



Market Trends Review Q3 2021

Presented by

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Today's presentation

What's on the road

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

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

- *Pickup 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[®] Vehicle History
- Our success comes from delivering actionable insights and lasting partnerships with our clients

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



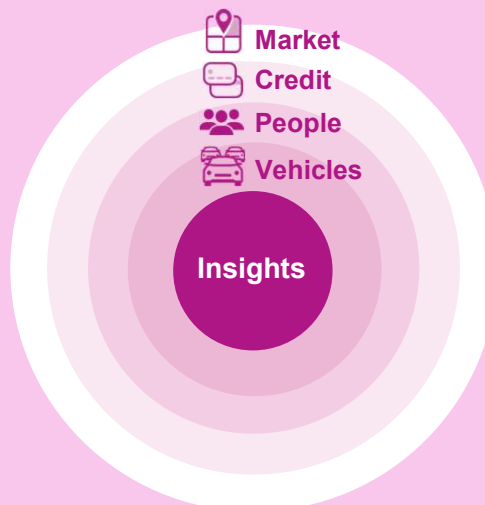
The power of Experian data

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



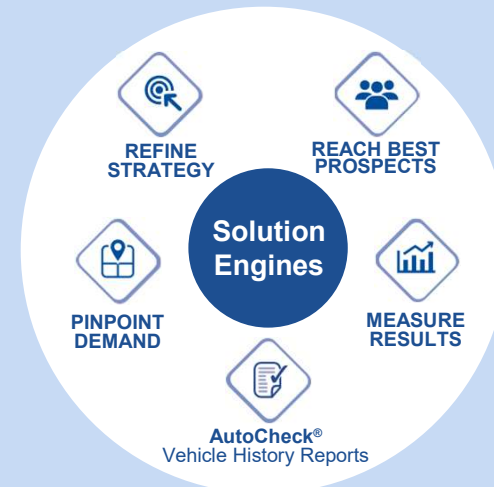
Best-in-class data, unified and enhanced

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.

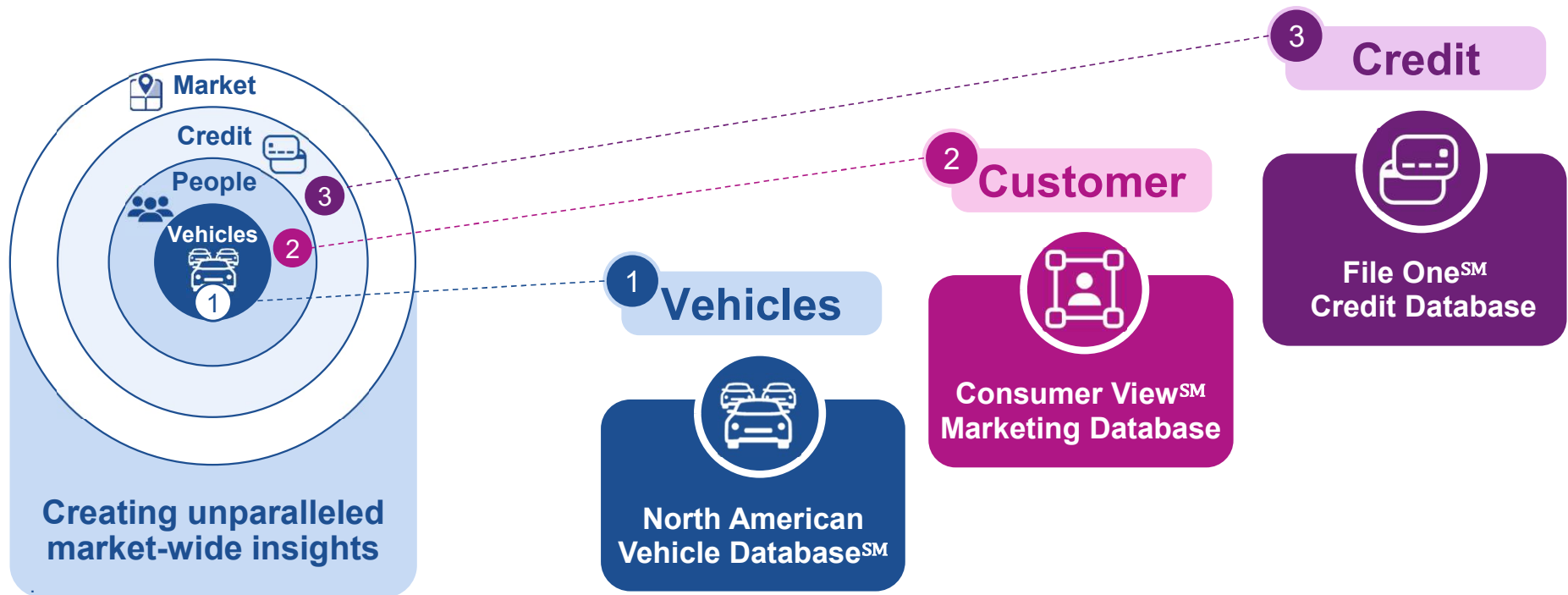


Powering innovative solution engines that drive results

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) = 332.7M

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.



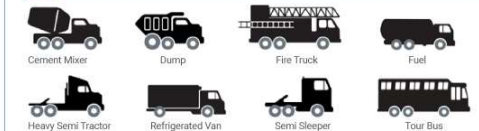
CLASS 6 19,501 to 26,000 lbs.



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

Q3 2021 Total*

283.8
MILLION

Vehicles on the road

Q3 2020 Total*

281.6
MILLION

Vehicles on the road

Q3 2021 VIO changes



16.1
MILLION
NEW Vehicles
Registered



13.9
MILLION
Vehicles went
out of operation



43.4
MILLION
USED vehicles
changed owners

=



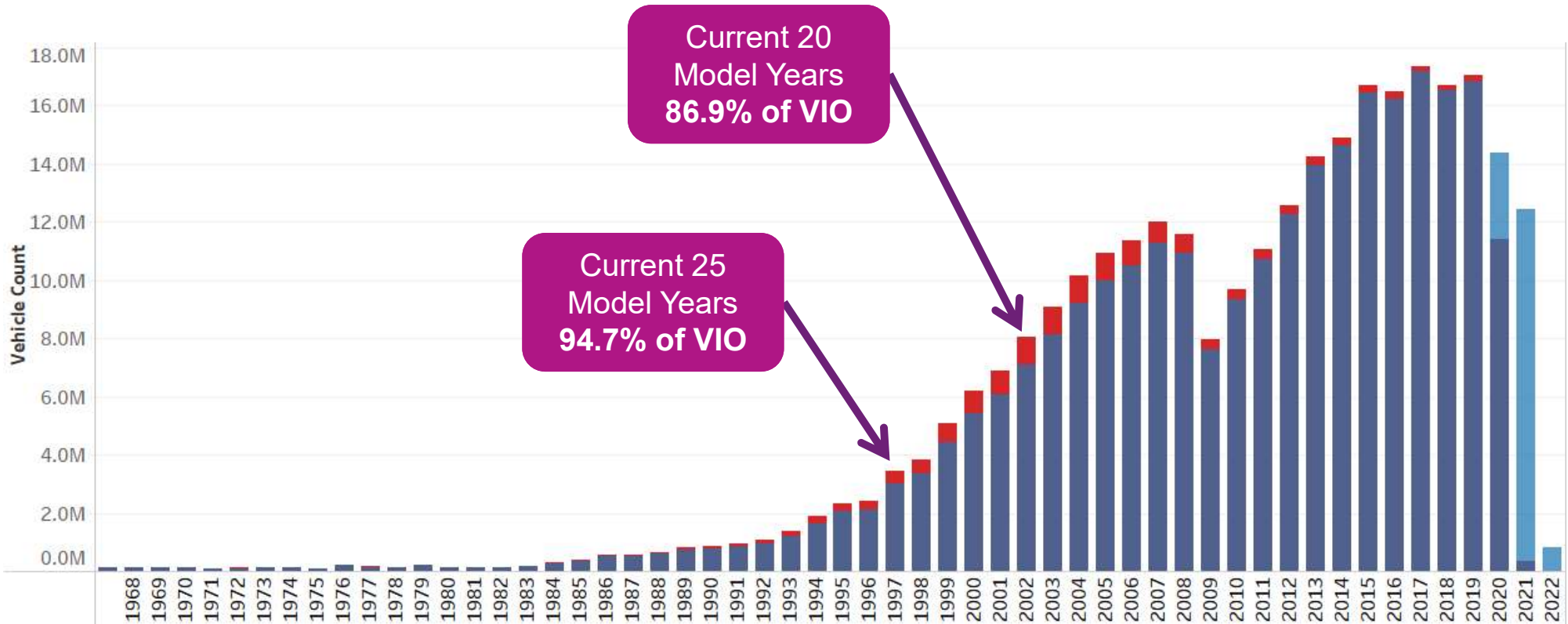
31.7%
Total VIO
changes¹

*U.S. Vehicles in Operation data as of September 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)

Q3 2020 to Q3 2021

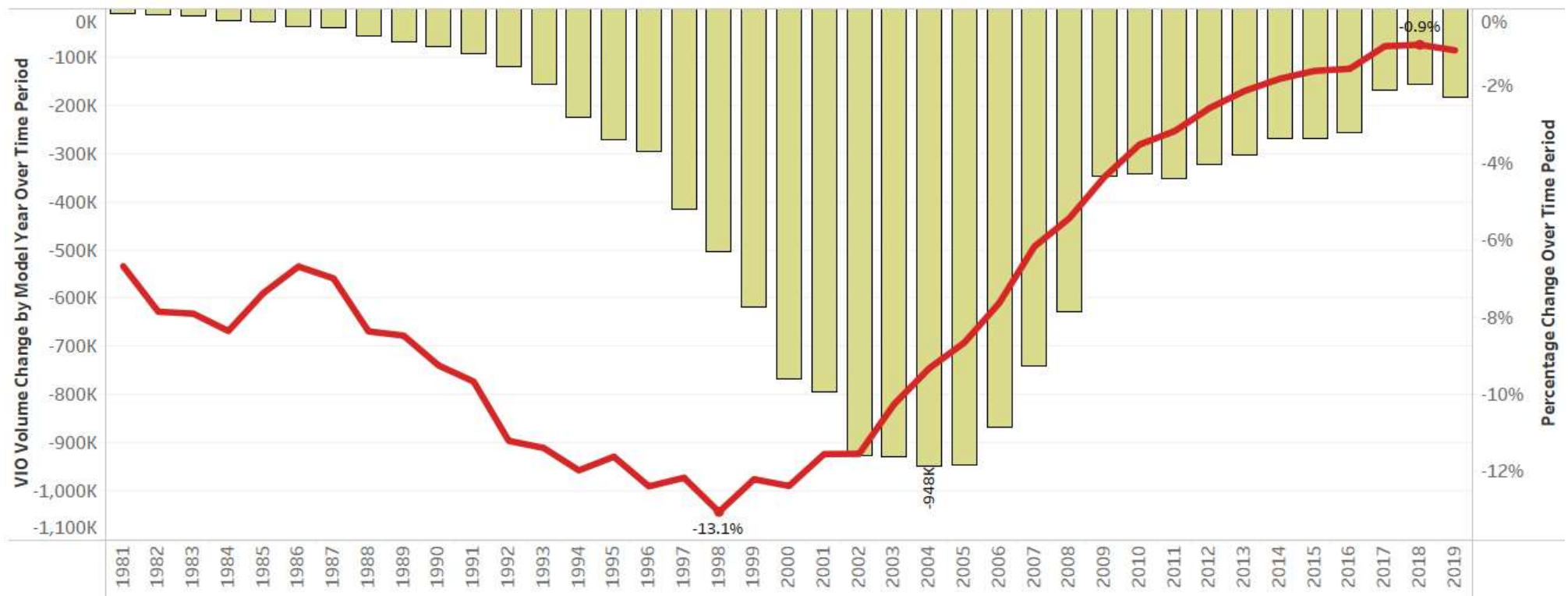
Out of operation
New vehicle sales
Carryover vehicles



U.S. VIO out of operation by Model Year

Q3 2020 to Q3 2021

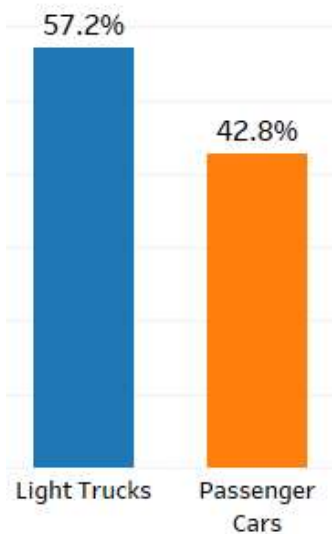
Out of operation
New vehicle sales
Carryover vehicles



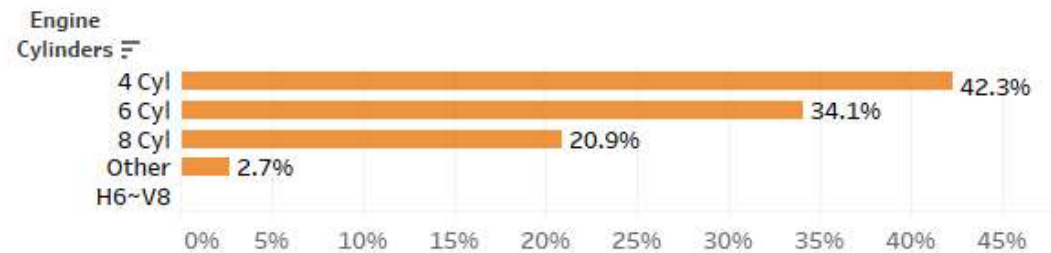
U.S. Summary Stats – for all light duty VIO

as of Q3 2021

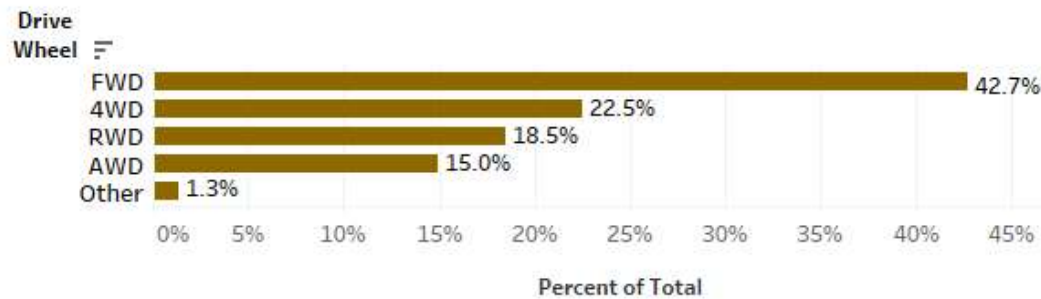
Vehicle Category Share



Cylinder Market Share



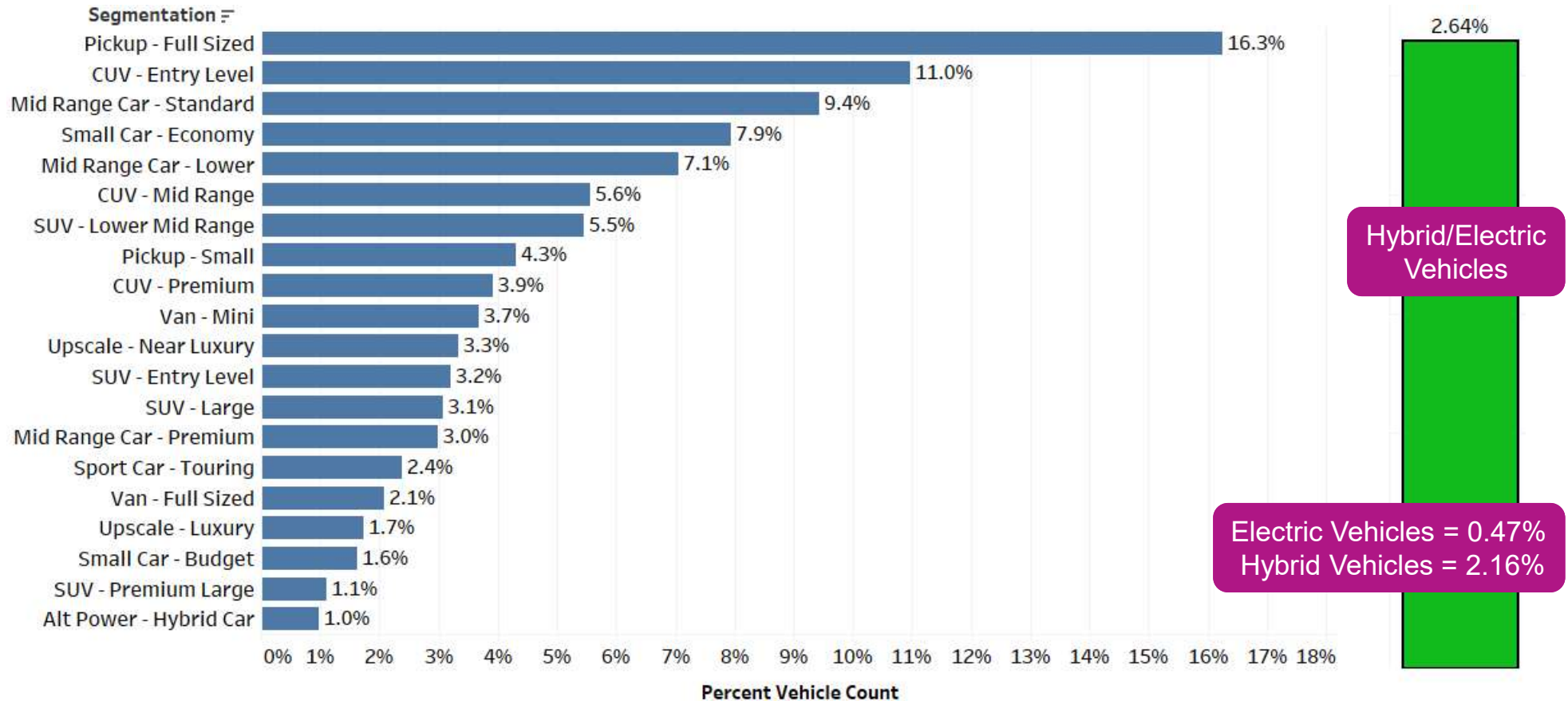
Drivewheel Market Share



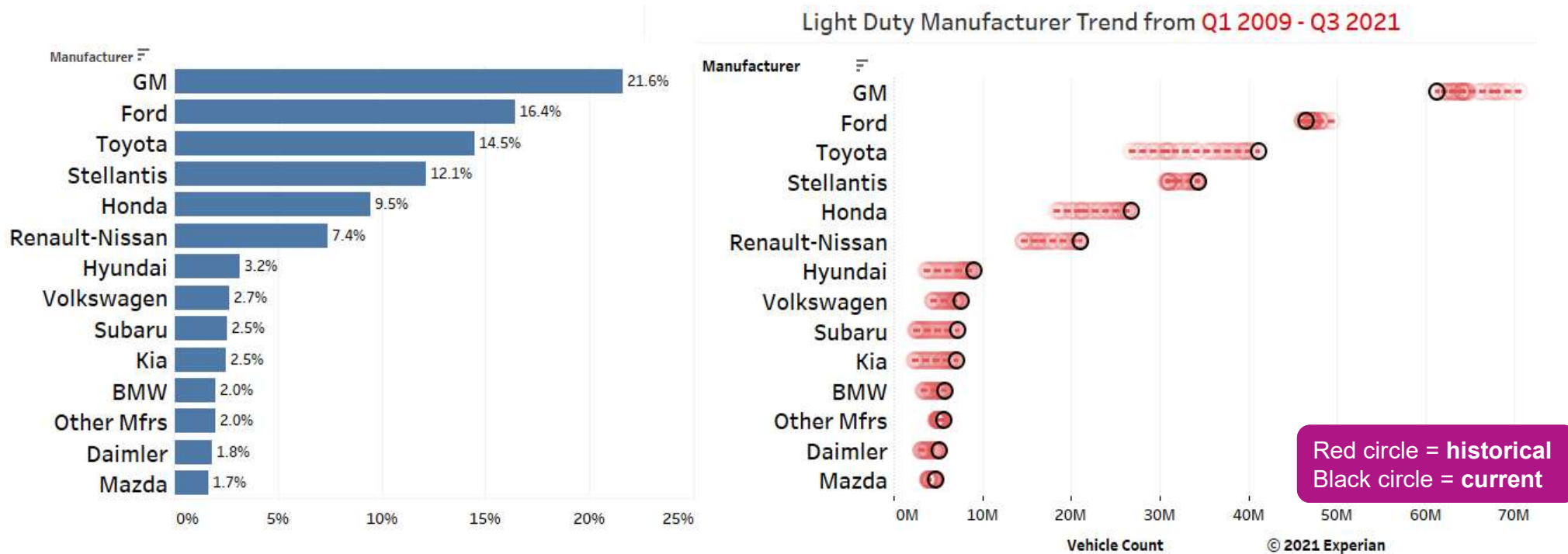
Domestic vs Import



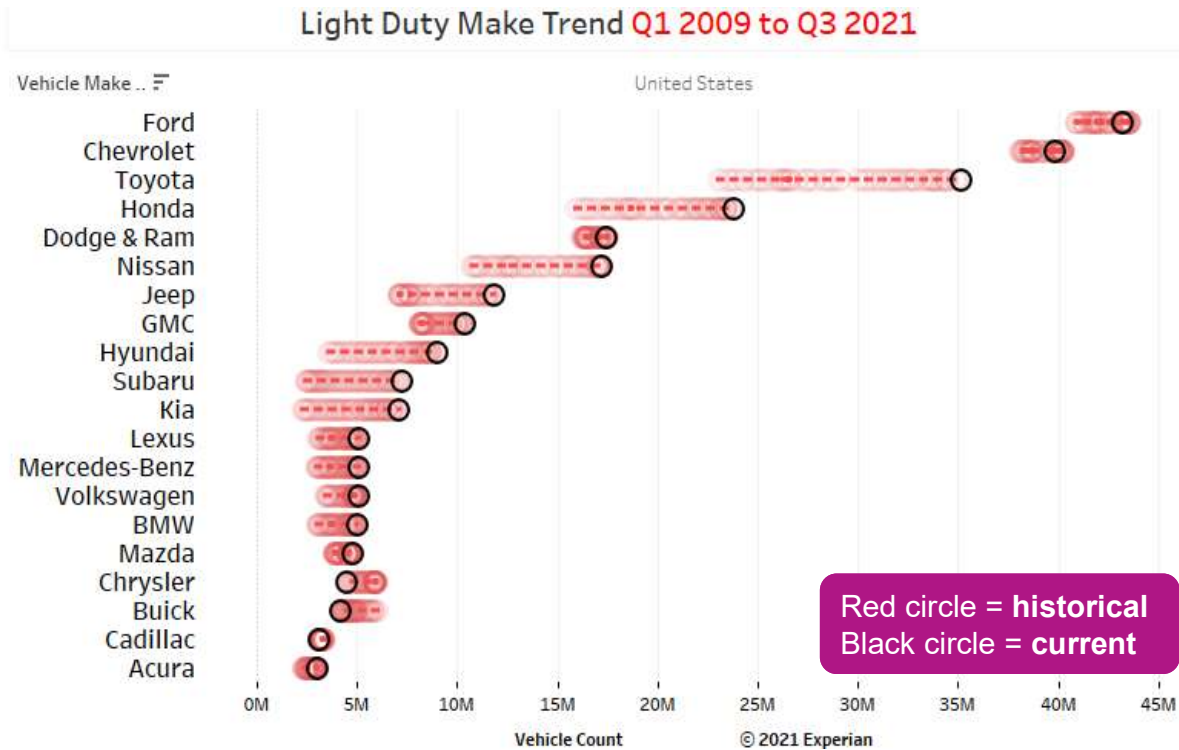
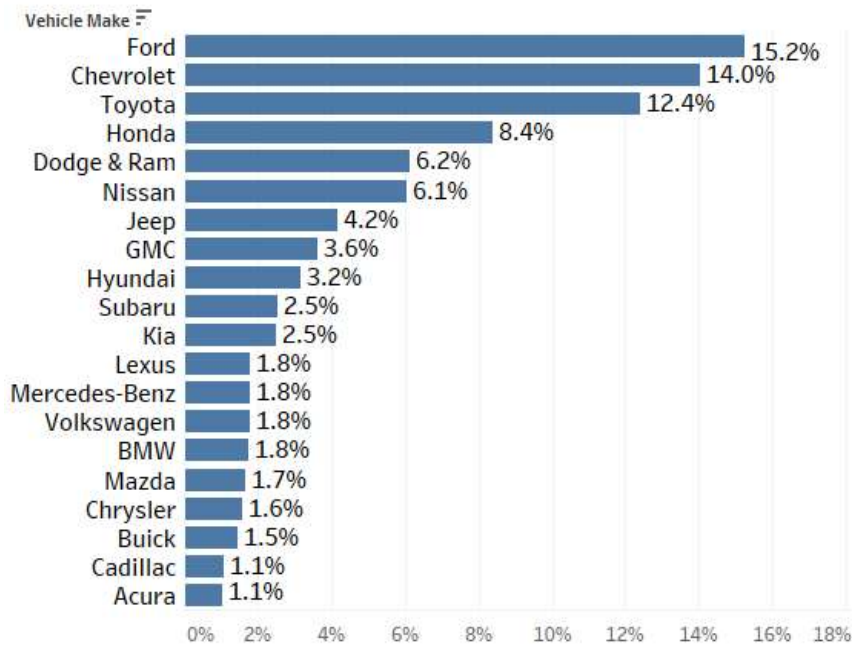
U.S. VIO Top 20 segments on the road market share



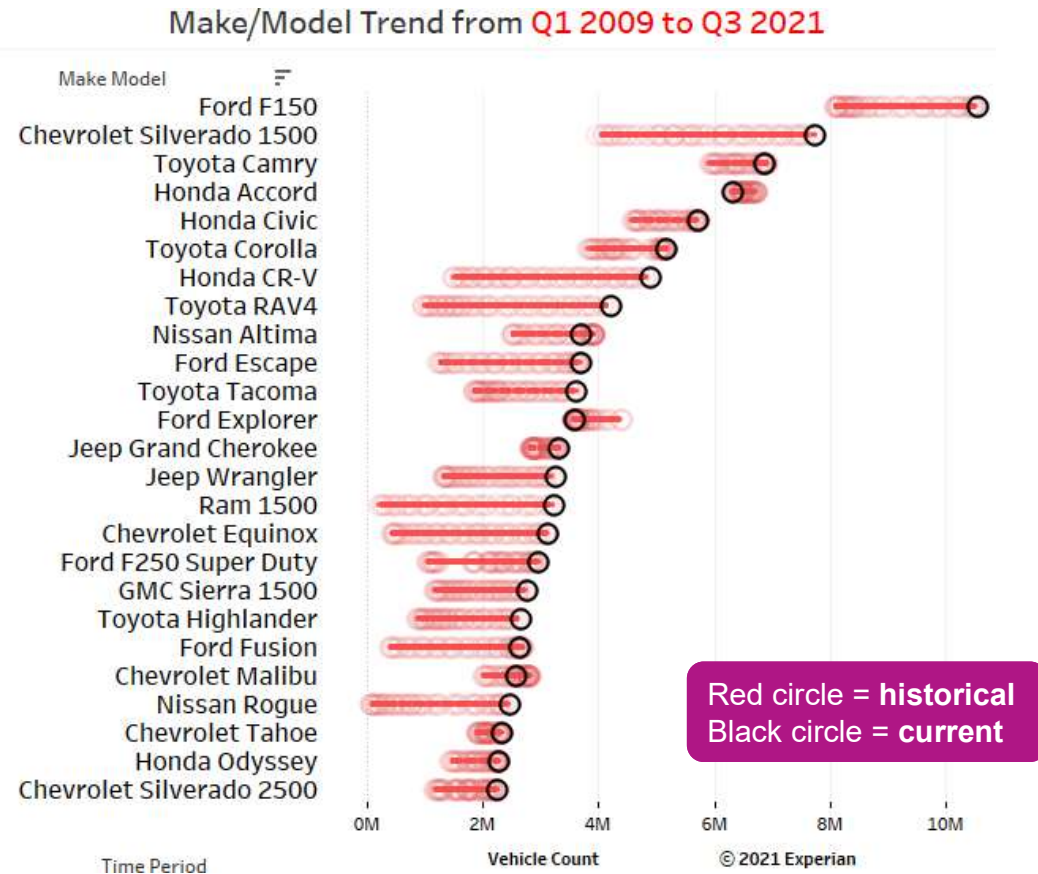
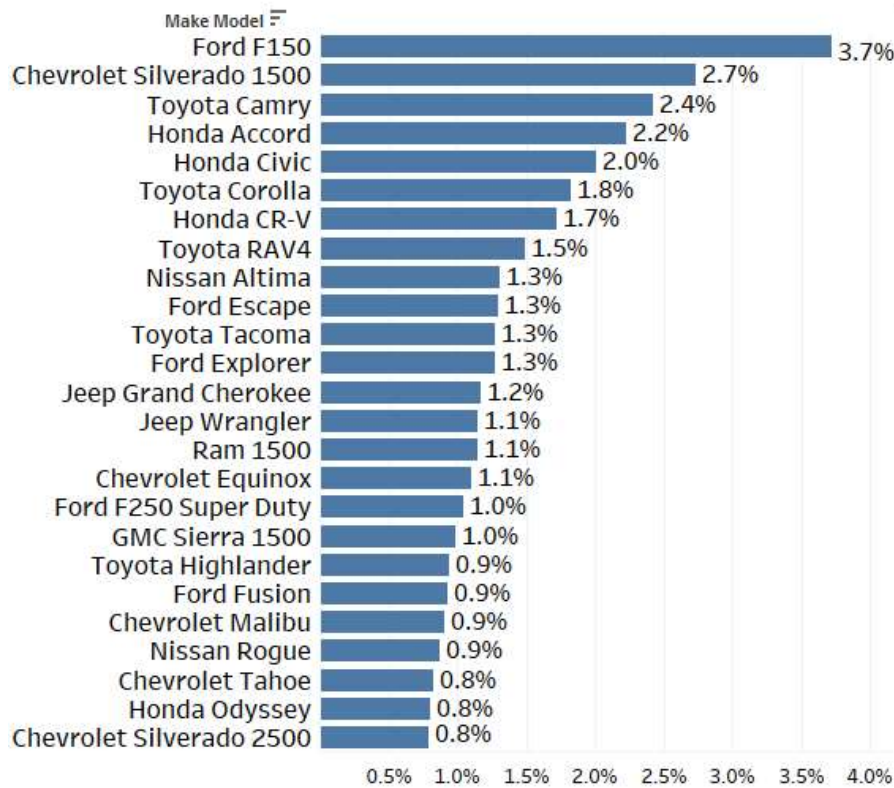
U.S. VIO by manufacturer market share vs volume trend



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

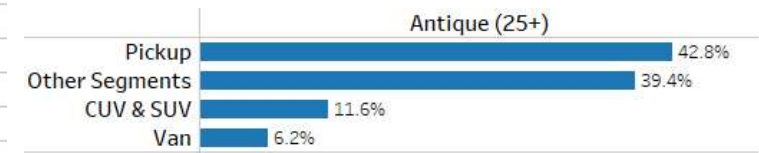


U.S. VIO top 25 Make/Model market share vs volume trend



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

Chevrolet C/K 1500	Pickup	5.8%
Ford F150	Pickup	5.8%
Toyota Pickup	Pickup	3.5%
Ford Ranger	Pickup	2.9%
Ford F250	Pickup	2.7%
Ford Mustang	Other Segments	2.4%
GMC C/K 1500	Pickup	2.1%
Chevrolet Corvette	Other Segments	2.2%
Jeep Wrangler	SUV	1.9%
Chevrolet S10	Pickup	1.9%
Honda Accord	Other Segments	1.8%
Chevrolet Camaro	Other Segments	1.8%
Nissan Pickup	Pickup	1.6%
Ford F350	Pickup	1.5%
Toyota Corolla	Other Segments	1.3%
Honda Civic	Other Segments	1.3%
Toyota Camry	Other Segments	1.3%
Chevrolet C/K 2500	Pickup	1.3%
Chevrolet C/K 10	Pickup	1.3%
Jeep Cherokee	SUV	1.0%
Dodge Dakota	Pickup	0.9%
Ford Bronco	SUV	0.9%
Pontiac Firebird	Other Segments	0.8%
Toyota 4Runner	SUV	0.8%
Chevrolet P30	Van	0.8%



12.8M antique vehicles

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

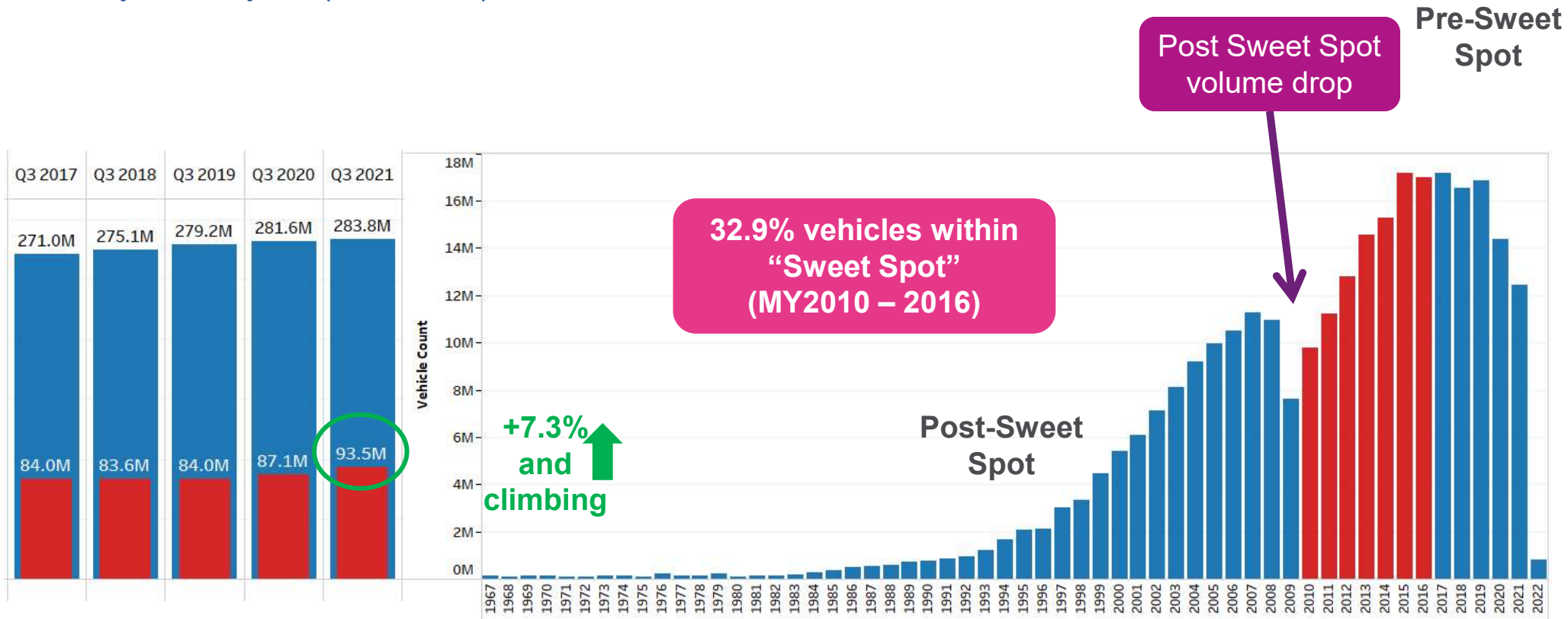
- 13 model years old & older
- Less costs may be spent to service them due to their age and lower vehicle value

“Pre Sweet Spot” vehicles

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

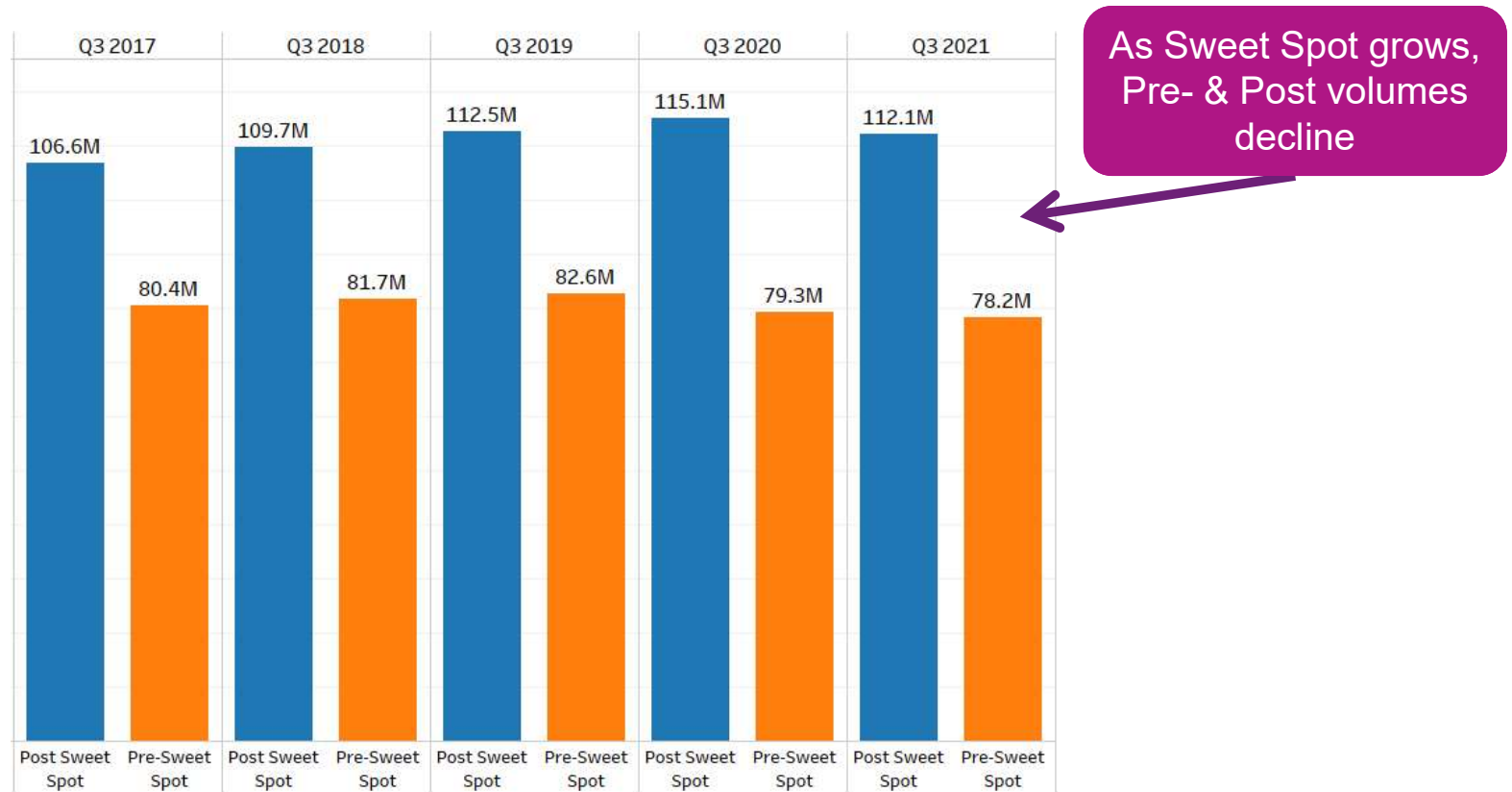
U.S. trend of total VIO compared to sweet spot volumes

VIO by model year (in millions)



U.S. trend of total VIO Pre- and Post Sweet spot volumes

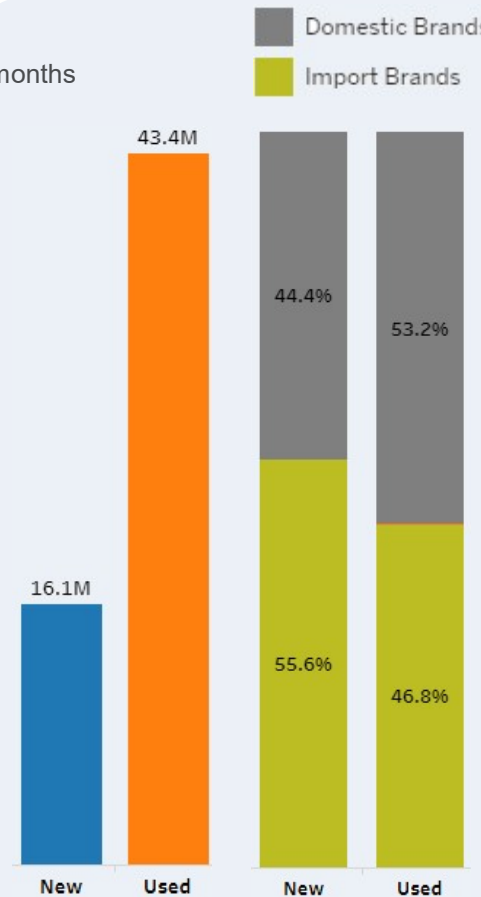
VIO (in millions)



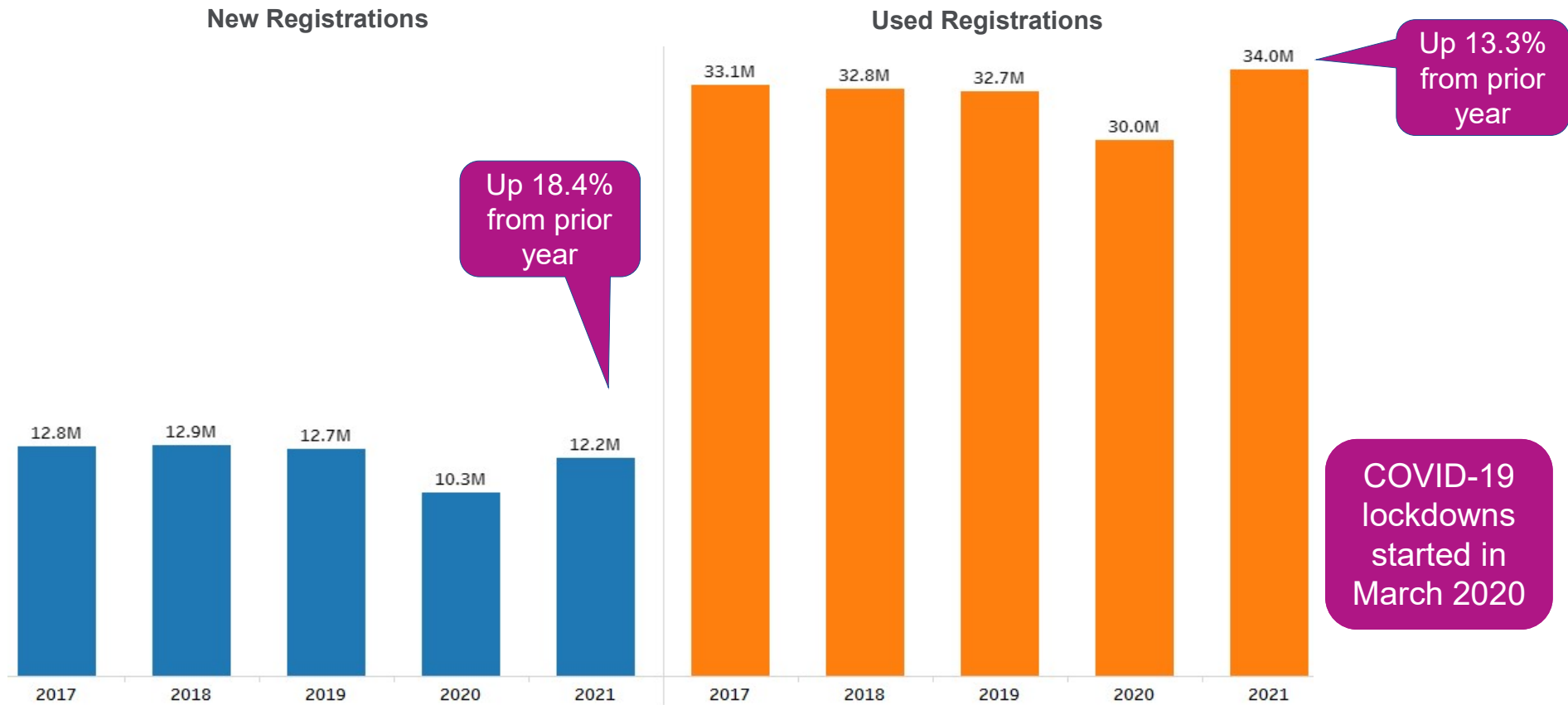
New & Used Vehicles

- Volumes of New vs Used and Domestic vs Import over the last 12 months
- Market analysis through the 3rd quarter
- Chip shortages cause leader changes and scrambles for Used vehicles drives up market prices

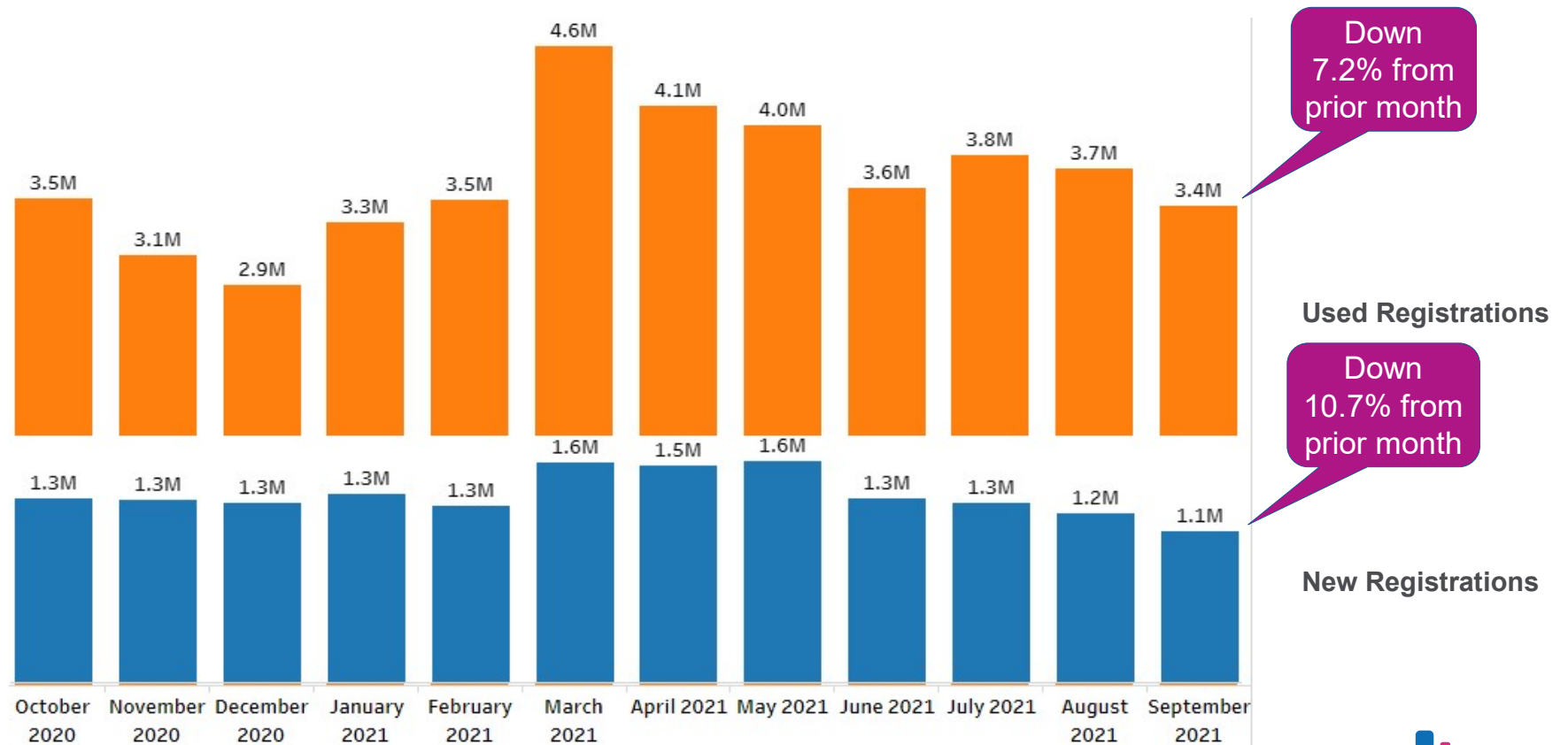
Last 12 months



New and Used vehicle registrations through the 3rd quarter

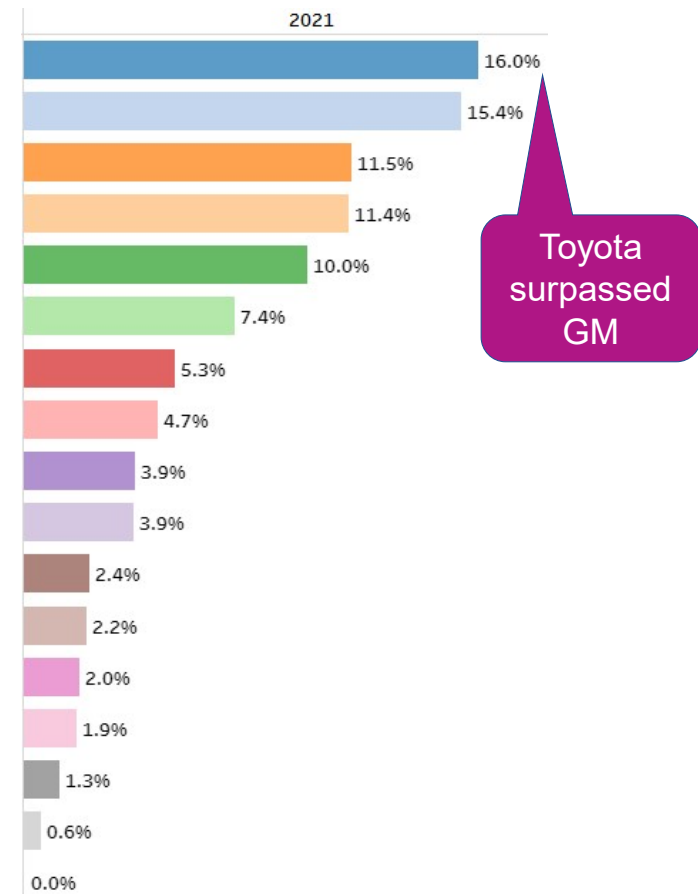
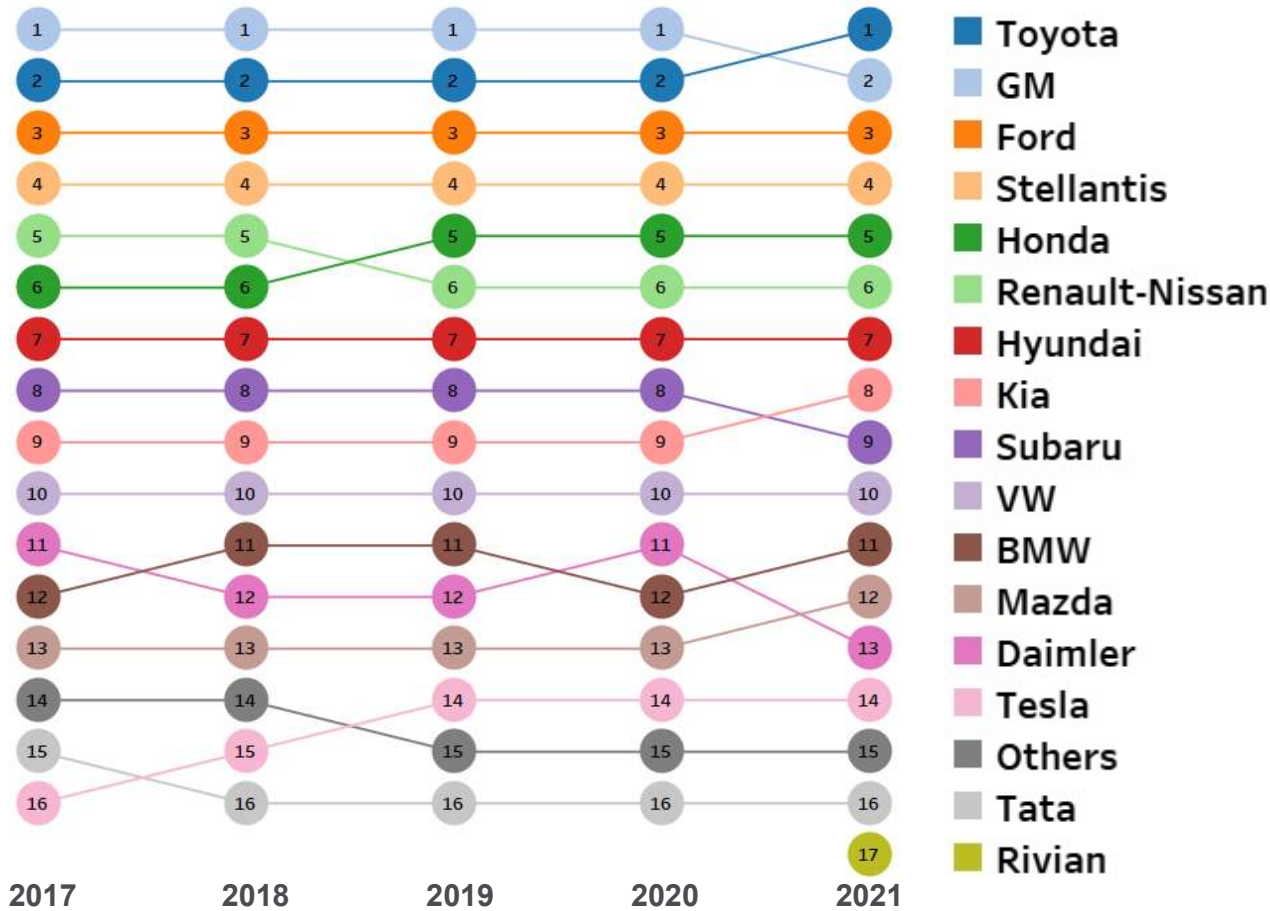


New and Used vehicle registrations by month



New vehicle Mfr rank and share through the 3rd quarter

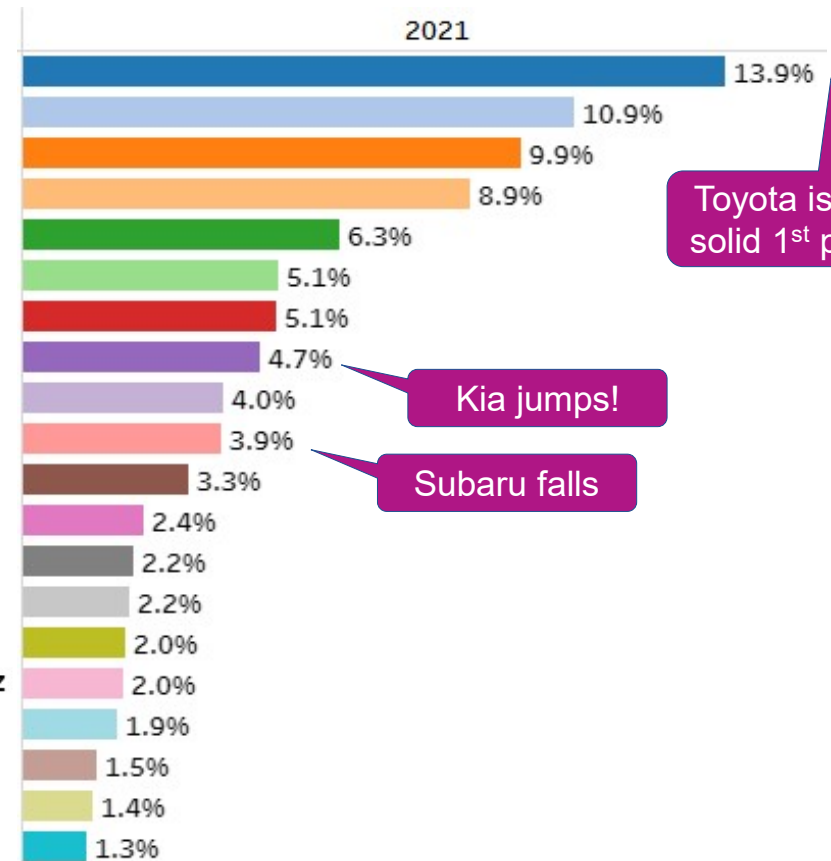
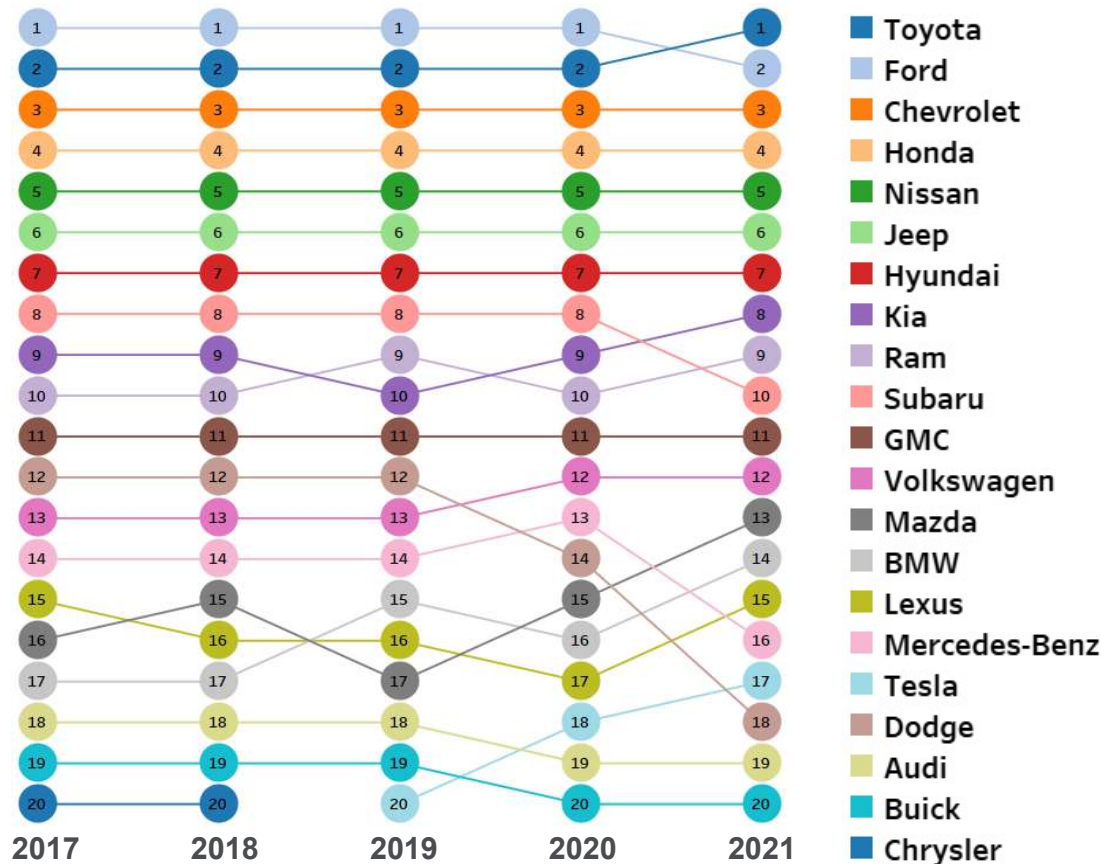
By manufacturer – Total registrations



Toyota surpassed GM

New vehicle Make rank and share through the 3rd quarter

Top 20 brands – Total Share



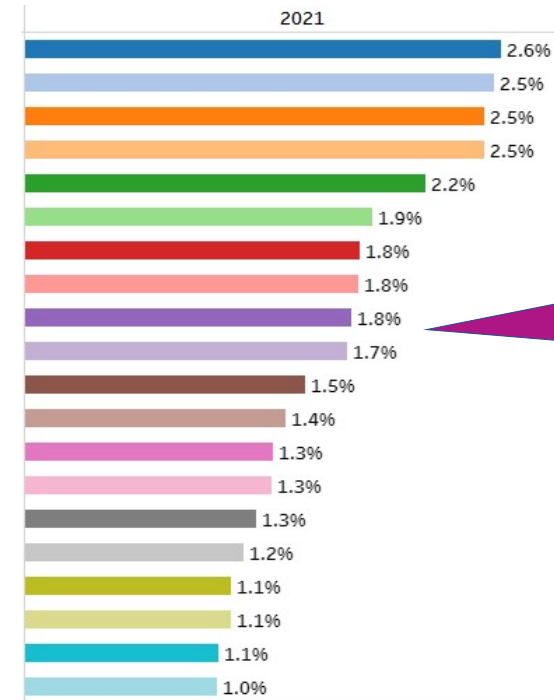
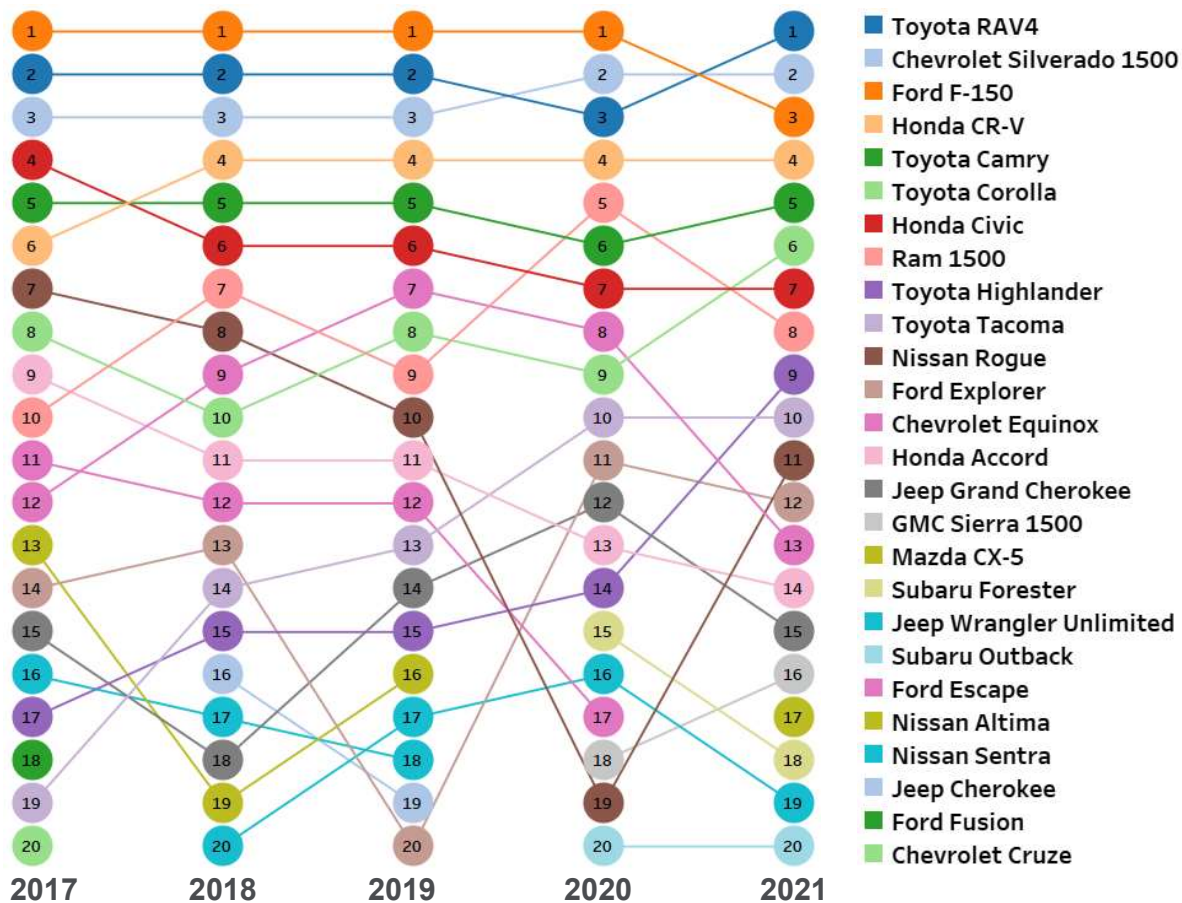
Toyota is in a solid 1st place

Kia jumps!

Subaru falls

New vehicle rank and share through the 3rd quarter

By top 20 make/models – Total Registrations

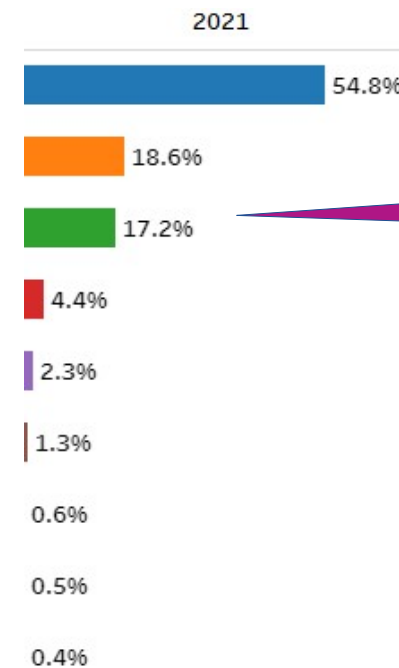
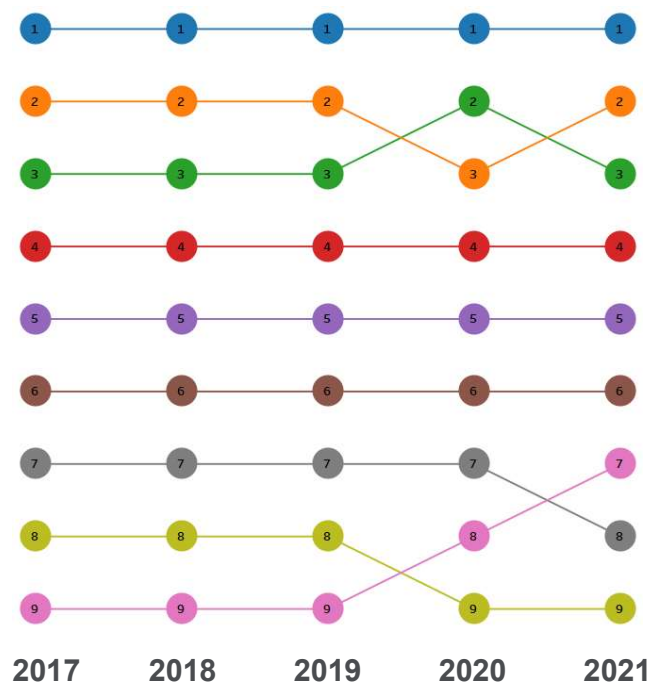


RAV4 leads

Toyota has 5 of the top 10 Models

New vehicle registrations through the 3rd quarter

By body style type – Total Registrations

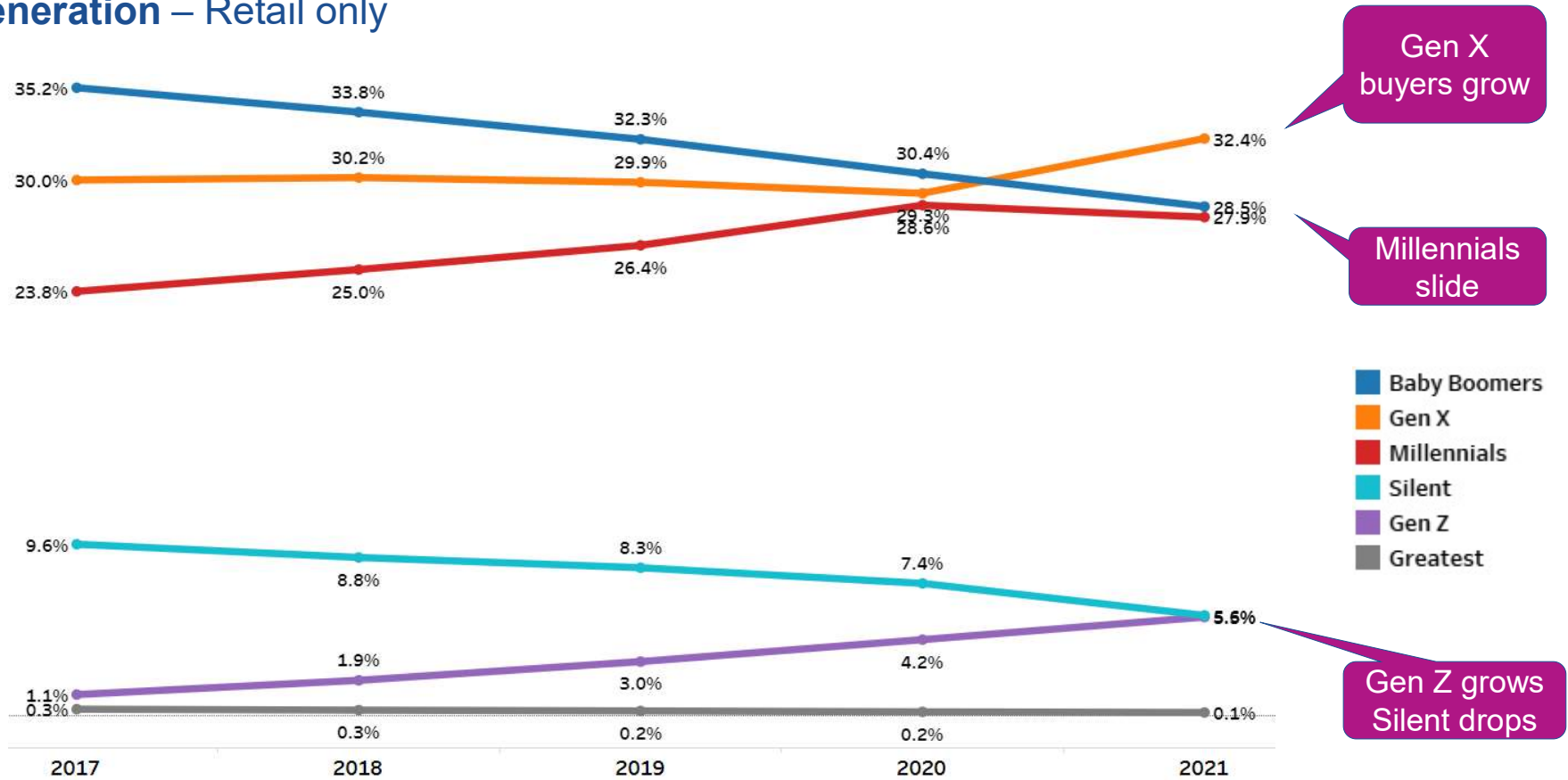


Utilities continue growth

Pickup's decline

New vehicle registrations through the 3rd quarter

By generation – Retail only



Vehicle Analysis



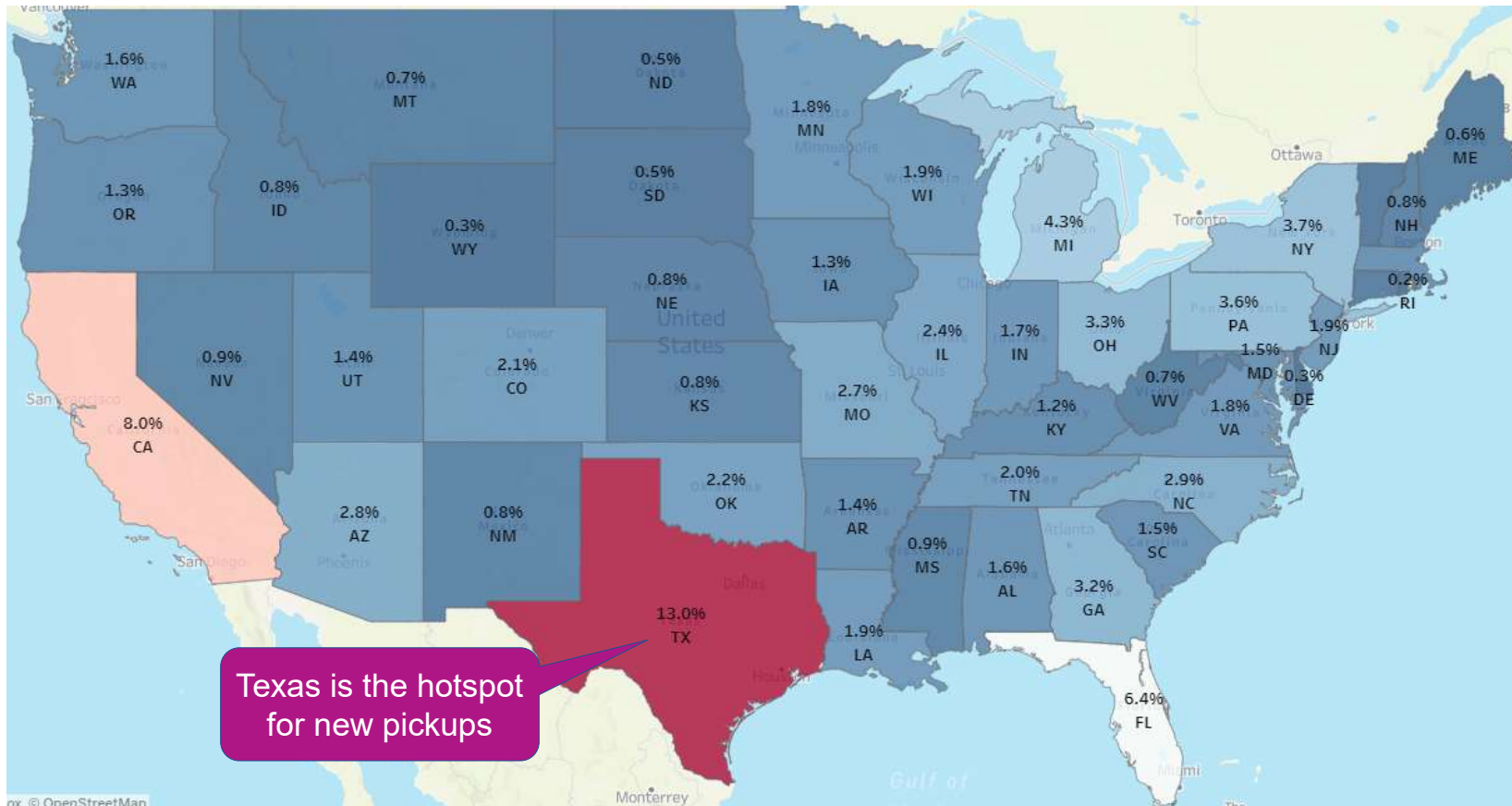
Spotlight on the pickup trucks

Pickup trucks = 20.6%
of the entire VIO market



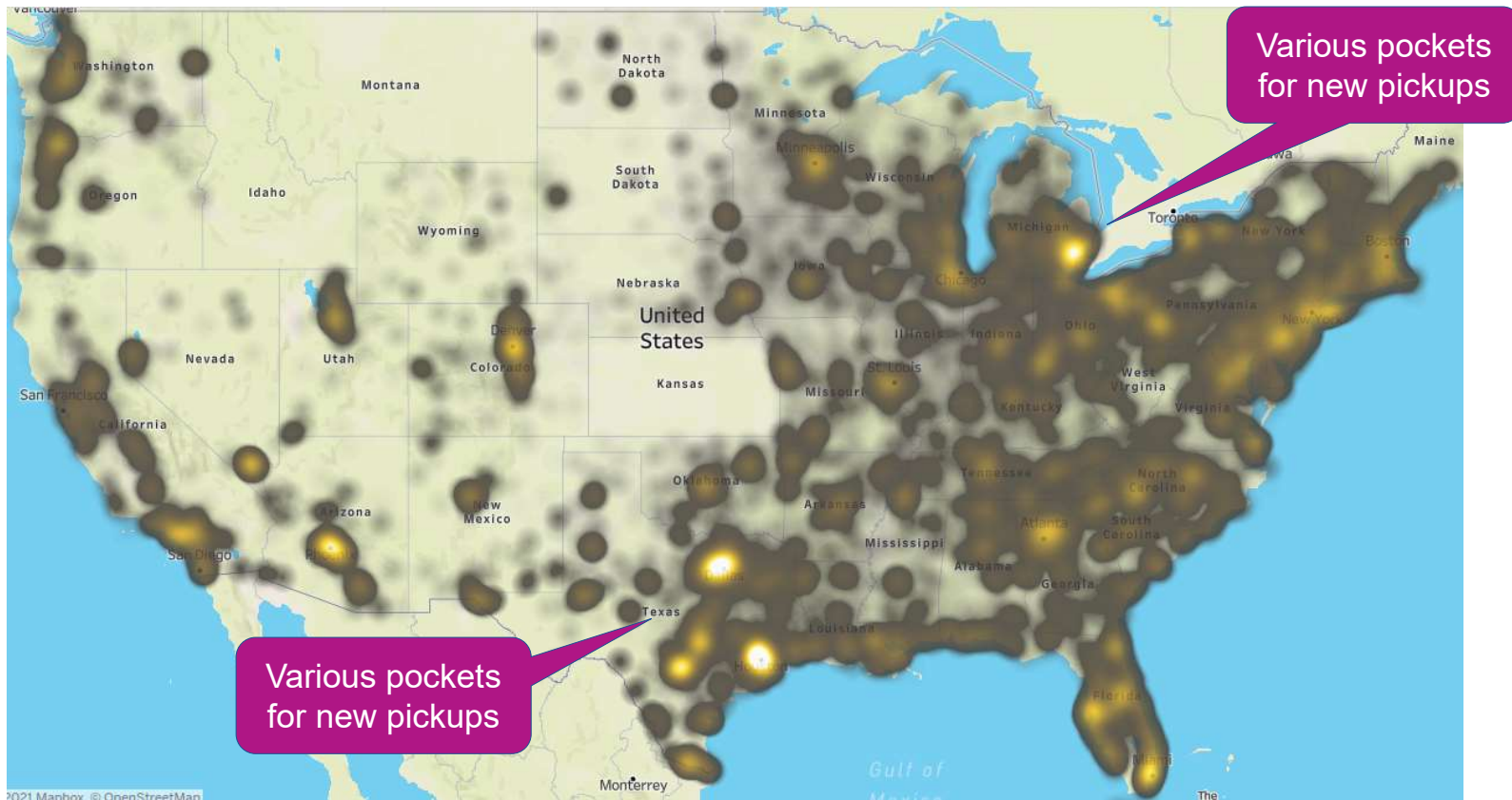
U.S. Pickups by state

New registrations in 2021



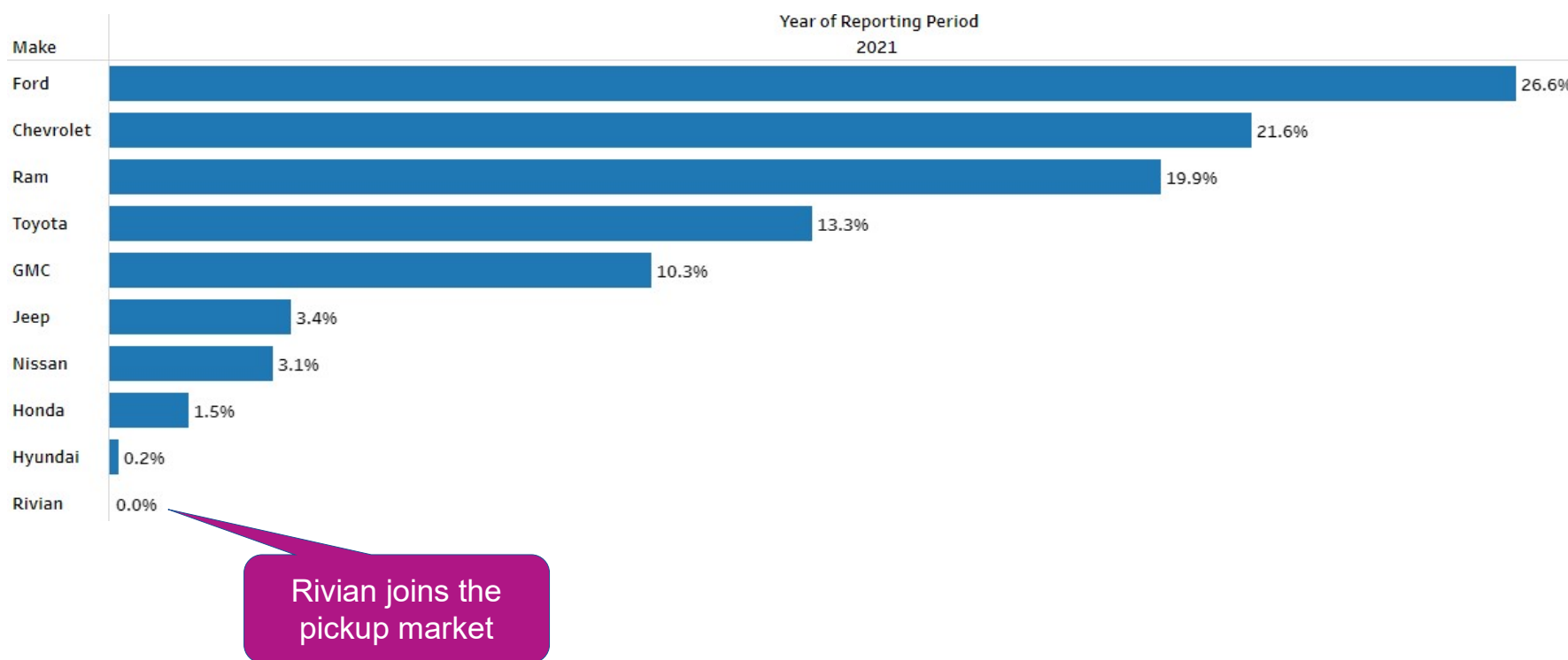
U.S. Pickups by ZIP Code

New registrations in 2021



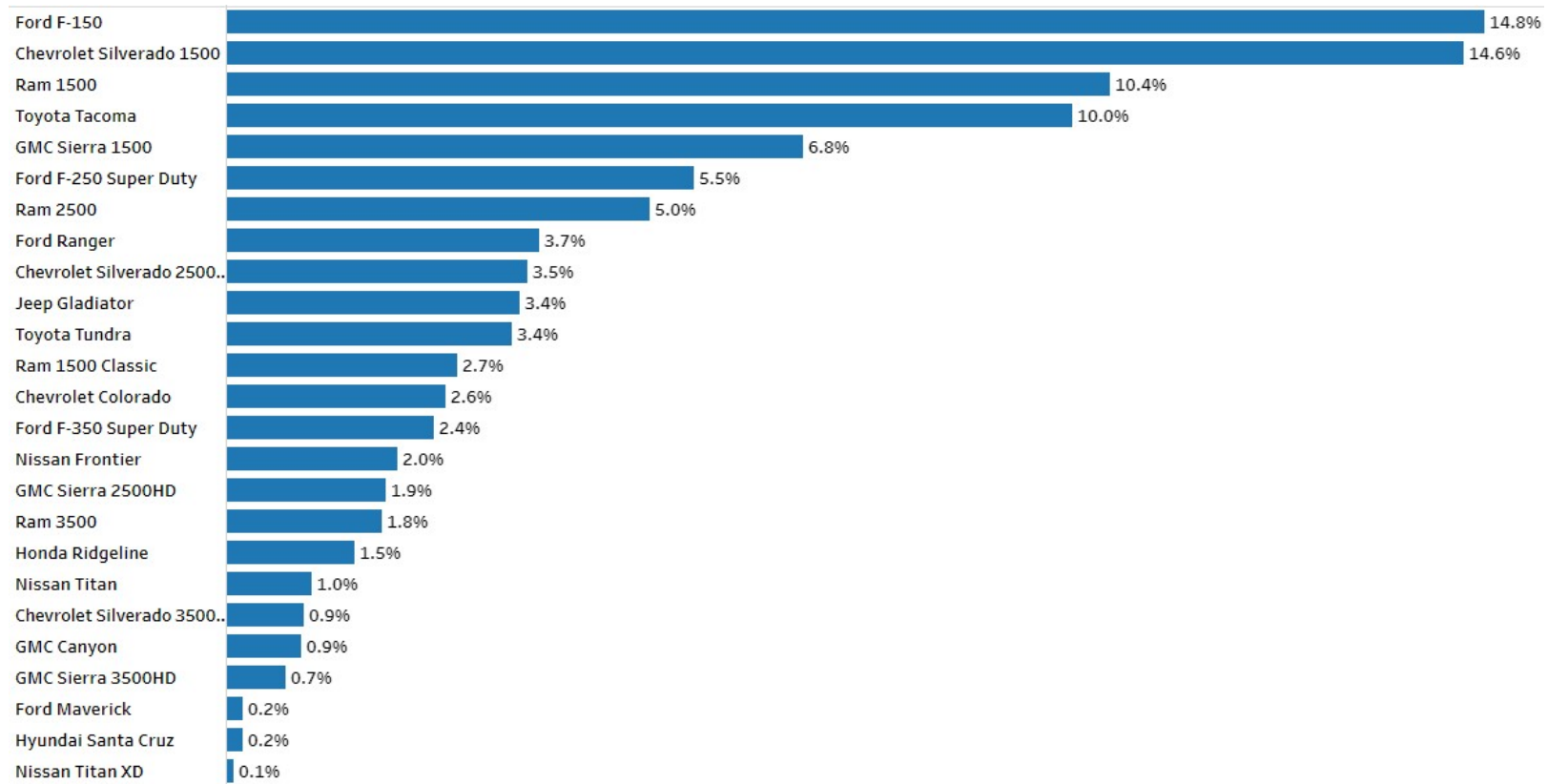
U.S. Pickups top brands

New registrations in 2021



U.S. Pickups top 25 Make/Models

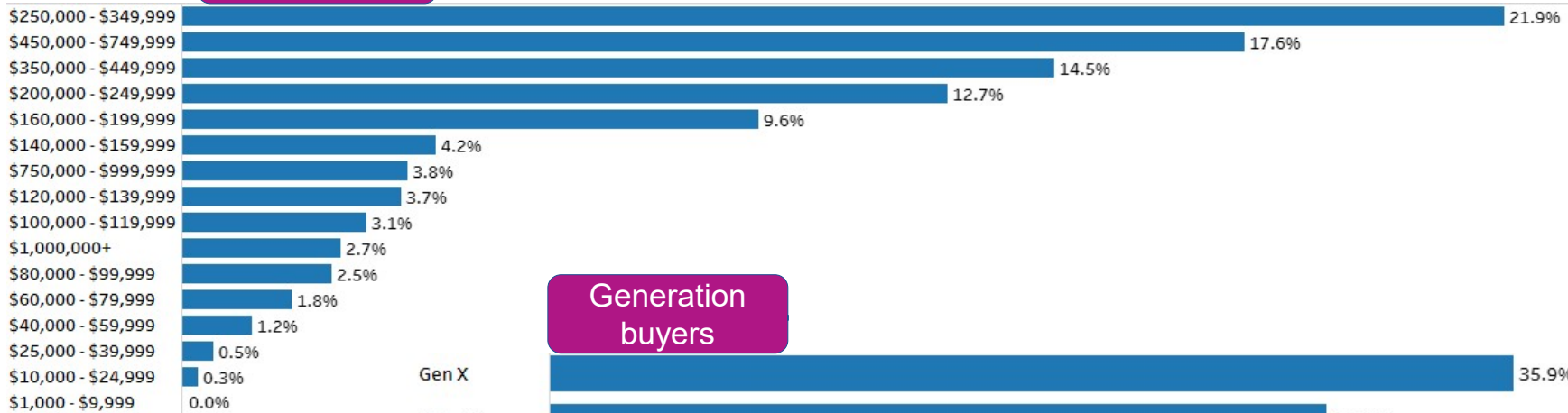
New registrations in 2021



U.S. Pickups demographics

New registrations in 2021

Estimated home value



Generation buyers



Vehicle Analysis



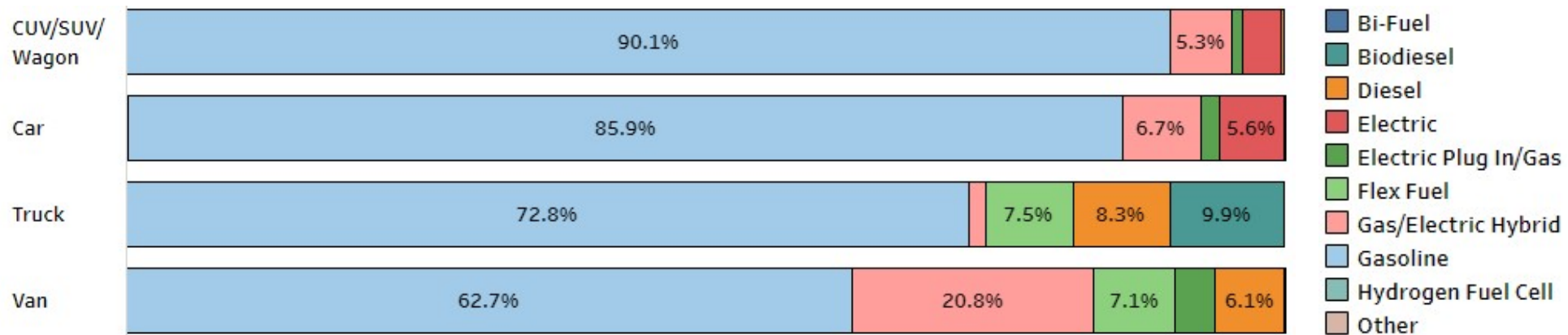
Spotlight on the electric vehicle market

Electric Vehicles = 0.47% or
1.3M of the entire VIO market



U.S. Fuel type share by vehicle type

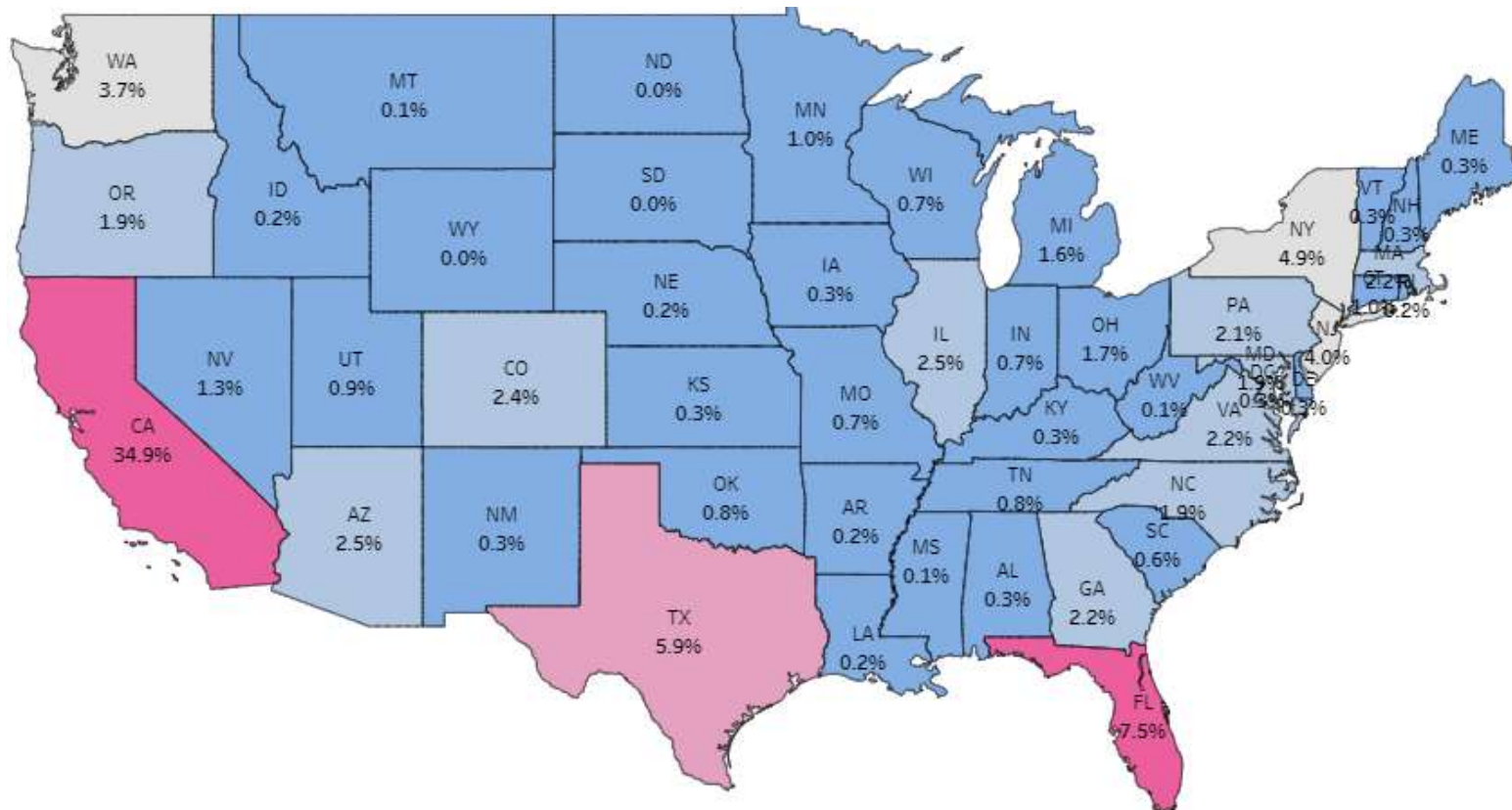
New registrations in 2021



Hybrids do well compared to other fuel types outside Gasoline

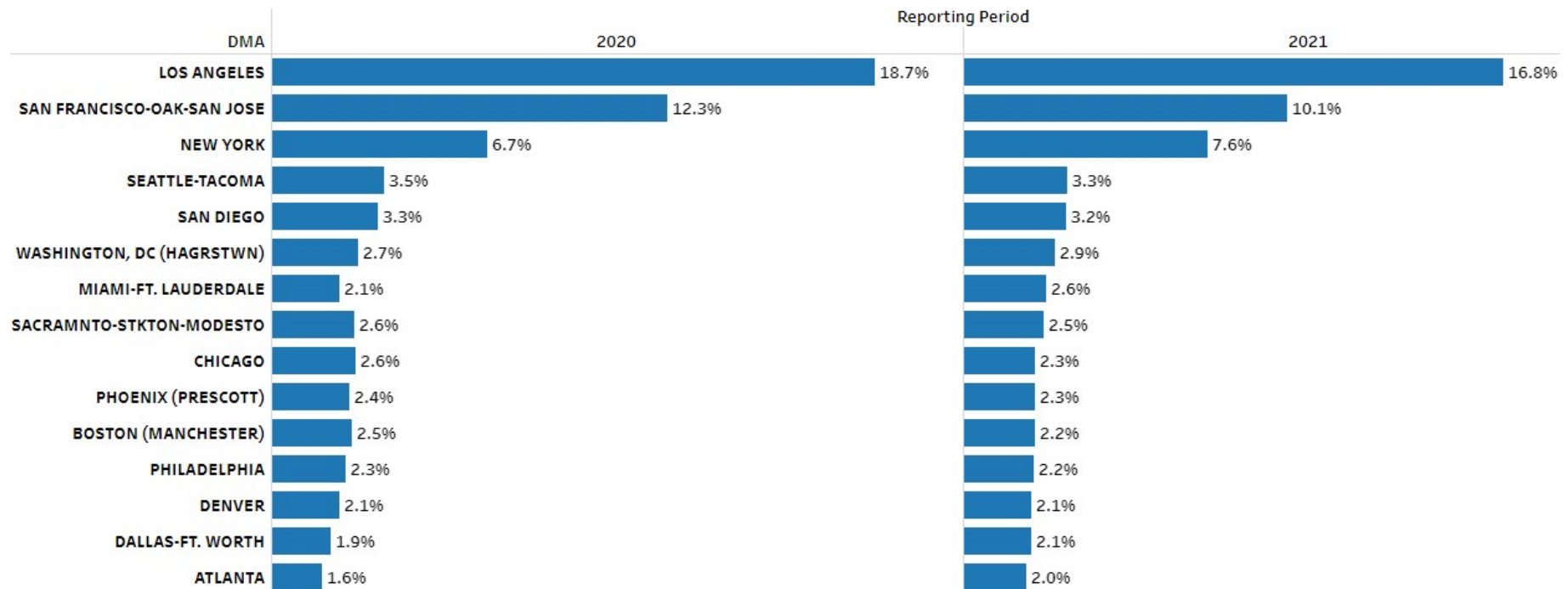
U.S. Electric registrations by state share

New registrations January – October 2021



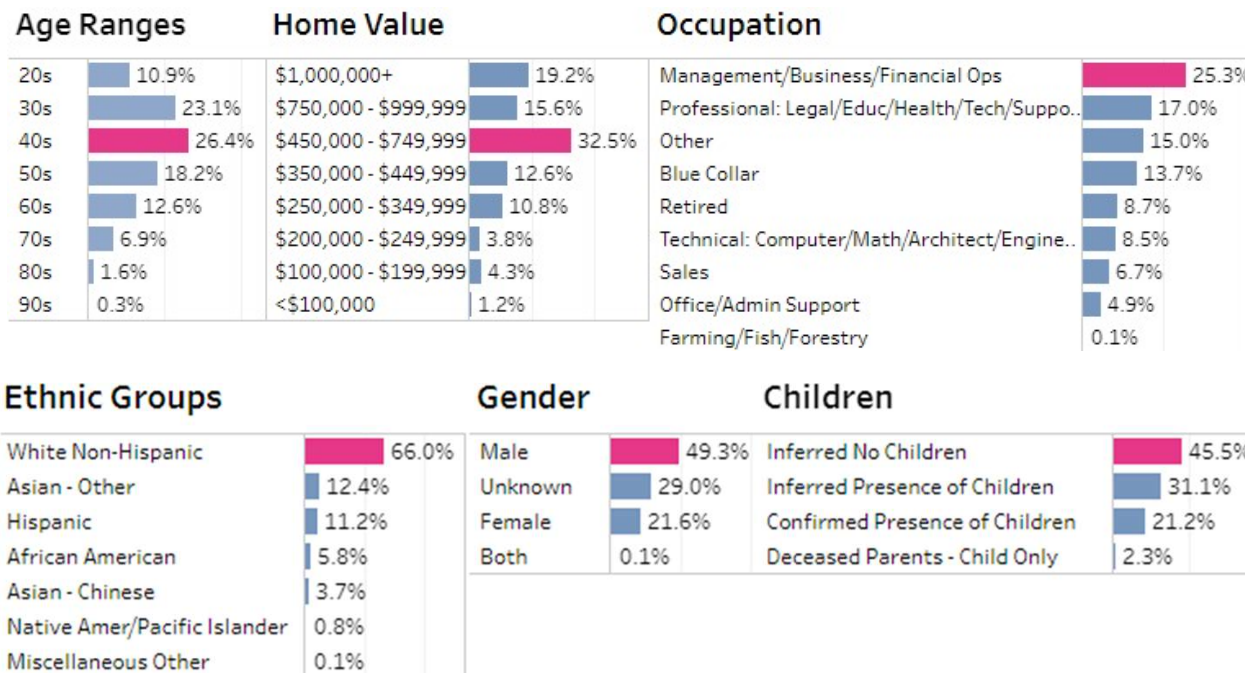
U.S. Electric registrations by DMA share

Top 15 metro areas - New registrations January – September (3rd quarter)

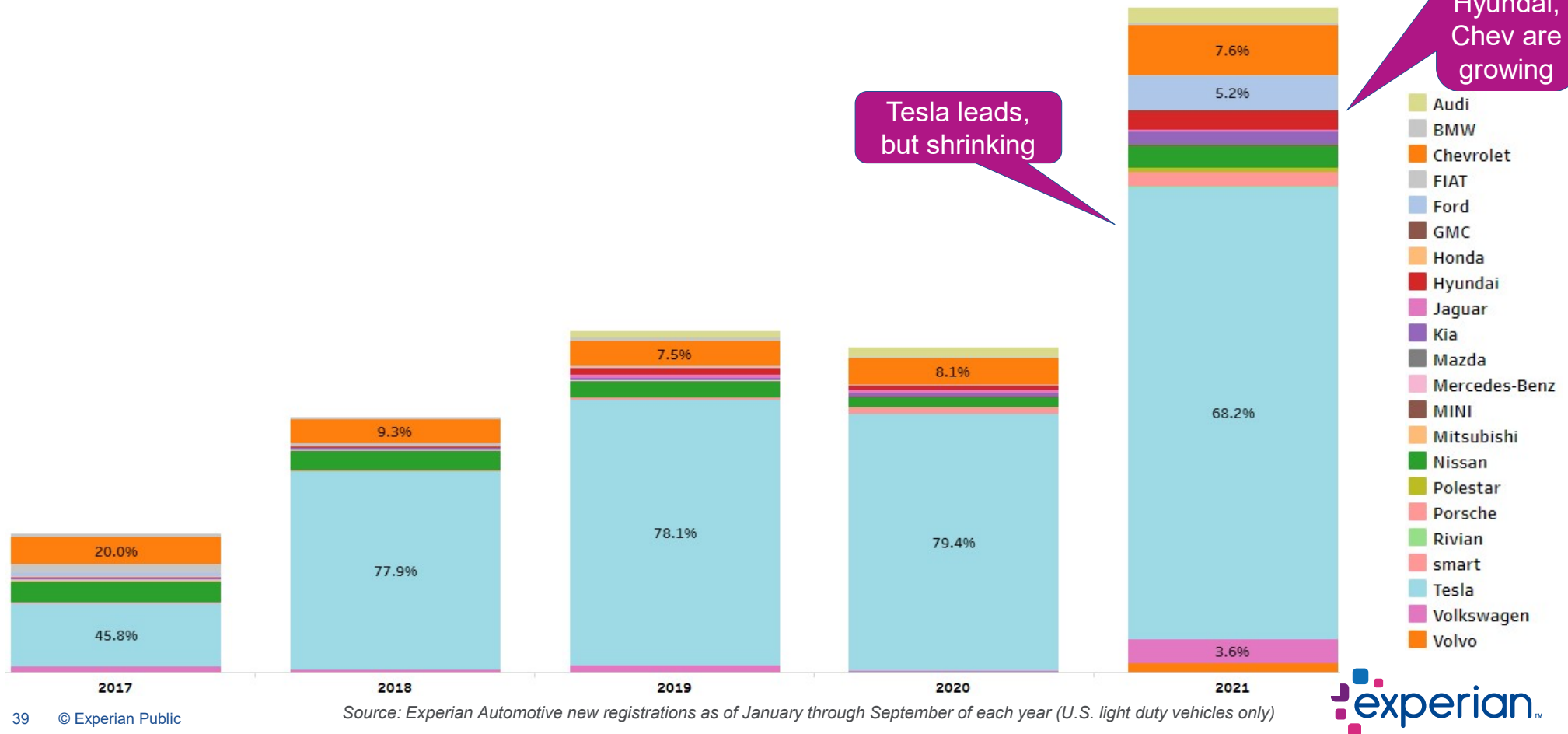


U.S. Electric registrations demographics

New registrations January – October 2021



U.S. Electric vehicle registration share by brand

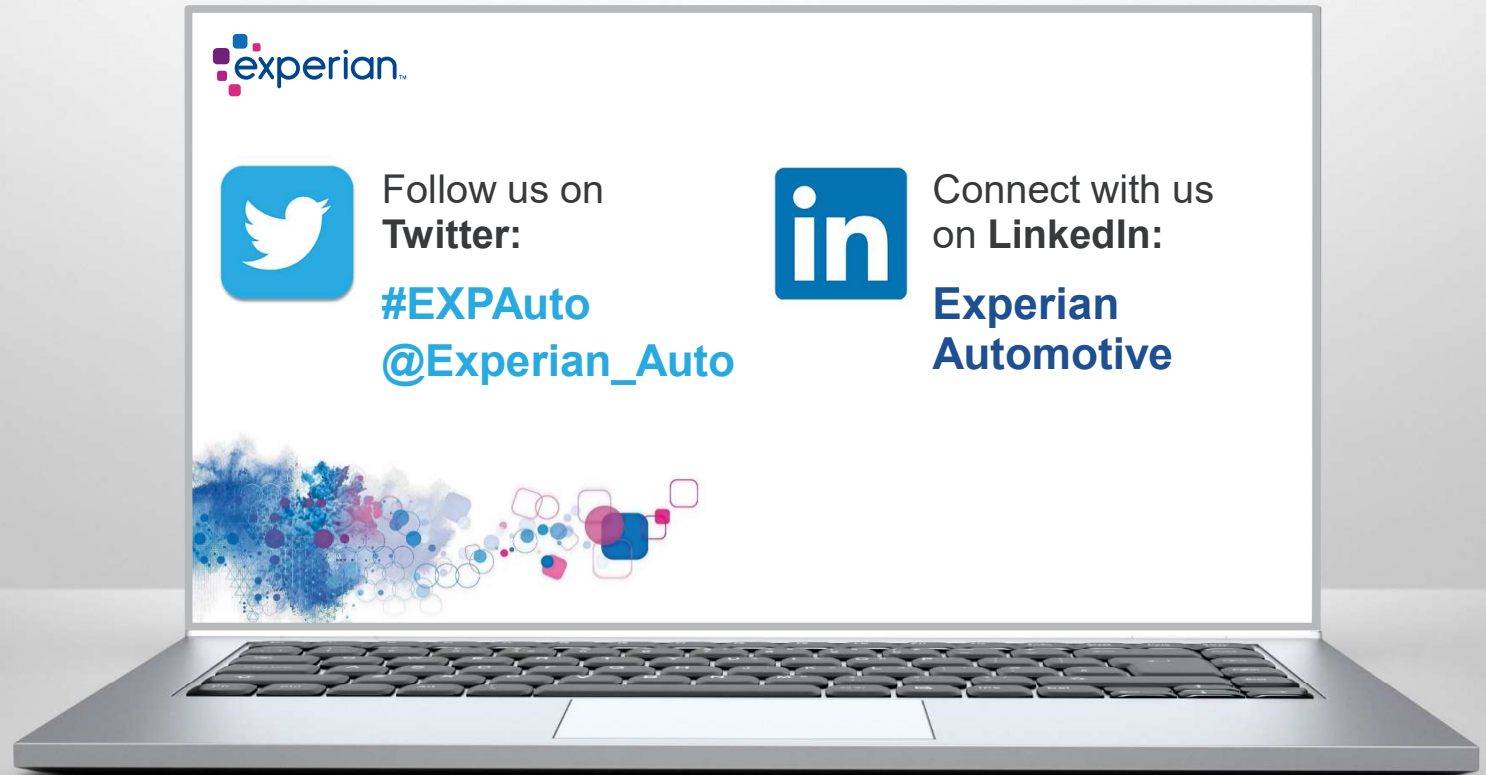


Q3 2021 Summary

- 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 2nd and Toyota Motor Sales is 3rd.
- By manufacturer and by make name, **Toyota is the new, dominate light duty brand leader** of new registrations through Q3 2021, taking over the manufacturer spot held by GM for many years and by make 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 7.3% 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.
- **Pickups make up over 20% of all vehicles in operation**, and 13% of all new pickups registered in 2021 were in Texas.
- **Electric** vehicles continue to increase in registrations and market share in market share going from 1.5% in 2020 to 2.6% in 2021 of all registrations through Q3 of each time period.



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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