# **BIP AutObserver**

Analysis of new car registrations

September 2022



## **Executive Summary**

Analysis of new car registrations in Europe & Spain – September 2022



Top Countries by growth of new registrations: 24 countries registered an increase in September 2022 compared to 2021, the highest rates for Bulgaria (+46,4%), Ireland (+42,2%) and Latvia (+39,7%). Considering YTD results only 8 countries grew, doubledigit increase for Iceland (+33,2%) and Bulgaria (+15,3%).

Top 3 Countries by market share: Germany 22,6% (+0,6 p.p.), United Kingdom 14,6% (+0,2 p.p.) and France 13,4% (-0,3 p.p.) in September 2022 YTD compared to September 2021 YTD.

Brands: among the Top 15 by volume, highest growth in September 2022 respect to September 2021 for Skoda (+41,0%), Mercedes-Benz (+34,8%) and Audi (+26,8%). Considering YTD only Dacia (+16,7%), Kia (+9,8%) Hyundai (+3,2%) and Toyota (+1,0%) registered an increase.

**Premium brands\*\*: Mercedes-Benz** (+34,8%) and Audi (+26,8%) grew in September 2022, while BMW recorded a drop (-4,7%). All 3 brands dropped on a YTD base. קול.



Areas monthly results: North +0,5%, Center/West +19,1%, East +9,3%, South +10,7% and Islands +14,3%, comparing September 2022 with September 2021

Customer segments: Retail -0,6%, Fleet +5,6% and Business -42,2% September 2022 YTD vs September 2021 YTD

Brands: among the Top 15 by volume Toyota, along with KIA, Hyundai and Dacia are growing in volume (+14,9%, +12,3%, +14,4% and 9,3% YTD respectively), while all the others are decreasing considering YTD results (SEAT -34,2% YTD and FIAT -22,3% YTD are the brands with the highest loss)

**Premium brands:** among the Top 15 by volume BMW and Audi are decreasing both YTD in September 2022 (-19,4% and -5,2% respectively), while Mercedes increase in the YTD (+7,2% in September 2022 vs 2021)



# 01. Europe

Market overview

New car registrations by brands

02. Italy

03. Quarterly special topic. EV: towards 2030

04. New car models launches in Italy

05. News on key industry trends

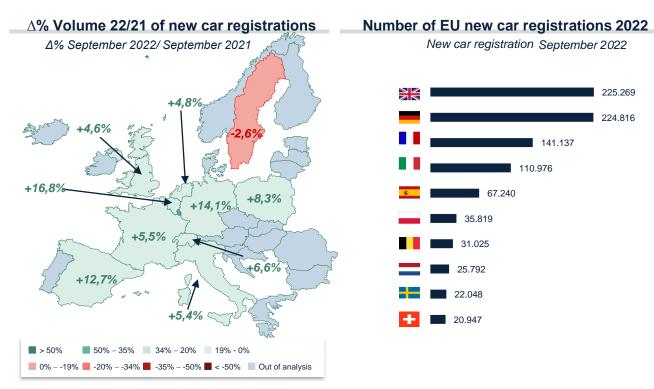
## **Europe** | *Market Overview*

European Markets\* new car registrations

**2021** 972.843 **2022** 1.049.926



Top 10 European Markets\* – September 2022





- The European market (EU+UK+EFTA) had an increase in registrations from 972.843 in September 2021 to 1.049.926 cars in September 2022.
- In line with August 2022, the EU car market confirmed an overall increase in registrations compared to previous months.

The highest rates among the top 10 markets for:

- Belgium (+ 16,8%)
- Germany (+14,1)
- Spain (+ 12,7%)



European Markets\* new car registrations

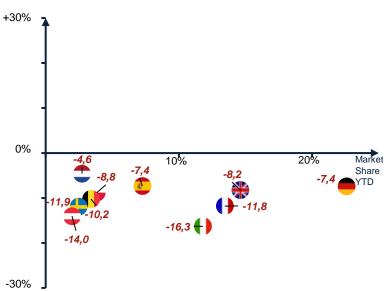
**2021** 9.162.177 **2022** 8.271.115



Top 10 European Markets\* – September 2022 YTD

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

Δ % Volume September 22/21



#	Country	MS Sep 2022 YTD	Δ VS 2021	Sales Volume Sep 2022 YTD
1	GER	22,6%	-7,4%	1.867.885
2	UK	14,6%	-8,2%	1.208.368
3	FRA	13,4%	-11,8%	1.112.067
4	ITA	11,8%	-16,3%	976.055
5	SPA	7,3%	-7,4%	600.281
6	POL	3,8%	-8,8%	316.680
7	BEL	3,4%	-10,2%	281.490
8	NET	2,7%	-4,6%	224.944
9	SWE	2,5%	-11,9%	204.640
10	AUS	2,0%	-14,0%	163.209

# Highlights

- In 9 months of 2022, 8.271.115 units were registered in the European passenger cars market, with a decrease of -9,7% compared to the same period of 2021.
- An increase were registered only for 8 out of 30 countries (highest for Iceland +33,2%), none of them in the top 10 for registrations. 22 countries registered a decrease; considering the top 10 double-digit for Italy (-16,3%), Austria (-14,0%), Sweden (-11,9%), France (-11,8%) and Belgium (-10,2%)



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



### Top 15 – September 2022 YTD





















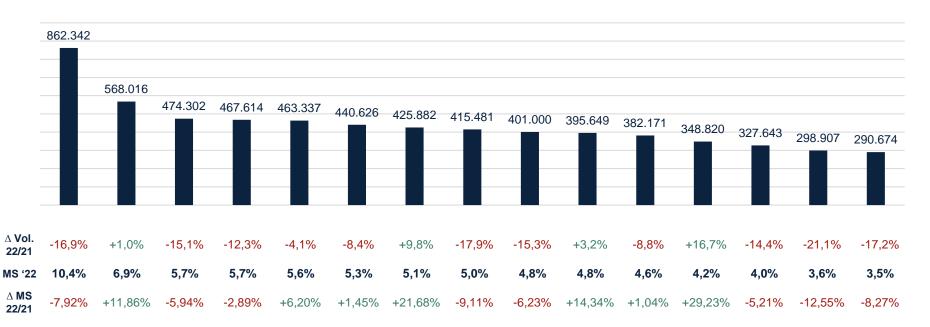




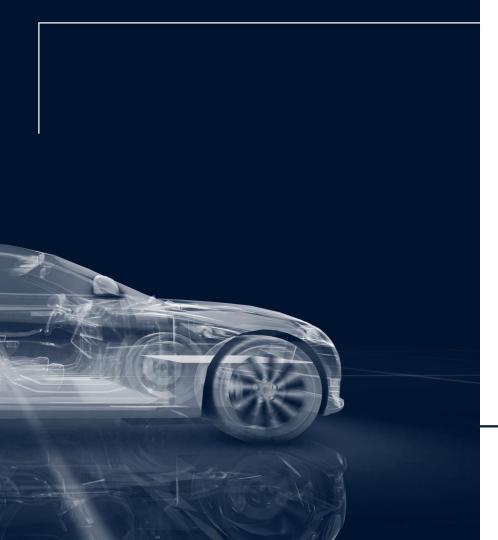












# 01. Europe

# 02. Spain

- 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 Spain
- 04. News on key industry trends

## Spain | Market Overview



### September 2022 Highlights

After five months of losses ranging from 8% to 30% (March to July) due to the "shortage" of microchips and raw materials and the war in Ukraine, the sector has been on an upward trend since August (+9,1%). In September 2022, the Spanish market registered an increase of 12,7%: This is the strongest growth since the beginning of the year after five months of losses. Regarding vehicle registrations by customer segment in September. Fleet (+17,8%) and Retail (+19,2%) gained in volumes compared to 2021, while Business (+6,0%) registered a slight increase.

However, since the beginning of the year, the decrease has remained significant, with **600.281** units registered and a market decline of 7,4%, which means 47.673 cars less compared to the same period in 2021. Registrations of alternative vehicles (electrified, hybrid and gas-powered), for the first time managed to position themselves as the first purchase option for users. Vehicle production grew moderately as a result of a slight improvement in the supply of materials, which enabled the distribution networks to meet the delivery of pending orders





■ 2021/2020 **■** 2022/2021

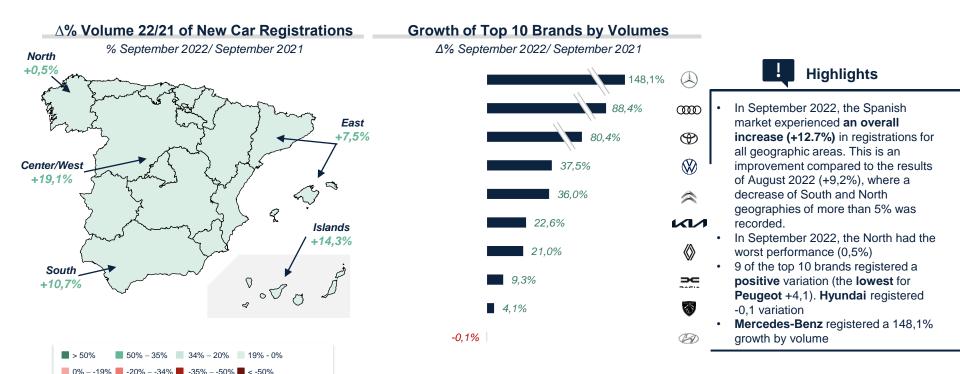
# Spain | Market Overview

Spain New Car Registrations



+12,7%

Spanish Market – September 2022 vs September 2021





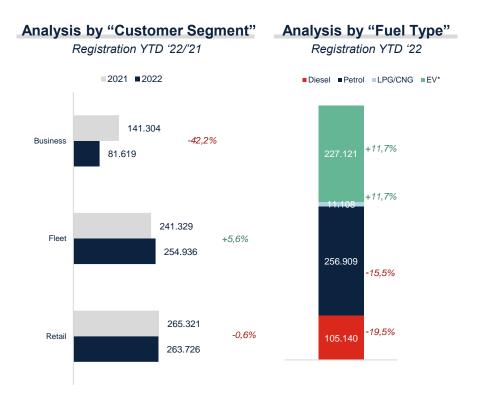
## Spain | Market Overview

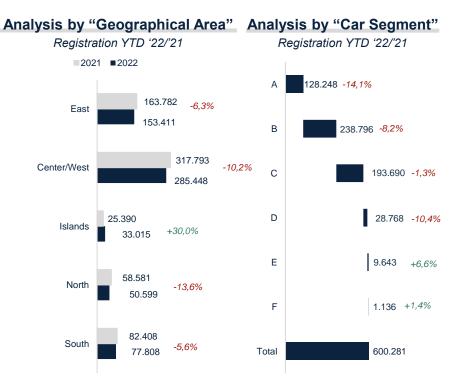
Spain New Car Registrations (YTD)





Spanish Market – September 2022 YTD vs September 2021 YTD



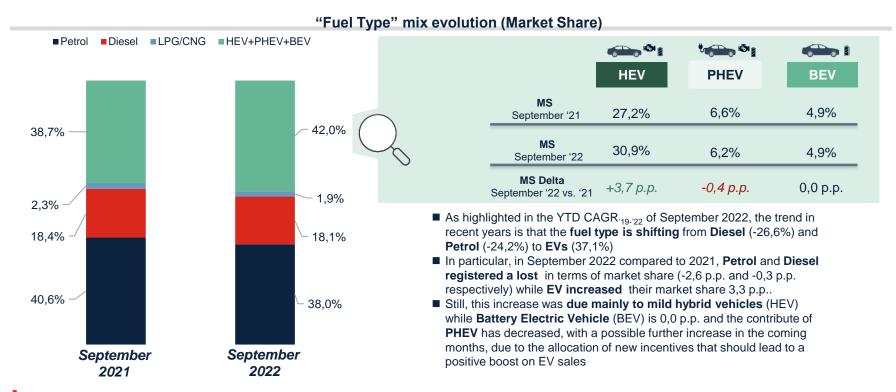




# Spain | Market Highlights



Spanish Market – September 2022 vs September 2021



# Spain | New car registrations by brand



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





















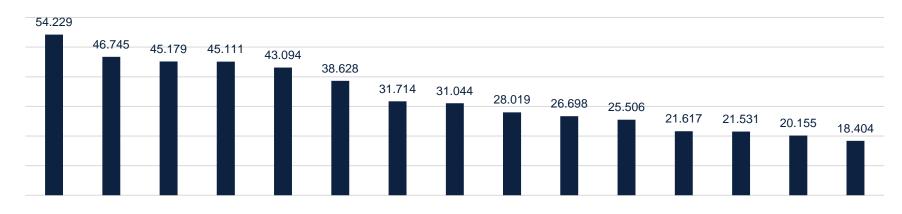
















## Spain | New car registrations by brand



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



















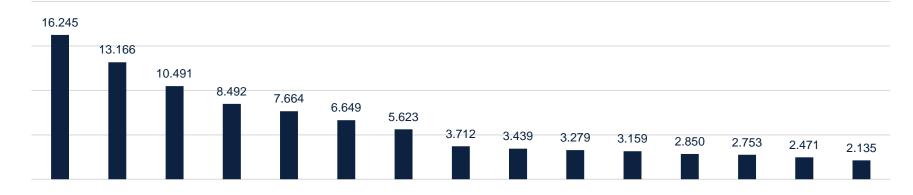
















## Spain | New car registrations by brand



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





















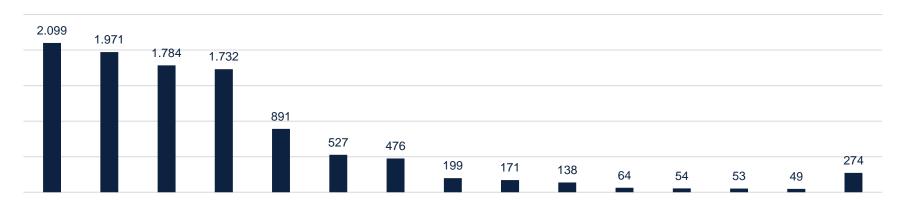








Others







# Spain | New car registrations by group



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

Group		Brand	Volume	$\Delta$ % Volume '22 vs '21	Market Share (%)
1	Volkswagen	( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( ) ( )	137.799	-17,2%	23,0%
2	Stellantis	FIRT Joop 🚱 👺 🏶 💝 🙈 📝 😔	125.597	-14,0%	20,9%
3	Toyota	● ② 🚭	58.279	+9,8%	9,7%
4	Renault	SAGIA 4	59.116	<b>-7,0%</b> ■	9,8%
5	Kia	]ĸи	46.745	+12,3%	7,8% Top 5: 71,2%
6	Hyundai	B	45.111	+14,4%	7,5%
7	BMW		27.154	-17,3%	4,5%
8	Mercedes-Benz		27.174	+6,3%	4,5%
9	Ford	Tord	21.617	-0,3%	3,6%
10	Nissan	NISSAN (A)	<u> 13.166</u>	-31,1%	2,2% Top 10: 93,6%
11	Mazda	$\Theta$	8.492	-14,4%	<b>1</b> ,4%
12	Volvo	voca v	7.664	-29,2%	<b>1</b> ,3%
13	Tesla	7	3.279	+39,9%	0,5%
14	MG		3.712	+1.031,7%	0,6%
15	Honda	HONDA	2.753	+22,6%	0,5%

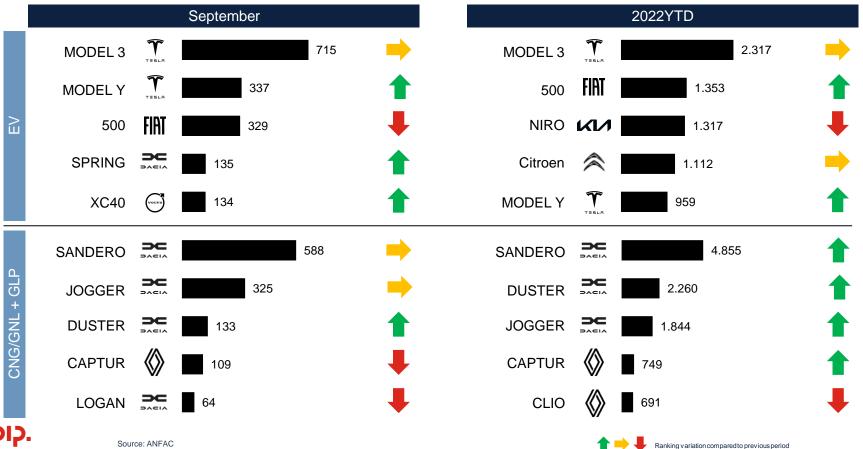


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# **Spain** | New car registrations by fuel type



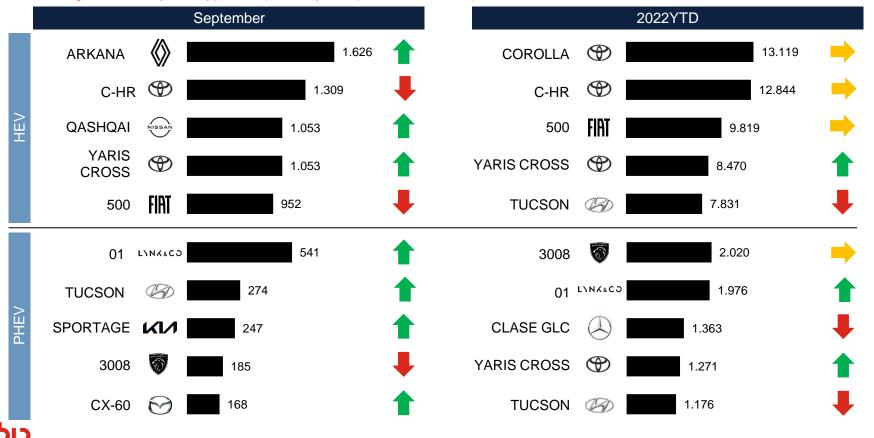
New car registrations by fuel type – Top 5 – EV and CNG/GNL + GLP



# Spain | New car registrations by fuel type



New car registrations by fuel type – Top 5 – Hybrid (HEV and PHEV)



## Spain | New car registrations by fuel type

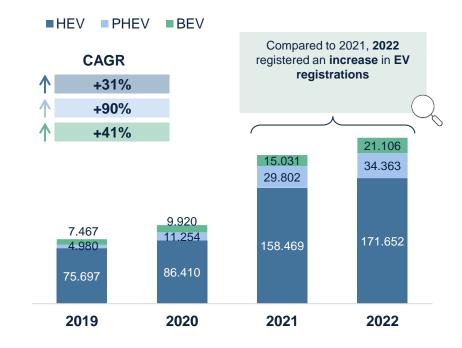




### **EV Registrations Trend September '22 YTD**



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





Overview of new car registrations by segment

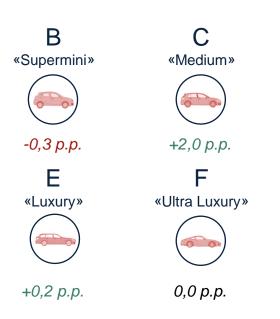


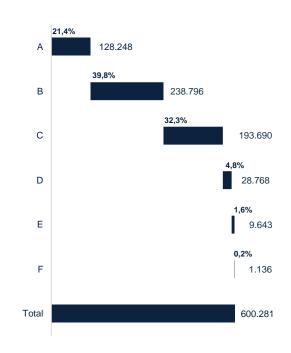
### **Segments Growth in Market Share\***

#### Market Share and Volume\*\*



Source: ANEAC





B: between 3,8m and 4,2m

E: more than 4.9m



Segment A and Segment B – Top 10 – September 2022 YTD

In terms of **MS**, respectively vs September 2021 YTD, **Segment A** has registered a decrease (-1,7 p.p.) while **Segment B** have remained almost unmodified (-0,3 p.p.). Considering the volumes, in September 2022 both **Segment A** and **Segment B** have decreased vs. September 2021 (-14,1% and -8,9% respectively)



11.544 5.623 3.324 2.499 2.491 1.295 1.286 753 514 393 500 MINI **PANDA PICANTO** SPACE AYGO X SPRING **SWIFT IGNIS** 110 **STAR** FIAT FIAT 1  $\supset \subset$ W 3ACIA -13,4% -8,7% +47,9% +2.0% -20.4% +156.9% +90.2% -38.5% -33,5%



14.793 13.792 11.519 10.640 10.388 10.081 9.759 9.648 9.056 8.796 SANDERO **ARONA** T-CROSS **YARIS** C3 **CORSA CAPTUR** IBIZA 208 **STONIC**  $\leq$ (a) ♦  $\supset \subset$ 1 W 3ACIA SEGT SEGT -0.7% -3.8% +2,3% -21.8% +10.6% -10.1% -19.0% -14,4% -29,5% +2,5%

Δ Vol. % 22/21 YTD

A Vol. %

22/21 YTD



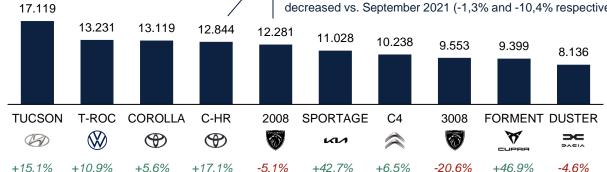


Segment C and Segment D – Top 10 – September 2022 YTD

In terms of **MS**, respectively vs September 2021 YTD, **Segment C** has registered an increase (+2,0 p.p.) while **Segment D** has registered a decrease (-0,2 p.p.). Considering the volumes, in September 2022 both **Segment C** and **Segment D** have decreased vs. September 2021 (-1,3% and -10,4% respectively)

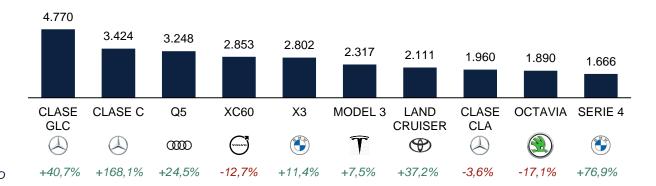


∆ Vol. % 22/21 YTD





Δ Vol. % 22/21 YTD







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

In terms of **MS**, respectively vs September 2021YTD, **Segment E** and **Segment F** have remained almost unmodified (+0,2 p.p. and 0,0 p.p.), while in terms of volumes, in September 2022 **Segment E** and **Segment F** have increased (+6,6% and +1,4%) both vs. September 202

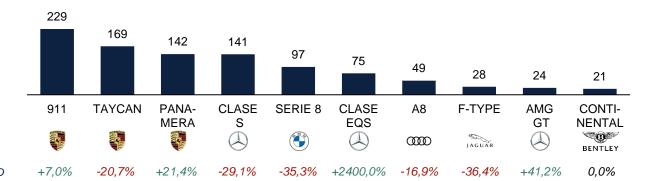


Δ Vol. % 22/21 YTD

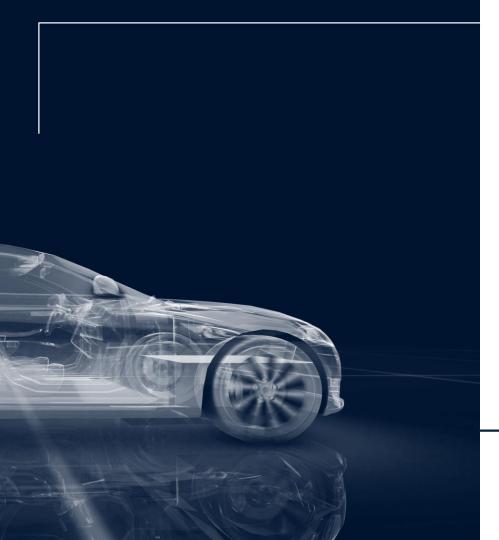




Δ Vol. % 22/21 YTD







01. Europe

02. Spain

# **03.** New car models launches in Spain

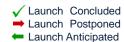
04. News on key industry trends

# **New Car Models Launches in Spain**

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

	<b>(</b>	4	0000			CUPRA	<b>Э</b> С	<b>(</b>	<b>&gt;</b>	3	FIAT	Ford		B
Jan				X3 y X4  ✓										
Feb			√A8 A8						DS 4 Crossback					
Mar				Serie 2										
Apr														
May				i4 <b>√</b>	C3 <b>√</b>								HR-V ✓	
Jun	Tonale		A1 allstreet				Bigster 🗸				Tipo Cross SW			Staria
Jul									DS7 Crossback					
Aug														
Sep					C4 X						E-Doblò		Civic	
Oct				X1										
Nov				iX1								Kuga	Civic R	
Dec	Stelvio	DBX Coupé	Audi e-tron	XM The state of the state of t	C5 Aircross					Purosangue		Ranger		loniq 6







# **New Car Models Launches in Spain**

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

	JAGUAR	Jeep	ии	LAND- -ROVER		L\NK&CO	W Color	$\Theta$			<b>MINI</b>	*	M@BILIZE	NISSAN
Jan									EQB					
Feb					BX <b>✓</b>									
Mar				Road Rover				Mazda MX-30						
Apr			NIRO											
May			Sportage					Mazda 6  √	EQE √ ←					
Jun					RX y RZ		Grecale		AMG ONE		John Cooper Works GP E			
Jul							MC20 Cabrio		Clase A y B			C-SUV ✓		
Aug														X-Trail
Sep			XCeed						EQS			COLT		Juke Hybrid
Oct									GLC					
Nov			EV4	Range Rover Sport				CX-60						
Dec								CX-80		CyberE				

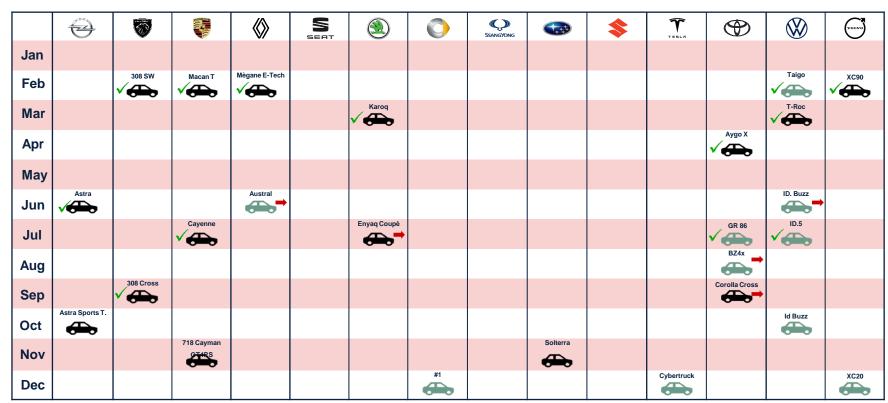




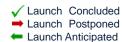


## **New Car Models Launches in Spain**

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











01. Europe

02. Spain

03. New car models launches in Spain

**04.** News on key industry trends

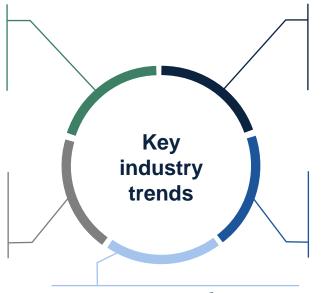
5 key trends are expected to push the evolution of the automotive industry. For each one in the following slides there is a selection of main news published from 01/09/22 to 19/10/2022

# 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

ASTARA and SALESFORCE to drive automotive and mobility digitalization Astara, a global leader in automotive mobility and distribution, and Salesforce, a global leader in CRM, have announced a **strategic partnership to share automotive and mobility information and knowledge**(...)

https://www.motorok.com/noticias/astara-y-salesforce-impulso-digitalizacion-automocion-y-movilidad/

VW creates mobility unit to focus on EVs, AVs

Volkswagen's passenger-car business is reorganizing to combine the emerging fields of electromobility and digitalization into a "New Mobility" division under the leadership of Thomas Ulbrich, the brand's current development chief (...)

https://europe.autonews.com/move/vw-creates-new-mobility-unit-software-self-driving-cars





Electrification (1/2)

Profitable sustainability:
The potential of European
fleet electrification

There has never been a better time to consider **fleet electrification**. This study analyzed real-world data from over 46,000 passenger and light-duty commercial vehicles in 1,300 fleets across 17 European countries (...)

https://www.geotab.com/white-paper/european-fleet-electrification/

Is electrification putting workplaces at risk?

The shift towards the **electrification** of final uses of energy, most notably **urban mobility**, is part of a long-term trend towards more fuel-efficient and safer vehicles (...)

https://www.infrajournal.com/en/w/electrification-cars-workplaces-risk

Electric Vehicles

Electric vehicles are the key technology to decarbonise road transport, a sector that accounts for 16% of global emissions. Recent years have seen **exponential growth in the sale of electric vehicles** together (...)

https://www.iea.org/reports/electric-vehicles





Electrification (2/2)

Time to act: Vehicle electrification will reshape the European Aftermarket

The ongoing electrification transition in the automotive sector indicates a **massive change for the European aftermarket**. The reasons: Battery electric vehicles (BEVs) have around 30% lower demand for traditional aftermarket components (...)

https://clepa.eu/mediaroom/time-to-act-vehicle-electrification-will-reshape-the-european-aftermarket/

Battery Tech
Breakthrough: 10-Minute
Charge Time Paves Way
for Mass Adoption of
Affordable Electric Car

A design breakthrough has enabled a **10-minute charge** time for a typical electric vehicle battery. A paper detailing the record-breaking combination of a shorter charge time and more energy acquired for a longer travel range (...)

Battery Tech Breakthrough: 10-Minute Charge Time Paves Way for Mass Adoption of Affordable Electric Car (scitechdaily.com)

Fuel makers blast EU focus on electric vehicles amid energy crisis

A **planned EU ban** on the sale of internal combustion engine vehicles, expected to come into force **in 2035**, will create economic and social risks for Europe at a time of high geopolitical uncertainty, a coalition of fuel manufacturers has told European policymakers. (...)

https://www.euractiv.com/section/alternative-renewable-fuels/news/fuel-makers-blast-eu-focus-on-electric-vehicles-amidenergy-crisis/





Connectivity

Connected Car Sales Overtake Non-connected Cars in Q2 2022

Global connected car sales remained flat YoY in Q2 2022 despite ongoing turbulence in the automotive industry, according to the latest research from Counterpoint's Connected Car Services. The US led followed by China and Europe (...)

(6

https://www.counterpointresearch.com/global-connected-car-market-g2-2022/

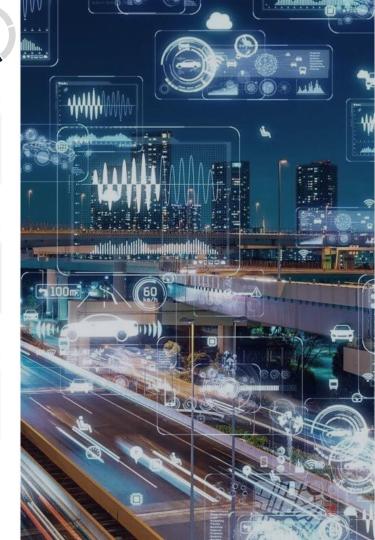
Hello, Fellow Car. We've Got a Problem. Let's Talk. Manufacturers are developing systems generically known as C-V2X — shorthand for cellular vehicle-toeverything technology — for vehicles to communicate with each other and pedestrians, cyclists, construction workers (via wearable sensors or smartphones) (...)

Can Car-to-Car Communication Technology Save Lives? - The New York Times (nytimes.com)

Satellite Connectivity for **Autonomous Land Vehicles Safety** 

The call "Connectivity for Autonomous land vehicles safety" aims to foster the development and showcase of innovative applications for the safe and secure deployment and management of autonomous and connected land vehicles (...)

https://business.esa.int/funding/intended-tender/satellite-connectivity-for-autonomous-land-vehicles-safety







**Mobility Services** 

"Citroën citizen services": a new comprehensive service programme to provide a zen and responsible mobility experience Aware of the current challenges that our society is facing, Citroën wants to complete the exceptional physical comfort of its models by offering an overall zen and responsible automotive experience through a comprehensive programme of innovative services (...)

https://www.media.stellantis.com/em-en/citroen/press/citroen-citizen-services-a-new-comprehensive-service-programme-to-provide-a-zen-and-responsible-mobility-experience

Who's Who in the E-Mobility Market in Southeast Europe The pressure on cities to host increasing higher populations, while battling the effects of climate change and pollution has led to a search for shared **urban mobility solutions** (...)

https://therecursive.com/electric-transportation-in-southeast-europe-who-s-who/

Mobility as a Service
Market to Grow at a CAGR
of 30.30%, during Forecast
Period | BlueWeave
Consulting

the Global Mobility as a **Service Market** was worth USD 3.48 billion in the year 2021. The market is projected to grow at a CAGR of 30.30%, earning revenues of around USD 22.15 billion by the end of 2028 (...)

https://www.globenewswire.com/news-release/2022/09/29/2525430/0/en/Mobility-as-a-Service-Market-to-Grow-at-a-CAGR-of-30-30-during-Forecast-Period-BlueWeave-Consulting.html





2

Sustainability (1/2)

The BMW Group Sets New, Ambitious CO2 Emissions Goals For 2030 The aim is to significantly reduce the CO2 footprint of all aspects of BMW's business and take its place in the circular economy, because the fight against climate change and the way we use resources will determine the future of our society (...)

https://businessplus.ie/promoted/bmw-co2-emissions/

Driving ethically: understanding the sustainability of electric cars

For the automotive industry, it can be a tough balancing act. But one thing is clear: **sustainability is a strategic priority** that's here to stay (...)

https://grow-media.co.uk/business-news/driving-ethically/

Investors And Buyers:
Very Confusing
Sustainability Choices In
The Auto Industry

"It's **our responsibility** to save our planet and provide a safe future for our kids and grandchildren." (...)

 $\underline{https://www.forbes.com/sites/stevetengler/2022/10/04/investors-and-buyers-very-confusing-sustainability-choices-in-the-auto-industry/?sh=55c2322619de$ 





~

Sustainability (2/2)

E-fuels will undermine Europe's clean car race, if we let them Battery electric might not be a 'zero impact' technology (nothing is). But it is the **cleanest**, **cheapest** and **best technology** we have to **decarbonise** our cars, vans and most trucks, which are the largest source of carbon emissions in many countries (...)

https://www.euractiv.com/section/electric-cars/opinion/e-fuels-will-undermine-europes-clean-car-race-if-we-let-them/

How are EU cities adapting to be more sustainable & accessible

Road transport represents around a **quarter of total EU emissions** and is a factor behind air pollution in many cities as well as a big contributor to climate change (...)

 $\underline{https://www.euronews.com/my-europe/2022/09/24/debate-how-are-eu-cities-adapting-to-be-more-sustainable-accessible}$ 





## Thank you.

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