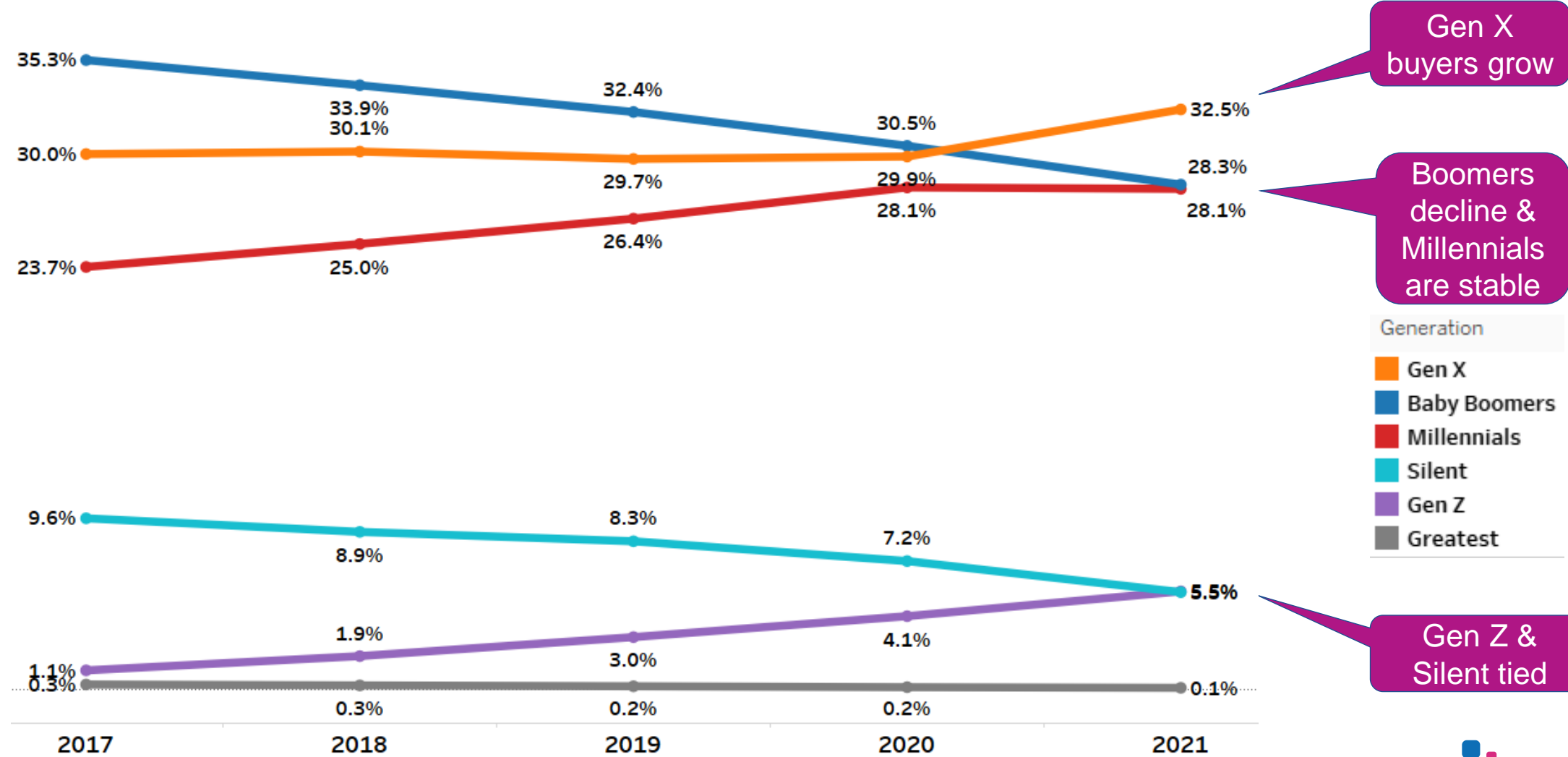


Utilities  
continue  
growth

Pickup's  
decline

# New vehicle registrations through the 4th quarter

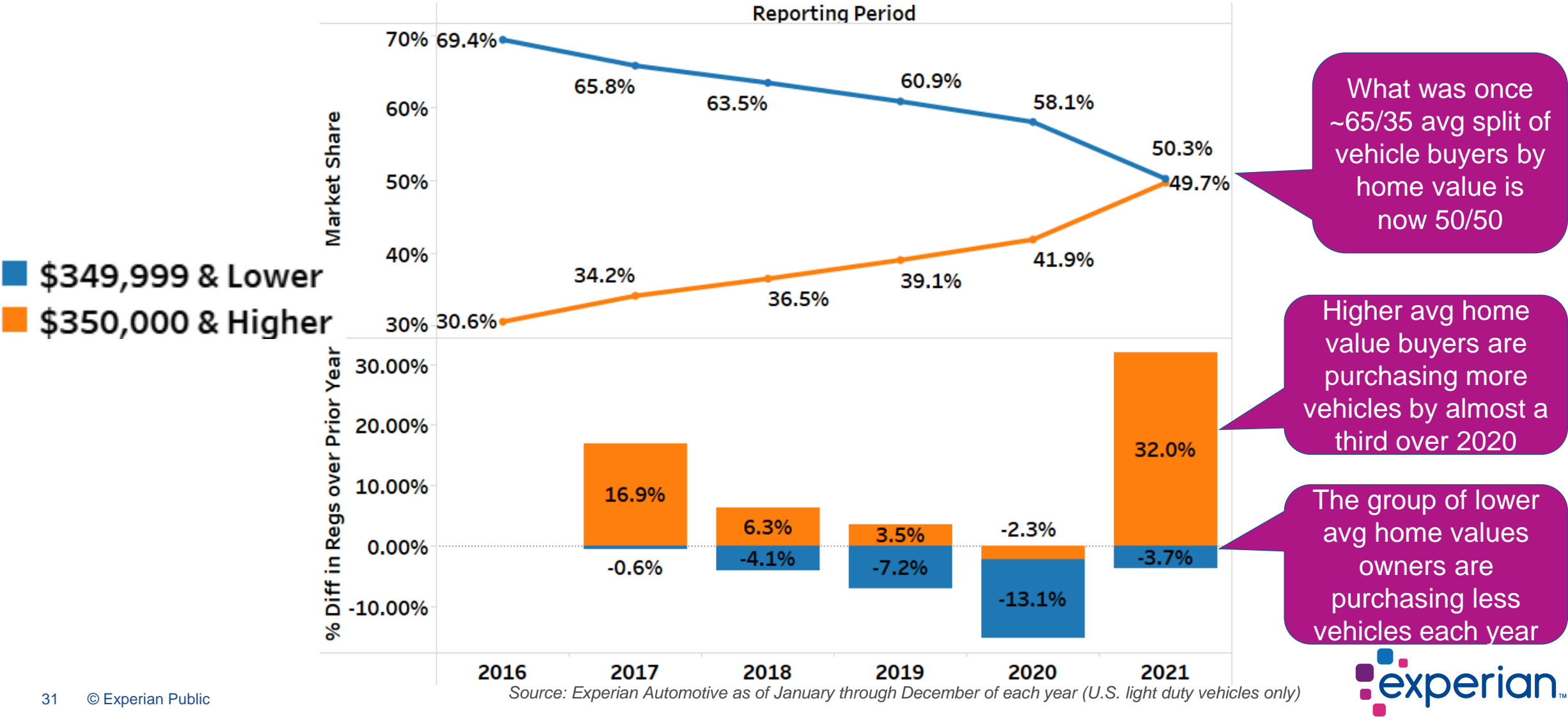
By generation – Retail only





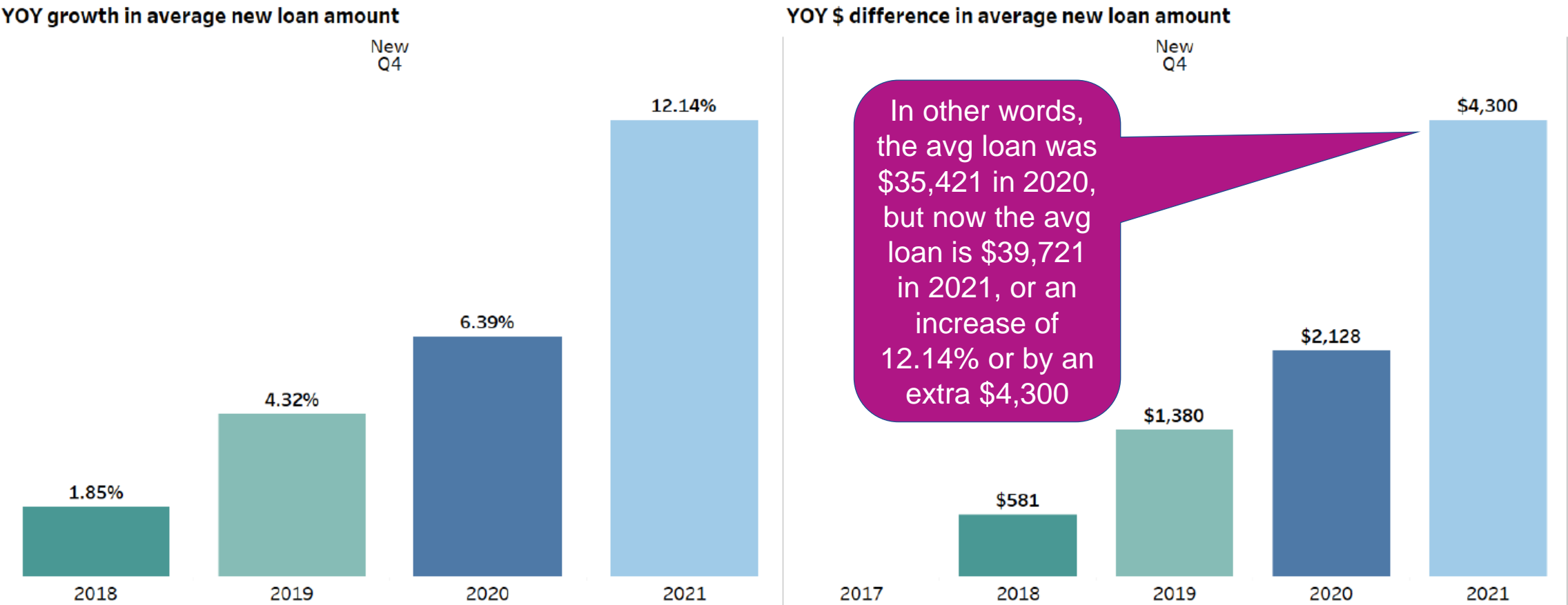
# New vehicle registrations through the 4th quarter

Demographics - Estimated Home Value – Retail only



# From Experian’s “State of the Automotive Finance Market Q4 2021”

## Increase in average loan amounts are accelerating



# Vehicle Analysis



## Spotlight on Medium/Heavy trucks

Medium/Heavy duty  
trucks = 8.7M of VIO

### Medium & Heavy Duty

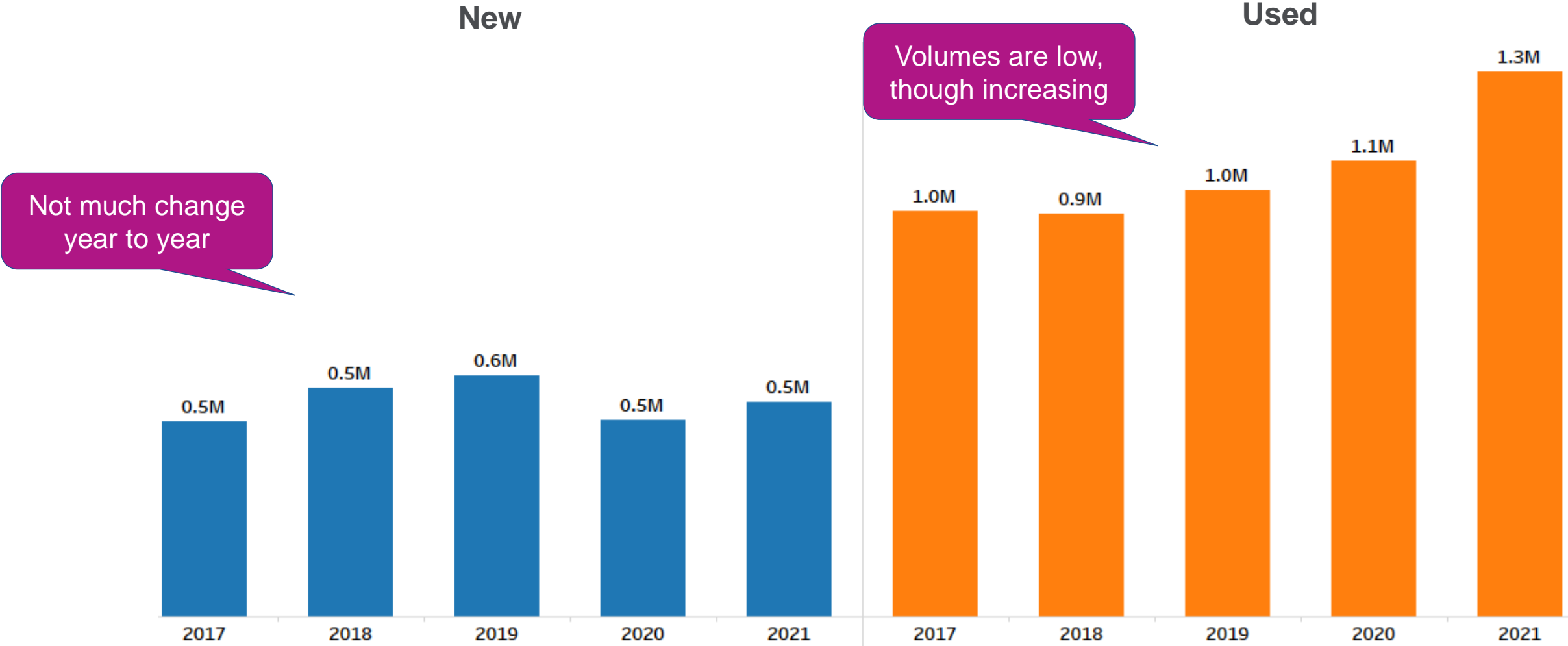
Large Vans, Delivery Trucks, Buses, RVs,  
Cement Trucks, Semi-Tractors

GVW Class 4 - 8



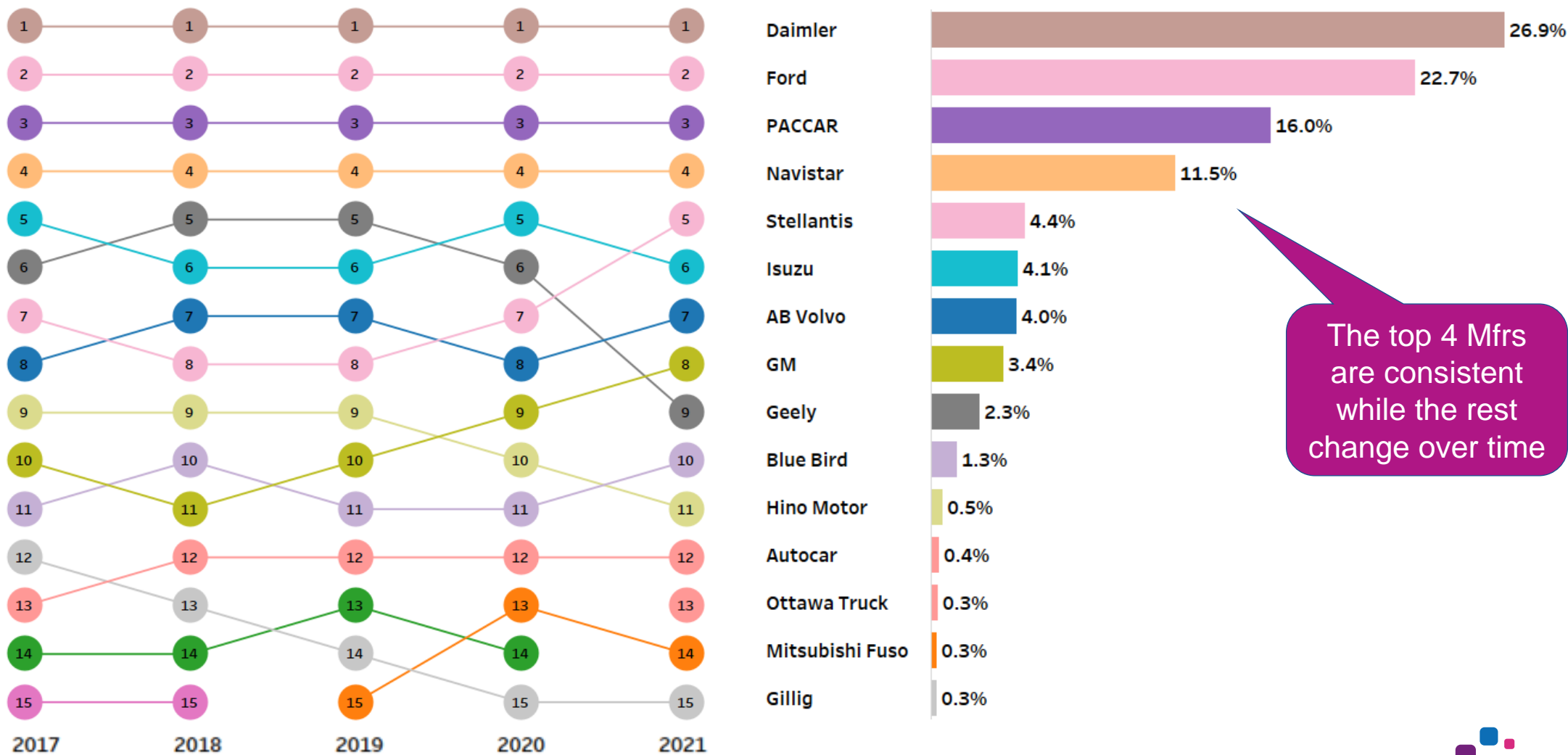
# U.S. Medium/Heavy total by year

## New/Used registrations in 2017 - 2021



# U.S. Medium/Heavy top 15 manufacturers

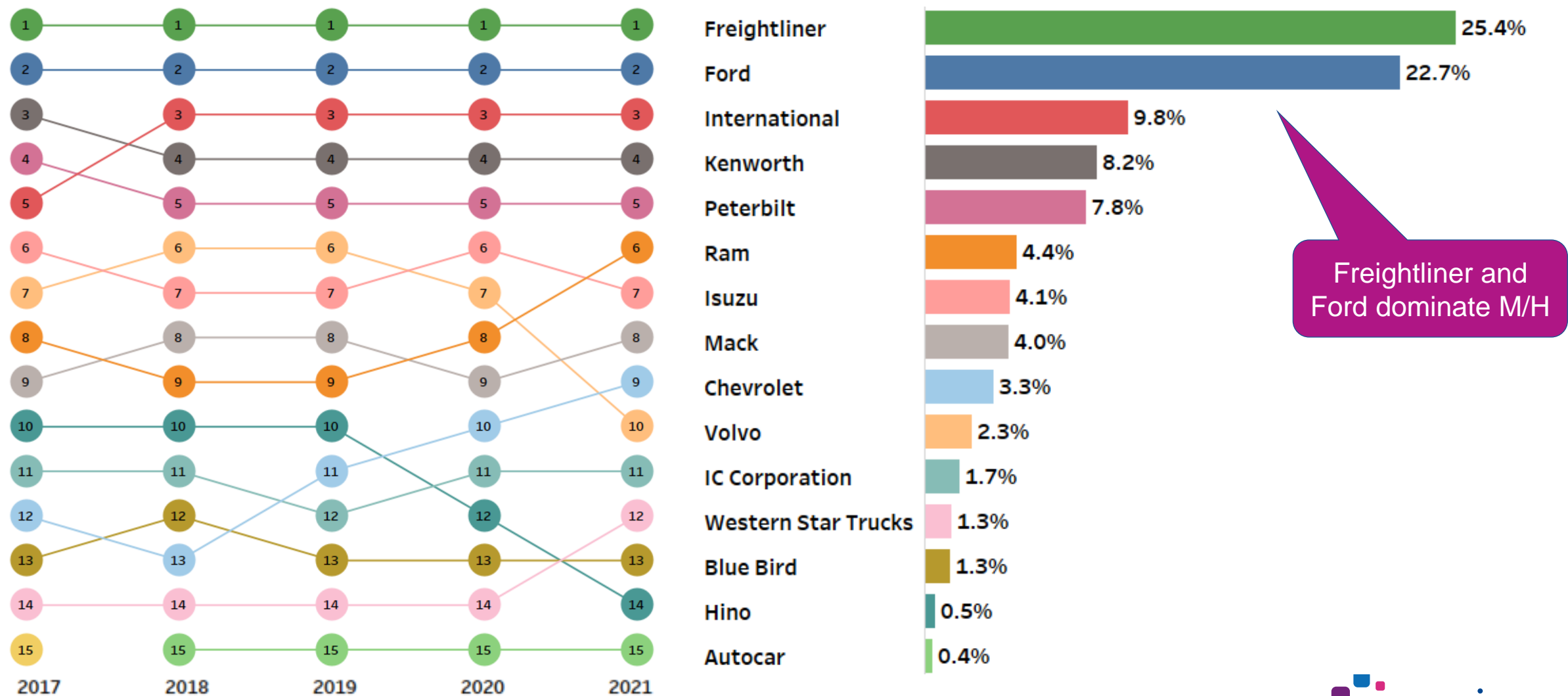
## New registrations trend and current 2021



The top 4 Mfrs are consistent while the rest change over time

# U.S. Medium/Heavy top 15 brands

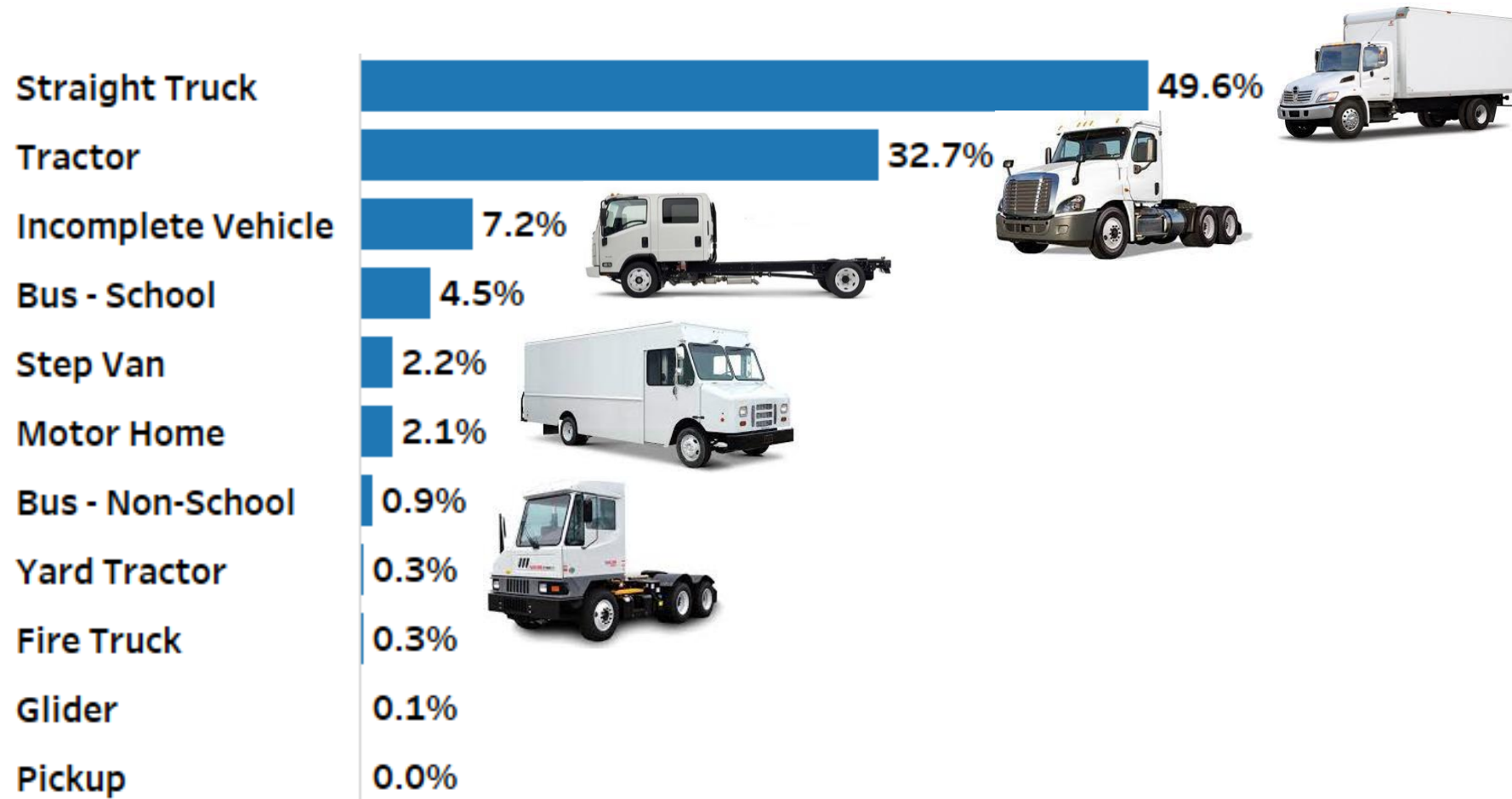
## New registrations trend and current 2021





# U.S. Medium/Heavy vehicle types

## New registrations 2021



# Vehicle Analysis



Spotlight on the electric vehicle market

## Electric Vehicles

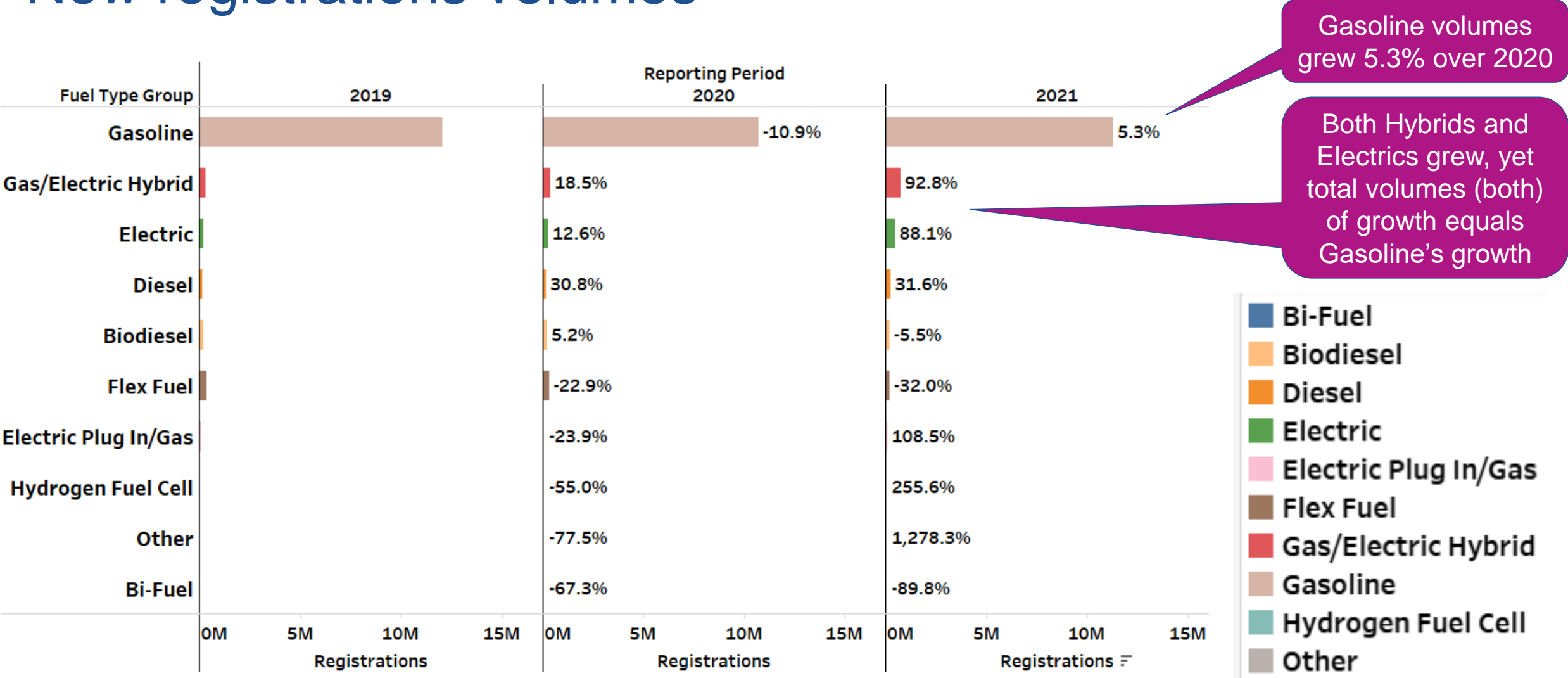
0.51% or 1.5M of VIO

3.47% (464K) of New registrations (2021)



# U.S. Fuel type change (%) over prior year

## New registrations volumes



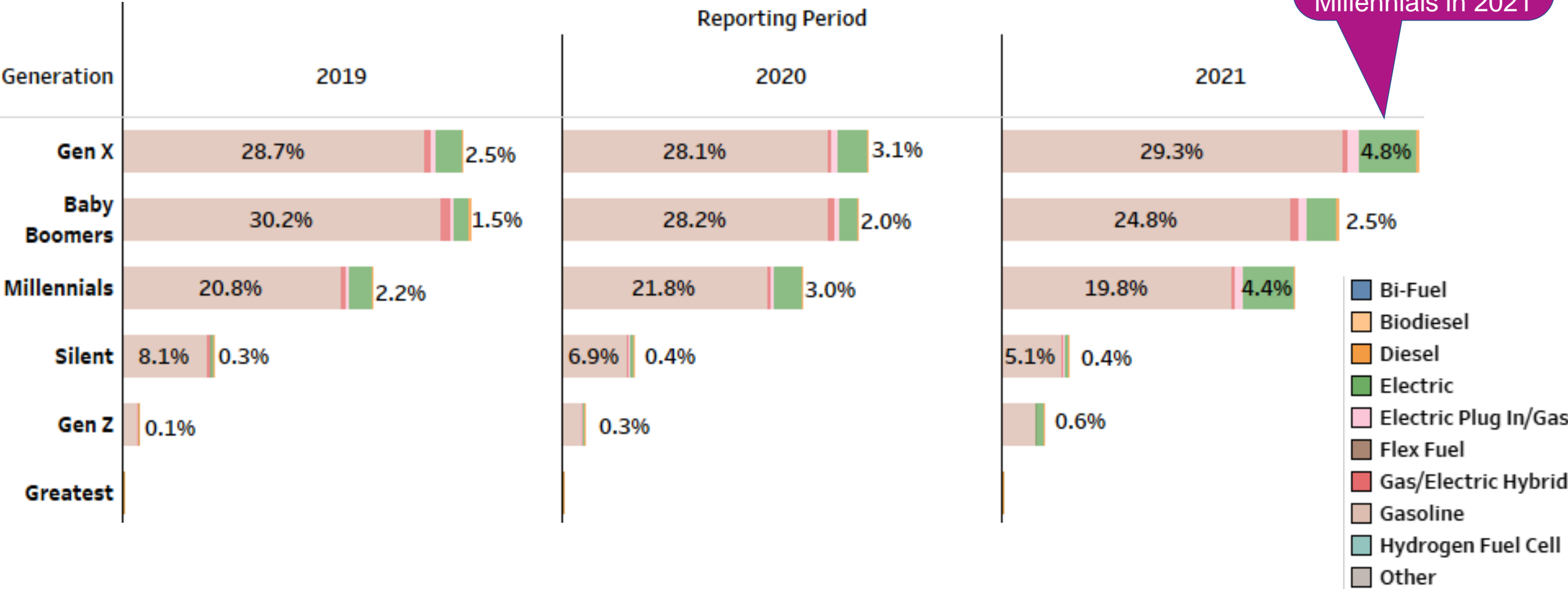
# U.S. Fuel type share by Brand New registrations (top 20)



# U.S. Fuel type share by Generation

## Demographics of New registrations

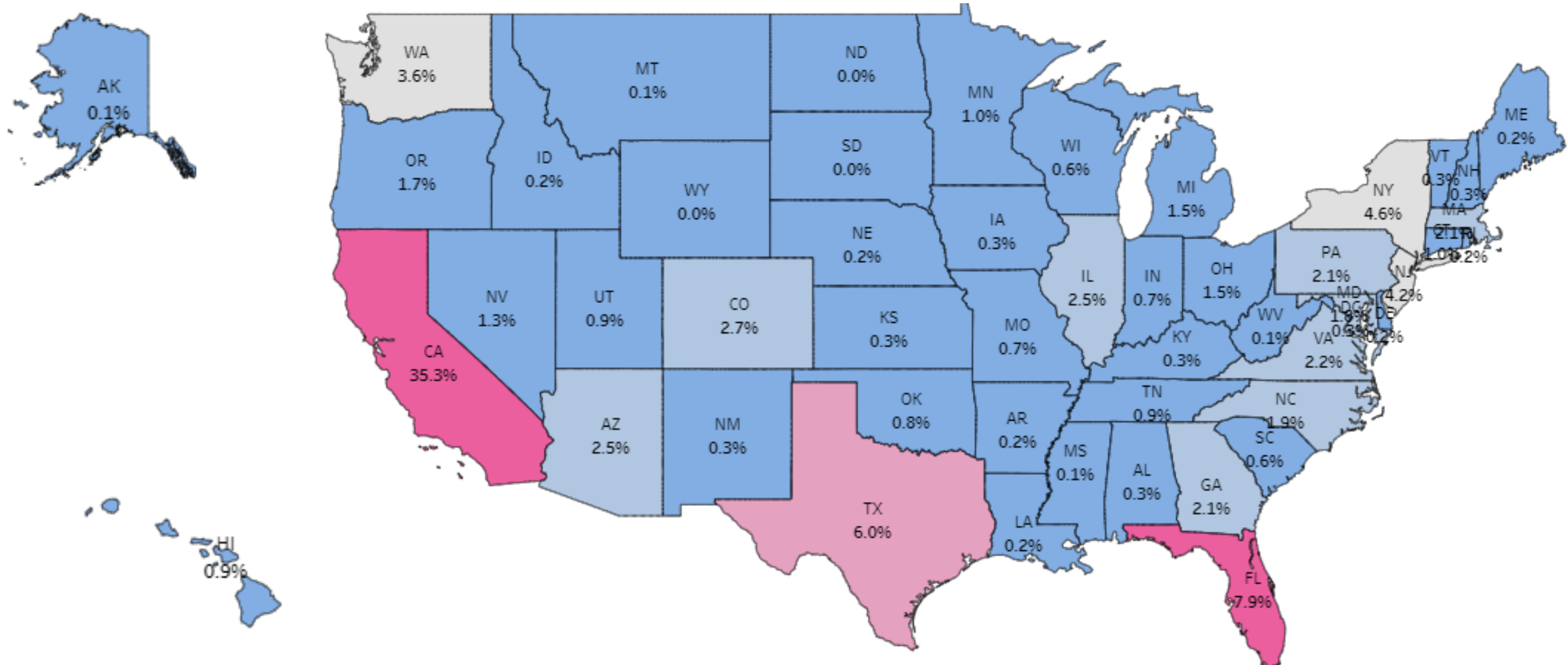
Gen X are the largest owners of electric vehicles, followed by Millennials in 2021





# U.S. Electric registrations by state share

## New registrations January – December 2021

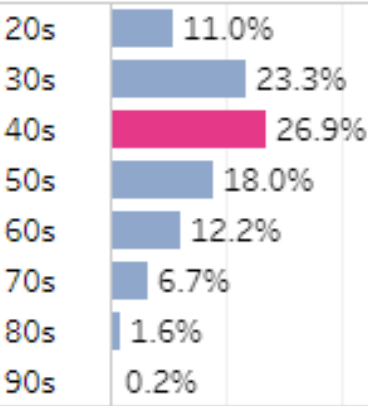




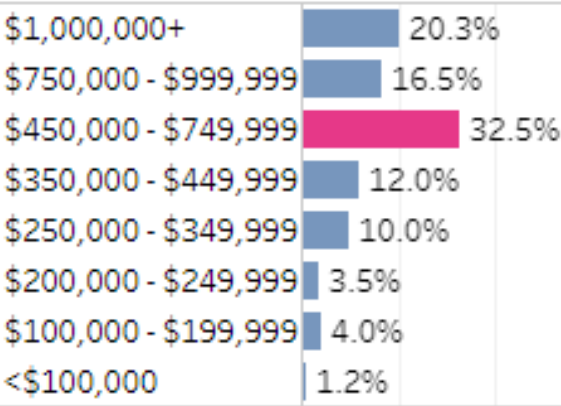
# U.S. Electric demographic summaries for 2021

## New registrations

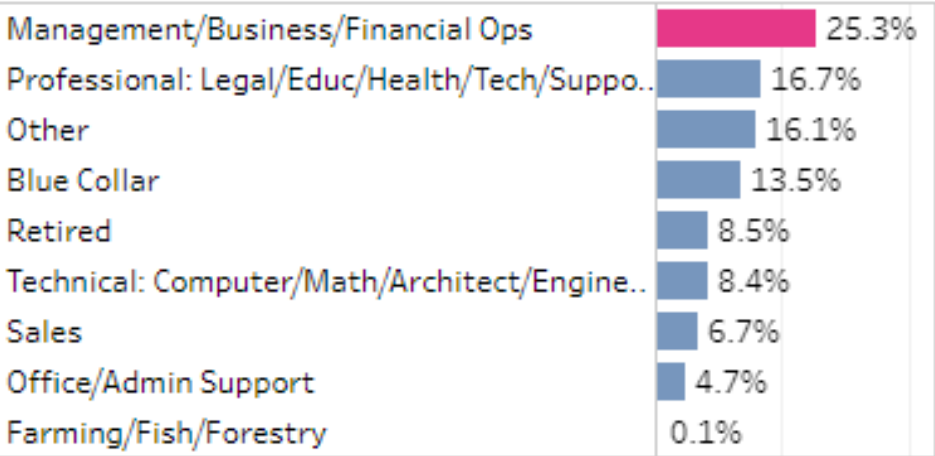
### Age Ranges



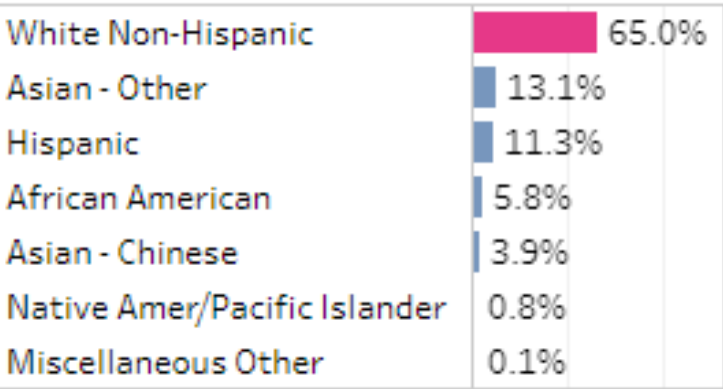
### Home Value



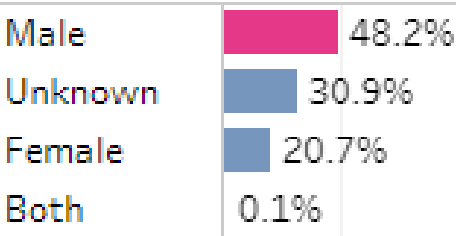
### Occupation



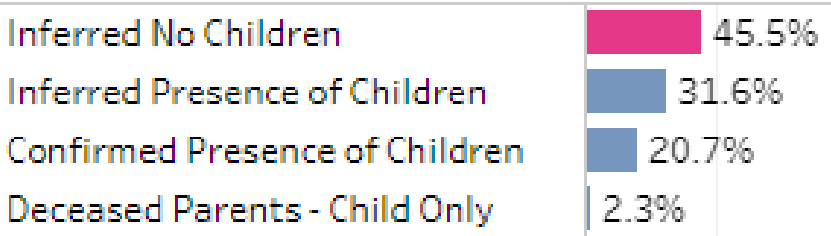
### Ethnic Groups



### Gender

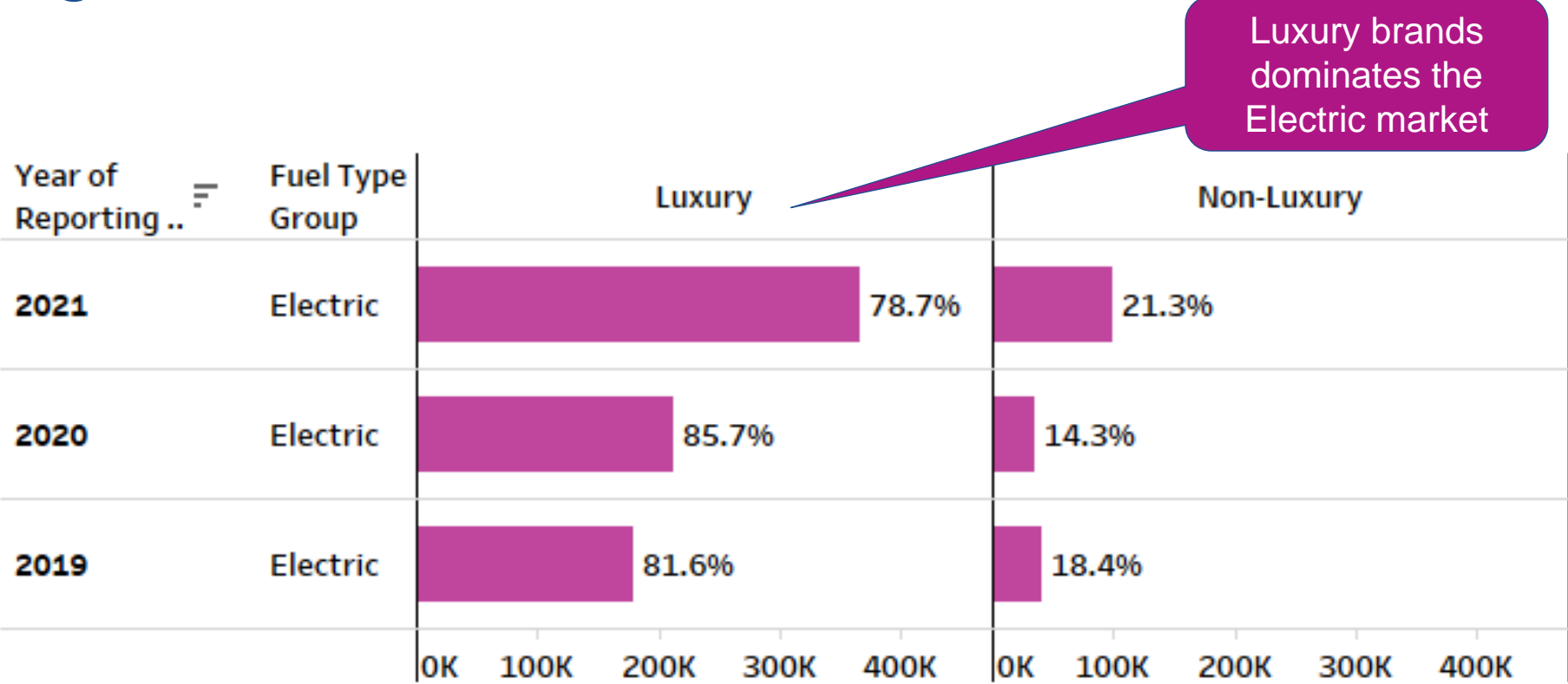


### Children



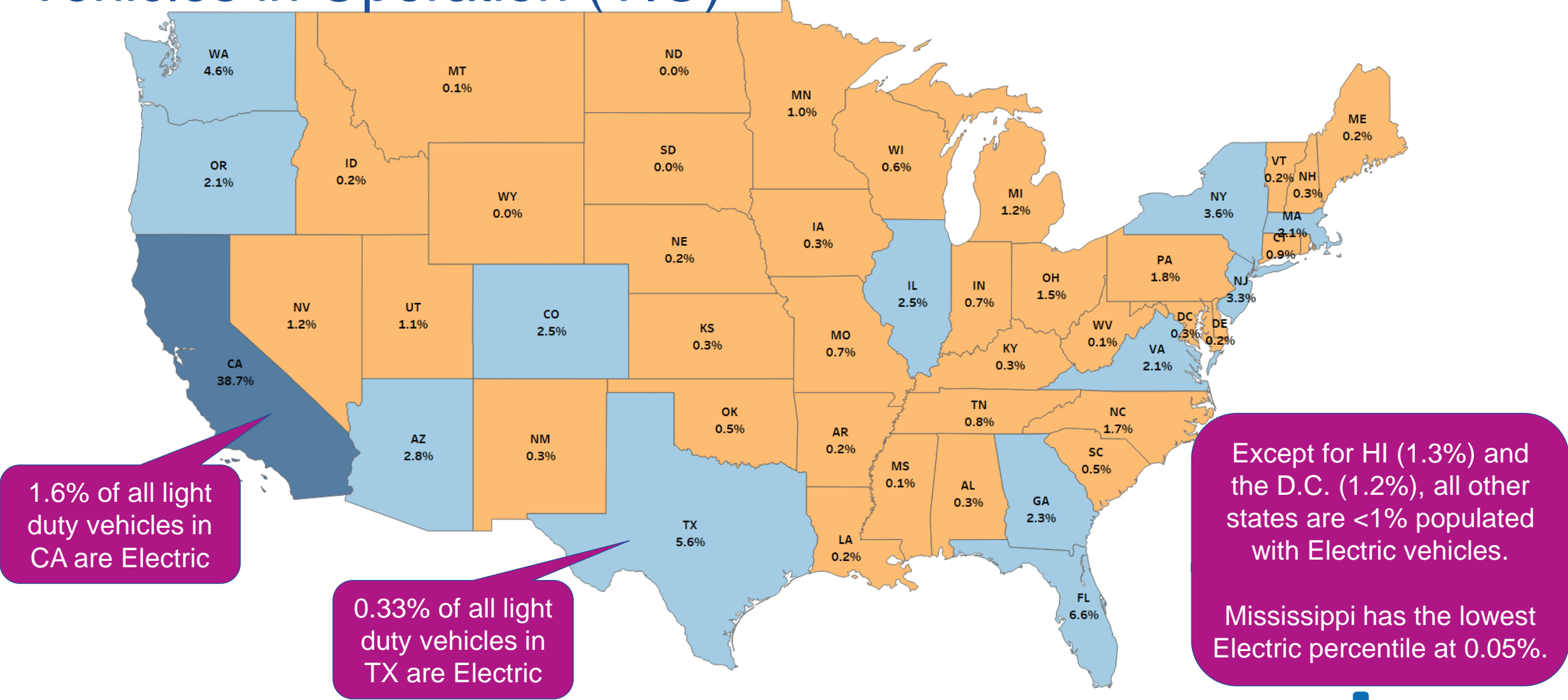
# U.S. Electric share by vehicle class

## New registrations



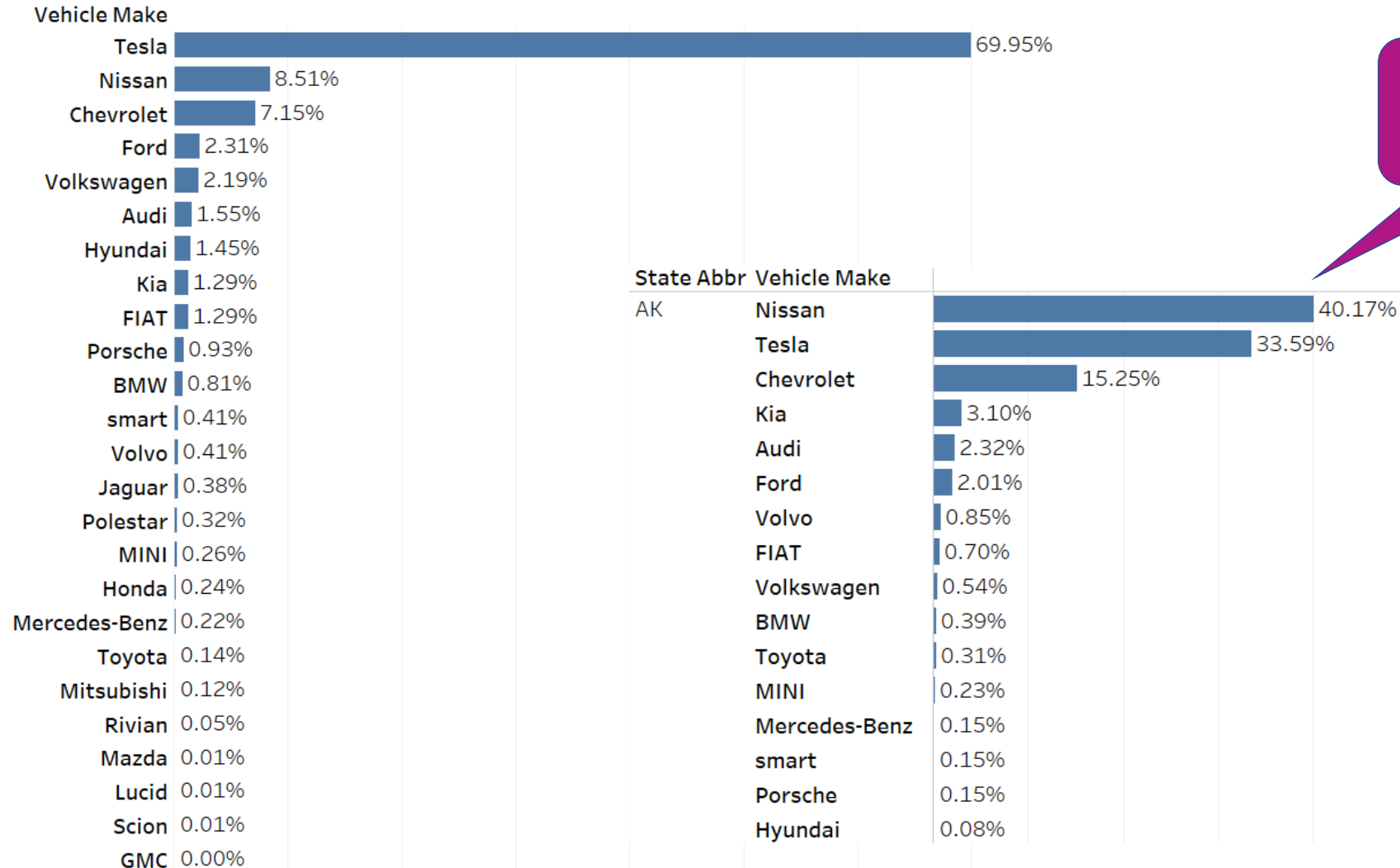
# U.S. registrations by state share of all electric vehicles

## Vehicles in Operation (VIO)



# U.S. Electric registrations by Make share

## VIO – U.S. Summary vs Alaska

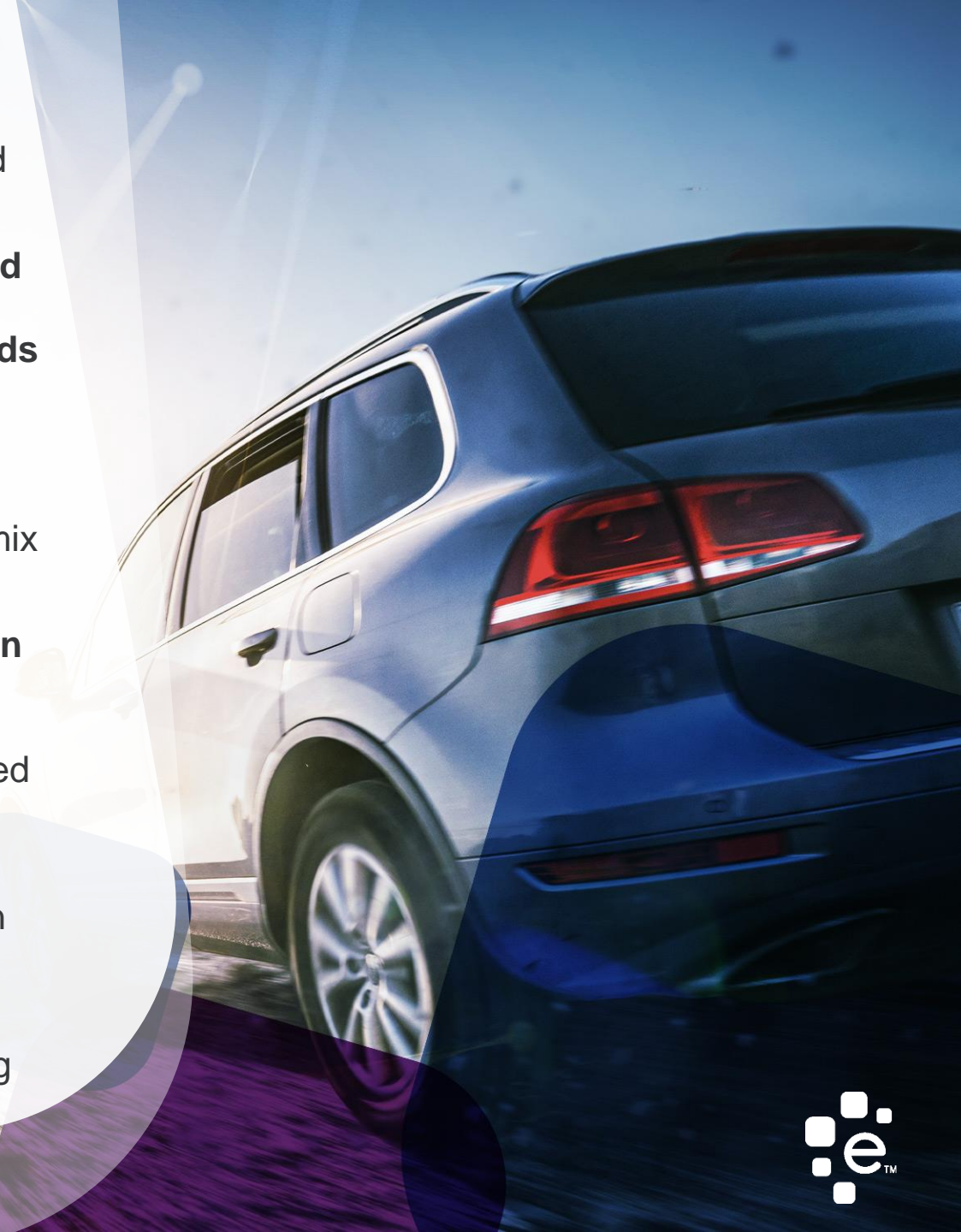


Tesla leads in every state EXCEPT Alaska



# Q4 2021 Summary

- Total light duty VIO is currently at **283.8 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 manufacturer and by make name, **Toyota is the new light duty brand leader of new registrations** through Q4 2021, taking over the manufacturer spot held by GM for many years. And by make, **Toyota leads over Ford**. Toyota has 5 of the top 10 new model registrations which has rocketed them to the top spot.
- The aftermarket **Sweet Spot** continues to grow and is up 7.5% over last year. **There is a change coming to the Sweet Spot** where the vehicle mix is changing to more utility vehicles over the next 5 years.
- **The chip shortage has taken a toll on new registration volumes down to 15.3M**, and the wild ride has shaken up the top models, the top generations who buy them and the availability of certain models. In 2021, **wealthy homeowners have purchased more vehicles** than lower valued homeowners due to rising prices and economy woes.
- **Medium and heavy duty vehicles make up 8.7M** vehicles in operation (VIO), and their new registrations volumes tend to hover around ½ million each year.
- **Electric** vehicles continue to increase in registrations and market share, though 31% of electric vehicles on the roads today came to market during the 2021 time period of new registrations.



# 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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