BIP AutObserver

Analysis of new car registrations

August 2023



Executive Summary

Analysis of new car registrations in Europe & Italy – August 2023



Top Countries by growth of new registrations: 26 countries grew in August 2023 compared to August 2022, the highest rates for Bulgaria (+37,8%), Germany (+37,3%) and Belgium (+27,3%). Hungary and Norway (-10,4%) registered the highest decrease, followed by Slovenia (-3,0%), Ireland (-0,5%) and Lithuania (-0,1%)

Top 3 Countries by market share: Germany 22,5% (-0,3 p.p.), UK 13,8% (+0,2 p.p.) and France 13,3% (-0,1 p.p.) in August 2023 YTD compared to August 2022 YTD

Brands: among the **Top 15 by volume**, the highest growth comparing August 2023 to August 2022 for Renault (+44,3%), Audi (+23,6%) and Skoda (+23,%). Citroen (-4,8%) and Ford (-2,8%) the only 2 brands with a decrease.

Premium brands:** all 3 German Premium brands increased both in the month of August 2023 and YTD, Audi (+23,6% monthly and +26,0% YTD), BMW (+20,4% monthly and +12,1% YTD) and Mercedes-Benz (+4,0% monthly and +6,9%YTD)



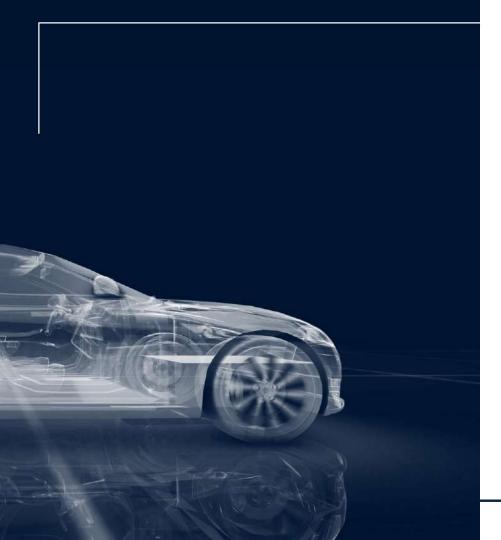
Areas monthly results: North-East +4,8%, North-West +5,2%, Center +24,0%, South +24,1% and Islands +16,3%, comparing August 2023 to August 2022

Customer segments: Retail +10,4%, Fleet +39,5% and Business +25,3% August 2023 YTD vs August 2022 YTD

Brands: considering YTD results, among the **Top 15 by volume** only Fiat and Citroen decreased (-6,5% and -9,9%); all the other brands registered an increase, the highest for Jeep (+42,1%)

Premium brands:** Audi registered the major increase in August 2023 (+11,1%), followed by BMW (+6,0%), while Mercedes-Benz decreased (-4,3%). In a YTD perspective all three are increasing: Audi (+33,5%), BMW (+27,7%) and Mercedes-Benz (+15,0%) compared to the same period of 2022





01. Europe

Market overview

New car registrations by brands

02. Italy

03. New car models launches in Italy

04. Commercial & Industrial Vehicles

05. News on key industry trends

Europe | *Market Overview*

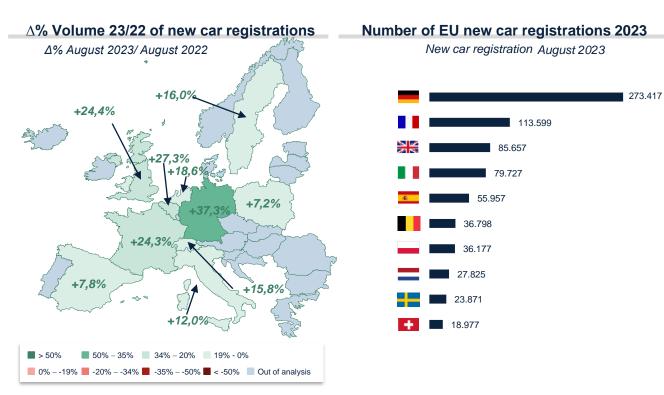
European Markets* new car registrations

2023 904.509 **2022** 749.388

+20,7%



Top 10 European Markets* – August 2023



Highlights

- The European market (EU+UK+EFTA) registrations increased from 749.388 in August 2022 to 904.509 cars in August 2023
- In line with the previous months, the EU car market confirmed an overall increase in registrations
- The highest rates among the top 10 markets by volume for:
 - Germany (+37,3%)
 - Belgium (+27,3%)
 - United Kingdom (+24,4%)
 - o France (+24,3%)



Europe | *Market Overview*

European Markets* new car registrations

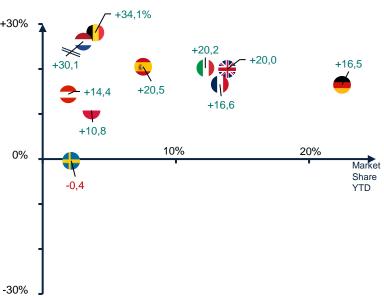


+17,9%

Top 10 European Markets* – August 2023 YTD

Highlights - ∆% Volume 23/22 & Market Share (MS)

Δ % Volume August 23/22



	#	Country	MS August 2023 YTD	∆ VS 2022	Sales Volume August 2023 YTD
	1	GER	22,5%	+16,5%	1.913.564
	2	UK	13,8%	+20,0%	1.179.298
	3	FRA	13,3%	+16,6%	1.132.321
	4	ITA	12,2%	+20,2%	1.039.773
t	5	SPA	7,5%	+20,5%	642.580
	6	BEL	3,9%	+34,1%	335.942
	7	POL	3,7%	+10,8%	311.239
	8	NET	3,0%	+30,1%	259.106
	9	SWE	2,1%	-0,4%	181.834
	10	AT	1,9%	+14,4%	163.046

Highlights

Considering YTD results, 28 countries out of 31 increased in August 2023 YTD compared to August 2022 YTD, with most significant results for **Portugal** (+36,8%), **Croatia** (+34,6%) and **Belgium** (+34,1%). Only 3 countries decreased and just Sweden in the top 10 for registration (-0,4%)



Europe | New car registrations by brand



Top 15 – August 2023 YTD



















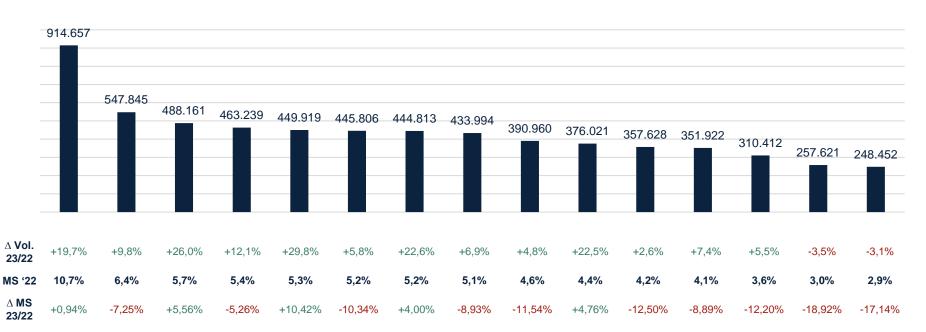




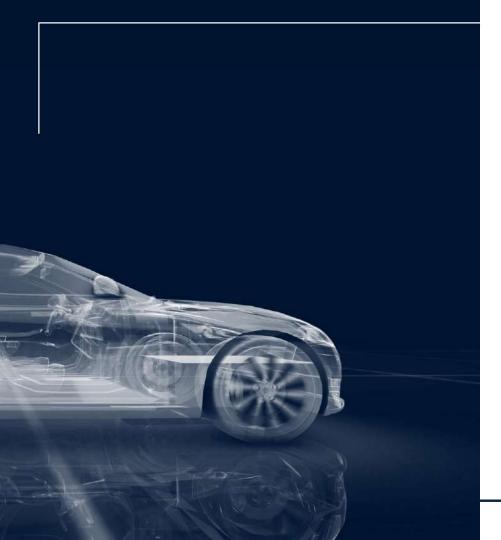












01. Europe

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

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Italy | Market Overview



Italian Market – Variation of new car registrations 2023 vs 2022

August 2023 Highlights

August 2023 showed an **upward trend** compared to July (+8,8%) and June (9,2%), with 79.756 new registrations and **+12**% over August 2022, consolidating the YTD increase on 2022 with **+20,3%**. Recovery that is certainly linked to the improved product availability, but it should be noted that **the YTD results are still far behind than 2019** (-21,5%).

The breakdown of registrations by fuel type showed a **boost in growth for BEV**: after a double-digit growth in July (+14,9%), **BEV** scored a 76,8% increase and saw their Market Share rising from 3,2% to 5%; **PHEV** also performed well with a +22,8% and a +0,3 p.p. in Market Share. Growth of **HEV**, on the other hand, stopped, loosing 4,8 p.p. in their Market Share. **Among traditional fuels**, LPG positive trend continued (+25,8% in volumes, +1,1 p.p. in M.S.), while CNG crisis persisted (only 68 registrations, -82,5% in volume, -0,4 p.p. in M.S.).

In terms of sales channels, all have continued to show double-digit growth YTD. Relevant monthly growth for Jeep (+106,4%), Dacia (+42,1%) and Renault (+28,4%) in the top 15 by volume. Outside the top 15, significant growth of MG (+409,6%) and Tesla (+313,9%).





■ 2021/2022 **■** 2022/2023

Italy | Market Overview

Italian Market – August 2023 vs August 2022

Italy New Car Registrations

2023 2022

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1

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8

(X)

FIRT

79.756 71.211

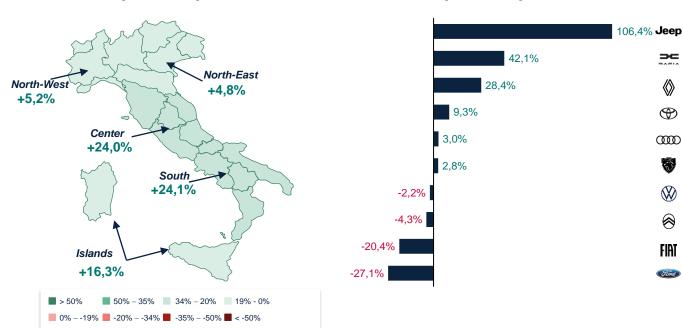


Δ % Volume 23/22 of New Car Registrations

Δ% August 2023/ August 2022

Growth of Top 10 Brands by Volumes

Δ% August 2023/ August 2022





Highlights

- In August 2023, the Italian Market confirmed a positive result, with an increase of +12,0% compared to August 2022
- The highest growth for Jeep (+106,4%), **Dacia** (+42,1%) and **Renault** (+28,4%).
- 6 out of 10 decreased, Volkswagen (-2,2%), Citroen (-4,3%), Fiat (-20,4%) and **Ford** (-27,1%)
- Although all regions in the Italian Market experienced an increase, Central, Southern and Islands regions grew at a significantly higher rate than the Northern-West and the Northern-East, reversing the trend of the previous months.



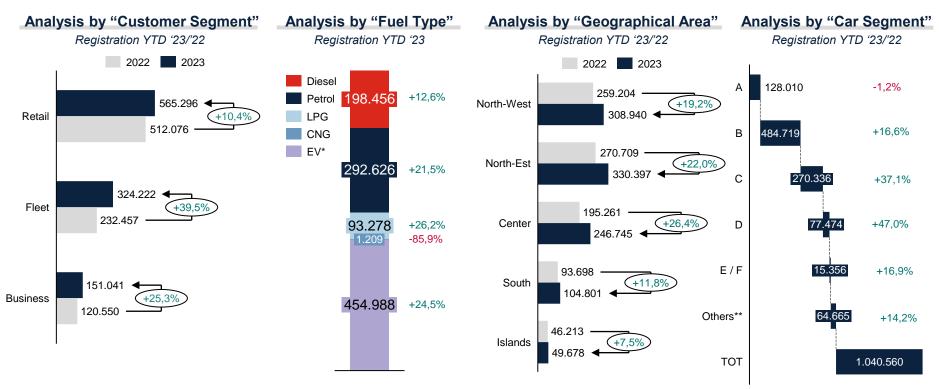
Italy | Market Overview

Italy New Car Registrations (YTD) 20232022





Italian Market - August 2023 YTD vs August 2022 YTD





Italy | Market Highlights

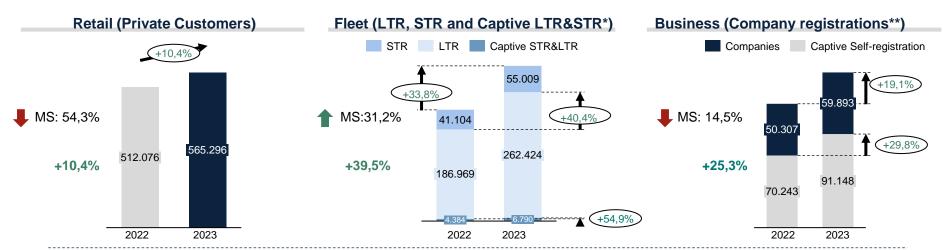
Italy New Car Registrations (YTD)

2023 2022 1.040.560

865.084



Italian Market – Distribution channels – August 2023 YTD vs August 2022 YTD



- Compared to August 2022 YTD, in 2023 the Retail segment registered an increase of +10,4% (53.220 additional units sold) but also the largest drop in terms of Market Share -4,9 p.p. (54,3% in August 2023 vs. 59,2% in August 2022), continuing to lose share to the Fleet segment
- Fleet segment confirmed in August YTD 2023 the positive result (+39,5%) led mainly by the LTR cluster.

Among the three channels, Fleet showed an increase in its Market Share (+4,3 p.p.), led by **STR** (5,3% in August 2023 YTD vs 4,8% in August 2022 YTD),**LTR** (25,2% in August 2023 vs 21,6% in August 2022 and **Captive** (0,7% in August 2023 vs 0,5% in August 2022)

- The growth of the **Business segment** registrations in **August 2023** is linked both to the increase of **Companies registrations** (+19,1% or 9.585 additional units sold),and **Captive self-registrations** (+29,8% or 20.905 units sold).
- Market Share YTD increase / decrease August 2023 / August 2022 (YTD)

△% Volume August 2023 / August 2022 (YTD)

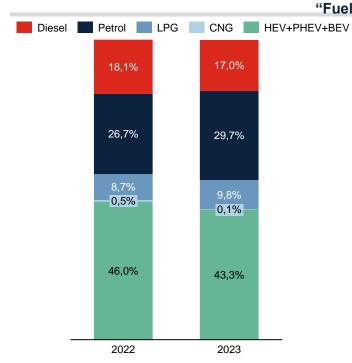


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Italy | *Market Highlights*

Italian Market – August 2023 vs August 2022







- In August 2023 EVs showed a decrease in their Market Share (-2,7 p.p.) compared to 2022
- Petrol registered the higher increase in terms of Market Share (+3,0 p.p.), followed by LPG (+1,1 p.p.), while the other fuel types recorded a drop (Diesel -1,1, p.p. and CNG -0,4 p.p.)
- Regarding the EVs cluster, high drop for the HEVs segment (-4,8 p.p.), while PHEVs and BEVs increased (+0,3 p.p. and +1,8 p.p. respectively).



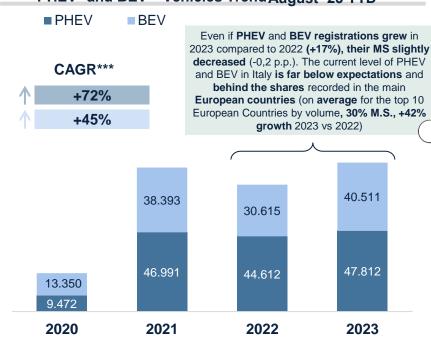
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	2020	2021	2022	2023
	22.822			
		85.384	75.227	88.323
M.S.	2,8%	8,1%	8,7%	8,5%
Delta YoY	137%	274%	-12%	17%

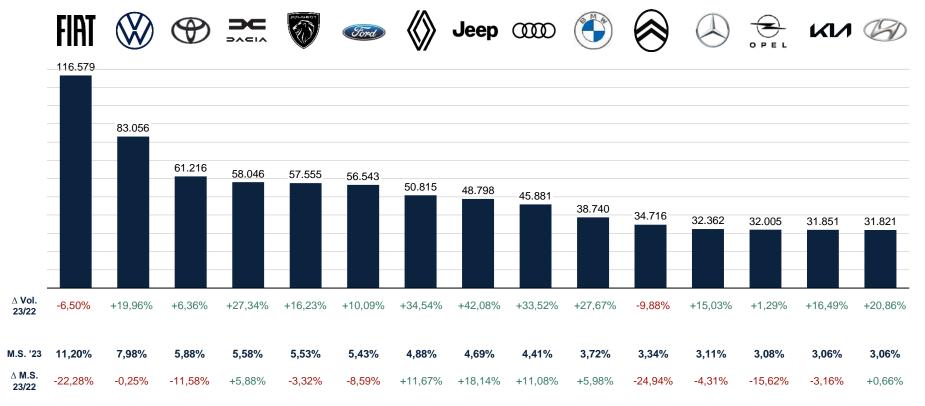
PHEV* and BEV** Vehicles Trend August '23 YTD





Italy | New car registrations by brand

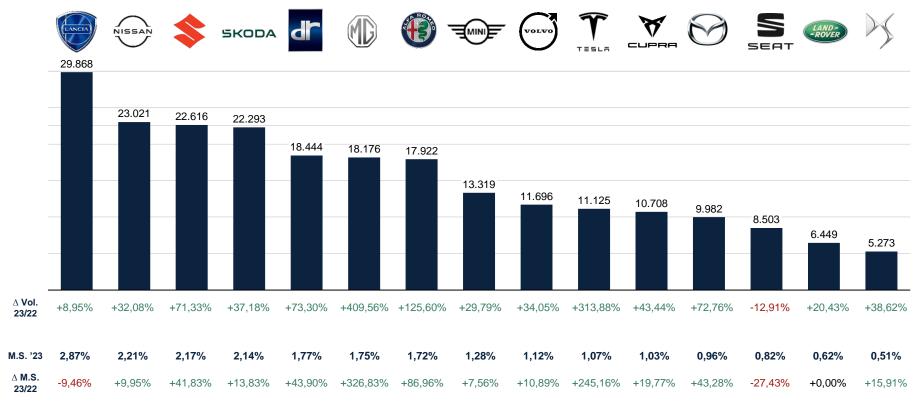
New car registrations by brand – August 2023 YTD (1/3)





Italy | New car registrations by brand

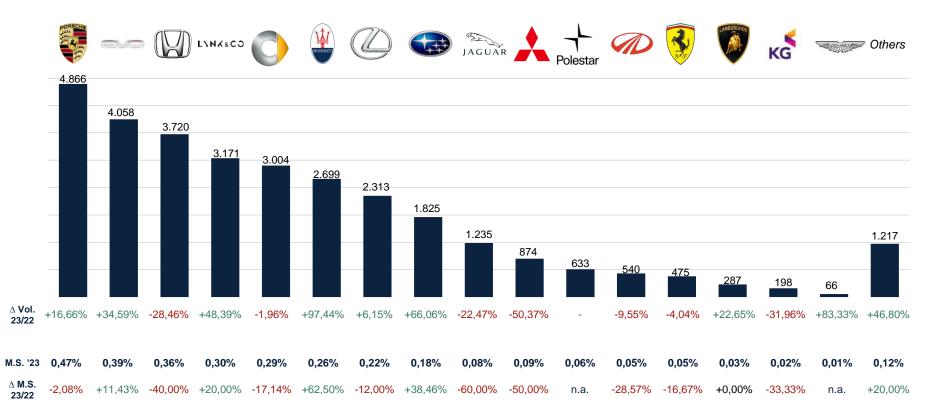
New car registrations by brand – August 2023 YTD (2/3)





Italy | New car registrations by brand

New car registrations by brand – August 2023 YTD (3/3)





Italy | New car registrations by group

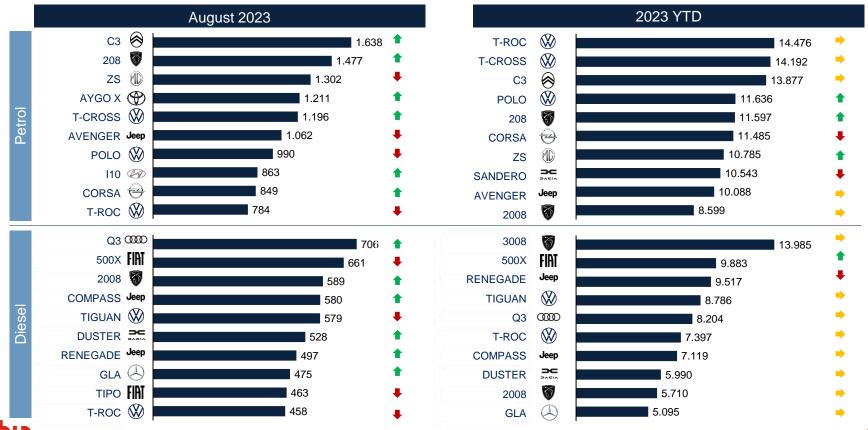
New car registrations by group – Top 15 – August 2023YTD



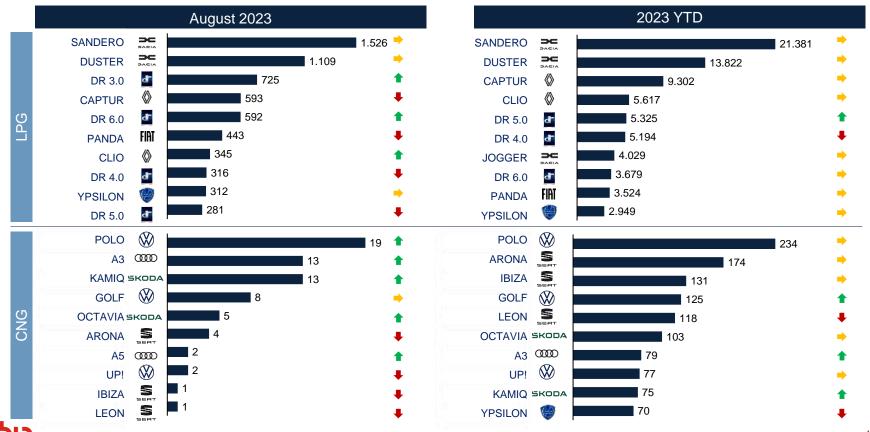


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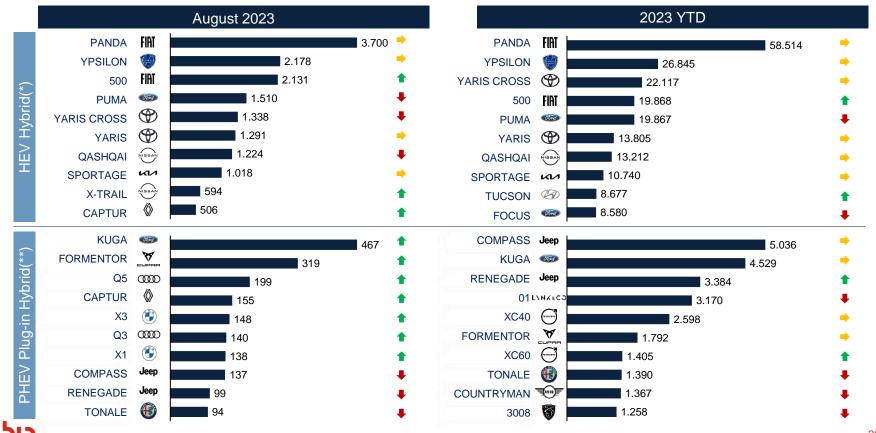
New car registrations by fuel type – Top 10 – Petrol and Diesel



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



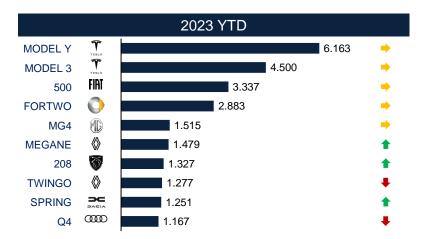
New car registrations by fuel type – Top 10 – Hybrid (HEV and PHEV)





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





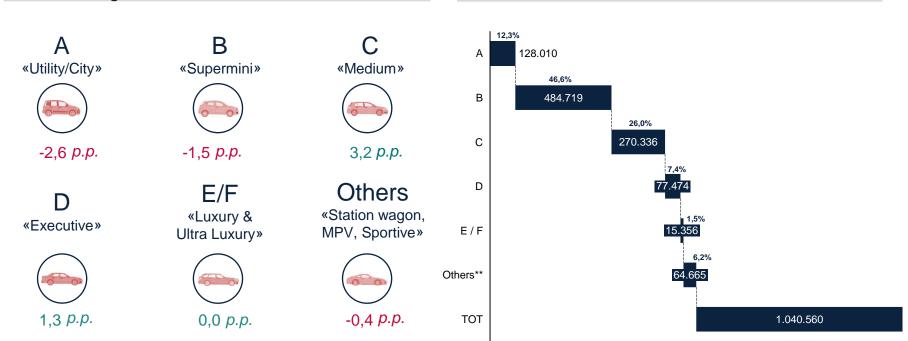




Overview of new car registrations by segment

Segments Growth in Market Share*

Market Share and Volume**







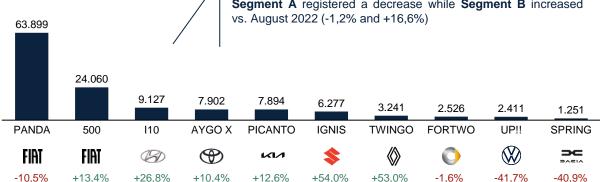
Segment A and Segment B – Top 10 – August '23 YTD

63.899

In terms of MS, in August 2023 YTD both Segment A and Segment B registered a decrease (-2,6 p.p. and -1,5 p.p.) vs August 2022. Considering the volumes, in August 2023 YTD Segment A registered a decrease while Segment B increased vs. August 2022 (-1,2% and +16,6%)

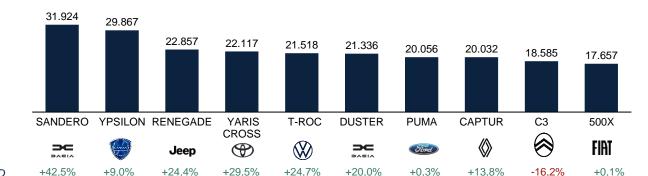


Δ Vol. % 23/22 YTD





Δ Vol. % 23/22 YTD



Source: UNRAE

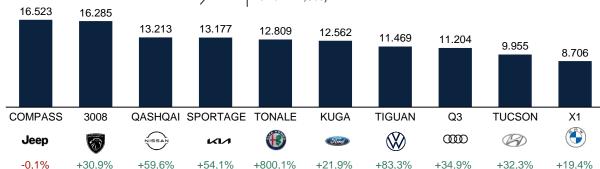


Segment C and Segment D - Top 10 - August '23 YTD

In terms of **MS**, in August 2023 YTD both **Segment C** and **Segment D** registered an increase (+3,2 p.p. and +1,3 p.p.) vs August 2022. Considering the volumes, in August 2023 YTD both **Segment C** and **Segment D** increased vs. August 2022 (+37,1% and +47,0%)



Δ Vol. %





Δ Vol. % 23/22 YTD



Source: U

24



Segment E/F and Others – Top 10* – August '23 YTD

In terms of **MS**, in August 2023 YTD, **Segment E/F** did not register any change (+0,0 p.p.) while **Others** decreased (-0,4 p.p.) vs August 2022. In terms of volumes, in August 2023 YTD both **Segment E/F** and **Others** increased (+16,9% and +14,2%) vs. August 2022



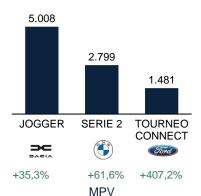
Δ Vol. % 23/22 YTD

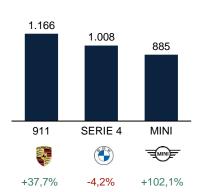




 Δ Vol. % 23/22 YTD





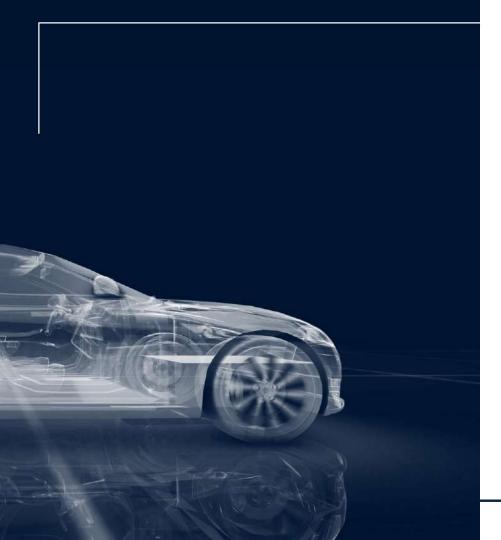


Sportive

25



Source: UNRAE



01. Europe

02. Italy

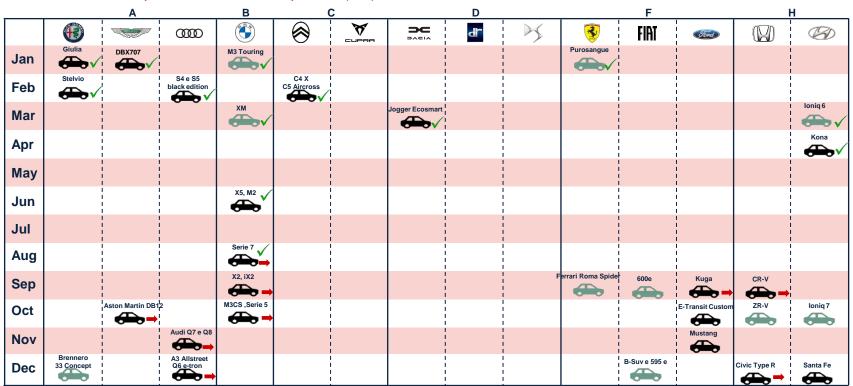
03. New car models launches in Italy

04. Commercial & Industrial Vehicles

05. News on key industry trends

New Car Models Launches in Italy

New models launch per brand – Roadmap 2023 (1/3)



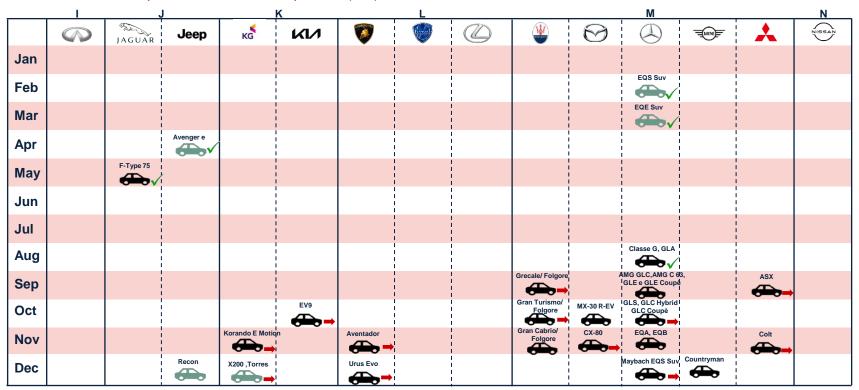






New Car Models Launches in Italy

New models launch per brand – Roadmap 2023 (2/3)



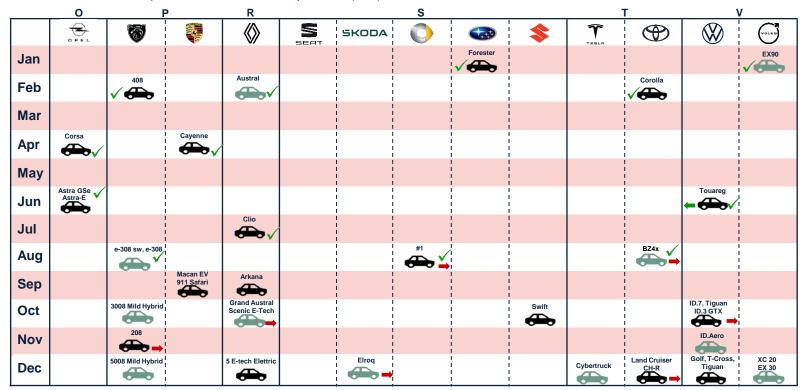






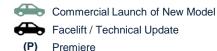
New Car Models Launches in Italy

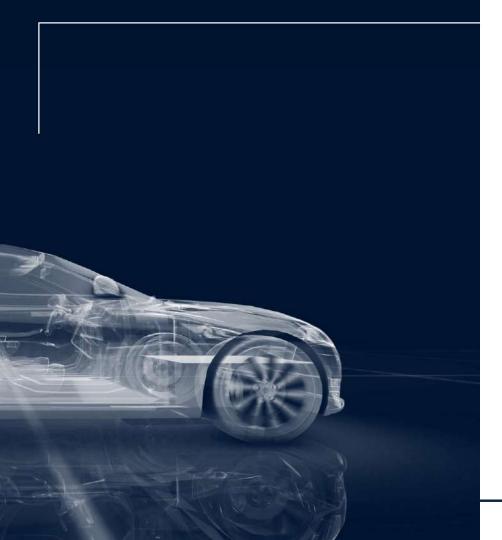
New models launch per brand – Roadmap 2023 (3/3)











01. Europe

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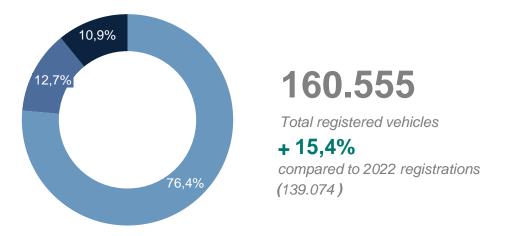


Italian Market - Commercial and Industrial vehicles Registration 2023 vs 2022 (1/2)

Commercial and Industrial Vehicles Highlights 2023

In August 2023, the commercial and industrial vehicles Market showed a general growth with a total of 15.756 new vehicles registered in the month (160.555 YTD). Both commercial and industrial vehicles registered increases in August 2023 compared to August 2022. Commercial vehicles segment (≤ 3,5t) recorded a +13,6%, while light mass segment (<16t) and heavy mass segment (≥16t) reported +21,2% and +23,0%, respectively.

Vehicles YTD distribution by category



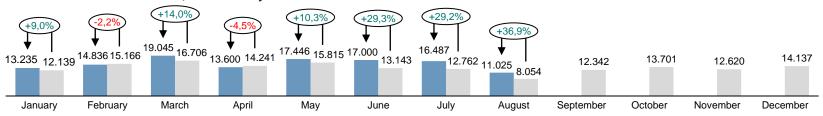




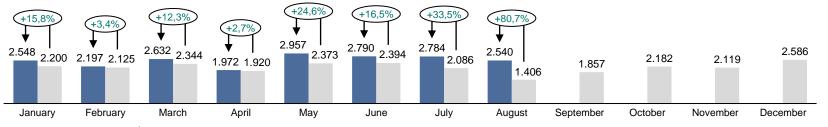
≤ 3.5t 3.5 t - 16t ≥ 16t

Italian Market - Commercial and Industrial vehicles Registration 2023 vs 2022 (2/2)

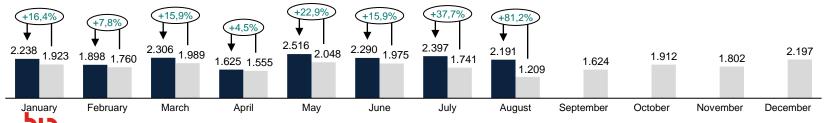
Commercial Vehicles ≤ 3,5t Monthly Data – 2023 vs 2022



Industrial Vehicles | Light mass segment 3,5t – 16t Monthly Data – 2023 vs 2022



Industrial Vehicles | Heavy mass segment ≥ 16t Monthly Data – 2023 vs 2022



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2023

2022

2023 2022

2023 2022



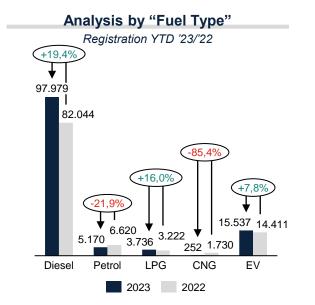
Italian Market - Commercial vehicles August 2023 YTD vs August 2022 YTD

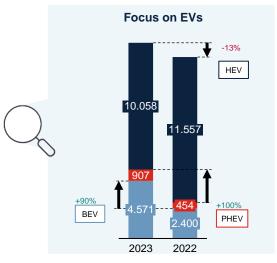
Commercial Vehicles January - August Analysis

In the first 8 months of **2023**, the **commercial vehicles** increased in new registrations (+13,6%), with a total of **122.674**, **mainly driven** by **Business** and **Fleet segments**, while **Retail** recorded a **decrease**.

Regarding the fuel type, significant increases for **Diesel** (+19,4%), **LPG** (+16,0%) and **EV** (+7,8%), while **Petrol** and **CNG** reported great **decreases**.

Analysis by "Customer Segment" Registration YTD '23/'22 56.917 48.834 46.901 38.797 18.856 20.396 Retail Fleet **Business** 2022







33



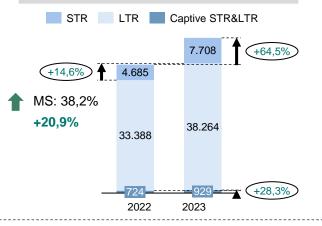
Italian Market - Commercial vehicles August 2023 YTD vs August 2022 YTD

MS: 15,4% -7,6% 20.396 18.856

■ Compared to August 2022 YTD, in the first 8 months of 2023, the Retail segment registered a decrease both in terms of registrations (-7,6%) and Market Share

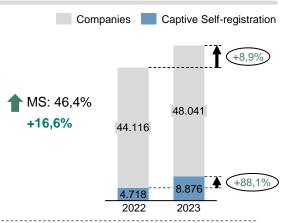
(-3,5 p.p.: 15,4% in 2023 vs. 18,9% in 2022)

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



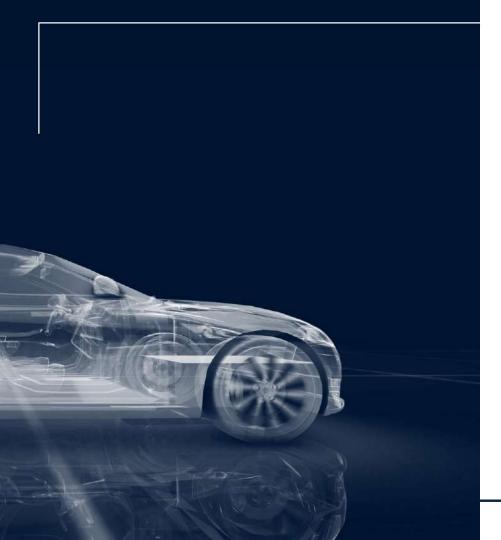
■ All Fleet segments registered increases in Jan to Aug 2023 over the same period in 2022, highest for Captive STR<R (+28,3%) and STR (+64,5%). The Market Share of all segments increased, as detailed below: Captive STR<R (0,8% in Aug 2023 YTD vs 0,7% in Aug 2022 YTD), STR (6,3% in Aug 2023 YTD vs 4,3% in Aug 2022 YTD) and LTR (31,2% in Aug 2023 YTD vs 30,9% in Aug 2022 YTD)

Business (Company registrations)**



- The increase of the **Business segment** registrations in **August 2023 YTD** is mainly related to the increase of **Captive self-registrations** (+88,1% or 4.158 units sold), and to a minor extent to **Companies registrations** (+8,9% or 3.925 additional units sold)
- Market Share increase / decrease Jan-Aug 2023 / Jan-Aug 2022
- ☐ ∆% Volume Jan-Aug 2023 / Jan-Aug 2022





01. Europe

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05. 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 01/08/2023 to 14/09/2023

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 FV needs





Digitalization

Hyundai introduces invehicle payment service, Hyundai Pay, on all-new 2024 Kona Hyundai Motor America is bringing in-vehicle payments to customers with the introduction of Hyundai Pay. The Hyundai Pay system allows customers to find and pay for things with their vehicle's touchscreen using securely stored credit card information (...)

 $\underline{\text{https://www.automotiveworld.com/news-releases/hyundai-introduces-in-vehicle-payment-service-hyundai-pay-on-all-new-2024-kona/}$





Electrification (1/2)

Plug & Charge on Hyundai: here we go

At the moment, the only Plug & Charge-enabled stations on Hyundais are the Ionity (also present in Italy) and the Aral Pulse (in Germany). But this is the protocol of the future, for simplicity and security, and it's a safe bet that other major networks will soon follow the same path (...)

https://news.italv24.press/business/832165.html

Catl announces superfast battery: 400 km range in 10 minutes This development has been made possible thanks to the new technology used for the Shenxing cells, which, in addition to ensuring shorter charging times, guarantee better maintenance of the vehicle's range even in extreme weather conditions in terms of temperature (...)

https://e-ricarica.it/catl-annuncia-una-batteria-superveloce-400-km-di-autonomia-in-10-minuti/

Atlante to receive c. €70 million of financial support for 1,800 fast and ultrafast points of charge

Atlante, the company of NHOA Group (NHOA.PA, formerly Engie EPS) dedicated to fast and ultra-fast charging network for electric vehicles ("EV"), has been selected once more for support by the European Union under CEF 2 Transport (...)

https://nhoa.energy/documents/atlante-to-receive-c-e70-million-of-financial-support-from-european-union-and-groupe-caisse-dep-depots-for-1800-fast-and-ultra-fast-points-of-charge/





Electrification (2/2)

Mercedes' first Hpc stations go live in October

Mercedes-Benz has announced its intention to establish its own global ultrafast public charging network. The German giant has now confirmed the inauguration of the first three stations for next October. The goals are to reach 2.000 charging points by the end of 2024 (...)

https://e-ricarica.it/a-ottobre-attive-le-prime-stazioni-hpc-di-mercedes/

All GM Ultium-Based EVs To Get Bidirectional Vehicle-To-Home Charging By 2026 The use of the bidirectional V2H could help people to provide energy to their own home. In the case of the bidirectional system on some trucks, the wall unit has a CCS charging connector that takes direct current out from the battery and feeds it to an off-board (...)

https://www-forbes-com.cdn.ampproject.org/c/s/www.forbes.com/sites/samabuelsamid/2023/08/08/all-gm-ultium-based-evsto-get-bidirectional-vehicle-to-home-charging-by-2026/amp/





Connectivity (1/2)

Mercedes-Benz details new MBUX software update for over 700.000 vehicles The update, called MBUX Entertainment Update (2.4), will be delivered to models equipped with second-generation MBUX systems between August 2023 and November 2023 (...)

https://telematicsnews.info/2023/09/05/mercedes-benz-details-new-mbux-software-update-for-over-700000-vehicles/

GM uses Google's artificial intelligence chatbots to handle simple OnStar calls

GM spoke about its use of artificial intelligence at the Google Cloud Next conference. The company introduced Dialogflow technology that will enable OnStar's virtual assistant to handle over 1 million requests per month (...)

 $\underline{\text{https://gagadget.com/it/304730-gm-utilizza-i-chatbot-di-intelligenza-artificiale-di-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-semplici-chiamate-onstar/lineari-google-per-gestire-google-per-gestire-semplici-chiamate-google-per-gestire-google-per-g$

Germany OKs Ford's semi-autonomous BlueCruise feature, enabling hands-free driving

Ford Motor Company has announced that Germany is the next market where customers will gain access to its BlueCruise driver assistance technology. Following approval, Ford drivers in Germany can now take advantage of true hands-free driving (...)

https://electrek.co/2023/08/29/germany-ford-semi-autonomous-bluecruise-feature-hands-free-driving/





Connectivity (2/2)

Continental integrates
Google Cloud into vehicle
cockpit

Continental will integrate Google Cloud services into its vehicle cockpit system, the company said on Monday, enabling drivers to ask the vehicle for assistance such as context on nearby sights or information on the vehicle while driving (...)

https://europe.autonews.com/suppliers/continental-integrate-google-cloud-vehicle-cockpit

Chinese create new brand for self-driving cars

The Chinese Geely Holding Group and Baidu Inc are launching a new brand: it is called Ji Yue and is a premium brand for electric cars with advanced technology. The first model is the Ji Yue 01 and will go into production soon (...)

https://insideevs-it.cdn.ampproject.org/c/s/insideevs.it/news/681998/ji-yue-brand-auto-autonome/amp/

Schaeffler and VDL Group to team up on self-driving shuttles

Schaeffler and VDL Group are jointly exploring the development and production of a new generation of self-driving shuttles for public transport. The initiators intend to bring together their technological competencies and expertise in systems engineering, development (...)

https://www.automotiveworld.com/news-releases/schaeffler-and-vdl-groep-to-team-up-on-self-driving-shuttles/





Mobility Services

LeasePlan launches joint private leasing with Lynk & Co across Europe

ALD Automotive I LeasePlan, a leading global sustainable mobility player, in close cooperation with Lynk & Co, the global mobility brand, have developed a comprehensive and competitive private leasing offer across all operating markets in Europe (...)

https://www.marketscreener.com/quote/stock/ALD-35837978/news/ALD-Automotive-I-LeasePlan-launches-joint-private-leasing-with-Lynk-Co-across-Europe-44842026/





Sustainability

Volkswagen joins European energy market through the Elli division The Group's strategy is to use the batteries of the Volkswagen e-Up! as a storage system and to manage the stored energy through Elli's digital platform: in this way, through its Power Centre, it will be able to exchange and market the stored energy(...

https://e-ricarica.it/volkswagen-entra-nel-mercato-europeo-dellenergia-attraverso-la-divisione-elli/

Toyoda Gosei improves truck loading efficiency with the use of AI, reducing CO2 emissions Toyoda Gosei Co., Ltd. has developed a system that automatically calculates truck load volumes to raise transport efficiency during product delivery, and has begun operating this system at its Miyoshi Distribution Center (...)

https://www.automotiveworld.com/news-releases/toyoda-gosei-improves-truck-loading-efficiency-with-the-use-of-ai-reducing-co2-emissions/





Thank you.

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