# **BIP AutObserver**

## Analysis of new car registrations

November 2022



### **Executive Summary**

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



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**Top Countries by growth of new registrations**: 24 countries grew in November 2022 compared to November 2021, the highest rates for Latvia (+73,6%), Portugal (+39,4%) and Iceland (+33,8%). On a YTD base only 9 countries grew, double-digit increase for Iceland (+31,8%), Bulgaria (+17,2%) and Latvia (+16,4%)

**Top 3 Countries by market share**: Germany 22,9% (+0,8 p.p.), United Kingdom 14,6% (+0,4 p.p.) and France 13,4% (-0,4 p.p.) in November 2022 YTD compared to November 2021 YTD.

**Brands**: among the **Top 15 by volume**, highest growth in November 2022 respect to November 2021 for Audi (+59,6%), Ford (+49,2%) and Volkswagen (+44,4%). Considering YTD only Dacia (+16,5%), Kia (+8,2%), Toyota (+6,7%), Hyundai (+1,0%) and Audi (+0,3%) registered an increase

**Premium brands\*\*: Audi** is the only brand that increased both in monthly (+59,6%) and YTD (+0,3%), while **BMW** (+15,0%) and **Mercedes-Benz** (+5,2%) grew in November 2022 but are still below 2021 on a YTD basis (-8,6% and -2,8% respectively)



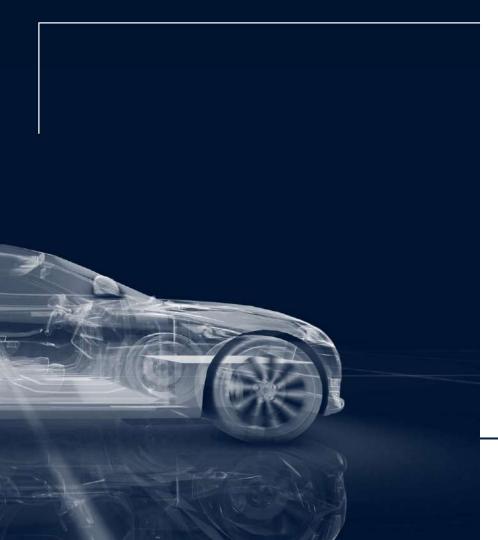
Areas monthly results: North-East +14,1%, North-West +20,2%, Center +18,9%, South +3,7% and Islands -3,9%, comparing November 2022 to November 2021

**Customer segments:** Retail +0,6%, Fleet +66,2% and Business +3,1% November 2022 vs November 2021

**Brands:** considering YTD results, among the **Top 15 by volume** only Dacia and Toyota grew (+9,5% and +6,5% respectively); all the other brands registered a drop, the highest for Renault (-22,0%) and Jeep (-21,7%)

**Premium brands\*\*: Audi** (+83,9%), **Mercedes-Benz** (+26,9%) and **BMW** (+25,3%) **registered an increase** in November 2022 compared to November 2021. On a YTD basis BMW, Audi and Mercedes-Benz fell less than the overall market (respectively -9,8%, -6,7% and -3,3% vs -11,6%)

(\*\*) Considering only Premium brands in the top 15 by volume



### 01. Europe

Market overview New car registrations by brands

02. Italy

03. New car models launches in Italy

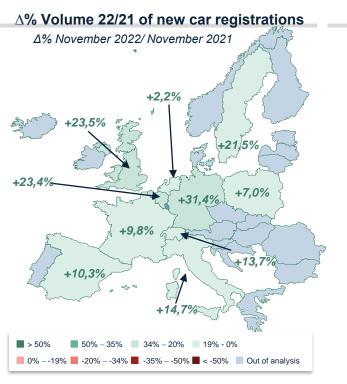
04. News on key industry trends

# Europe | Market Overview

Top 10 European Markets\* – November 2022

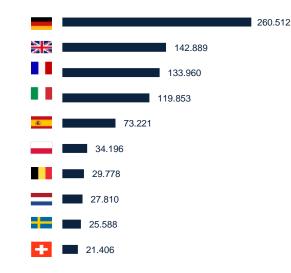


+17,4%



#### Number of EU new car registrations 2022

New car registration November 2022



## Highlights

- The European market (EU+UK+EFTA) had an increase in registrations from 864.046 in November 2021 to 1.014.630 cars in November 2022.
- In line with the previous months the EU car market confirmed an overall increase in registrations compared to the other months of 2022.
- The highest rates among the top 10 markets for:
  - o Germany (+31,4%)
  - United Kingdom (+23,5%)
  - Belgium (+23,4%)
- Considering the top 10 by volume all countries registered an increase in November 2022 compared to the same month of 2021

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### Europe | Market Overview

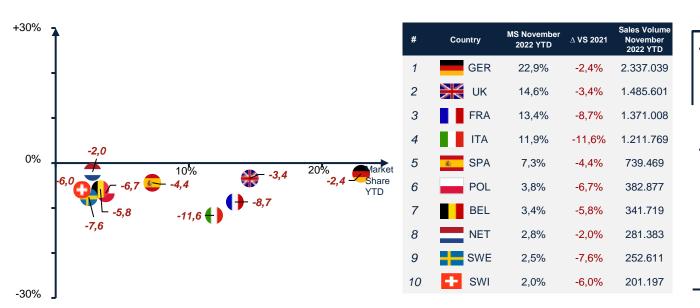
Top 10 European Markets\* – November 2022 YTD

European Markets\* new car registrations



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

 $\Delta$  % Volume November 22/21

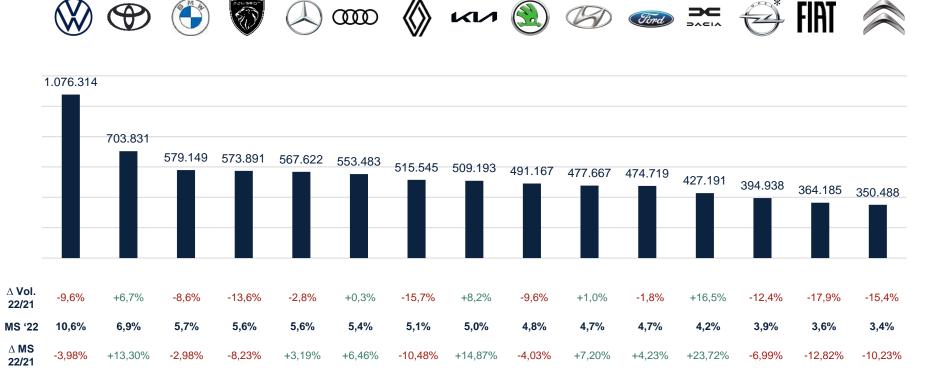




- Up to November 2022, 10.196.115 units were registered in the European passenger cars market, with a decrease of -5,8% compared to the same period of 2021. The gap vs 2021 is reducing thanks to the positive results of the last 4 months
- Only 9 out of 30 countries registered an increase (Iceland confirmed the highest increase with +31,8%), none of them in the top 10 for registrations.
   21 countries recorded a decrease; considering the top 10 by volume, double-digit drop only for Italy (-11,6%)

(\*) EU (26 Countries) + EFTA Countries (Iceland, Norway, Switzerland) + UK

### **Europe** | New car registrations by brand Top 15 – November 2022 YTD



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(\*) Opel includes Vauxhall New Car Registrations



### 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

#### November 2022 Highlights

November 2022 consolidates the trend reversal (fourth consecutive monthly increase in new registrations) with 119.853 new cars sold, +14,7% compared to the same month in 2021. After these last four months, the positive trend in the Italian market appears consistent and also concerns the other Western European countries, showing a recovery from the crisis. Two main factors are helping production and demand: the mitigation of semiconductor supply shortage and the medium-term effect of government incentives. However, despite the positive trends of last months, the YTD result is still negative: -11,6% of new cars compared to 2021 (a greater gap if compared with 2019: -31,8%).

Fleets continue to grow in terms of market share with positive results both monthly and YTD, as well as Petrol and LPG in terms of monthly Market Share. After two months of decline, the EVs market share showed a recovery in November; it should be noted that this trend is still mainly driven by HEVs (+2.3 p.p.) and PHEVs (+0,2 p.p.), while BEVs experienced a decrease (-2,3 p.p.).

Geographically, the highest growth (double digits) is confirmed in central-northern Italy. November 2022 is a month of positive results for almost all brands with the best results in the top 10 by volume for Audi, Toyota and Peugeot, but with important exceptions as Fiat -7,8% and Renault -10,8%



### Italy | Market Overview Italian Market – November 2022 vs November 2021

Italy New Car	2021	104.519	+14,7%	
Registrations	2022	119.853	+ <b>I</b> +, <i>I</i> /0	

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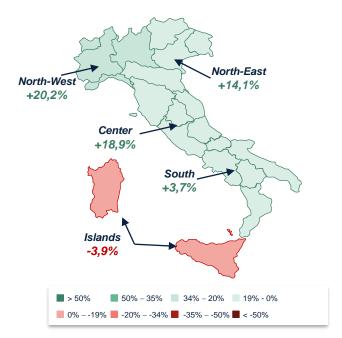
Jeep

FIAT

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

Δ% November 2022/ November 2021





Growth of Top 10 Brands by Volumes

# Highlights

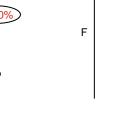
- In **November 2022**, the Italian market showed again a positive sign with an increase of +14,7% compared to November 2021
- The highest growth for Audi (+83,9%) and Toyota (+41,9%), in line with the last month
- Considering the top 10 brands by volume, only 2 out of 10 recorded a drop, Fiat (-7,8%) followed by Renault (-10,8%).
- In November, growth was recorded mainly in central-northern Italy, particularly in the North-West. The only exception concerned the Island, which showed a decrease of -3,9%, but with an improving trend considering the results of the previous months.

#### 2021 1.371.315 Italy | Market Overview **Italy New Car** -11.6% **Registrations (YTD)** 1.211.769 2022 Italian Market – November 2022 YTD vs November 2021 YTD Analysis by "Customer Segment" Analysis by "Fuel Type" Analysis by "Geographical Area" Analysis by "Car Segment" Registration YTD '22/'21 Registration YTD '22 Registration YTD '22/'21 Registration YTD '22/'21 2021 2022 2021 2022 -23,7% 185.293 А Diesel 408.013 Petrol 241.356 -22,6% North-West 712.417 -9.6% 369.023 LPG Retail 478.955 -7.3% В 860.762 CNG EV\* 425.169 North-Est -13.0% -12,2% С 357.762 334.935 -18.3% 369.847 330.964

Business 168.389 -14,1 195.984

314.570

303.023 +7,7% 107.180 Centre 278.172 10.051 -65,9% 157.469 South -17,0% 130.636 518.240 -0,4% 77.641 Islands 17,5% 64.091



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Fleet

Source: UNRAE

(\*) EV: Electric Vehicle (Hybrid and Electric); CNG: Compressed Natural Gas (Methane and Ethanol)

1.211.769

-8.6%

+1.1%

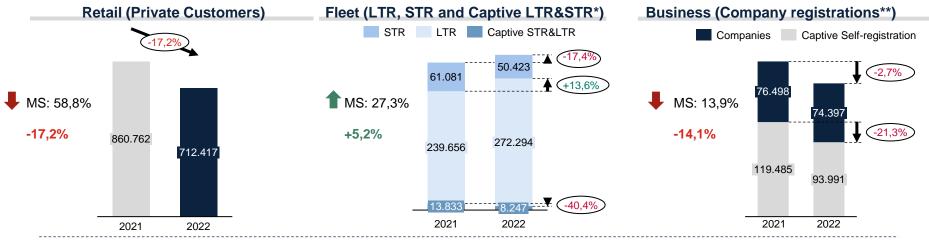
+5.1%

159.020

25.948

4.790

ItalyMarket HighlightsItaly New Car<br/>Registrations (YTD)20211.371.315-11,6%Italian Market – Distribution channels – November 2022 YTD vs November 2021 YTD20221.211.7691.211.769



- Compared to November 2021 YTD, in 2022, the Retail segment confirmed the decrease of 2022 with -17,2% (-148.345 units sold lost) and a further decrease in its YTD Market Share with respect to November 2021 (58,8% in November 2022 vs. 62,8% in November 2021, -4,0 p.p.)
- Captive STR&LTR (-40,4%) and STR (-17,4%) decreased in November 2022 vs. 2021 YTD, while LTR (+13,6%) registered a slight increase.

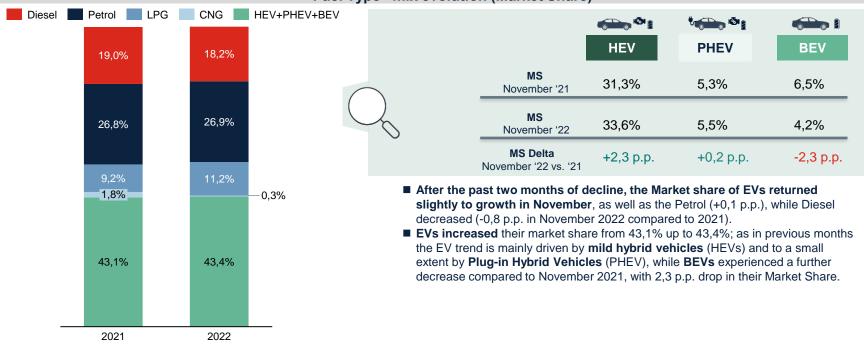
The **Market share** of **Captive STR&LTR** (0,7% in November 2022 YTD vs 1,0% in November 2021 YTD) and **SRT** (4,2% in 2022 vs 4,5% in 2021) also decreased, while **LTR** market share increased from 17,5% in November 2021 YTD to 22,5% in November 2022 YTD

- The decrease of the Business segment registrations in November 2022 vs. November 2021 YTD was related both to the reduction of Captive self-registrations (-21,3% or 25.494 units less sold) and Companies registrations (-2,7% or 2.101 units less sold)
- Market Share YTD increase / decrease November 2022 / November 2021 (YTD)

∆% Volume November 2022 / November 2021 (YTD)

#### Source: UNRAE

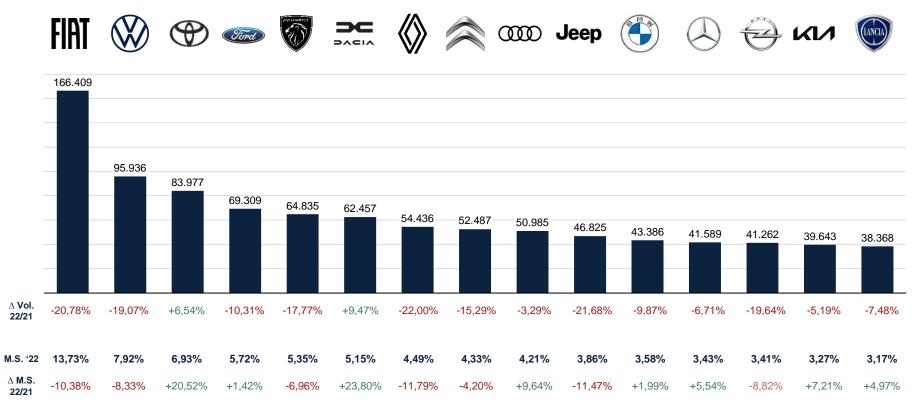
# Italy | Market Highlights



#### "Fuel Type" mix evolution (Market Share)

### Italy | New car registrations by brand

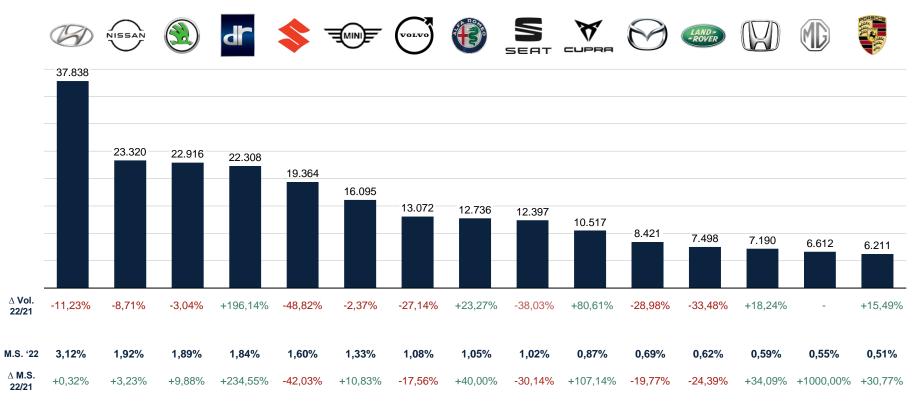
New car registrations by brand – November 2022 YTD (1/3)





### Italy | New car registrations by brand

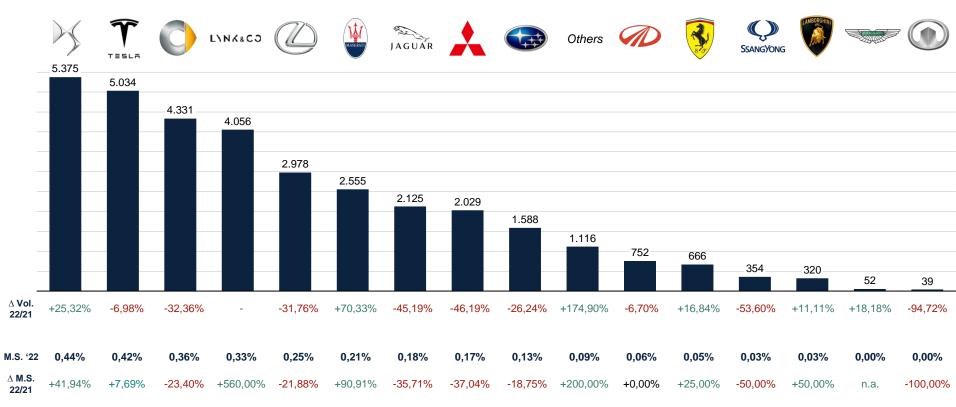
New car registrations by brand – November 2022 YTD (2/3)



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### Italy | New car registrations by brand

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

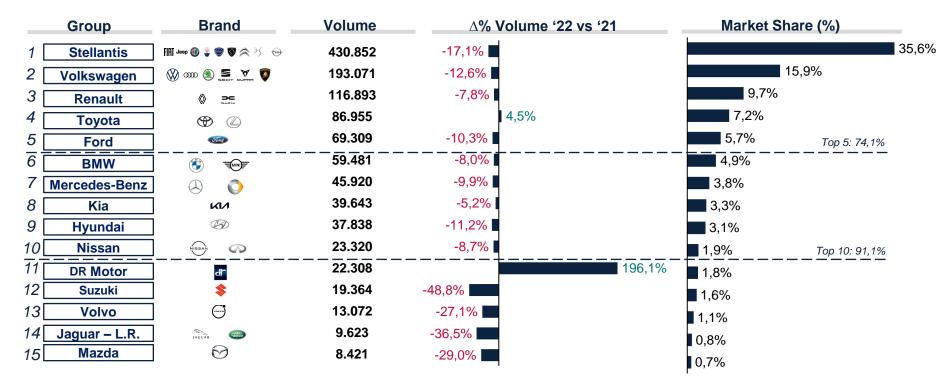


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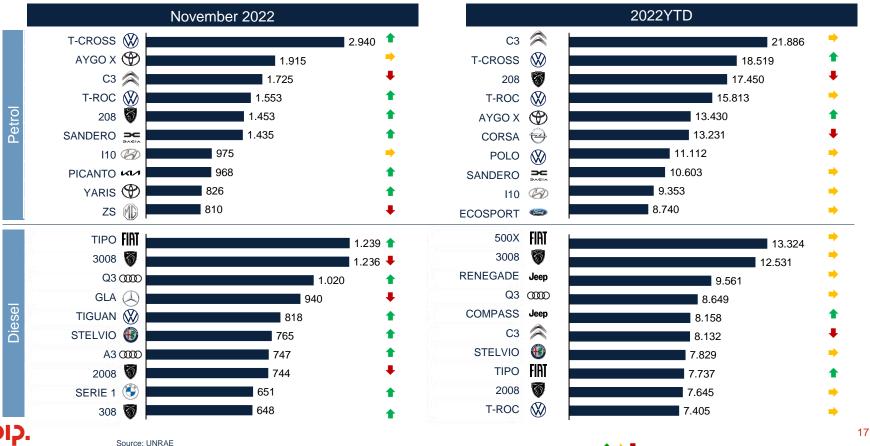
Source: UNRAE

### Italy | New car registrations by group

New car registrations by group - Top 15 - November 2022 YTD

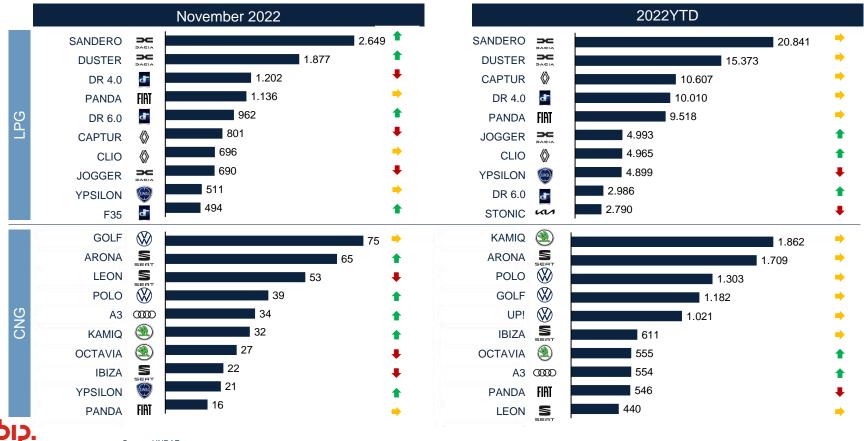


New car registrations by fuel type - Top 10 - Petrol and Diesel



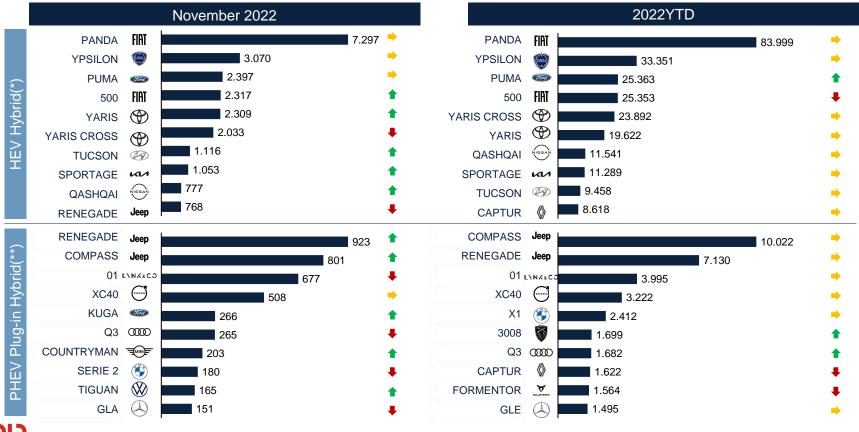


New car registrations by fuel type - Top 10 - LPG and CNG





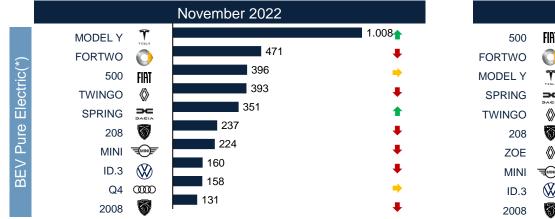
New car registrations by fuel type – Top 10 – Hybrid (HEV and PHEV)



(\*) Hybrid Electric Vehicle (HEV), (\*\*) Plug-in Hybrid Electric Vehicle (PHEV)

Source: UNRAE

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



#### 2022YTD FIRT 5.982 0 4.098 T 3.864 TISLA C 2.594 DACIA $\langle \rangle$ 2.469 5 1.939 $\langle\!\langle\rangle$ 1.422 1.403 $\bigotimes$ 1.381 1 1.315

Source: UNRAE (\*) Battery Electric Vehicle (BEV)



### **Italy** | *New car registrations by fuel type* New car registrations of Hybrid vs Pure Electric vehicles

**EV Registrations Trend November '22 YTD** Delta 35% 109% 115% -0.4% YoY M.S. 7% 19% 38% 43% 520.375 518.240 241.748 115.574 2019 2020 2021 2022

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



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#### Source: UNRAE

(\*) HEV = Hybrid Electric Vehicles; PHEV = Plug-in Hybrid Electric Vehicles; (\*\*) BEV = Pure Electric; (\*\*\*) Related to the time frame 2019-2022

### **Italy** | New car registrations by segment

Segments Growth in Market Share\*

Overview of new car registrations by segment



Β Α «Utility/City» «Supermini» «Medium» -0,2 *p.p.* 1,8 *p.p.* -2,4 *p.p.* F D E «Ultra Luxury» «Executive» «Luxury» 0,4 *p.p.* 0,2 *p.p.* 0,1 *p.p.* TOT 1.211.769

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Source: UNRAE

(\*) Δ% November 2022 YTD / November 2021 YTD; \*\* Market Share and Volume November 2022 YTD

# Italy | New car registrations by segment

Segment A and Segment B – Top 10 – November '22 YTD

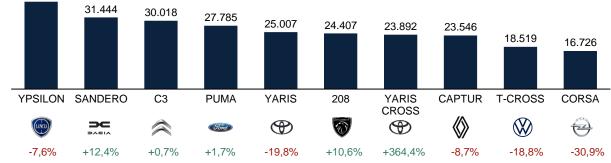
In terms of **MS**, respectively vs November 2021 YTD, **Segment A** registered a decrease (-2,4 p.p.) while **Segment B** recorded an increase (+1,8 p.p.). Considering the volumes, in November 2022 YTD both **Segment A** and **Segment B** decreased vs. November 2021 (-23,7% and -7,3%)



(-23,7% and -7,3%) 96.736 32.803 13.430 10.652 10.489 5.226 4.955 4.099 4.041 2.594 PANDA 500 AYGO X 110 PICANTO **IGNIS** UP! FORTWO TWINGO SPRING C FIAT  $\bigotimes$  $\langle \rangle$ FIAT C B M ----- $\wedge$  Vol % -8,4% -22,2% +0.0% -18,1% -18.8% -62,9% -50,4% -28,4% -45,6% -44,7% 22/21 YTD 38.380



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Source: UNRAE

∆ Vol. % 22/21 YTD

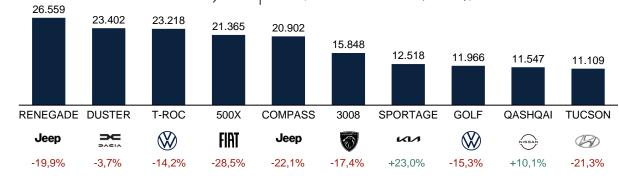
### **Italy** | New car registrations by segment Segment C and Segment D – Top 10 – November '22 YTD

 $\Delta$  Vol. %

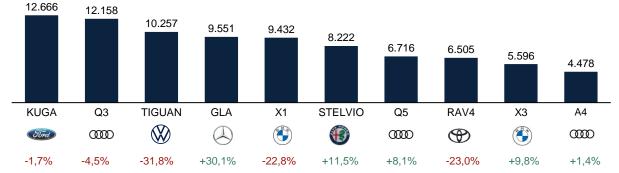
22/21 YTD

∆ Vol. % 22/21 YTD In terms of **MS**, respectively vs November 2021 YTD, **Segment C** registered a decrease (-0,2 p.p.) while **Segment D** recorded an increase (+0,4 p.p.). Considering the volumes, in November 2022 YTD both **Segment C** and **Segment D** decreased vs. November 2021 (-12,2% and -8,6% respectively)









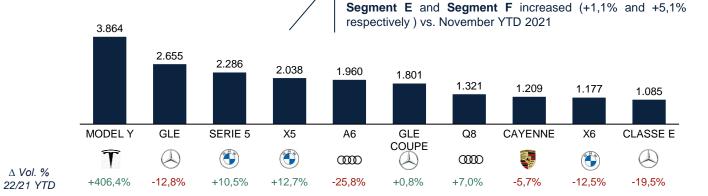
### **Italy** | New car registrations by segment Segment E and Segment F – Top 10 – November '22 YTD

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In terms of **MS**, respectively vs November 2021 YTD, **Segment E** and **Segment F** both registered an increase (+0,2 p.p. and +0,1 p.p.). In terms of volumes, in November 2022 YTD both





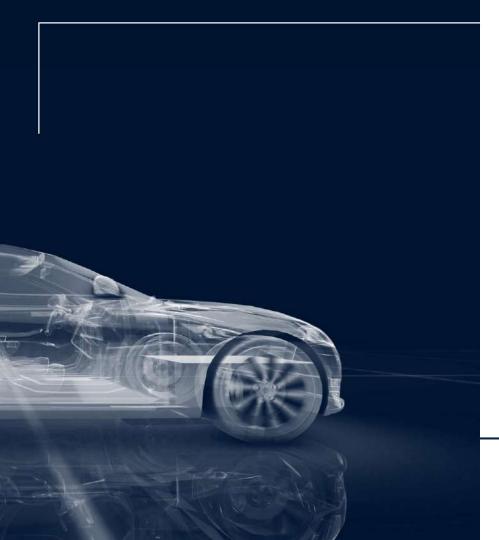




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∆ Vol. % 22/21 YTD

25



### 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)

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Mar					C5 Aircross		Jogger			296 GTB	Tipo Cross SW	Focus		
Apr														
Мау														
Jun	Tonale		-     					     			-     			
Jul			   			   		   	   		   	     		
Aug		   	   			   		   	   		   	     		   
Sep		     	   	X1		     		   	   		   	     		
Oct		     	   	X7		     		   	DS7 Crossback		   	Ranger	Civic	   
Nov			   	iX1				   			   			
Dec		DBX Hybrid				     		   	   		   	1 1 1		loniq 6
2023		DBX707	Q6 e-tron →			     		     	     		Panda	     		I loniq 5 N 77kw
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### New Car Models Launches in Italy

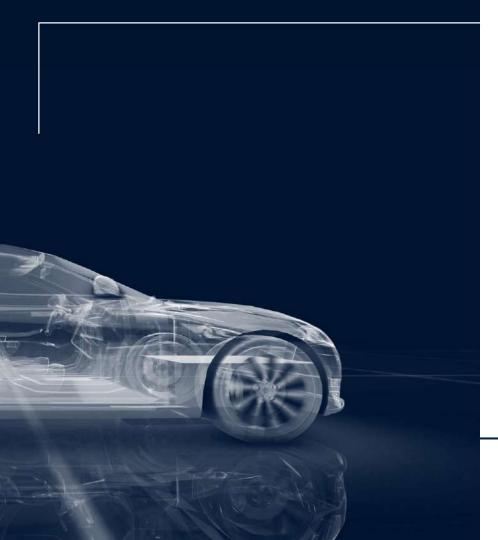
New models launch per brand – Roadmap 2022 (2/3)

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	JAGUAR	Jeep	KI/	Ø		LAND- ROVER		*	$\bigotimes$		-		NISSAN	
Jan	     	   	Sportage			   	   		Mazda 2	EQB			   	
Feb	I-Pace	   				     	NX √€		   				   	
Mar	     	   				Range Rover	   		Mazda 2 Hybrid				   	
Apr		1				   	-     		CX-60	SL √ €			1 1 1	
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Jun		Cherokee 4xe				     		Grecale	1				Qashqai E-powe	
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2023	   	   		Urus Evo		   					Countryman		   	
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### New Car Models Launches in Italy

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

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2023								X200 e J100			Cybertruck	BZ4x		XC20	
515								✓ Launch Concluded			Commercial Launch of New Model				
5וס.	Source: Quattroruote, Motor1							<ul> <li>➡Launch Postponed</li> <li>➡Launch Anticipated</li> </ul>			<ul><li>Facelift / Technical Update</li><li>(P) Premiere</li></ul>				



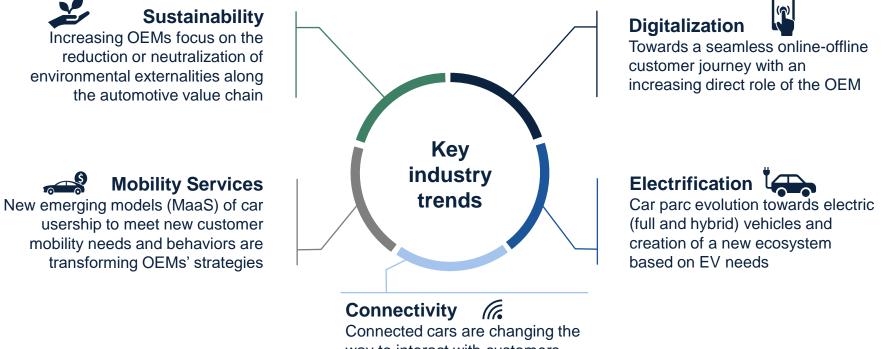
### 01. Europe

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 23/11/2022 to 15/12/2022



way to interact with customers and opening new business streams related to data utilization

Digitalization

Fiat enters the metaverse with its first store

With its debut in the metaverse with Metaverse Store, Fiat continues to lead the way in offering an immersive yet simple brand experience. The world's first interactive showroom powered by the metaverse, the technology conceived (...)

(P)

https://motori.virgilio.it/curiosita/fiat-store-metaverso/185225/

A showcase becomes a reality: Audi brings VR experience platform to CES 2023 The brand with the four rings returns to Las Vegas with a customer solution of the holoride prototype from 2019. Audi is the first car manufacturer in the world to bring virtual reality entertainment by holoride to series production. (...)

https://www.automotiveworld.com/news-releases/a-showcase-becomes-a-reality-audi-brings-vr-experience-platform-to-ces-2023/



Electrification (1/2)

Reefilla: on-demand mobile recharging service starts in Milan The Italian start-up has announced the launch of its predictive mobile top-up service that will be focus on Milan for the first time. The service will be active from November and in the first phase will involve 100 private users (...)

https://e-ricarica.it/reefilla-parte-a-milano-il-servizio-di-ricarica-mobile-on-demand/

Ewiva launched: target 3.000 HPC charging points by 2025 in Italy The joint venture between Enel X Way and Volkswagen was set up with the aim of creating an increasingly widespread ultra-fast charging network in Italy. To date, the recharging network in Italy counts 233 active stations (...)

https://e-ricarica.it/presentata-ewiva-obiettivo-3-000-punti-ricarica-entro-il-2025-in-italia/

Mercedes opens its first global EV-only dealership in Japan Mercedes-Benz's first dealership in the world dedicated to its all-electric Mercedes-EQ brand opened in Yokohama, south of the Japanese capital. Across all car types, Mercedes sold 51.722 cars in Japan last year (...)

https://europe.autonews.com/automakers/mercedes-opens-its-first-global-ev-only-dealership-japan



Electrification (2/2)

The Suzuki Energy by Iren program starts, with benefits for public and private recharging Born from the partnership between the multi-utility Iren and the Suzuki brand, the Suzuki Energy by Iren program has been officially launched, which will allow participating official dealers to offer their customers a series of advantageous services (...)

https://e-ricarica.it/parte-il-programma-suzuki-energy-by-iren-con-vantaggi-per-la-ricarica-pubblica-e-privata/



BlackBerry to provide Human Horizons with intelligent technologies for HiPhi Z EV

Connectivity (1/2)

BlackBerry has announced that its QNX technology will be used to power the HiPhi Z, the latest EV from Human Horizons. A selection of products from the QNX family will support the operations of an intelligent digital cockpit while also powering (...)

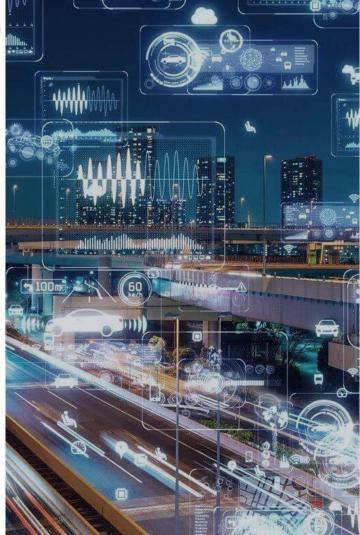
https://telematicsnews.info/2022/12/09/blackberry-to-provide-human-horizons-with-intelligent-technologies-for-hiphi-z-ev/

VinFast chooses T-Mobile as global connectivity provider T-Mobile's IoT platform will be similarly leveraged by VinFast to connect and manage the service and maintenance of its EVs based on near real-time data, performance monitoring, and remote notifications (...)

https://telematicsnews.info/2022/12/09/vinfast-chooses-t-mobile-as-global-connectivity-provider/

Next e.GO selects Sibros to provide connected features for its e.wave X EV Next.e.go has announced a new partnership with Sibros, a Silicon Valley connected vehicle platform start-up. Through it, Sibros will integrate its connected mobility solutions into e.Go's latest EV, the e.wave X (...)

https://telematicsnews.info/2022/11/30/next-e-go-selects-sibros-to-provide-connected-features-for-its-e-wave-x-ev/



Connectivity (2/2)

(....

Renault, the first brand to integrate Waze directly into its multimedia system

Waze is now available on Nouvel Austral and Renault Megane E-Tech electric vehicles equipped with the OpenR screen and the OpenR Link multimedia system with integrated Google (...)

https://www.automotiveworld.com/news-releases/renault-the-first-brand-to-integrate-waze-directly-into-its-multimedia-system/

Paying for parking directly from the car: Skoda launches Pay to Park Pay to Park collects all contracted parking spaces in Europe and enters them into the MySkoda app, which can be viewed on the phone or in the car's infotainment system. The service will also arrive in Italy from 2023. (...)

https://www.fleetmagazine.com/pagare-il-parcheggio-direttamente-dallauto-skoda-lancia-pay-to-park/?utm\_source=linkedin





**Mobility Services** 

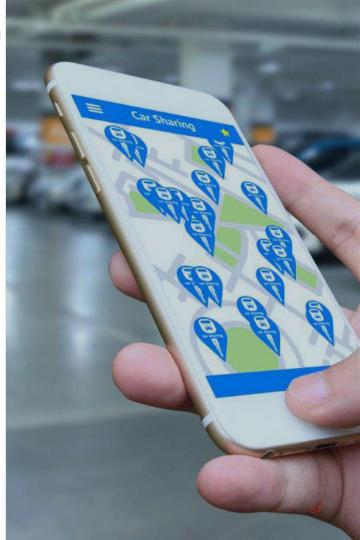
ALD Automotive acquires LeasePlan, the green light arrives from the EU The competition authority has given the green light to the merger of the two international leasing giants within the European Economic Area, i.e., the markets of the European Union plus Iceland, Liechtenstein and Norway. However, the Czech Republic, Finland (...)

https://www.fleetmagazine.com/ald-automotive-acquista-leaseplan-ok-commissione-europea/?utm\_source=linkedin

New e-mobility functions on Google Maps: search for fast charge point and by connector type Google introduced a set of new features dedicated to electric vehicle users. It is now possible, by ticking the appropriate filter, to display only the fast-charging points, i.e., DC charging points with a power of 50 kW or more (...)

https://e-ricarica.it/su-google-maps-nuove-funzioni-per-le-mobility-ricerca-delle-colonnine-fast-e-per-tipo-di-connettore/





Sustainability

Audi: carbon-neutral production sites, vehicles fueled with sustainable fuels at the factory Many new vehicles that leave the Audi plants are delivered with environmentally-friendly R33 fuel. After the plants' filling stations transitioned to R33 Blue Diesel last year, its complement R33 Blue Gasoline was introduced (...)

https://www.automotiveworld.com/news-releases/audi-carbon-neutral-production-sites-vehicles-fueled-with-sustainable-fuels-at-the-factory/

Climate neutrality as a target: Mahle produces green energy in Spain

At its Spanish plant in Montblanc near Barcelona, Mahle has connected the group's most powerful photovoltaic system, with a 2.200-kilowatt peak (kWp), to the grid. The 10.000 m2 enclosure with an annual output of around 3.000 megawatt hours (MWh) (...)

https://www.automotiveworld.com/news-releases/climate-neutrality-as-a-target-mahle-produces-green-energy-in-spain/

Toyota Motor Europe on track to achieve carbon neutrality by 2040 Toyota Motor Europe announced its commitment to achieve full carbon neutrality in Europe by latest 2040. Building on its undertaking last year to achieve 100% CO2 reduction in all new vehicles in the EU, UK and EFTA by 2035 (...)

https://www.automotiveworld.com/news-releases/toyota-motor-europe-on-track-to-achieve-carbon-neutrality-by-2040/



### Thank you.

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