# **BIP AutObserver**

Analysis of new car registrations

August 2022



#### **Executive Summary**

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



**Top Countries by growth of new registrations**: 22 countries grew in August 2022 compared to August 2021, the highest rates for Portugal (+42,4%), Greece (+39,7%) and Ireland (36,4%). On a YTD base only Iceland (+37,5%), Bulgaria (+12,9%), Romania (+5,8%), Latvia (+4,6%) and Cyprus (+4,1%) increased

**Top 3 Countries by market share**: Germany 22,8% (+0,5 p.p.), United Kingdom 13,6% (+0,2 p.p.) and France 13,4% (-0,3 p.p.) in August 2022 YTD compared to August 2021 YTD

**Brands**: among the Top 15 by volume, Peugeot (+23,1%), Citroen (+20,9%) and Mercedes-Benz (+18,6%) pointed out the highest growth (August 2022 vs August 2021). Considering YTD data only Dacia (+17,3%), Kia (+12,4%) and Hyundai (+5,2%) recorded an increase

**Premium brands\*\***: Mercedes-Benz (+18,6%) and Audi (+3,0%) increased in August 2022 compared to August 2021, while BMW (-1,4%) decreased. All 3 brands dropped on a YTD base

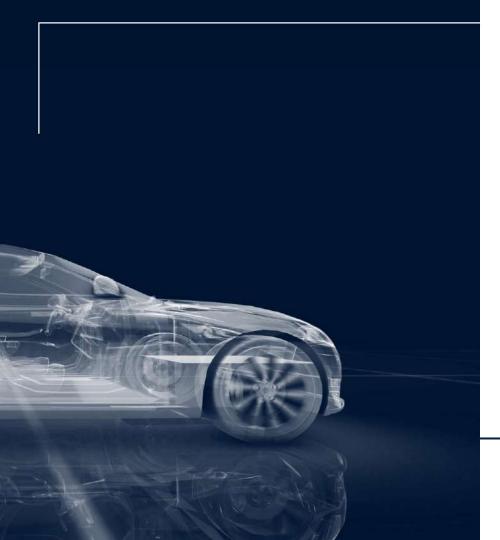


Areas monthly results: North-East +10,9%, North-West +20,0%, Center +12,3%, South -9,7% and Islands -6,9%, comparing August 2022 with August 2021

**Customer segments:** Retail -8,6%, Fleet +65,2% and Business +28,3% August 2022 vs August 2021. Business segment reversed the negative trend of July 2022 (-9,4%)

**Brands:** among the Top 15 by volume Dacia increased its volumes both YTD (+19,5%) and in August 2022 (+16,8%); Citroen grew in August by +93,02%, a big boost compared to the increase of July 2022 (+49,77%).

**Premium brands\*\*:** Audi and Mercedes-Benz grew in August 2022 compared to August 2021 (+41,2% and +36,5% respectively). On a YTD base BMW, Audi and Mercedes-Benz decreased faster than the overall market



# 01. Europe

Market overview

New car registrations by brands

02. Italy

03. New car models launches in Italy

04. News on key industry trends

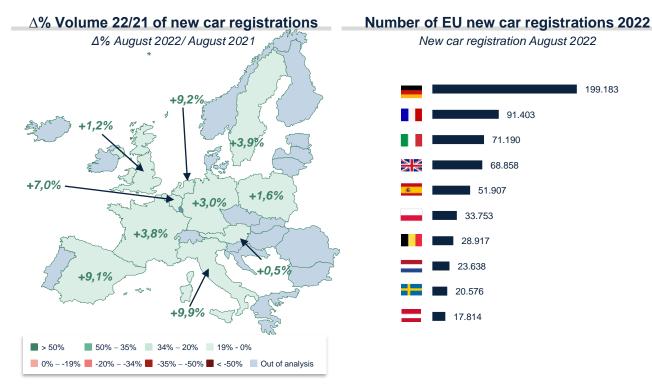
#### **Europe** | *Market Overview*

European Markets\* new car registrations





Top 10 European Markets\* – August 2022



# Highlights

- The overall European market (EU+UK+EFTA) increased, from 724.582 registrations in August 2021 to 748.961 in August 2022 (+3,4%)
- All the Top 10 European markets highlighted a growth. The highest rates:
  - Italy (+9,9%)
  - Netherlands (+9,2%)
  - Spain (+9,1%)



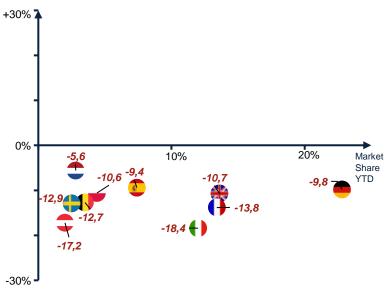
#### **Europe** | *Market Overview*



Top 10 European Markets\* – August 2022 YTD

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

 $\Delta$  % Volume August 22/21



|   | #  | Country   | MS August<br>2022 YTD | ∆ VS 2021 | Sales Volume<br>August 2022<br>YTD |
|---|----|-----------|-----------------------|-----------|------------------------------------|
|   | 1  | GER       | 22,8%                 | -9,8%     | 1.643.069                          |
|   | 2  | <b>UK</b> | 13,6%                 | -10,7%    | 983.099                            |
|   | 3  | FRA       | 13,4%                 | -13,8%    | 970.930                            |
|   | 4  | ITA       | 12,0%                 | -18,4%    | 865.044                            |
| t | 5  | ♣ SPA     | 7,4%                  | -9,4%     | 533.042                            |
|   | 6  | POL       | 3,9%                  | -10,6%    | 280.861                            |
|   | 7  | BEL       | 3,5%                  | -12,7%    | 250.465                            |
|   | 8  | NET       | 2,8%                  | -5,6%     | 199.297                            |
|   | 9  | SWE       | 2,5%                  | -12,9%    | 182.592                            |
|   | 10 | AUS       | 2,0%                  | -17,2%    | 142.474                            |



- From January to August 2022
   7.221.379 units have been registered in the European passenger cars market with a decrease of -11,8% compared to the same period of 2021
- An increase has been registered only for 5 out of 30 countries (the highest for Iceland +37,5%), none of them among the top 10 markets, while the other 25 countries decreased
- Among the top 10 markets Italy pointed out the worst rate (-18,4%)



## **Europe** | New car registrations by brand



#### Top 15 – August 2022 YTD



















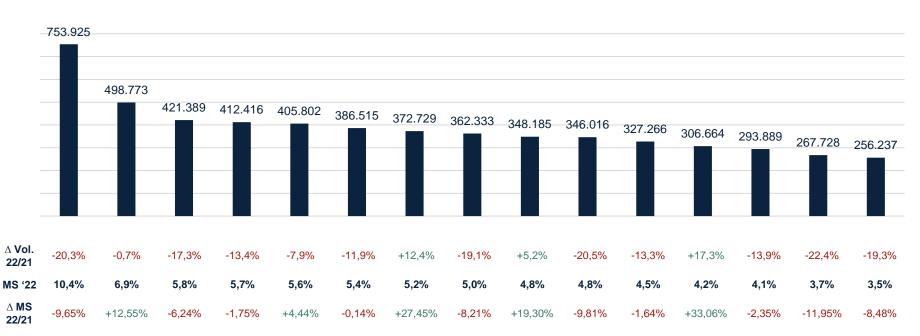




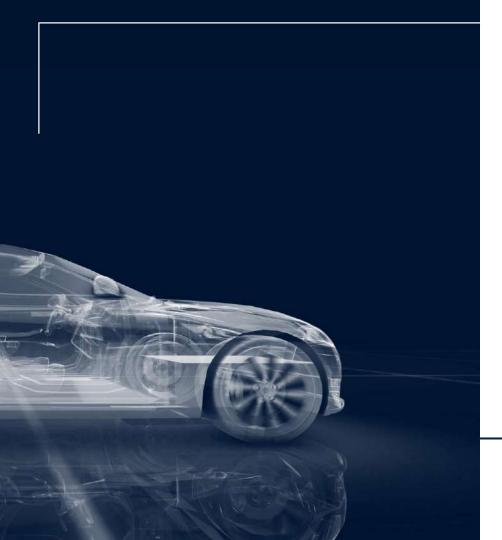












## 01. Europe

# 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

#### **August 2022 Highlights**

Since the beginning of the year **new registrations have fallen by 18,4%** compared to 2021 (around two hundred thousand fewer cars registered). After 13 months in which new registrations decreased, compared to the same month of the previous year, August 2022 saw a **growth of 10%**. This is a positive sign, but it is still too early to talk of a reversal of the industry trend, given the persistent problems that are affecting the market, leading to a **crisis both in demand**, due to **Ukraine war** and **pandemic effects**, and **in offer**, as a result of the slowdown in production linked to the **"shortage" of microchips and raw materials**.

The August volume growth can be seen as an effect of the **incentives** launched by the government, that mainly boosted hybrid vehicles (61-135 g/km CO2), while there is no significant impact on BEVs. Regarding the **registrations** in terms of **geographical area**, the North and the Center registered a growth, while the South and the Islands continued to experience a decrease; considering the YTD results, the **Private and Business segments** continued their decline, even **Fleet** highlighted a decrease after two consecutive months of growth.





**■** 2021/2020 **■** 2022/2021

## Italy | Market Overview

Italian Market – August 2022 vs August 2021

Italy New Car Registrations

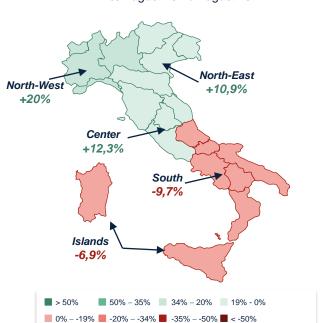


+9,9%



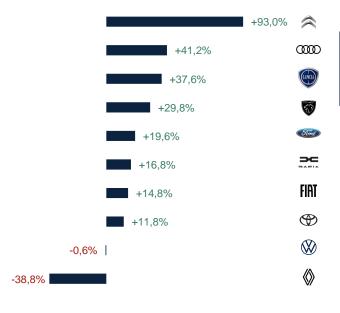
#### $\Delta$ % Volume 22/21 of New Car Registrations

% August 2022/ August 2021



#### **Growth of Top 10 Brands by Volumes**

Δ% August 2022/ August 2021





#### **Highlights**

- In August 2022, the Italian market registered a monthly growth, after 13 months, mainly in the North-West, North-East and Center areas, while South and Islands experienced a decline
- August 2022 shows growth for mass market brands, with Citroen and Lancia registering the highest growth (+93,0% and +37,6%), while Audi as a premium brand recorded an increase of +41,2%
- Only two brands in the top 10, Volkswagen and Renault, registered a negative variation, a sign of recovery compared to July, when six out of ten brands in the top 10 showed a decrease



#### Italy | Market Overview

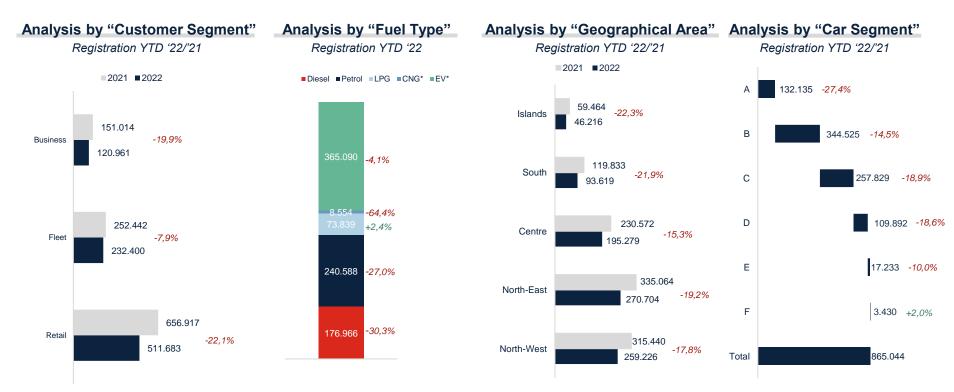
Italy New Car Registrations (YTD)



-18,4%



# Italian Market – August 2022 YTD vs August 2021 YTD



## Italy | Market Highlights

Italy New Car Registrations (YTD)



-18,4%

Italian Market – Distribution channels – August 2022 YTD vs August 2021 YTD



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

**Business (Company registrations\*\*)** 



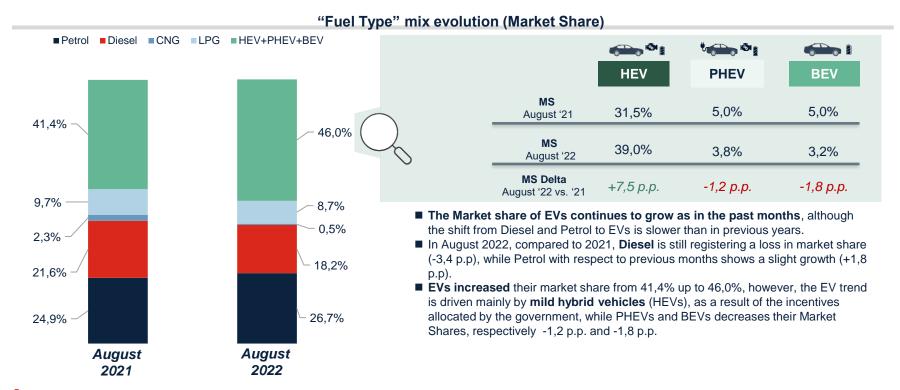
- Compared to August 2021 YTD, in 2022, Retail segment of the Italian market confirms the decrease of 2022 with -22,1% (-145.234 units sold lost) and a further decrease in its YTD Market Share with respect to August 2021 (59,2% in August 2022 vs. 62,0% in August 2021, -2,8 p.p.)
- Captive LTR&STR (-50,2%) and STR (-27,0%) decrease in August 2022 vs. 2021 YTD, while LTR (+0,5%) registers a slight increase. The Market share of Captive LTR&SRT (0,6% in August 2022 YTD vs 1,0% in August 2021 YTD) and SRT (4,9% in 2022 vs 5,4% in 2021) also decreases, while LTR market share increase from 17,3% in August 2021 YTD to 21,4% in August 2022 YTD
- The decrease of the Business segment registrations in August 2022 vs. August 2021 YTD was related both to the reduction of Captive self-registrations (-26,5% or 24.880 units less sold) and Companies registrations (-9,0% or 5.173 units less sold)





## **Italy** | *Market Highlights*

Italian Market - August 2022 vs August 2021





## Italy | New car registrations by brand

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



















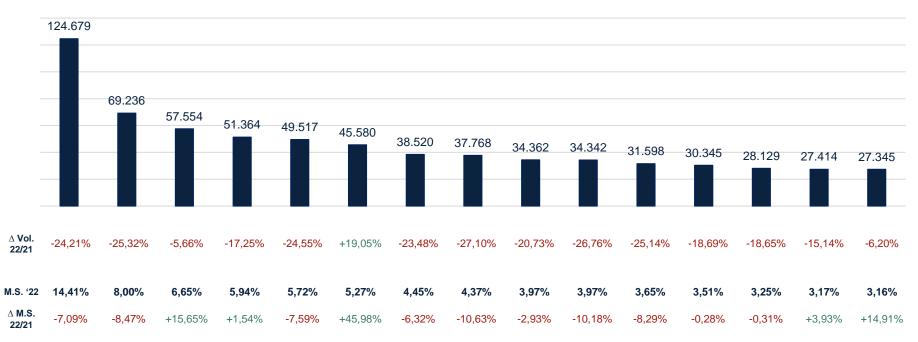














## Italy | New car registrations by brand

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





















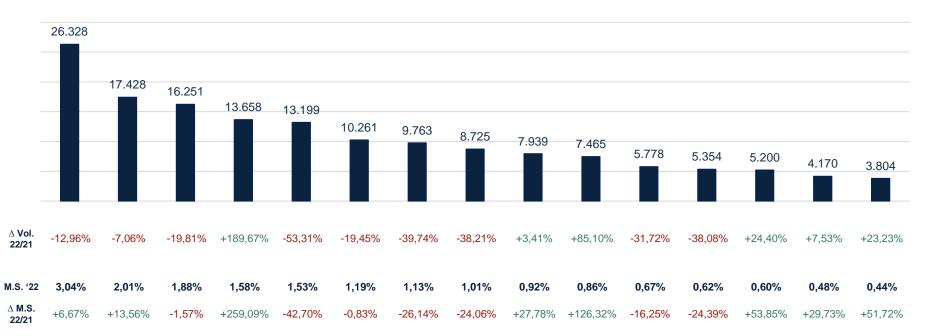














#### Italy | New car registrations by brand

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





















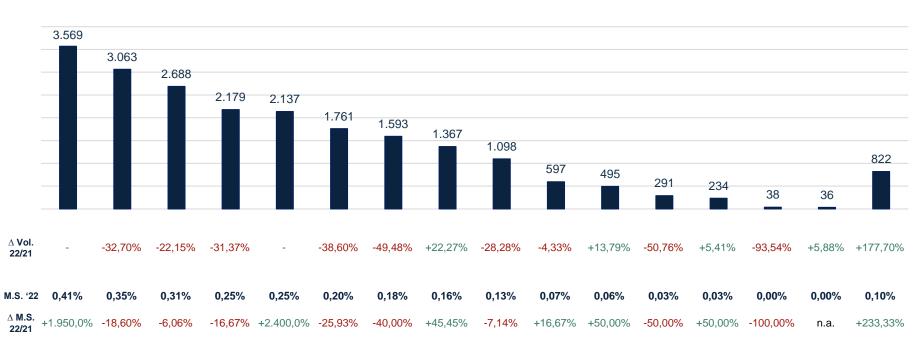














# Italy | New car registrations by group

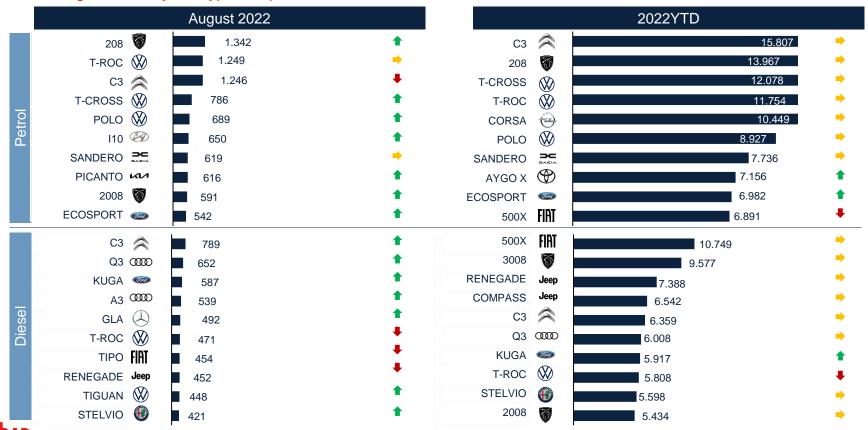
New car registrations by group – Top 15 – August 2022 YTD

|    | Group         | Brand                   | Volume  | $\Delta$ % Volume '22 vs '21 | Market Sha | re (%)        |
|----|---------------|-------------------------|---------|------------------------------|------------|---------------|
| 1  | Stellantis    | FIAT Jeep 🚯 🎱 🌍 🤝 🖂     | 319.180 | -22,86% ■                    |            | 36,9%         |
| 2  | Volkswagen    | W COOD (A) SERT CLIPPER | 137.311 | -22,33%                      | 15,9%      |               |
| 3  | Renault       | <b>⊗</b> ⇒=             | 83.348  | -7,49%                       | 9,6%       |               |
| 4  | Toyota        | <b>® ©</b>              | 59.733  | -6,93%                       | 6,9%       |               |
| 5  | Ford          | Tord                    | 51.364  | -17,25%                      | 5,9%       | Top 5: 75,2%  |
| 6  | BMW           |                         | 40.606  | -18,88% ▮                    | 4,7%       |               |
| 7  | Mercedes-Benz |                         | 31.192  | -20,29%                      | 3,6%       |               |
| 8  | Kia           | KIN                     | 27.345  | -6,20%                       | 3,2%       |               |
| 9  | Hyundai       | <b>E</b>                | 26.328  | -12,96%                      | 3,0%       |               |
| 10 | Nissan        | NISSAN ()               | 17.428  | -7,06%                       | 2,0%       | Top 10: 91,7% |
| 11 | Suzuki        | \$                      | 13.199  | -53,31%                      | 1,5%       |               |
| 12 | DR Motor      | ďr                      | 13.658  | +189,67%                     | 1,6%       |               |
| 13 | Volvo         | (value)                 | 8.725   | -38,21%                      | 1,0%       |               |
| 14 |               | JAGUAR (ANIA)           | 6.947   | -41,13%                      | 0,8%       |               |
| 15 | Mazda         | $\Theta$                | 5.778   | -31,72%                      | 0,7%       |               |

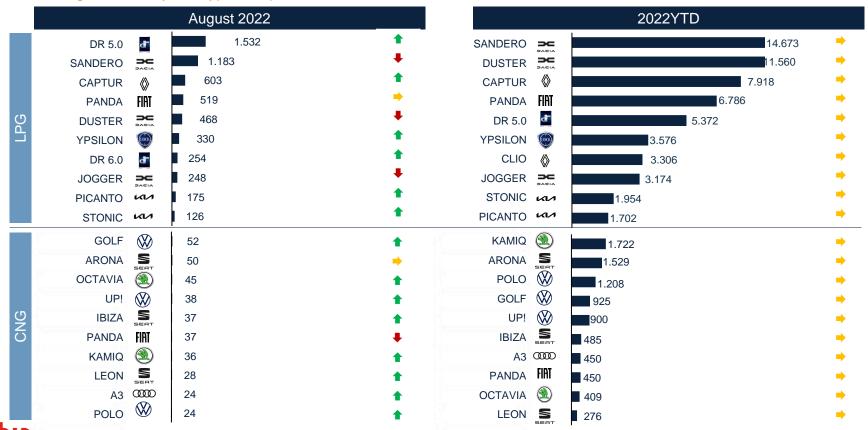




New car registrations by fuel type – Top 10 – Petrol and Diesel

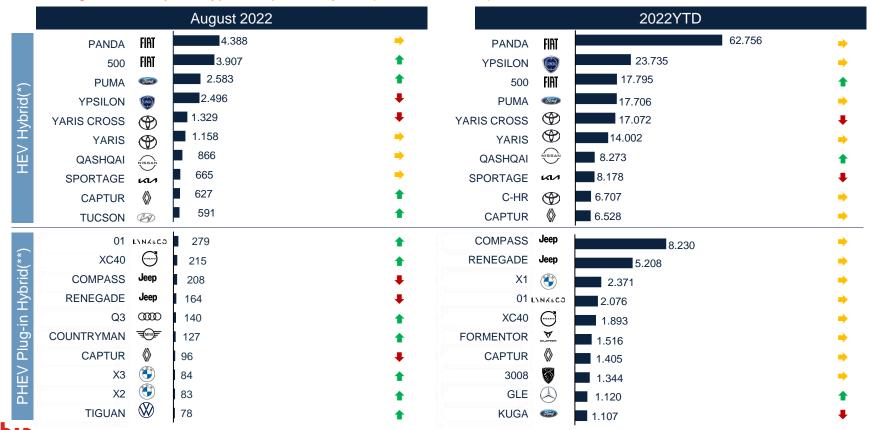


New car registrations by fuel type – Top 10 – LPG and CNG





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

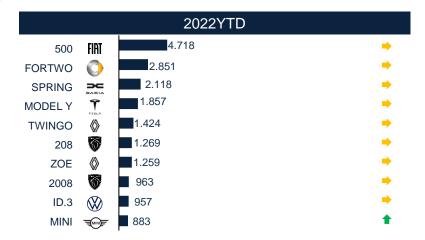


Source: UNRAE



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

|             |         |              | August 2022 |          |
|-------------|---------|--------------|-------------|----------|
|             | 500     | FIRT         | <b>3</b> 60 | <b>→</b> |
| ~           | FORTWO  |              | 128         | <b>→</b> |
| Electric(*) | TWINGO  |              | 114         | <b>→</b> |
| Sct         | CORSA   |              | 107         | •        |
| 置           | ID.3    | $\bigotimes$ | 101         | •        |
| <u>F</u>    | MODEL Y | T TESLA      | 100         | •        |
| BEV Pure    | 2008    | 6            | 93          | <b>→</b> |
|             | KONA    | B            | 86          | •        |
| Ω           | ARIYA   | NISSAN       | 84          | <b>1</b> |
|             | BORN    | ₩ CUPRE      | 80          | •        |

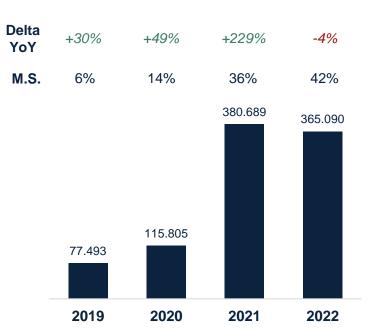




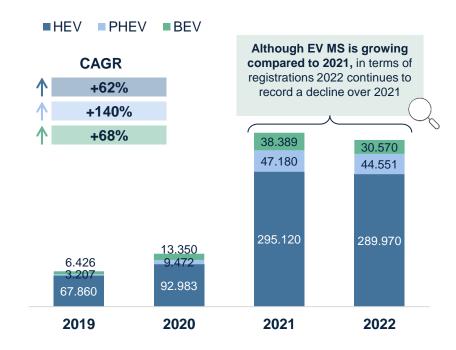


New car registrations of Hybrid vs Pure Electric vehicles





#### HEV\*, PHEV\* and BEV\*\* Vehicles Trend August '22 YTD

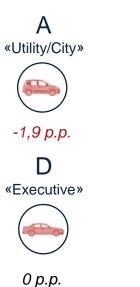


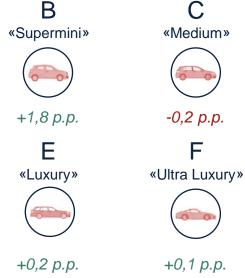


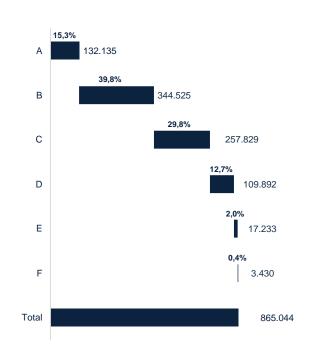
Overview of new car registrations by segment

#### Segments Growth in Market Share\*











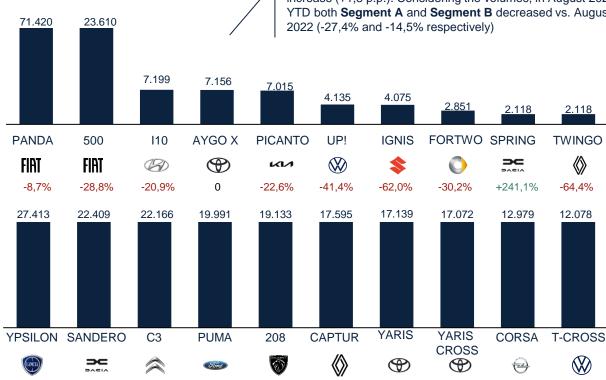


Segment A and Segment B - Top 10 - August 2022 YTD

In terms of MS, respectively vs August 2021 YTD, Segment A registered a decrease (-1,9 p.p.) while Segment B recorded an increase (+1,8 p.p.). Considering the volumes, in August 2022 YTD both Segment A and Segment B decreased vs. August 2022 (-27,4% and -14,5% respectively)



A Vol % 22/21 YTD





A Vol % 22/21 YTD



























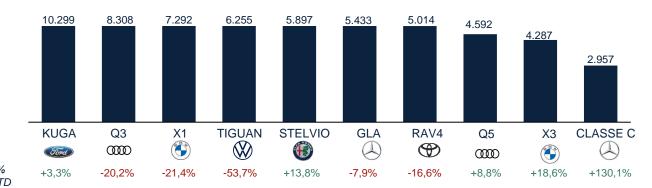
Segment C and Segment D – Top 10 – August 2022 YTD

In terms of **MS**, respectively vs August 2021 YTD, **Segment C** registered a decrease (-0,2 p.p.) while **Segment D** had no variation (0,0 p.p.). Considering the volumes, in August 2022 YTD both **Segment C** and **Segment D** decreased vs. August 2021 (-18,9% and -18,6% respectively)



12.441 18.345 17.927 17.781 17.562 16.530 8.549 8.418 8.279 7.525 **DUSTER** T-ROC 3008 **SPORTAGE GOLF QASHQAI** TUCSON **RENEGADE** 500X **COMPASS (V)** (D)  $\langle \! \rangle$ Jeep FIAT  $\rightarrow$ W NISSAN BD Jeep 20510 -21.4% -27.6% +10.3% -27.7% -31.0% -34.0% +4.1% -17.0% -18.3% +22,9%





∆ Vol. % 22/21 YTD

A Vol %

22/21 YTD

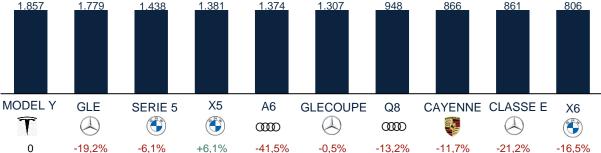
512.

Segment E and Segment F – Top 10 – August 2022 YTD

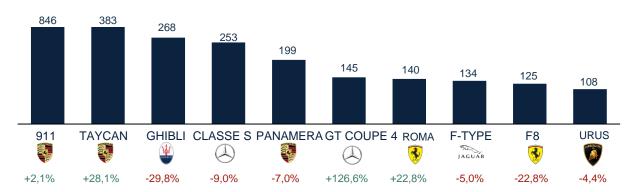


E "Luxury"

In terms of MS, respectively vs August 2021 YTD, Segment E
Segment F remained almost unmodified (+0,2 p.p. and +0,1 p.p.). In terms of volumes, in August 2022 YTD Segment E decreased vs. August YTD 2021 (-10,0%) while Segment F increased (+2,0%)







∆ Vol. % 22/21 YTD

A Vol %

22/21 YTD

**512.** 



01. Europe

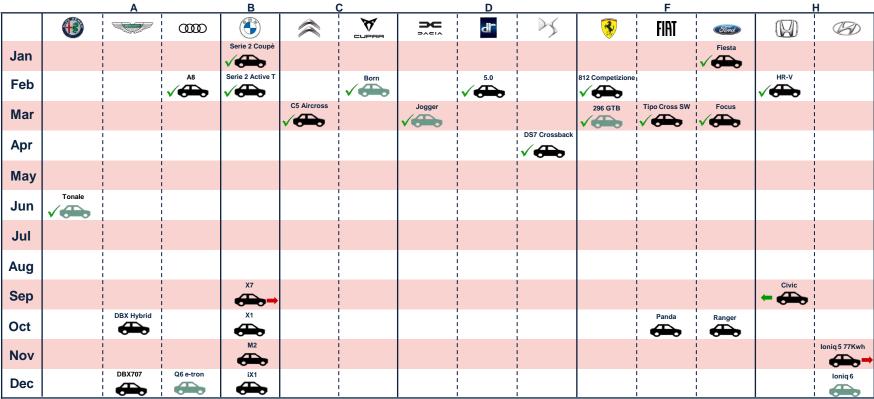
02. Italy

**03.** New car models launches in Italy

04. News on key industry trends

## **New Car Models Launches in Italy**

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



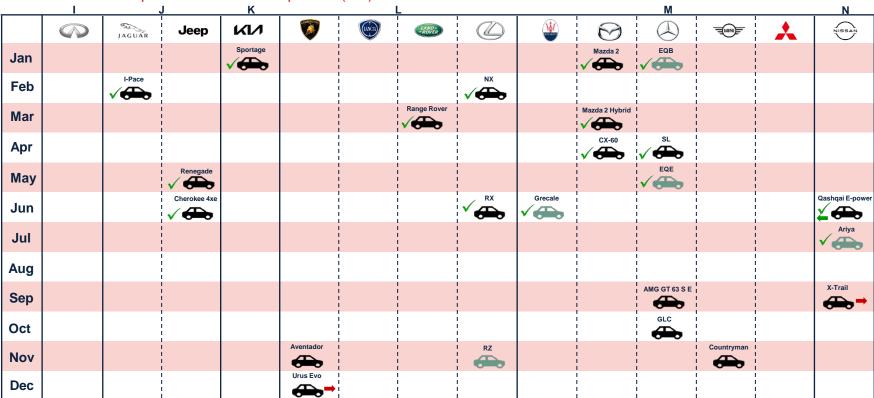






## **New Car Models Launches in Italy**

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





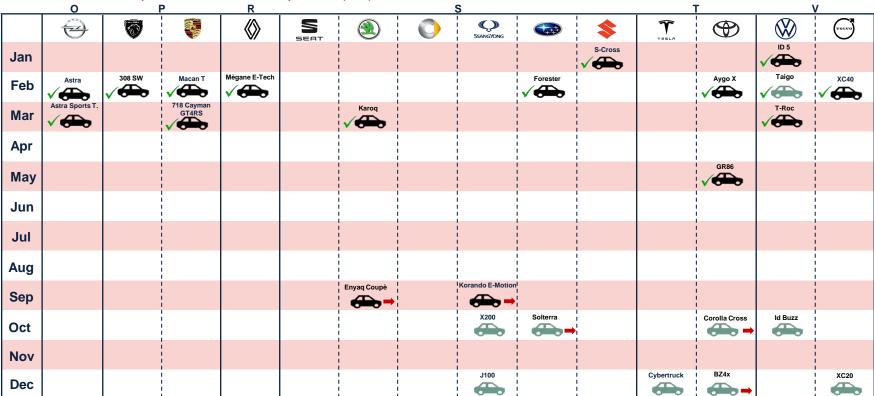




Premiere

## **New Car Models Launches in Italy**

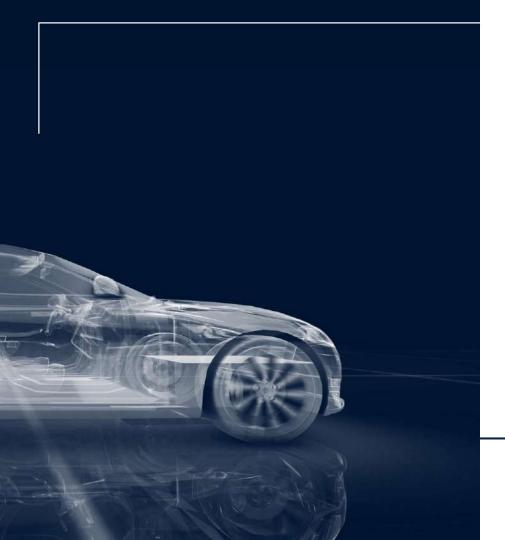
New models launch per brand – Roadmap 2022 (3/3)











01. Europe

02. Italy

03. New car models launches in Italy

**04.** News on key industry trends

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 20/07/22 to 15/09/2022

## 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





Digitalization

Stellantis, BMW and Mercedes: yes, to the "agency" model The automotive world is changing, and with it the way cars are sold. More and more automotive brands and groups are migrating to an "agency" model, with either a direct sales system or a hybrid approach to customer (...)

 $\underline{\text{https://www-formulapassion.it.cdn.ampproject.org/c/s/www.formulapassion.it/automoto/mondoauto/stellantis-bmw-e-mercedes-si-al-modello-agenzia-626648.html/amp}$ 

A virtual car showroom: Italy's oldest Mercedes dealership group enters the metaverse Trivellato introduces a virtual showroom in the metaverse reachable through a simple link inserted directly on the homepage of the site; it allows for an emotional and immersive user experience built on augmented reality (...)

 $\underline{\text{https://forbes.it/2022/07/20/un-autosalone-virtuale-il-gruppo-della-piu-antica-concessionaria-mercedes-ditalia-entra-nel-metaverso/}$ 





Electrification (1/2)

Toyota investing \$5.6

billion to build EV batteries

Toyota announced plans Wednesday to invest \$5.6 billion in new plants to build electric vehicle batteries in Japan and the United States. But unlike other automakers who are going all-in on EVs, Toyota said it's still not convinced that's the best path forward (....)

https://edition.cnn.com/2022/08/31/business/toyota-ev-battery-plant/index.html#:~:text=Toyota%20said%20the%20plant%20will,US%2Dmade%20EV%20battery%20capacity.

Lidl rents its electric car for 222 euros a month: mile-long lines to grab one The giant, offers a 100% electric car, low cost, which can be one's own, only by subscription. The amount to be paid monthly is minimal, but it allows you to have at your disposal 24 hours a day a complete, environmentally friendly car (...)

https://www.motori.news/lidl-affitta-la-sua-elettrica-per-222-euro-al-mese-file-chilometriche-per-accaparrarsene-una-76375.html

Nio wants to take over Europe with battery swap?

Nio, which from September will start up a plant in Pest, the eastern part of the capital Budapest, dedicated not to cars but to "energy products", specifically components for battery swap stations (...)

https://insideevs-it.cdn.ampproject.org/c/s/insideevs.it/news/601588/nio-fabbrica-europa-ungheria-battery-swap/amp/





Electrification (2/2)

E.On to set-up 2.000 high power charging stations by 2024 Energy company E.On plans to install 2,000 ultrarapid charging stations across Europe by the end of 2024. The German utility joins forces with Alpitronic to provide HPC equipment. Their plans reach beyond 2024 (...)

https://www.electrive.com/2022/08/04/e-on-to-set-up-2000-high-power-charging-stations-by-2024/

Electric cars, here are the rules for motorways: "100 kW columns and at least two suppliers" The long wait is over: the Transport Regulatory Authority (Art) has issued a resolution for the "definition of the tender schemes relating to the tenders to which the motorway concessionaires are required for the assignment (...)

https://www.archynewsy.com/electric-cars-here-are-the-rules-for-motorways-100-kw-columns-and-at-least-two-suppliers/





Connectivity

TomTom to power
Hyundai Motor Group with
Maps and Traffic

TomTom (TOM2), the trusted geolocation technology specialist, announced today that its maps and real-time traffic data have been chosen by Hyundai Motor Group (HMG) to support its entire vehicle lineup in Europe (...)

https://www.hvundai.news/eu/articles/press-releases/tomtom-to-power-hvundai-with-maps-and-traffic.html

Smart Roads: the A1 becomes Italy's first smart road

The first concrete application of smart roads in Italy is on the A1. A total of 52 km wired by Movyon to be able to build a real-time dialogue between car and infrastructure to improve safety while driving (...)

https://www.fleetmagazine.com/smart-roads-la-a1-prima-strada-intelligente-ditalia/?utm\_source=linkedin

BMW Group introduces Plug & Charge function and is the first manufacturer to integrate multiple charging contracts in the car

From mid-2023, a Plug&Charge function will be available in the first BMW models, enabling customers to charge electricity at public charging points without having to use a charging card or app (...)

https://www.automotiveworld.com/news-releases/charging-without-an-app-and-card-bmw-group-introduces-plug-charge-function-and-is-the-first-manufacturer-to-integrate-multiple-charging-contracts-in-the-car/





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Mobility Services (1/2)

Bari, Florence and Turin: new lead cities for the Mobility as a Service for Italy (MaaS) project Bari, Florence and Turin will be the new cities to test innovative mobility services Mobility as a Service for Italy (MaaS). In fact, the final ranking list has been published for the MaaS project, in which 10 metropolitan city capitals participated (...)

https://innovazione.gov.it/notizie/articoli/bari-firenze-e-torino-nuove-citta-capofila-per-il-progetto-mobility-as-a-service/

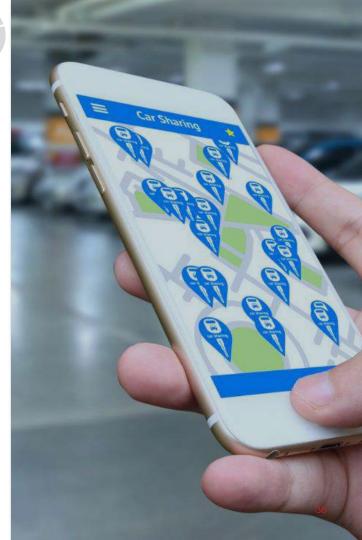
Ikea experiments with carpooling in 6 countries, including Italy: how employees share cars IKEA has launched an international carpooling program in partnership with Liftango to accelerate its sustainability goals. The company aims to reduce greenhouse gas emissions from its value chain by 50 percent by 2030 (...)

https://www.fleetmagazine.com/ikea-carpooling-italia/?utm\_source=linkedin

Leasys Rent, the Recharge app arrives for sharing charging columns Charging electric cars will become easier thanks to the arrival of the Recharge application promoted by Leasys Rent and created in collaboration with Bosch. The company of the FCA Bank Group, has developed a new app for opening its electric charging (...)

https://www.breakinglatest.news/business/leasys-rent-the-recharge-app-arrives-for-sharing-charging-columns/





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Mobility Services (2/2)

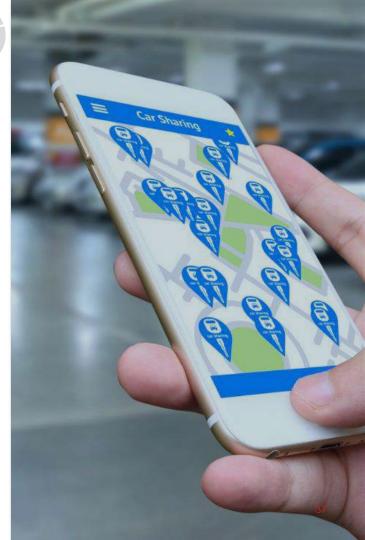
"Ddl Concorrenza" approved: new procedures for contracting out highway columns The government finally approved the "Ddl Concorrenza", a measure related to the "PNRR" by which the regulations for the allocation of concessions related to the installation of charging stations on the highway network are also amended (...)

https://e-ricarica.it/approvato-il-ddl-concorrenza-nuove-procedure-per-appaltare-le-colonnine-in-autostrada/

Electric rental, Arval Italy chooses Hello Mobility for charging

Arval Italy takes another step toward electrifying its fleet by integrating the Hello Mobility charging service. Now all you need is the card and the app to have, included in the rental, even the charging costs of your electric or plug-in hybrid car (...)

https://elettricomagazine.it/emobility/noleggio-elettrico-arval-italia-app-ricarica-hello-mobility/







Sustainability

BMW Group to use innovative round BMW battery cells in NEUE KLASSE from 2025 The BMW Group is convinced that powerful, innovative, sustainably-produced battery cells will be key to the success of individual electromobility in the future. The company is set to launch a new era of emobility from 2025 (...)

https://www.automotiveworld.com/news-releases/more-performance-co2-reduced-production-significantly-lower-costs-bmw-group-to-use-innovative-round-bmw-battery-cells-in-neue-klasse-from-2025-2/

Photovoltaics with charging: Koelliker Group and Ferrari make moves

Pensiline with photovoltaics and EV charging stations: the Koelliker Group and Ferrari are on the move. Koelliker Group sets its sights on sustainable mobility and signs an agreement with Emeren to develop an electric mobility infrastructure in Italy (...)

 $\frac{https://www-vaielettrico-it.cdn.ampproject.org/c/s/www.vaielettrico.it/fotovoltaico-con-ricarica-si-muovono-gruppo-koelliker-e-ferrari/?amp=1$ 





#### Thank you.

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