BIP AutObserver

Analysis of new car registrations

April 2022



Executive Summary

Analysis of new car registrations in Europe & Italy – April 2022



Top 3 Countries by growth of **new registrations**: Iceland +79,6%, Romania +24,4% and Ireland +10,0% in volume in April 2022 compared to April 2021

Top 3 Countries by **market share**: Germany 22,5% (+1,0 p.p.), United Kingdom 15,0% (+1,2 p.p.) and France 13,3% (-0,9 p.p.) in April 2022 YTD compared to April 2021 YTD

Brands: among the Top 15 by volume, greatest grow for Kia +23,5%, Dacia +14,7% and Hyundai +14,5%, in April 2022 YTD compared to April 2021 YTD

Premium brands: among the Top 15 by volume, Audi -7,3%, Mercedes-Benz -13,5%, BMW -14,2% in volume in April 2022 YTD compared to April 2021 YTD



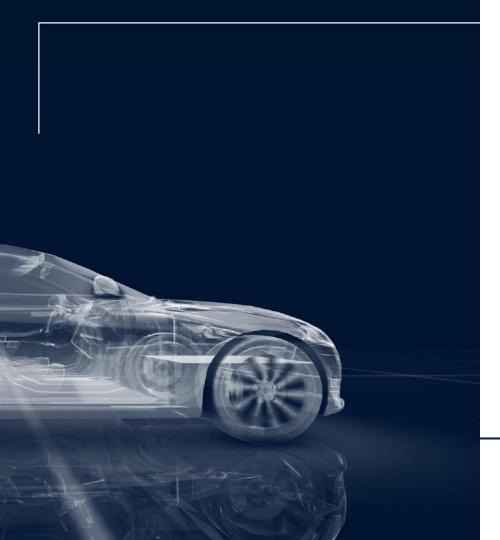
Areas: North-East -34,4%, North-West -32,4%, Centre -30,3%, South -34,9% and Islands -34,3%, in volume in April 2022 compared to April 2021

Customer segments: Retail -29,3%, Fleet -21,4% and Business -21,7% in volume in April 2022 YTD compared to April 2021 YTD

Brands: among the Top 15 by volume, highest rate for Dacia +20,2%, Kia -3,6% and Toyota -16,2% in April 2022 YTD compared to April 2021 YTD

Premium brands: among the Top 15 by volume, BMW -20,8%, Audi -25,0% and Mercedes-Benz -25,5% in volume in April 2022 YTD compared to April 2021 YTD





01. Europe

Market overview

New car registrations by brands

02. Italy

03. New car models launches in Italy

04. News on key industry trends

Europe | *Market Overview*

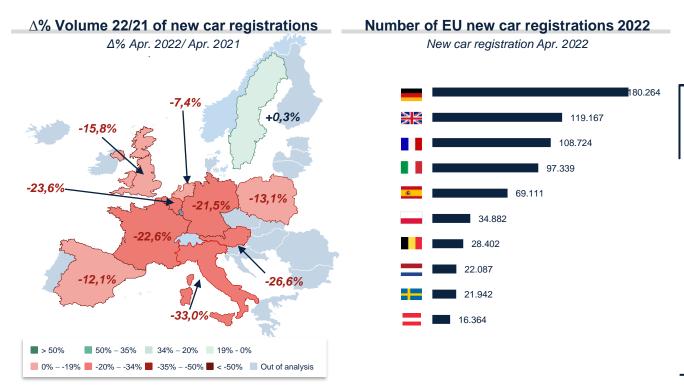
European Markets* new car registrations

2021

1.040.027 830.447



Top 10 European Markets* – April 2022





- The European market (EU+UK+EFTA) had a **decrease** in **registrations** from 1.040.027 in April 2021 to 830.447 cars compared to the **same period in 2022**
- During April, the EU passenger car market continued to suffer mainly due to the "shortage" of microchips and raw materials that is slowing down the production and therefore cars delivery. An increase has been registered for 5 out of 30 countries (only Sweden, among the top 10 for volume) while a decrease occurred for 25 countries (highest decline for Italy -33,0% in April 2022 vs. 2021 among the top 10 for volume)



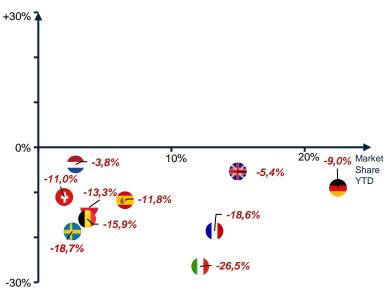
Europe | *Market Overview*



Top 10 European Markets* – April 2022 YTD

Highlights - ∆% Volume 22/21 & Market Share (MS)





#	Country	MS Apr. 2022 YTD	Δ VS 2021	Sales Volume Apr. 2022 YTD
1	GER	22,5%	-9,0%	806.218
2	UK	15,0%	-5,4%	536.727
3	FRA	13,2%	-18,6%	474.084
4	ITA	12,2%	-26,5%	435.647
5	SPA	6,5%	-11,8%	233.509
6	POL	3,8%	-13,3%	136.923
7	BEL	3,7%	-15,9%	131.548
8	NET	2,8%	-3,8%	100.457
9	SWE	2,6%	-18,7%	91.681
10	CHE	1,9%	-11,0%	69.873

Highlights

- In the first 4 months of 2022 European passenger cars registrations (3.583.587 units in total) decreased by -13,0% compared to 2021 YTD.
- An increase has been registered for 8 out of 30 countries while a decrease for 22 countries (none of them in the top 10)



Europe | New car registrations by brand



Top 15 – April 2022 YTD



















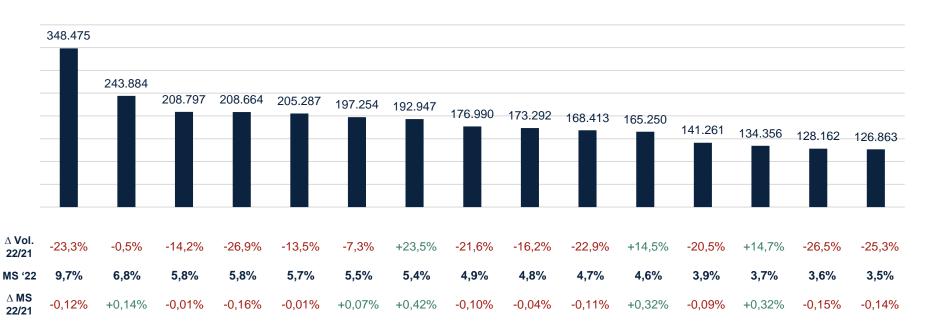




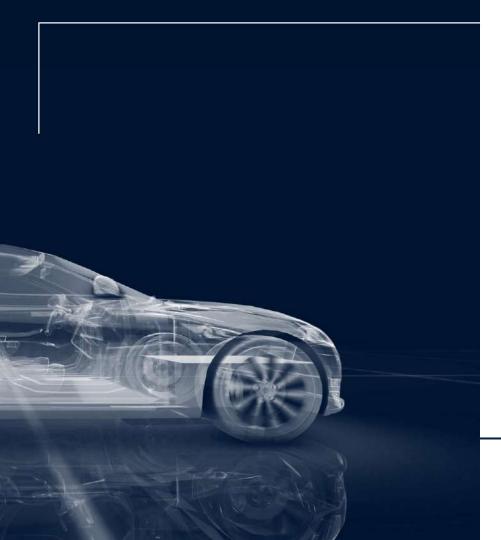












01. Europe

02. Italy

- Market overview
- Market highlights
- New car registrations by brand
- New car registrations by group
- New car registrations by fuel type
- New car registrations by segment
- 03. New car models launches in Italy
- 04. News on key industry trends

Italy | Market Overview

Italian Market – Variation of new car registrations 2022 vs 2021

April 2022 Highlights

In the **first four-month period of 2022** the Italian car market suffered **a decline** compared to the first four-month of 2021. The **"shortage" of microchips and raw materials** is slowing down the production and therefore cars delivery (OEM supply chain made a loss of stocks, and the production rate is slowing for all brands). There are also **uncertainties** related to the **progress of the pandemic** and the **Ukraine war** with impacts on the production and sales. In the meantime, **new incentives** have been allocated that should lead to a **positive boost** on **EV sales in the next months**. In **April 2022**, 97.339 new cars were registered, -33,0% vs. 145.243 of April 2021. All customers segments **have lost in volumes** compared to 2021: Retail (-45,7%), Fleet (-28,2%), Business (-31,0%). In the first four months of 2022 more than 435.647 cars were lost, with 592.4888 units registered, down 26,5% in 2021.





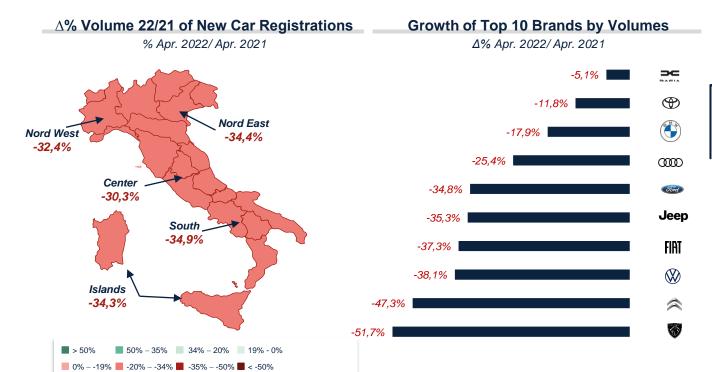
■ 2021/2020 **■** 2022/2021

Italy | Market Overview

Italy New Car Registrations 2021 145.243 2022

97.339

Italian Market - April 2022 vs April 2021



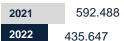


- The Italian market registered an overall decrease in registrations for all geographical regions, as shown in the map
- Regarding the top 10 brands a negative variation has been registered for all of them (highest for Peugeot -51,7% and Citroen -47,3% in April 2022 vs. 2021)



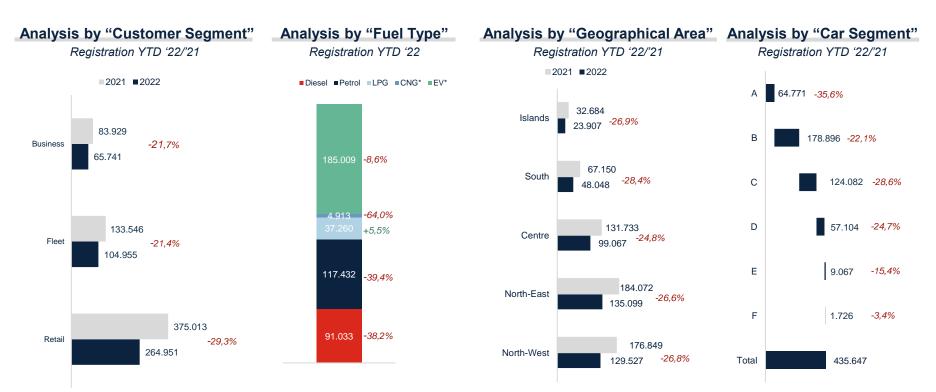
Italy | Market Overview

Italy New Car Registrations (YTD)





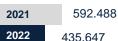
Italian Market - April 2022 YTD vs April 2021 YTD





Italy | Market Highlights

Italy New Car Registrations (YTD)



26,5%

Italian Market - Distribution channels - April 2022 YTD vs April 2021 YTD



Fleet (LTR, STR and Captive LTR&STR*)

Business (Company registrations)**



- Compared to April 2021 YTD, in 2022, Retail segment of the Italian market has registered -110.062 units sold lost with an additional decrease in its Market Share YTD (63,3% in April 2021 vs. 60,8% in April 2022, -2,5 p.p.)
- All Fleet subsegments decreased in April 2022 vs. 2021 YTD, the drop of Captive LTR&STR segment was the most relevant (-61,1% or 3.858 units sold less vs. April 2021), while the Market Share YTD has registered an increase compared to April 2021 (22,5% in April 2021 vs. 24,1 in April 2022, +1,6 p.p.)
- The decrease of the Business segment registrations in April 2022 vs. April 2021 YTD was related both to the reduction of Captive self-registrations (-26,9% or 14.144 units less sold) and Companies registrations (-12,9% or 4.044 units less sold)

Market Share YTD increase / decrease Apr. 2022 / Apr. 2021 (YTD)

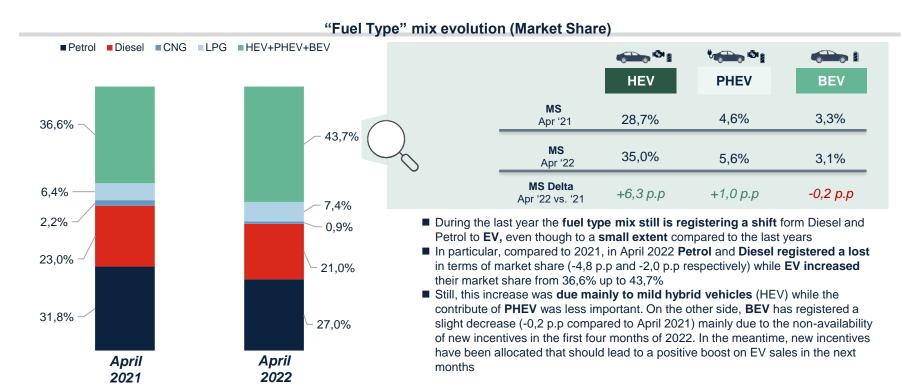
A% Volume Apr. 2022 / Apr. 2021 (YTD)

□ ∆% Volume Apr. 202



Italy | *Market Highlights*

Italian Market - April 2022 vs April 2021





Italy | New car registrations by brand

New car registrations by brand – April 2022 YTD (1/3)





















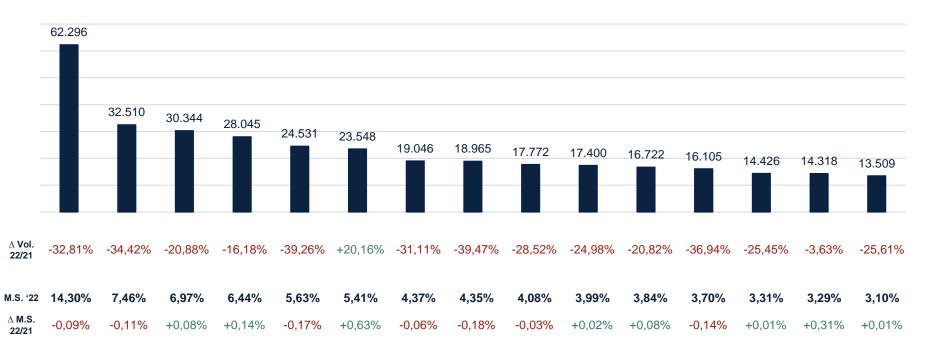














Italy | New car registrations by brand

New car registrations by brand – April 2022 YTD (2/3)





















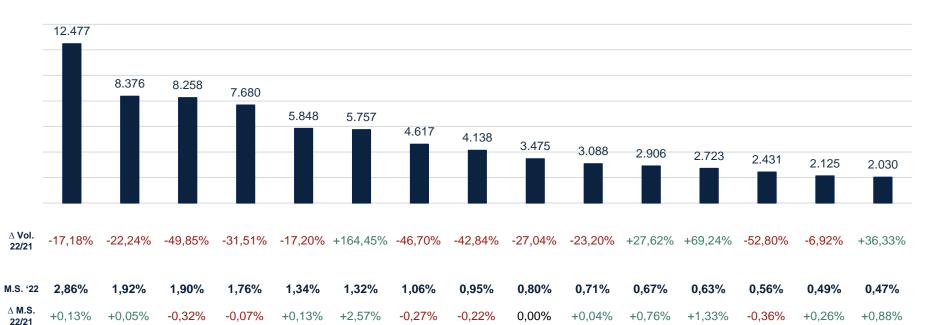














Italy | New car registrations by brand

New car registrations by brand – April 2022 YTD (3/3)























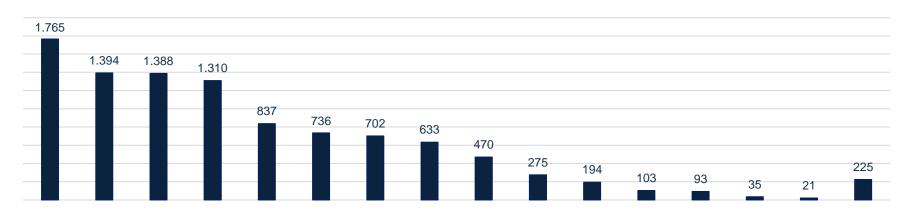


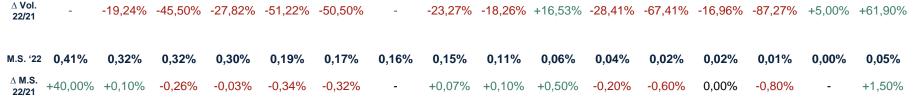














Italy | New car registrations by group

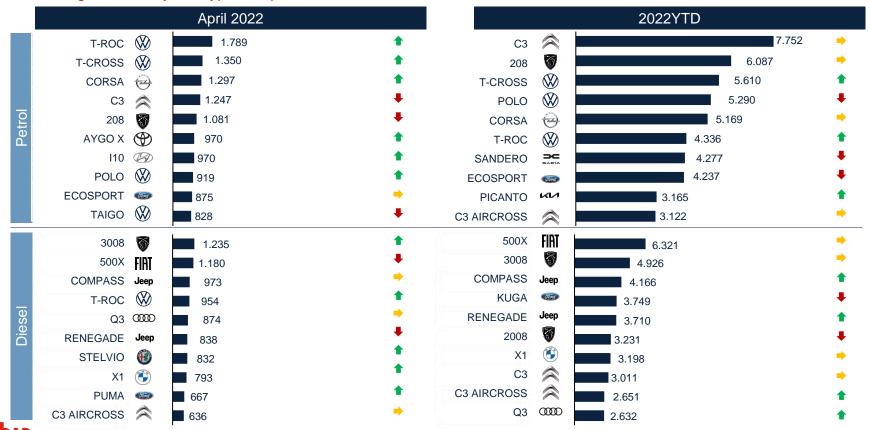
New car registrations by group – Top 15 – April 2022 YTD







New car registrations by fuel type – Top 10 – Petrol and Diesel

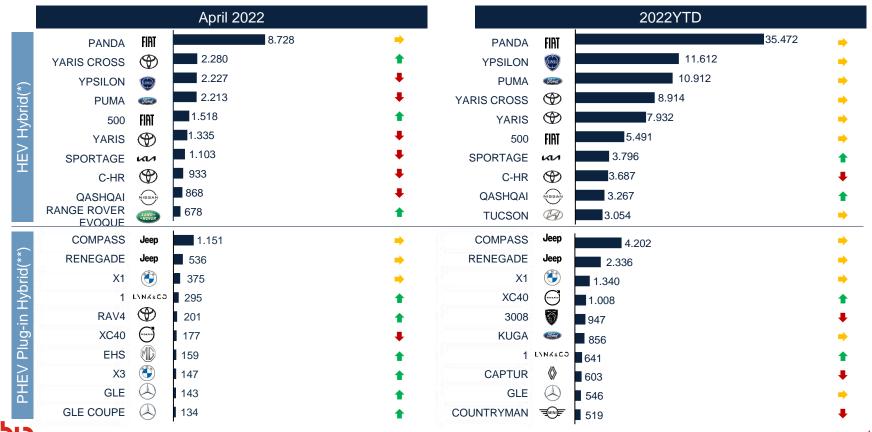


New car registrations by fuel type – Top 10 – LPG and CNG





New car registrations by fuel type – Top 10 – Hybrid (HEV and PHEV)



Source: UNRAE



New car registrations by fuel type – Top 10 – Pure Electric (BEV)

			April 2022	
	500	FIRT	494	•
Electic(*)	FORTWO	0	405	1
	SPRING	DC	3 72	•
	ZOE		215	•
	ID.4	\bigotimes	95	•
nre	MINI	MINIF	94	>
BEV Pure	ID.3	\bigotimes	93	•
Щ	KONA	B	92	•
	208	6	83	•
	CORSA	ě	83	•





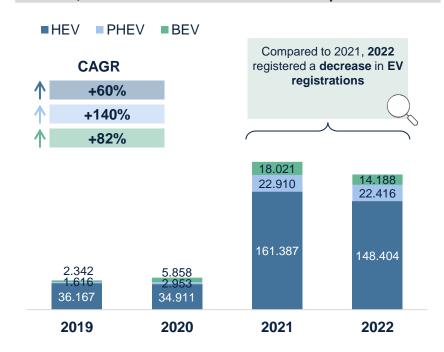


New car registrations of Hybrid vs Pure Electric vehicles





HEV*, PHEV* and BEV** Vehicles Trend April '22 YTD

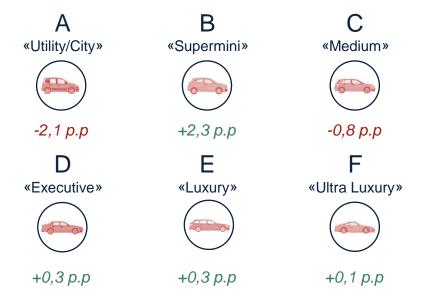


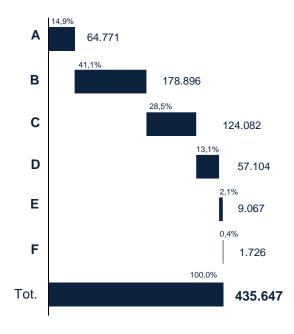


Overview of new car registrations by segment

Segments Growth in Market Share*

Market Share and Volume**







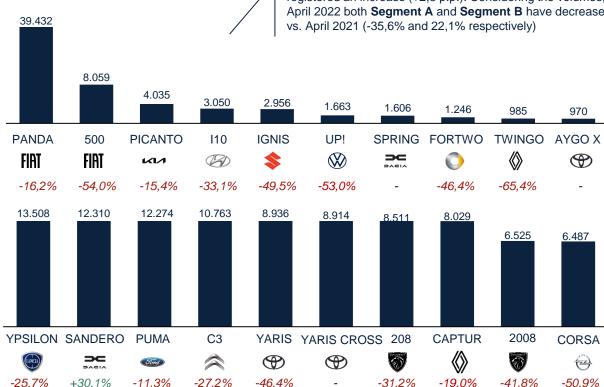


Segment A and Segment B - Top 10 - April 2022 YTD

In terms of MS, respectively vs April 2021YTD, Segment A has registered a decrease (-2,1 p.p.) while Segment B has registered an increase (+2,3 p.p.). Considering the volumes, in April 2022 both Segment A and Segment B have decreased vs. April 2021 (-35,6% and 22,1% respectively)



A Vol % 22/21 YTD





A Vol % 22/21 YTD



























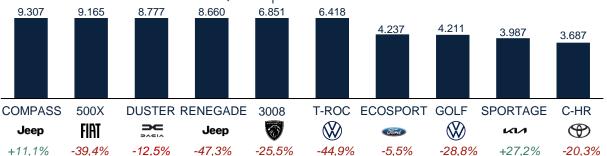




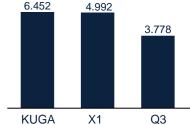
Segment C and Segment D – Top 10 – April 2022 YTD

In terms of MS, respectively vs April 2021YTD, Segment C has registered a decrease (-0,8 p.p.) while Segment D has registered an increase (+0,3 p.p.). Considering the volumes, in April 2022 both Segment C and Segment D have decreased vs. April 2021 (-28,6% and -24,7% respectively)





A Vol % 22/21 YTD



-13,5%

-37,3%

-57,6%

2.893 2.745 2.650 2.147 1.974 1.704 **TIGUAN** RAV4 **STELVIO** GLA Q5 Х3 CLASSE C $\langle\!\langle\!\rangle$ (4) ∞ ∞ (Gird)

+11,9%

-31,0%

+19.7%

+4.7%

-5,6%

A Vol % 22/21 YTD

-2,5%



24

+154.7%

"Executive"



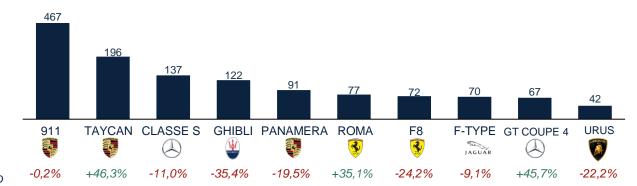
Ε "Luxury"

Segment E and Segment F – Top 10 – April 2022 YTD In terms of MS, respectively vs April 2021YTD, Segment E Segment F have remained almost unmodified (+0,3 p.p. and +0,1 p.p.), while in terms of volumes, in April 2022 both Segment E and Segment F have decreased vs. April 2021 (-15,4% and -3,4% respectively)

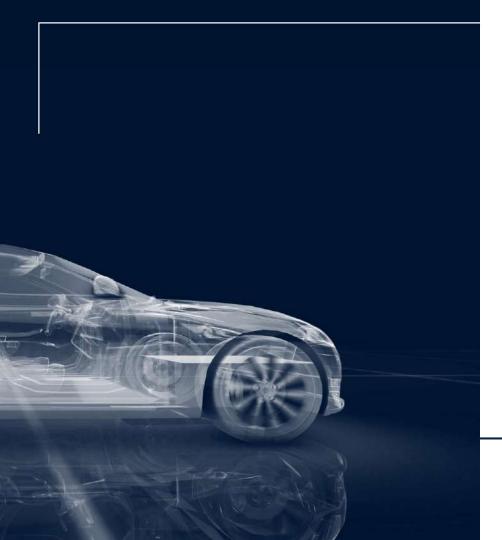


A Vol % 22/21 YTD





Δ Vol. % 22/21 YTD



01. Europe

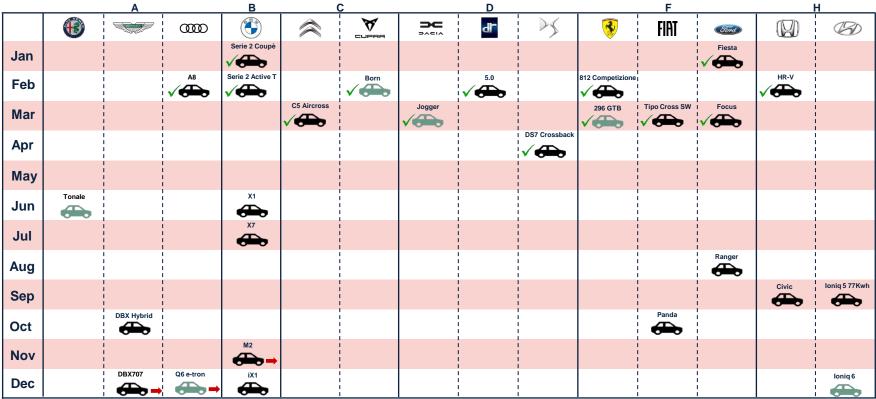
02. Italy

03. New car models launches in Italy

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New Car Models Launches in Italy

New models launch per brand – Roadmap 2022 (1/3)



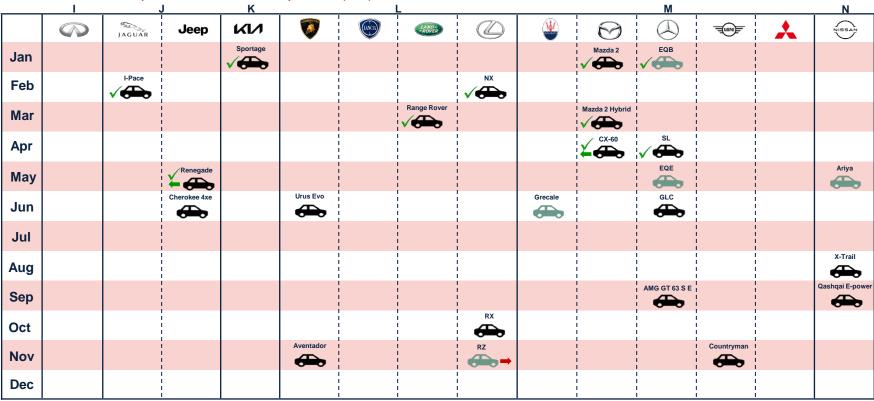






New Car Models Launches in Italy

New models launch per brand – Roadmap 2022 (2/3)



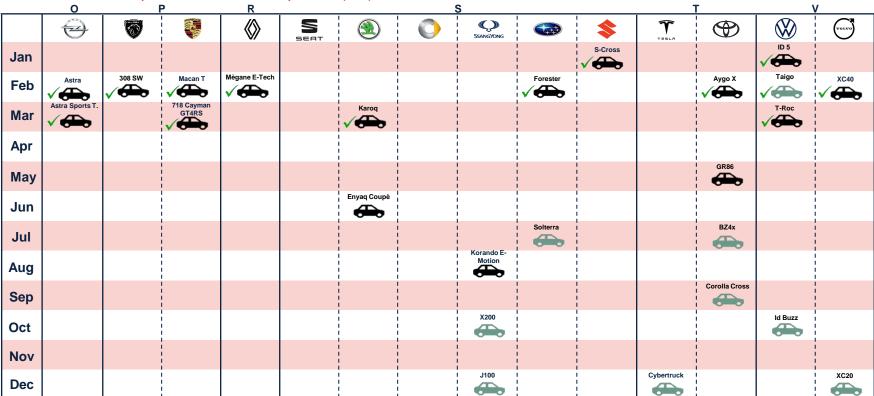






New Car Models Launches in Italy

New models launch per brand – Roadmap 2022 (3/3)

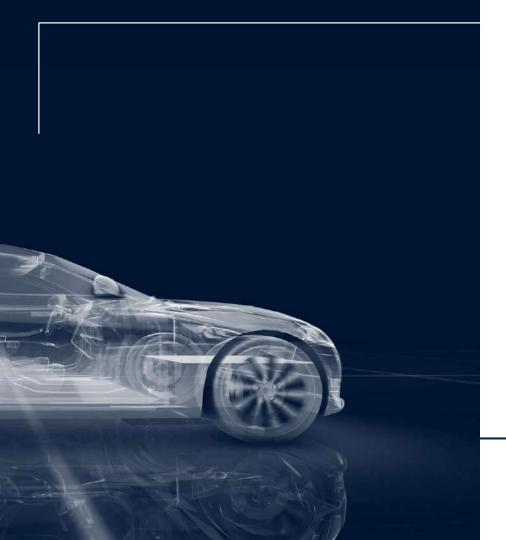








Premiere



01. Europe

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03. New car models launches in Italy

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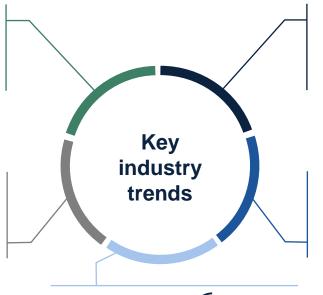
5 key trends are expected to push the evolution of the automotive industry. For each one in the following slides there is a selection of main news published from 21/04/22 to 13/05/22

Sustainability

Increasing OEMs focus on the reduction or neutralization of environmental externalities along the automotive value chain



New emerging models (MaaS) of car usership to meet new customer mobility needs and behaviors are transforming OEMs' strategies



Connectivity

Connected cars are changing the way to interact with customers and opening new business streams related to data utilization.

Digitalization



Towards a seamless online-offline customer journey with an increasing direct role of the OEM

Electrification 4



Car parc evolution towards electric (full and hybrid) vehicles and creation of a new ecosystem based on EV needs



P

Digitalization

Volvo makes strategic investment in carwow

Volvo has taken a strategic minority stake in carwow, an online marketplace for buying and selling cars, through the Volvo Cars Tech Fund (...)

https://telematicsnews.info/2022/04/26/volvo-makes-strategic-investment-in-carwow/

Faurecia-Aptoide signs up Mercedes-Benz in infotainment win over Google Mercedes-Benz will use embedded Faurecia-Aptoide technology to power navigation and other vehicle infotainment functions in a crucial win for the app provider against Alphabet Inc's Google and other technology firms to control car dashboards (...)

https://www.thehindubusinessline.com/info-tech/faurecia-aptoide-signs-up-mercedes-in-infotainment-win-over-google/article65374930.ece

Tata showcases the new EV concept Avinya

Tata Passenger Electric Mobility (TPEM) has made the global debut of the new Avinya Concept, based on the automaker's Gen 3 architecture.

The new Avinya concept reflects the future vision of the Indian EV maker, coming with software and (...)

https://www.globalfleet.com/en/manufacturers/global/article/tata-showcases-new-ev-concept-avinya?t%5B0%5D=Electrification&curl=1#:~:text=Tata%20Passenger%20Electric%20Mobility%20(TPEM,to%20improve%2 0smooth%20driving%20performance.





Electrification (1/3)

Why Elon Musk may own a lithium mine before owning Twitter Elon Musk may be in the news for his interest in Twitter, but it is his tweet about lithium that may prove the most consequential, as the price for the rare metal surges (...)

 $\underline{\text{https://www.thenationalnews.com/business/future/2022/04/21/why-elon-musk-may-own-a-lithium-mine-before-owning-twitter/}$

Final test phase before start of series production: Mercedes-Benz eEconic proves itself in customer trials

Launch of the final test phase of the Mercedes-Benz eEconic before the start of series production: With immediate effect (...)

https://www.automotiveworld.com/news-releases/final-test-phase-before-start-of-series-production-mercedes-benz-eeconic-proves-itself-in-customer-trials-in-the-rhine-main-region/

Volkswagen & bp launch partnership to roll-out EV fast charging in Europe Volkswagen Group and energy giant bp have launched a strategic partnership that will aim to boost the adoption of electric vehicles (EVs) across Europe, unveiling the first charger in Dusseldorf, Germany. The partnership aims to rapidly building a fast (...)

https://www.autofutures.tv/2022/04/28/volkswagen-bp-launch-partnership-to-roll-out-ev-fast-charging-in-europe/





Electrification (2/3)

Enel X Way and Q8
launch interoperability
agreement to accelerate
the deployment of electric
mobility

Enel X Way, Enel's new global business line entirely dedicated to electric mobility, and Q8 have signed an interoperability agreement that will allow Q8 customers to access to the Enel X Way electric vehicle (EV) charging network in Italy (...)

https://www.enel.com/media/explore/search-press-releases/press/2022/05/enel-x-way-and-q8-launch-interoperability-agreeent-to-accelerate-the-deployment-of-electric-mobility

GM slowly returning to Europe with EVs and mobility services After GM sold Opel and Vauxhall to PSA (now Stellantis) in 2017, the U.S. automaker didn't leave the continent entirely, continuing to sell the Corvette and Cadillac there. And not only that, GM said the (...)

https://webtimes.uk/gm-slowly-returning-to-europe-with-evs-and-mobility-services/

Berlin start-up wants to charge e-cars on street lamps

Around 1,000 new charging stations for electric cars are to be built in Berlin. The special thing about it: The charging infrastructure is located (...)

https://ip-check.info/berlin-start-up-wants-to-charge-e-cars-on-street-lamps/





Electrification (3/3)

Car bosses warn of supply chain threat to electric vehicle rollout

The world's largest carmakers have warned provide chain disruptions and better uncooked materials costs threaten the rollout of electrical automobiles, at the same time as demand for battery-powered fashions vastly exceeds producers' present (...)

https://www.onlineev.com/car-bosses-warn-of-supply-chain-threat-to-electric-vehicle-rollout/





Connectivity

Second generation of MirrorCam: Mercedes-Benz Trucks is evolving some important details

Mercedes-Benz Trucks has now updated MirrorCam for the first time: With the second generation, available for the Actros (...)

https://www.automotiveworld.com/news-releases/second-generation-of-mirrorcam-mercedes-benz-trucks-is-evolving-some-important-details-of-the-mirror-camera-system/

Nissan and Volkswagen are bringing highperformance Assisted Driving to the mainstream

The gradings are based on dedicated protocols designed to encourage the safe adoption of Assisted Driving technology. The safest systems (...)

https://www.automotiveworld.com/news-releases/latest-euro-ncap-gradings-show-nissan-and-volkswagen-are-bringing-high-performance-assisted-driving-to-the-mainstream/

The first time for electricity: this is how cars power the network

It will be there Ioniq 5an exclusively electric model of the Hyundai to make possible the world's first largescale technology application (...)

https://www.breakinglatest.news/entertainment/the-first-time-for-electricity-this-is-how-cars-power-the-network/





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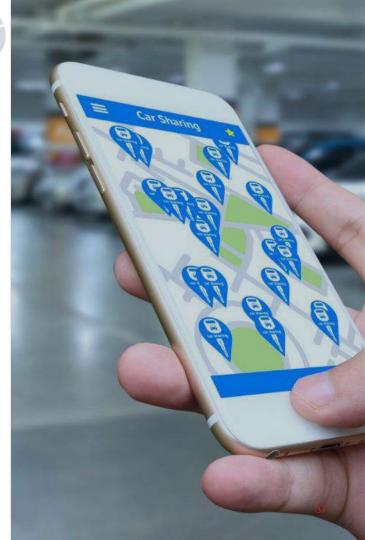
Mobility Services

Stellantis will buy carsharing business from BMW, Mercedes-Benz Stellantis has agreed to buy the Share Now carsharing business from BMW and Mercedes-Benz as the two German automakers focus on the software part of their mobility alliance (...)

https://europe.autonews.com/automakers/stellantis-will-buy-car-sharing-business-bmw-mercedes

ZipCharge unveils the GoHub: A cheaper, more modular take on portable EV charging Portable EV charging developer ZipCharge has announced its latest addition to EV infrastructure with the GoHub. This modular, portable public charging station can be installed anywhere on a footprint the size of a parking space (...)

https://electrek.co/2022/04/27/zipcharge-unveils-the-gohub-a-cheaper-more-modular-take-on-portable-ev-charging/







Sustainability

La Via Elettrica, the sustainable mobility project of Kia (with Mennekes and Eicom) La Via Elettrica is a project conceived and realized by Kia in collaboration with Mennekes and Eicom. It is a real network of charging stations located in the most beautiful places in Italy such as resorts, hotels and restaurants in order to connect as many locations (...)

https://www.industriaitaliana.it/la-via-elettrica-progetto-mobilita-sostenibile-kia-mennekes-eicom/

Stellantis strengthens Hydrogen Fuel Cell Vehicle leadership team Late last year, Stellantis began customer deliveries of its efficient Hydrogen Fuel Cell Zero-Emission solution that combines the advantages of hydrogen fuel cells and electric battery technology in a fuel cell electric vehicle. This solution is particularly suited to the (...)

https://auto-economictimes-indiatimes-

com.cdn.ampproject.org/c/s/auto.economictimes.indiatimes.com/amp/news/passenger-vehicle/cars/stellantis-strengthens-hydrogen-fuel-cell-vehicle-leadership-team/91030755





BIP Events

15 Giugno

THE NEW AUTOMOTIVE PARADIGM

A SHIFT INTO THE FUTURE

Save the date! Stay tuned...



Thank you.

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