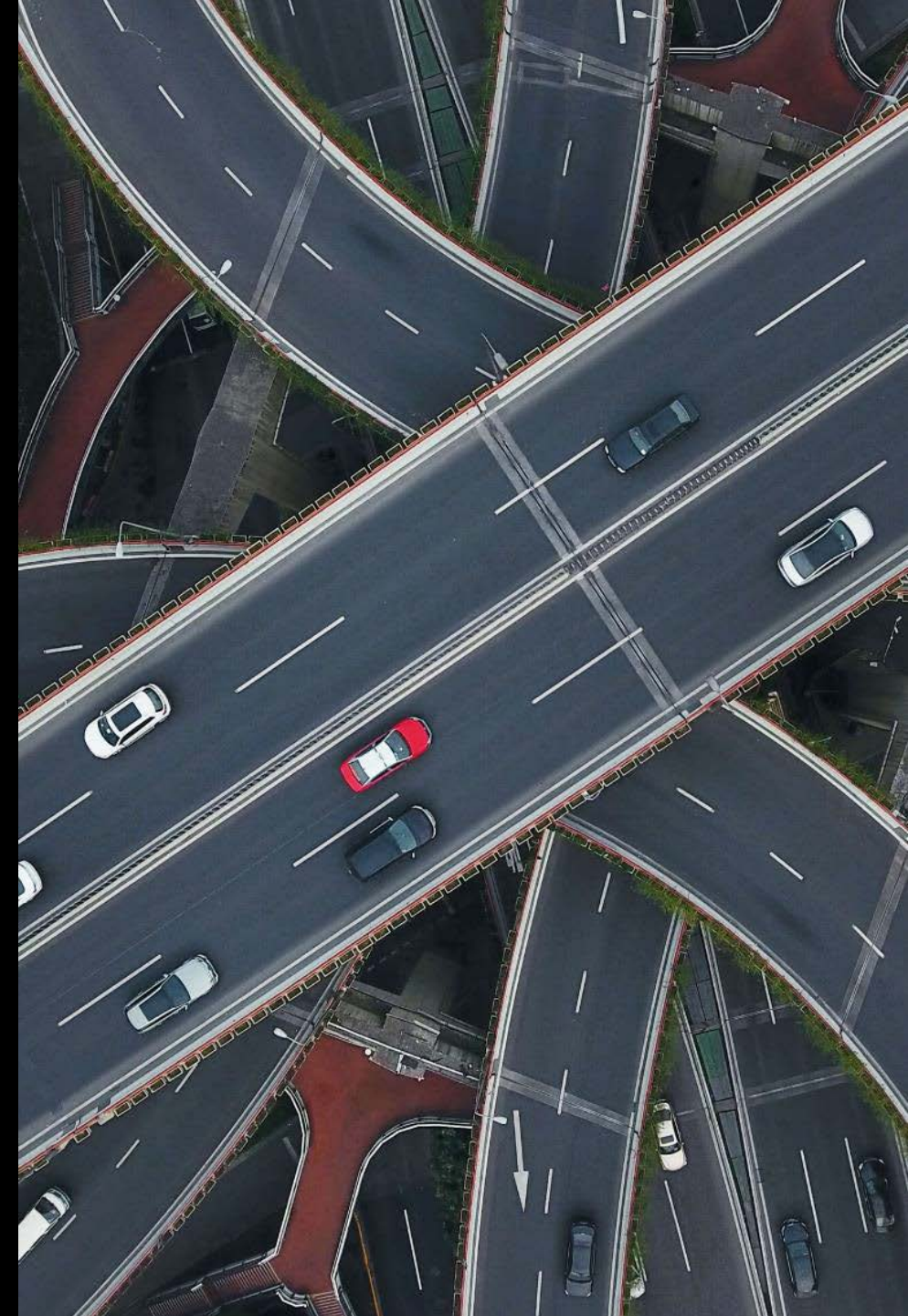


U.S. Top 10 Industry Trends

With October 2023 U.S. New Vehicle Registration Data

Created by
S&P Global Mobility Consulting Services

December 20, 2023



Introduction

“Top 10” Industry Trends Report published by S&P Global Mobility Consulting Services

These trends are derived from S&P Global Mobility U.S. new and used vehicle registration data and the registration-data-derived loyalty data

The goal of the report is to highlight high-level trends in the U.S. new and used vehicle industries

Inevitably there is some subjectivity involved in selecting the 10 trends from dozens of potential choices; we have focused on those results both derived from S&P Global Mobility registration data and having the greatest impact on manufacturers, brands, and suppliers

Executive Summary – October 2023 Data

1. Brand loyalty year-over-year improvement is highest since December 2015
2. U-N brand loyalty begins to come back
3. New retail registrations climb year-over-year for eighth consecutive month
4. October 2023 car share drops to all-time low.
5. Compact utility share reaches record
6. Hybrid loyalty reaches record 43.4%
7. EV retail share growth slows
8. October Tesla share of EV drops below 50%
9. EV monthly payment premiums decline
10. Exceptional month for Toyota corporation and brand

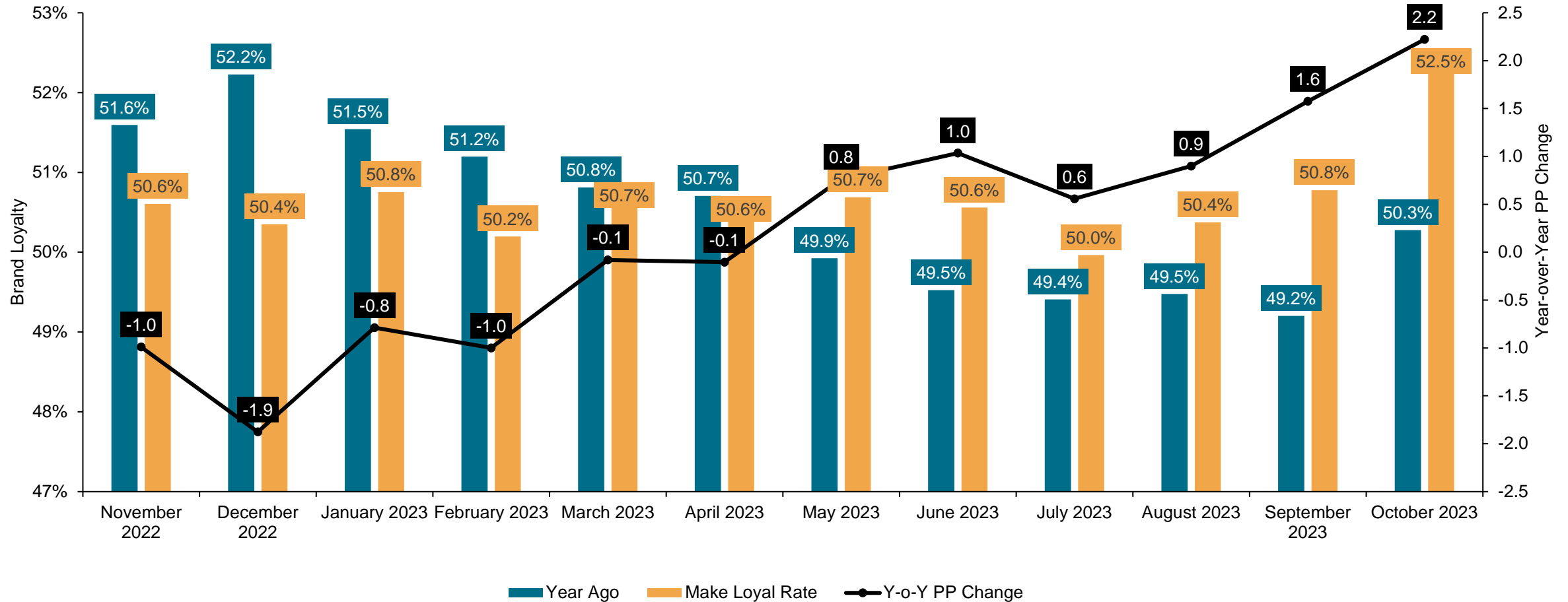
1

Brand Loyalty Year-over-Year Improvement is Highest Since December 2015

- Industry-wide brand loyalty has improved year-over-year for six consecutive months

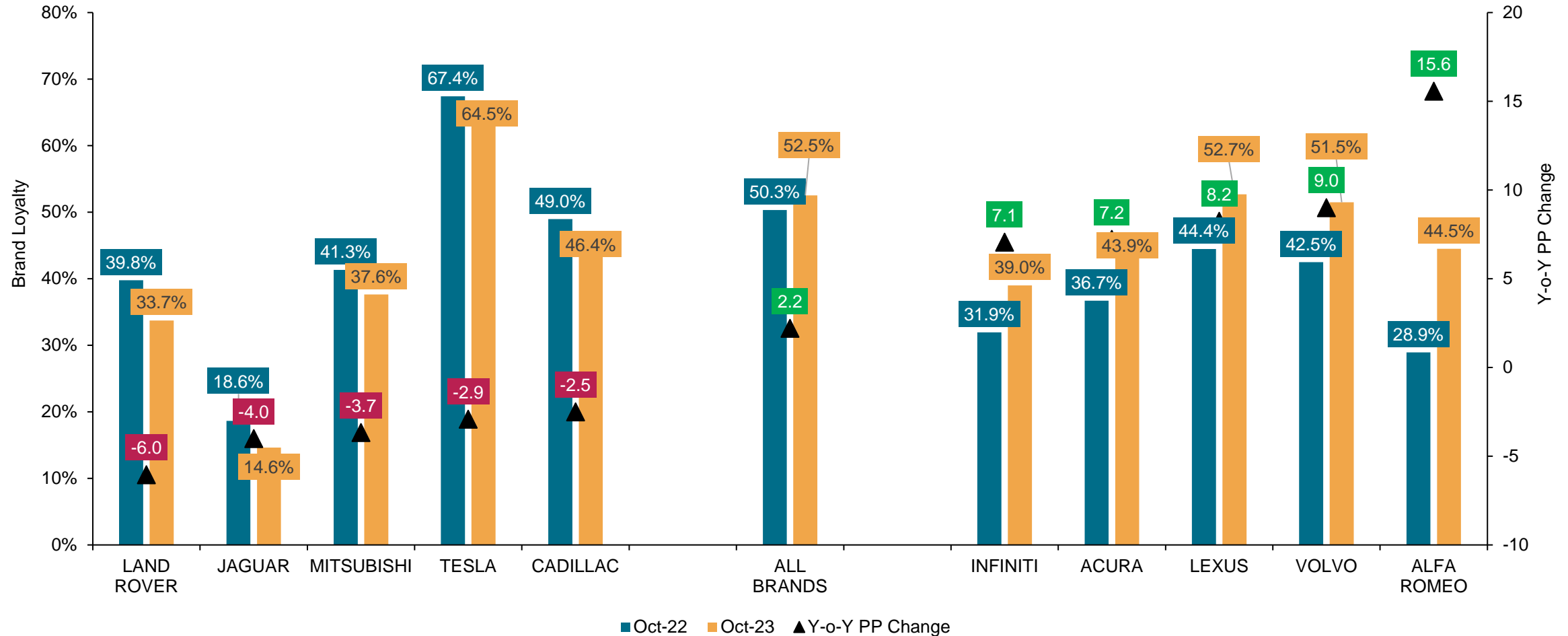
Industry Brand Loyalty in Past Twelve Months with Y-o-Y PP Change

Most recent month with brand loyalty => 52.5% was March 2021 (53.3%)



Five Winners and Losers in October 2023

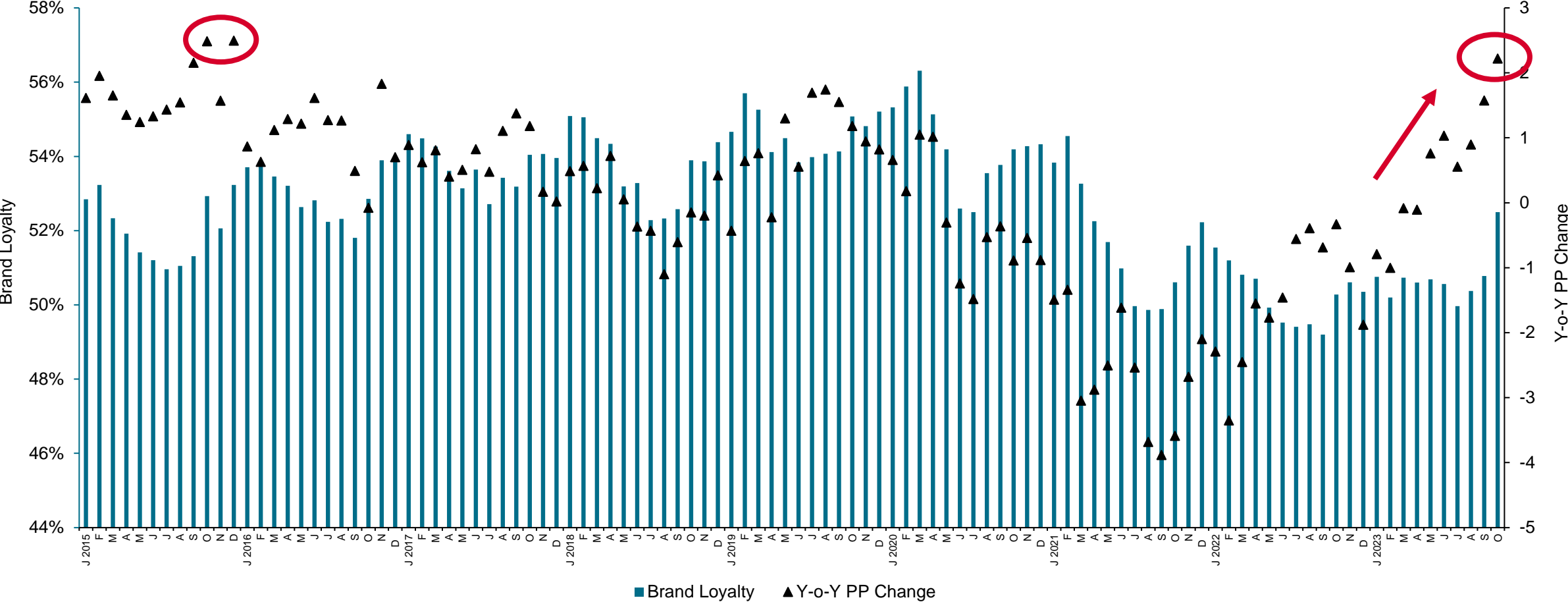
Three Japanese luxury brands are among the five with greatest year-over-year improvements



Rivian, Polestar, Lucid and exotic brands not shown but included in Total

Brand Loyalty Y-o-Y PP Change by Month

Note the general increase in year-over-year results as 2023 has progressed.



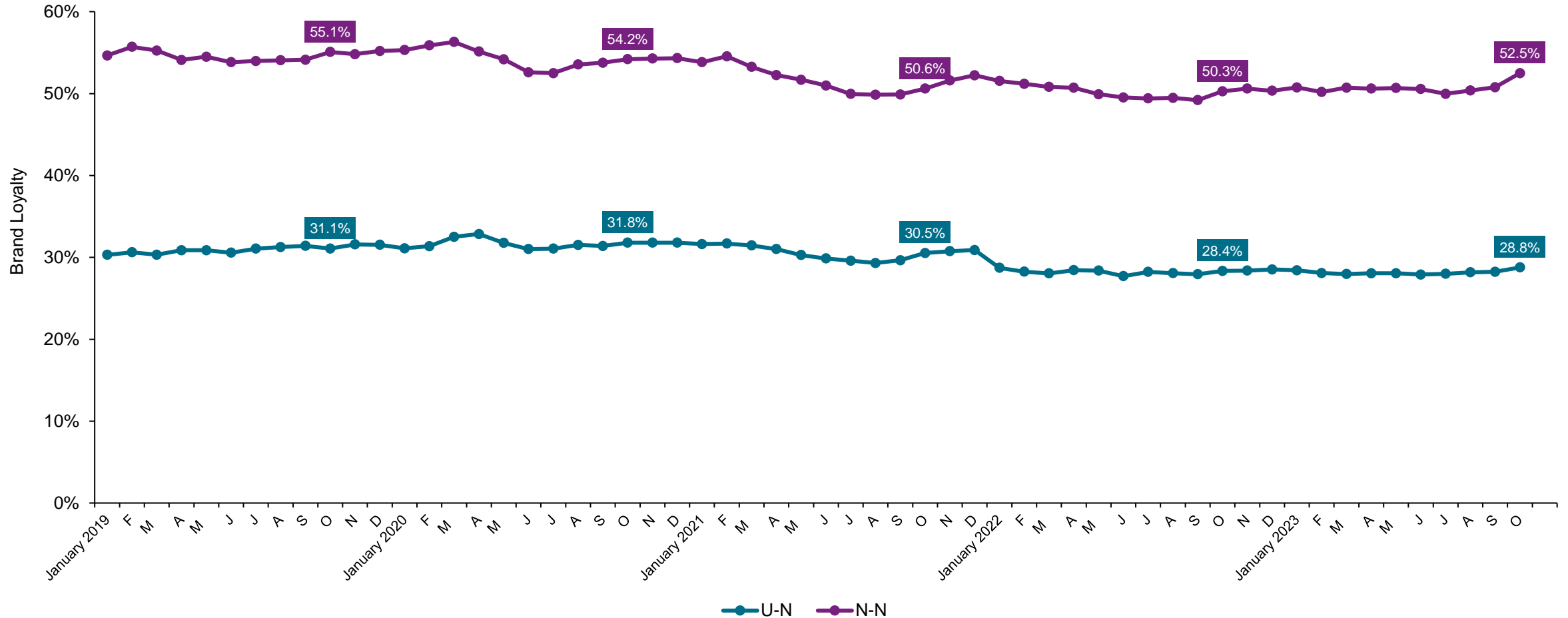
2

U-N Brand Loyalty Begins to Come Back

- Highly correlated with N-N brand loyalty

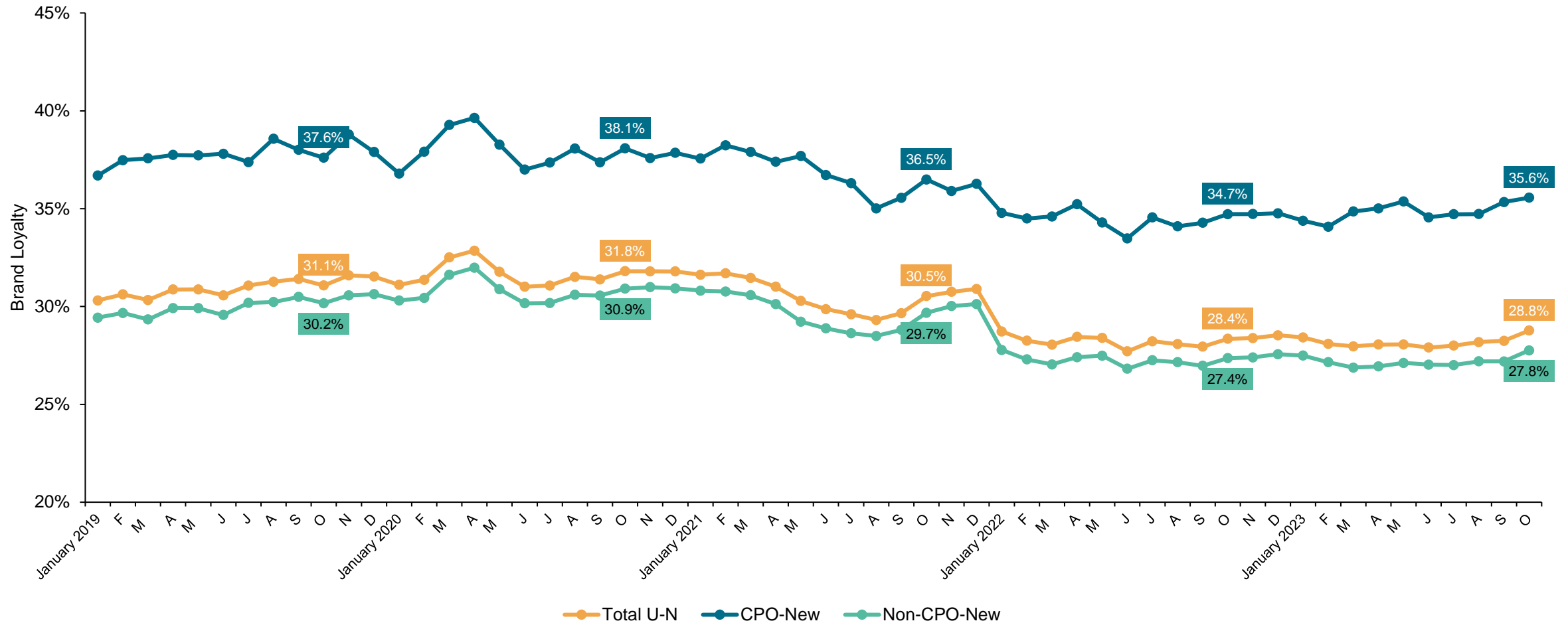
Trended N-N and U-N Brand Loyalties

Correlation coefficient = .85



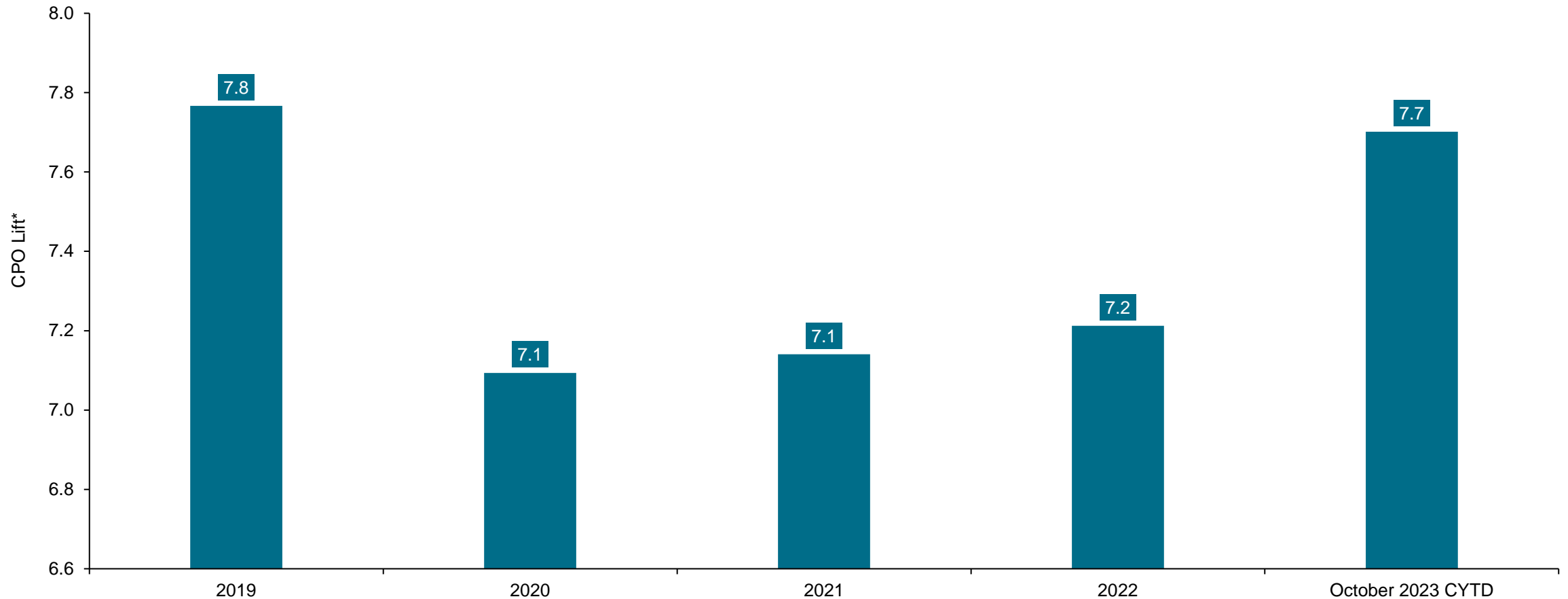
Used-New, CPO (Certified Pre-Owned)-New and Non-CPO-New Brand Loyalties

All three metrics remain below pre-pandemic levels.



Industry CPO (Certified Pre-Owned) Lift* by Year

In the first ten months of 2023, RTM CPO households that acquired a new vehicle were 7.7 PP more brand loyal than RTM non-CPO households



CPO (Certified Pre-Owned) Lifts for Mainstream and Luxury Brands, October 2023

The average mainstream CPO lift is substantially higher than the average luxury CPO lift.



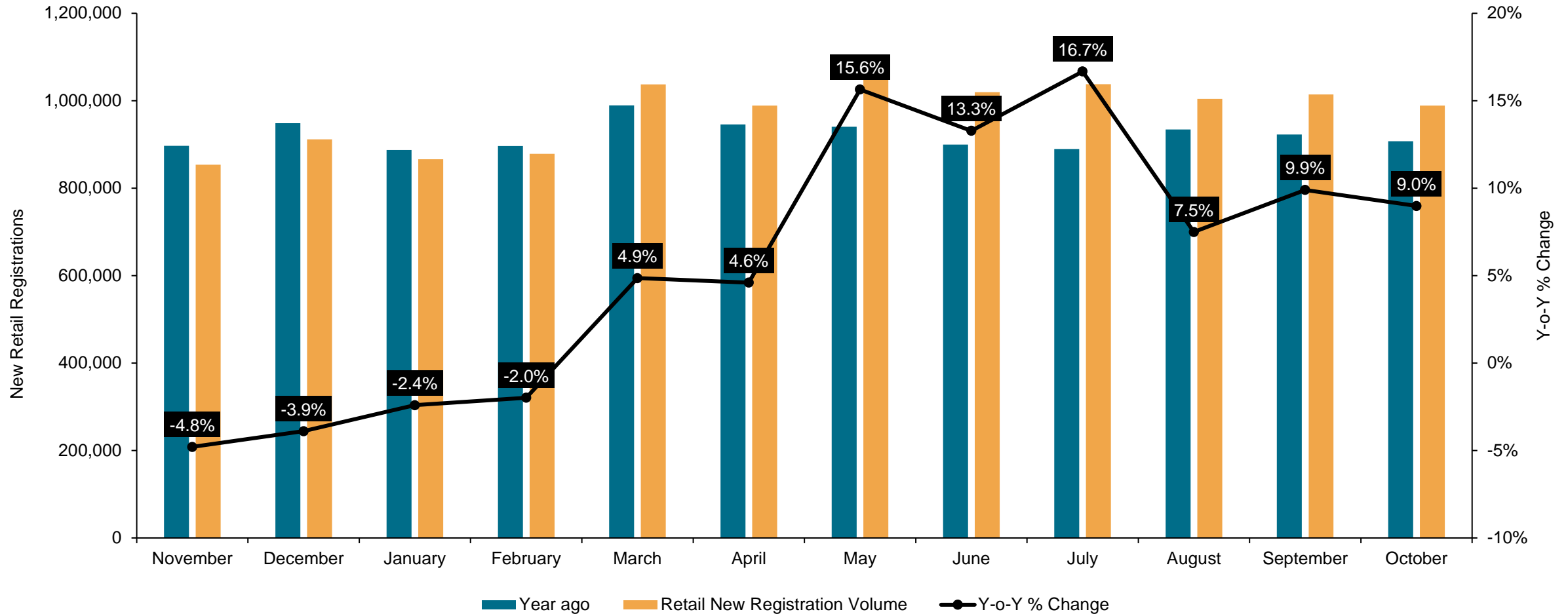
3

New Retail Registrations Climb Year-over-Year for Eighth Consecutive Month

- Rivian new registrations almost double

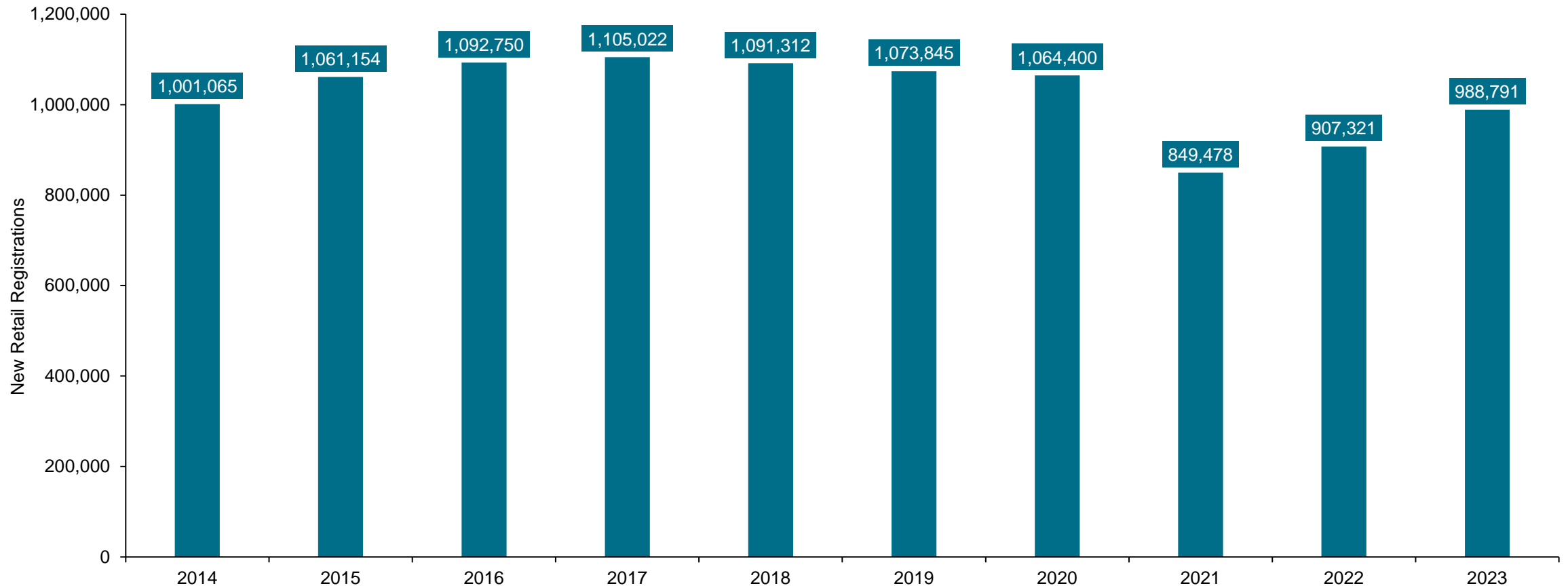
New Retail Registrations by Month with Y-o-Y % Change

Volumes and year-over-year changes both started to improve in March.



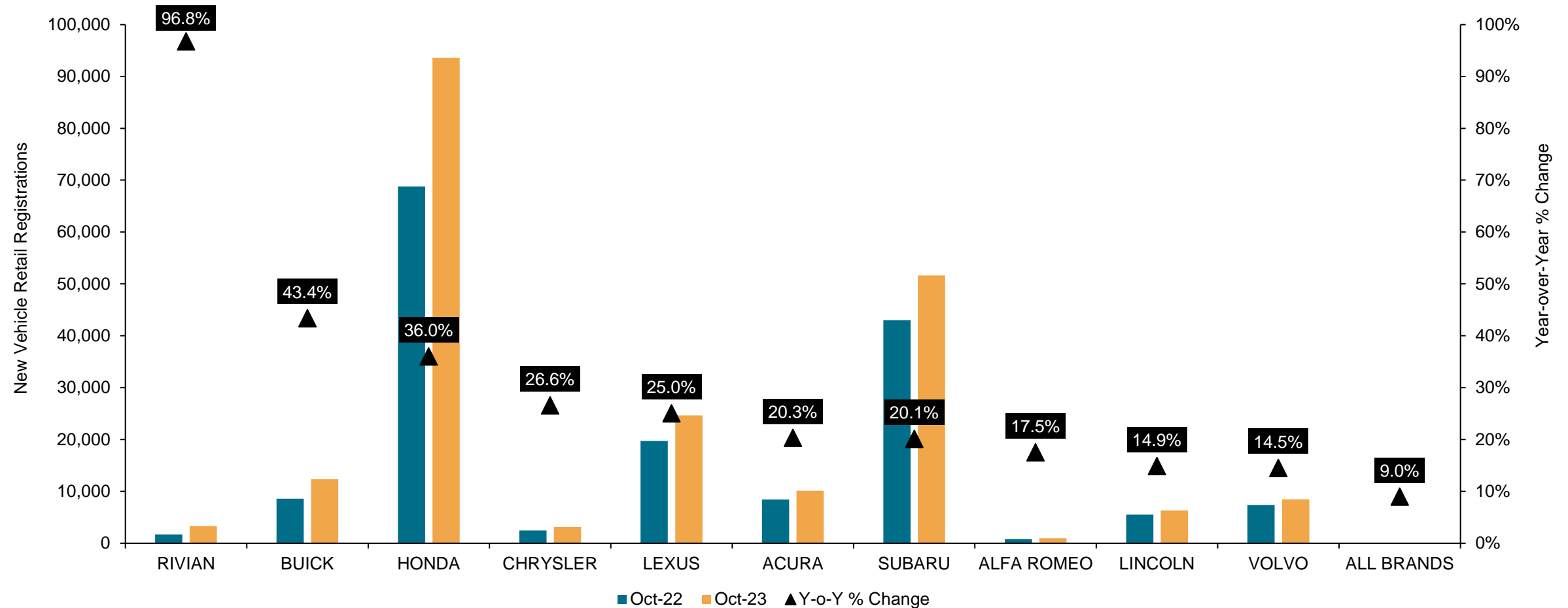
October New Retail Registrations for Past Ten Years

October new retail registrations were up from both a year ago and two years ago, but below the October results from 2014 through 2020.



Ten Brands with Greatest October 2023 Y-o-Y Percent Improvements in New Retail Registrations

Six of the ten best performers in October are luxury brands.



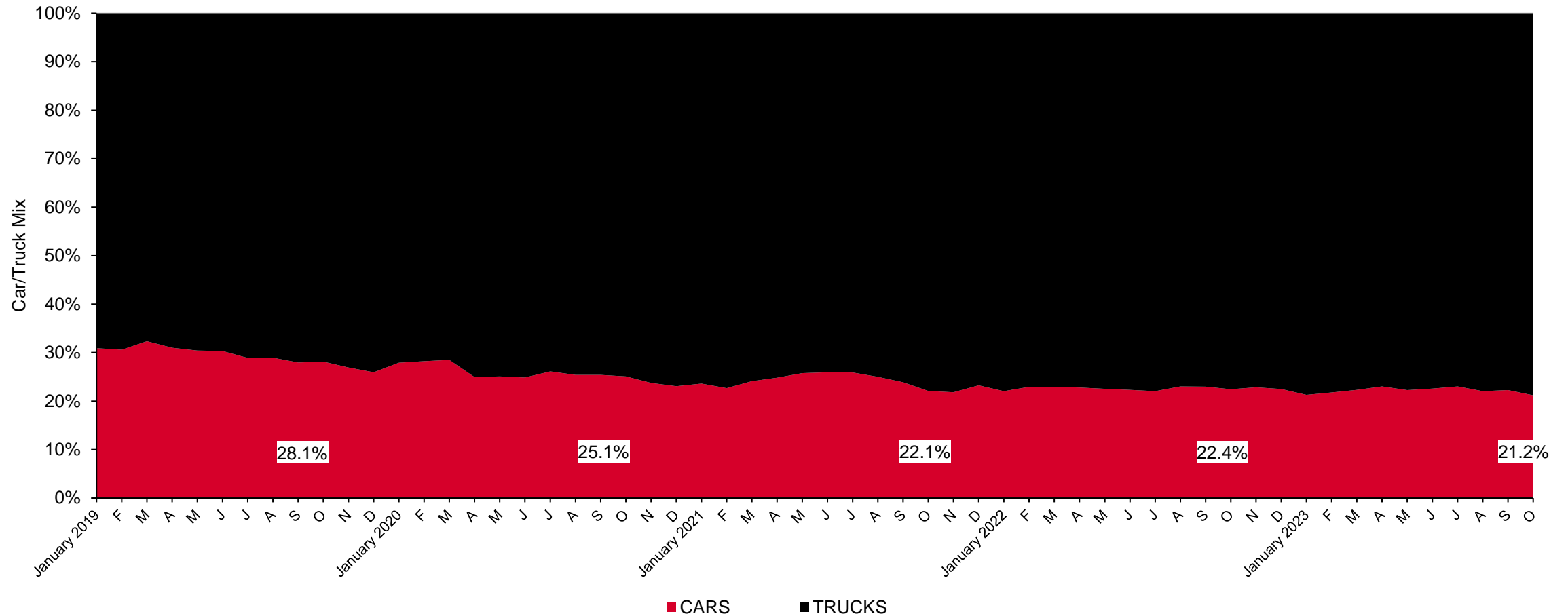
4

October 2023 Car Share Drops to All-time Low

- Car share declines 1.2 PP industry-wide even though it rises for 14 brands

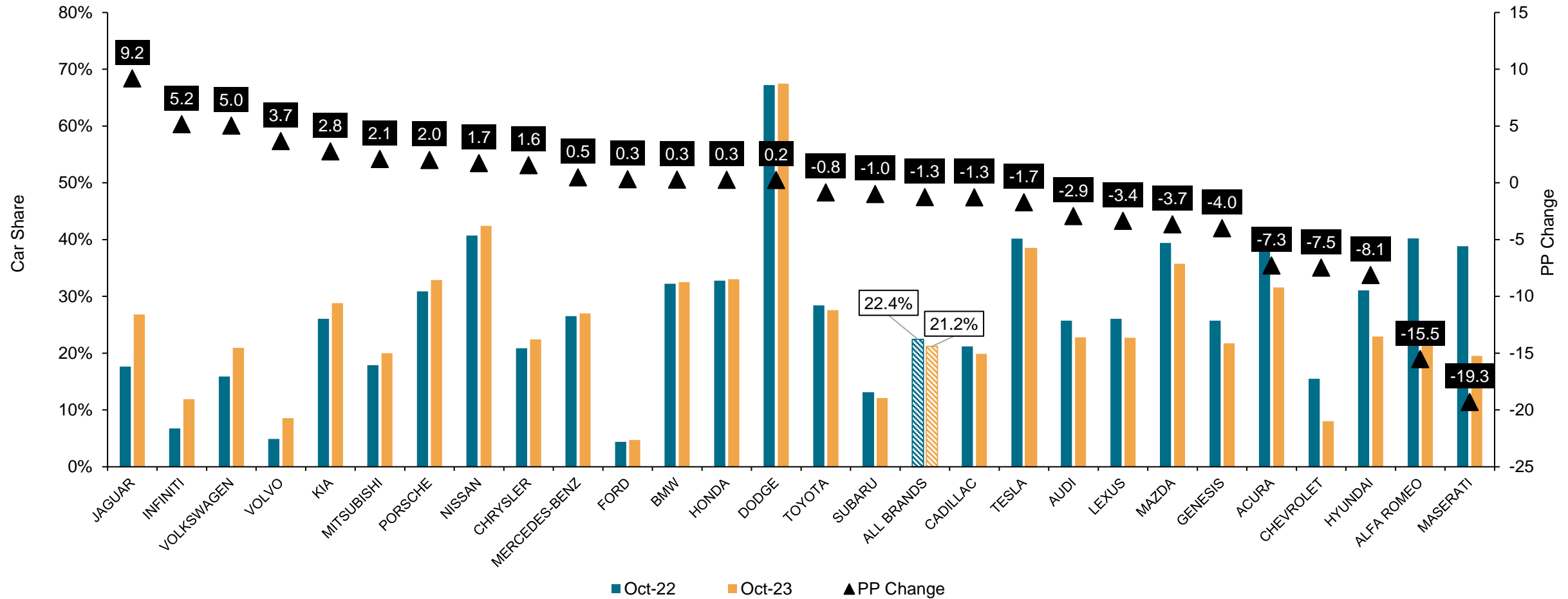
Car/Truck Retail Registration Mix by Month

Rate of decline has slowed.



Car Mix October 2023 and Year ago With Y-o-Y PP Change

Ten brands had no cars in either time period.



Note: Lucid, Mini and Polestar are 100% car in both time periods

Buick, Fiat, Fisker, GMC, Jeep, Land Rover, Lincoln, Ram, Rivian, and Vinfast are 100% light truck in both time periods

Registration Type: Retail (19)

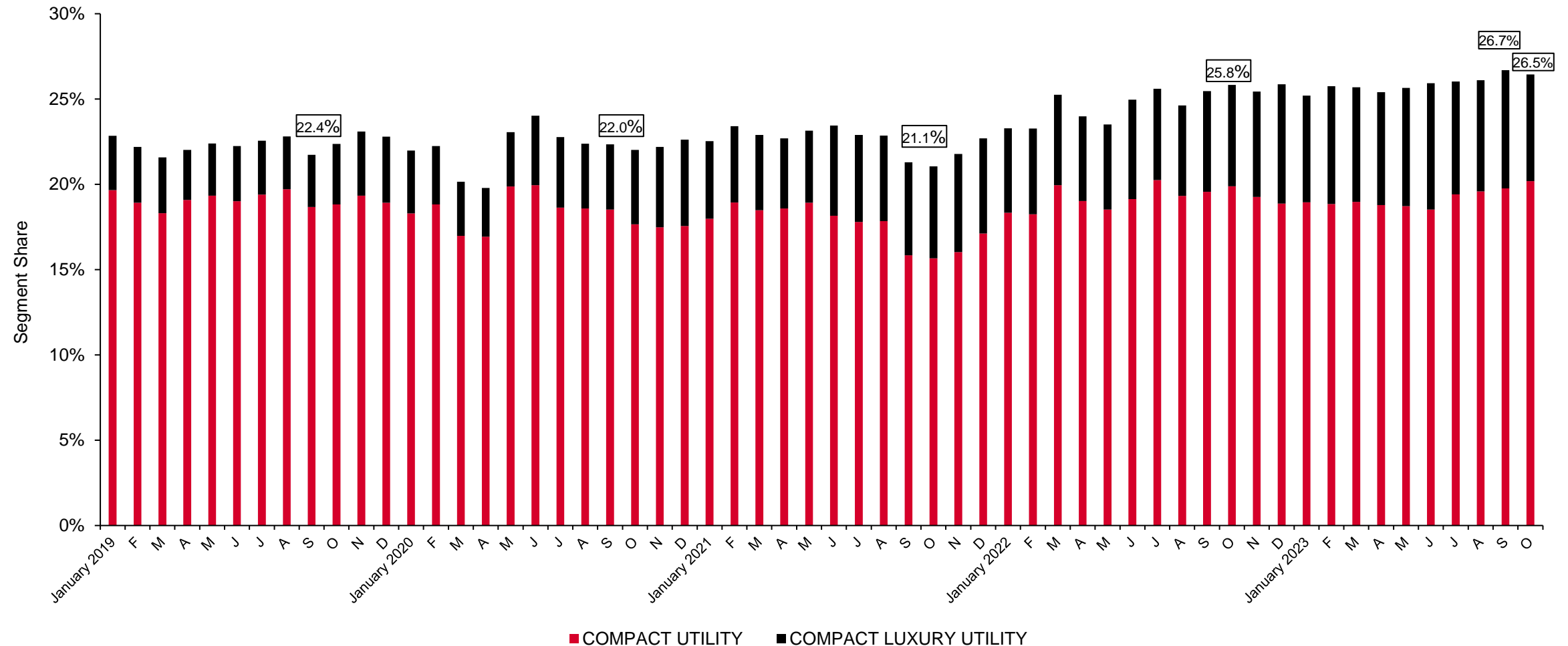
5

Compact Utility Share Reaches Record

- Two leaders (based on year-over-year % increase) offer alternative fuel types (Ioniq 5 and EQB)

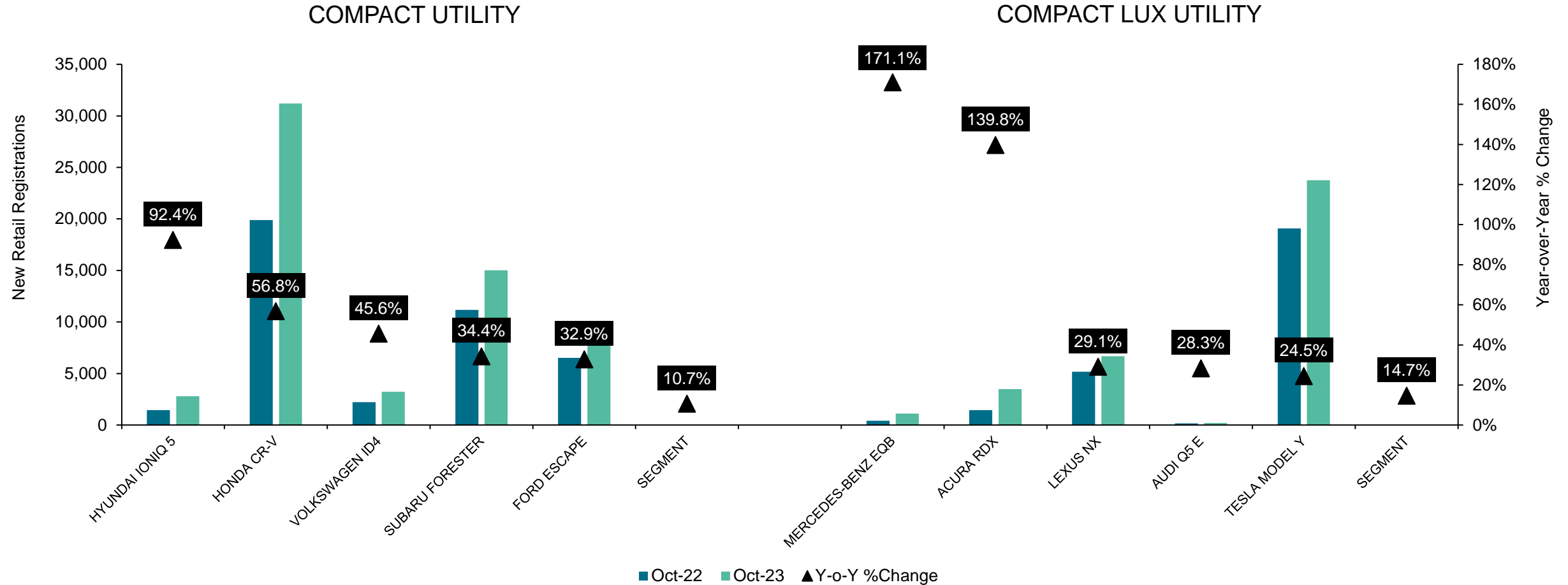
Retail Market Shares for Compact Utility and Compact Luxury Utility Segments

Compact Utility Segment market share in October (20.2%) was more than eight percentage points above next segment (Upper Midsize Utility – 12%)



Top Five Compact and Compact Luxury Utilities October 2023 vs. Year Ago

Five of ten top performers offer alternative fuel types.



Registration Type: Retail (19)

Models with less than 100 registrations in either time period not displayed but included in segment totals

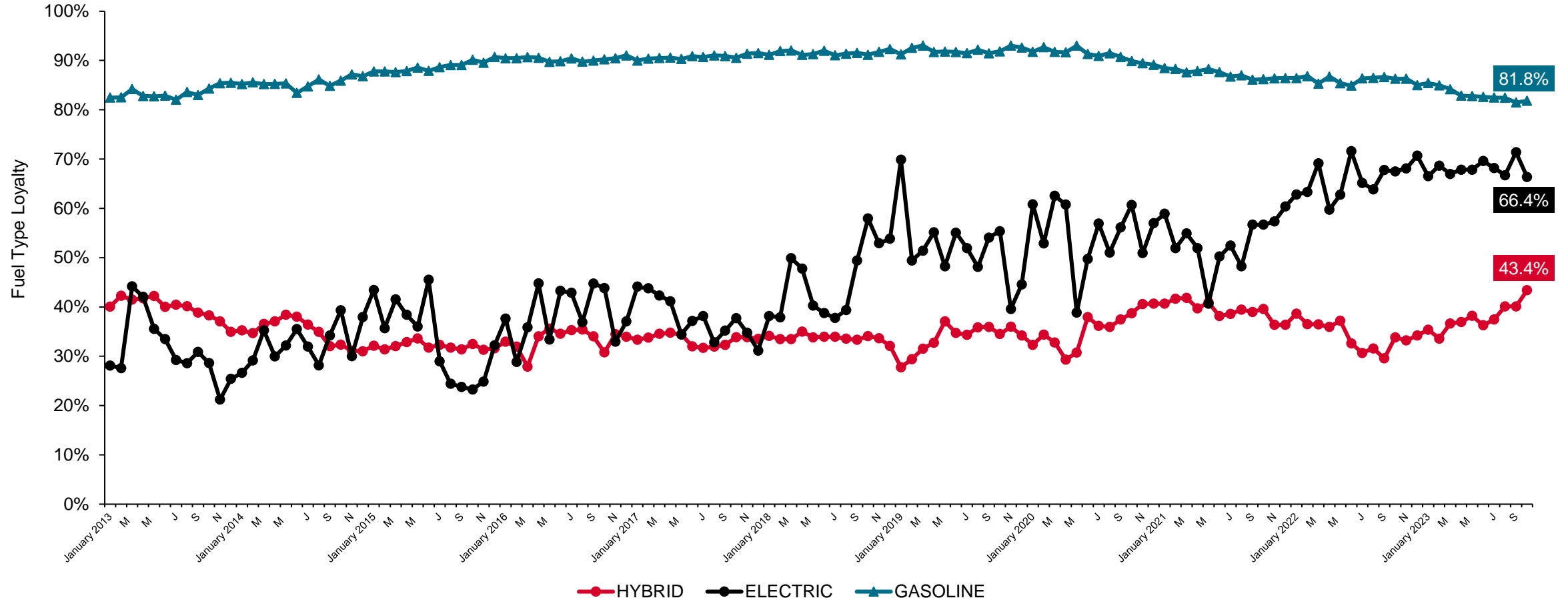
6

Hybrid Loyalty Reaches Record 43.4%

- Up almost ten percentage points year-over-year

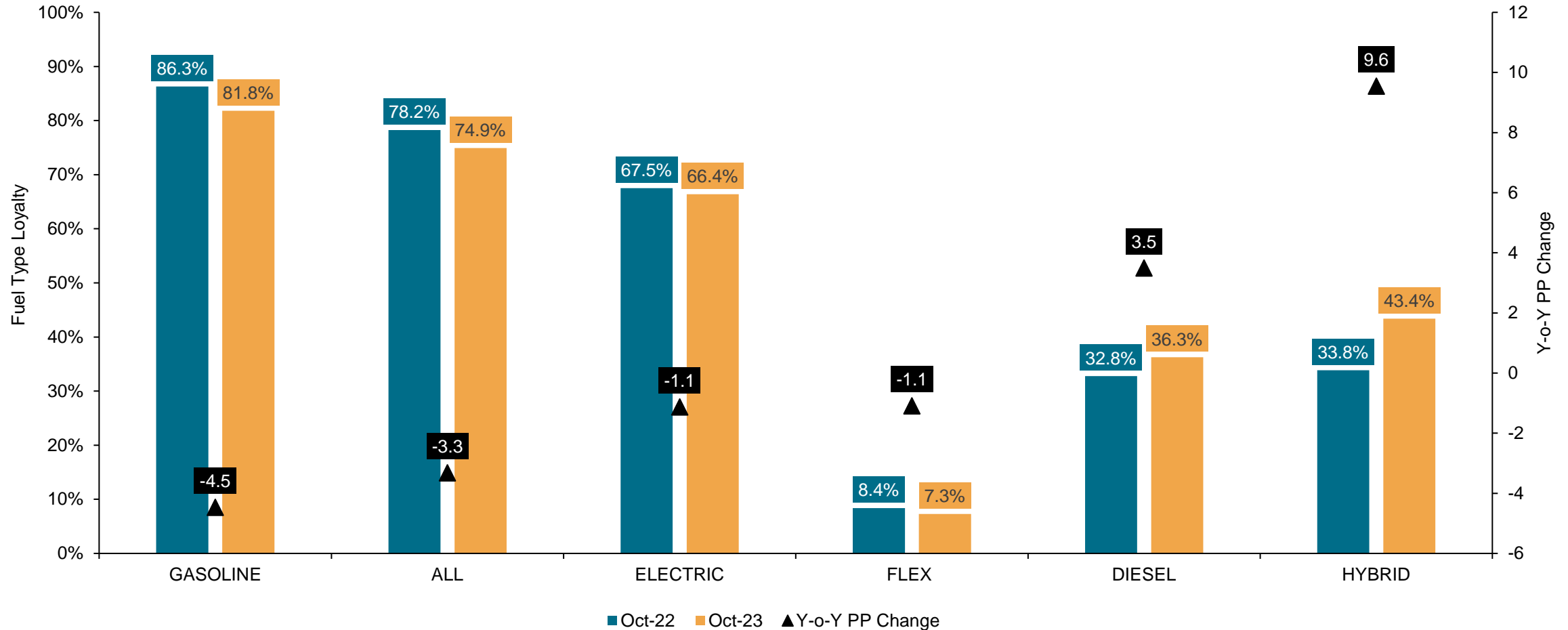
Fuel Type Loyalty Trended by Month

Recent month-over-month increases exceed EV changes



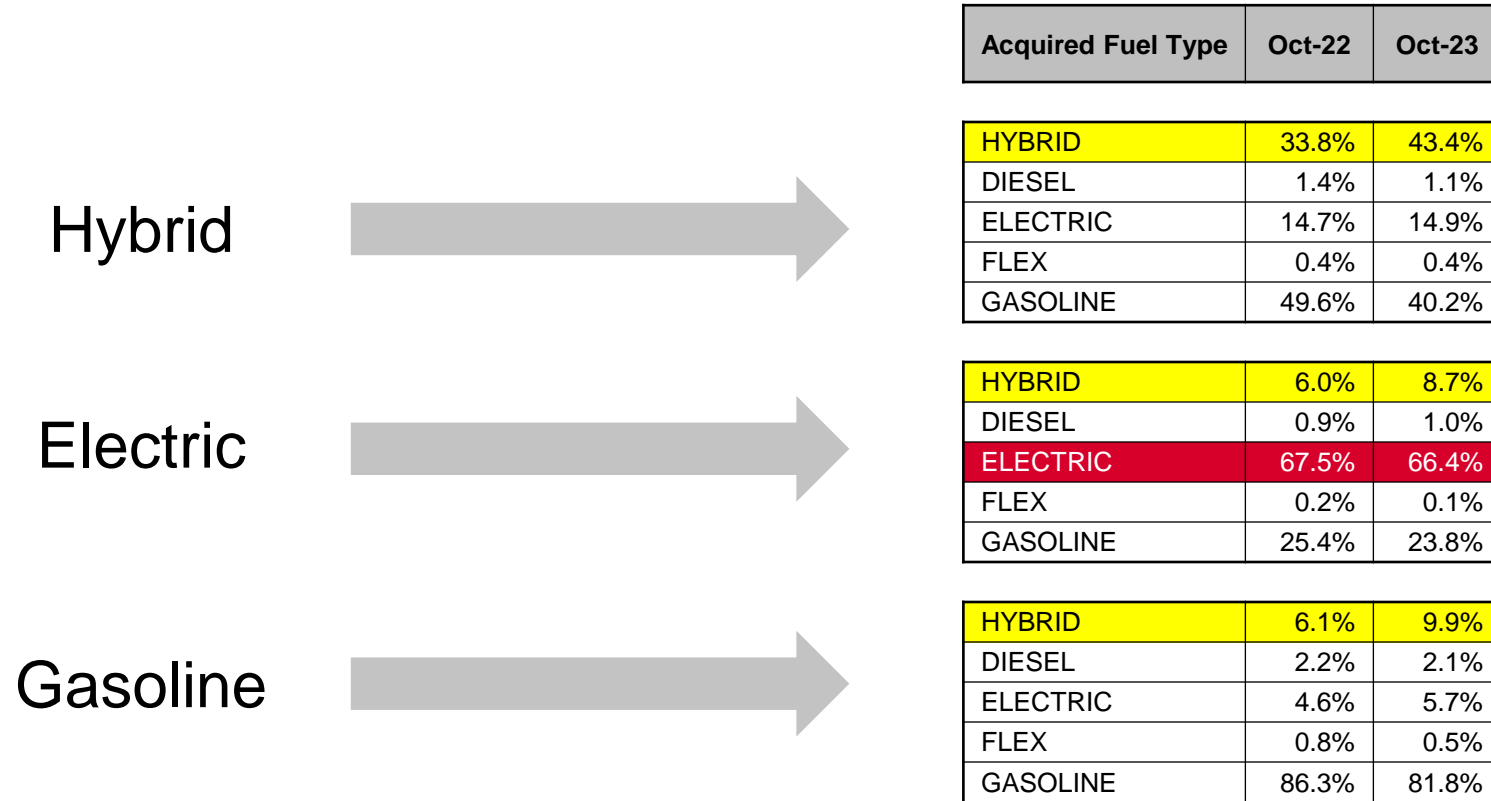
Fuel Type Loyalty October 2023 with Year Ago and PP Change

October EV loyalty is down year-over-year.



Destination of RTM Households by Fuel Type

Migration is up from all three fuel types to hybrid, October 2023 vs. year ago.



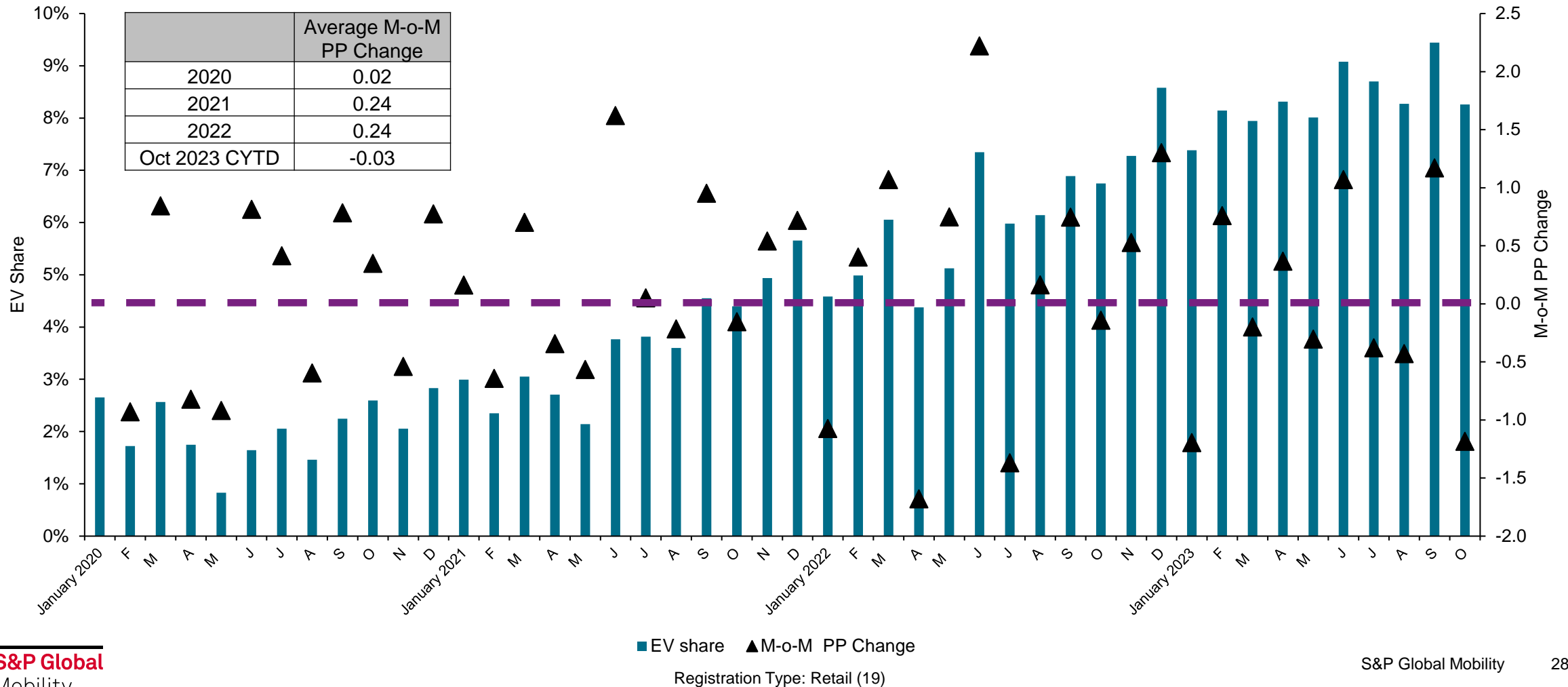
7

EV Retail Share Growth Slows

- October 2023 EV share of 8.3% is tied with August for lowest share in past five months.

U.S. Retail EV Market Share and Month-over-Month PP Change

Month-over-month change in EV share has been negative in five of the eight most recent months.



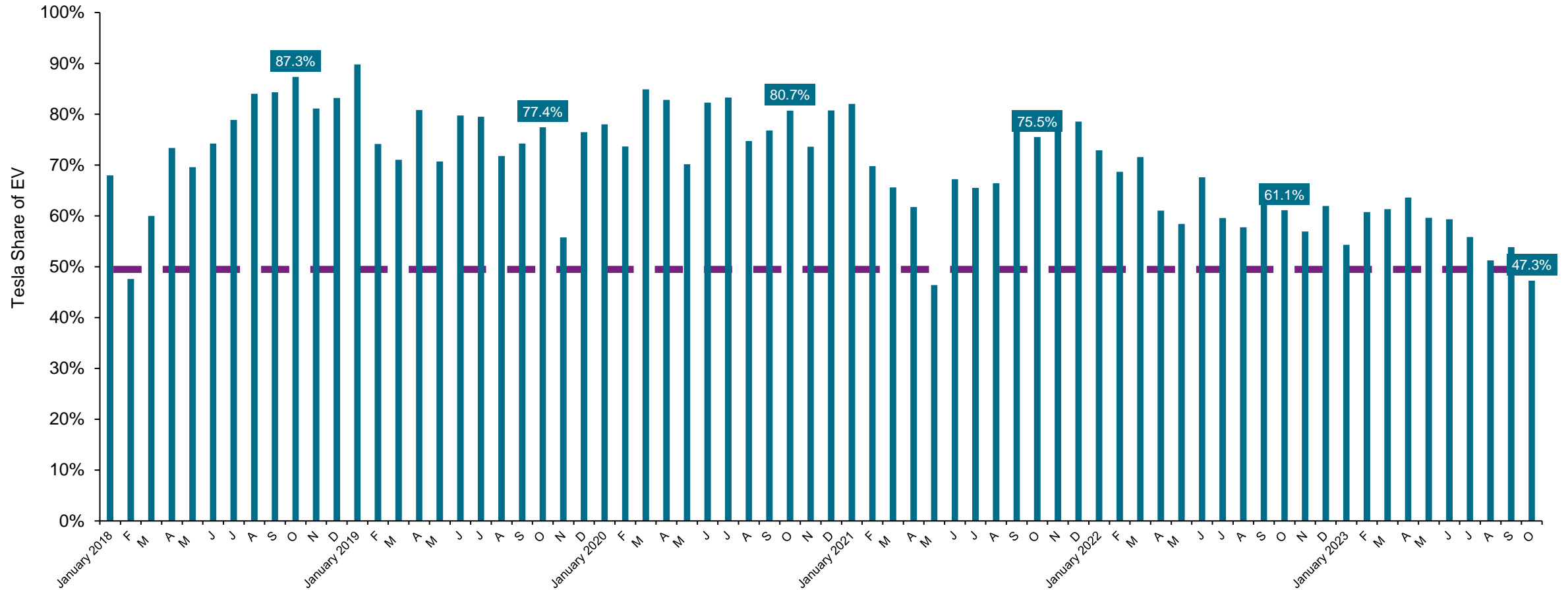
8

October Tesla Share of EV Drops Below 50%

- Hyundai and Mercedes-Benz lead in year-over-year EV share gains.

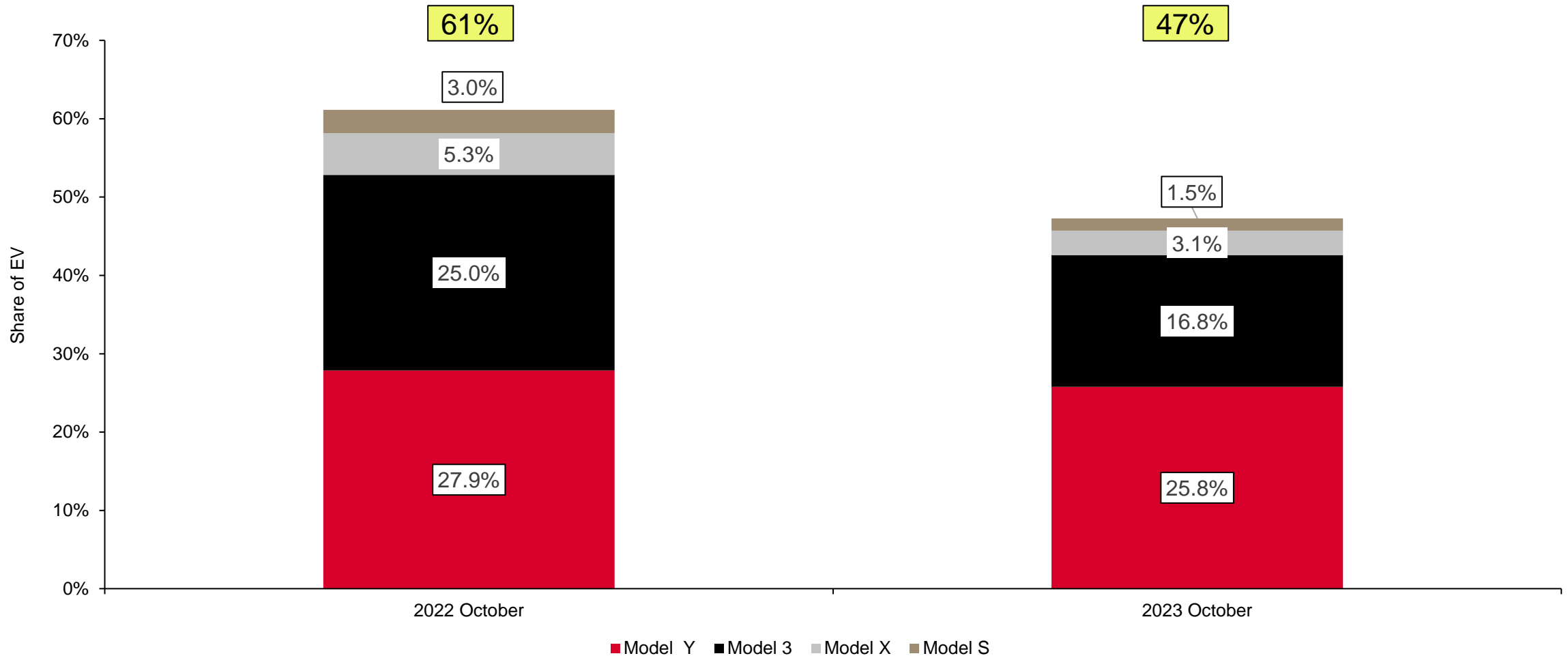
Tesla Share of U.S. New EV Registrations

Down almost 14 PP in one year.



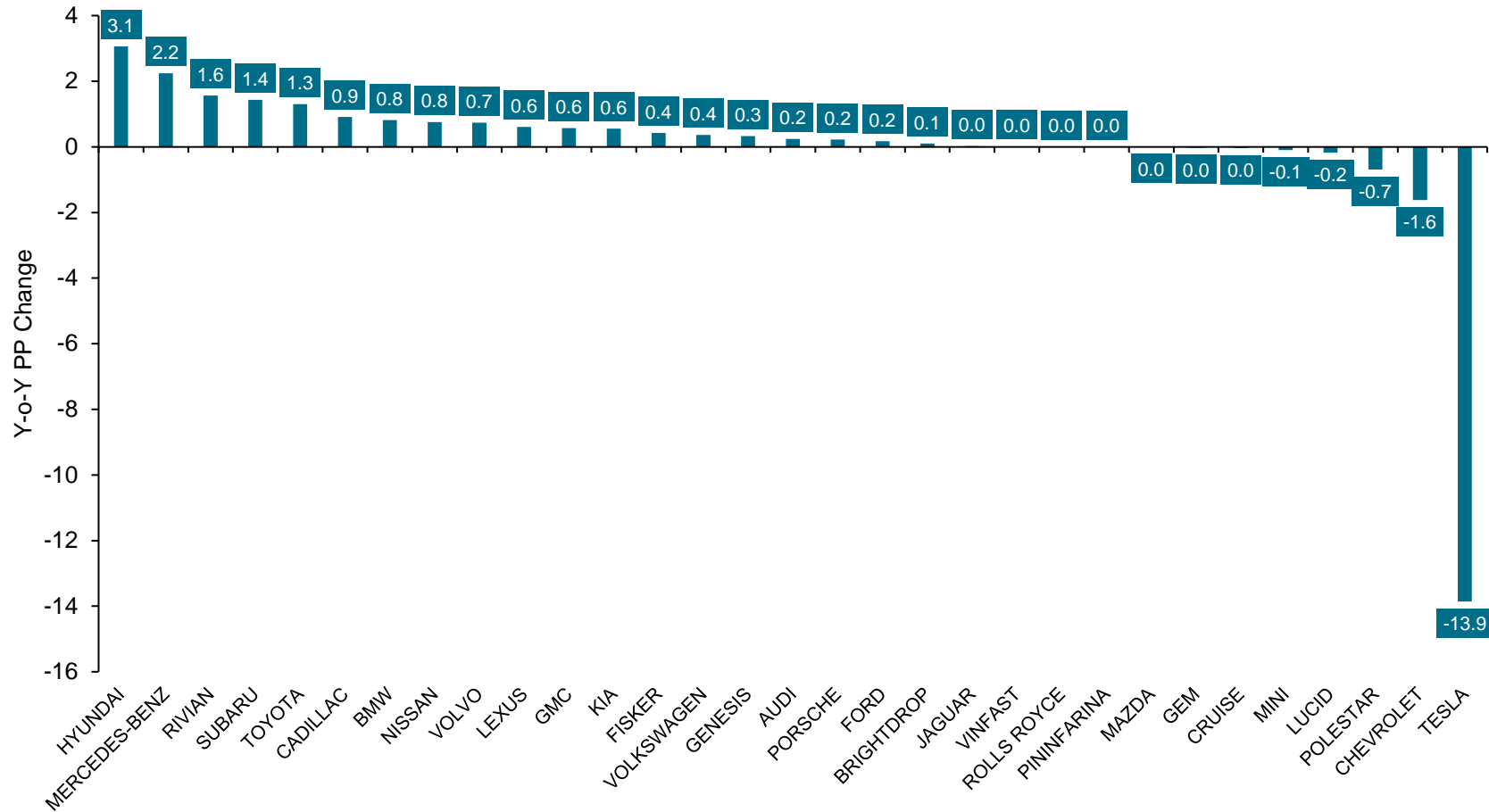
Share of EV by Tesla Model, October 2023 vs. Year Ago

Share of EV declined year-over-year for all Tesla models, with greatest decline (in actual PP) for Model 3.



Brand Share of EV, October 2023 vs. Year Ago

Mini, Lucid, Polestar and Chevrolet also lost EV share vs. year ago.



| Brand Share of EV, October 2023 vs. Year Ago | | | |
|--|----------|----------|-----------|
| Make | Oct-2022 | Oct-2023 | PP Change |
| HYUNDAI | 2.73% | 5.80% | 3.1 |
| MERCEDES-BENZ | 2.09% | 4.33% | 2.2 |
| RIVIAN | 3.15% | 4.71% | 1.6 |
| SUBARU | 0.00% | 1.43% | 1.4 |
| TOYOTA | 0.20% | 1.50% | 1.3 |
| CADILLAC | 0.02% | 0.94% | 0.9 |
| BMW | 2.38% | 3.20% | 0.8 |
| NISSAN | 1.52% | 2.28% | 0.8 |
| VOLVO | 0.78% | 1.52% | 0.7 |
| LEXUS | 0.00% | 0.61% | 0.6 |
| GMC | 0.11% | 0.68% | 0.6 |
| KIA | 1.89% | 2.44% | 0.6 |
| FISKER | 0.00% | 0.43% | 0.4 |
| VOLKSWAGEN | 3.32% | 3.68% | 0.4 |
| GENESIS | 0.32% | 0.65% | 0.3 |
| AUDI | 2.33% | 2.57% | 0.2 |
| PORSCHE | 0.26% | 0.49% | 0.2 |
| FORD | 8.00% | 8.18% | 0.2 |
| BRIGHTDROP | 0.01% | 0.11% | 0.1 |
| JAGUAR | 0.00% | 0.03% | 0.0 |
| VINFAST | 0.00% | 0.02% | 0.0 |
| ROLLS ROYCE | 0.00% | 0.00% | 0.0 |
| PININFARINA | 0.00% | 0.00% | 0.0 |
| MAZDA | 0.02% | 0.01% | 0.0 |
| GEM | 0.10% | 0.07% | 0.0 |
| CRUISE | 0.10% | 0.06% | 0.0 |
| MINI | 0.50% | 0.40% | -0.1 |
| LUCID | 0.69% | 0.51% | -0.2 |
| POLESTAR | 1.09% | 0.40% | -0.7 |
| CHEVROLET | 7.29% | 5.66% | -1.6 |
| TESLA | 61.13% | 47.27% | -13.9 |

Hyundai and Mercedes-Benz EV Registrations by Model, October 2023 vs. Year Ago

EV registrations for both brands more than doubled year-over-year.

| Make Model | Oct-22 | Oct-23 | PP Change |
|----------------|--------------|--------------|---------------|
| IONIQ 5 | 1,501 | 3,525 | 134.8% |
| IONIQ 6 | 0 | 1,391 | N/A |
| KONA | 389 | 543 | 39.6% |
| NEXO* | 30 | 27 | -10.0% |
| HYUNDAI | 1,920 | 5,486 | 185.7% |

| Make Model | Oct-22 | Oct-23 | PP Change |
|----------------------|--------------|--------------|---------------|
| EQB | 428 | 1,650 | 285.5% |
| EQE | 0 | 299 | N/A |
| EQE SUV | 0 | 1,222 | N/A |
| EQS | 347 | 344 | -0.9% |
| EQS SUV | 691 | 586 | -15.2% |
| MERCEDES-BENZ | 1,466 | 4,101 | 179.7% |

Registration Type: (1) Total

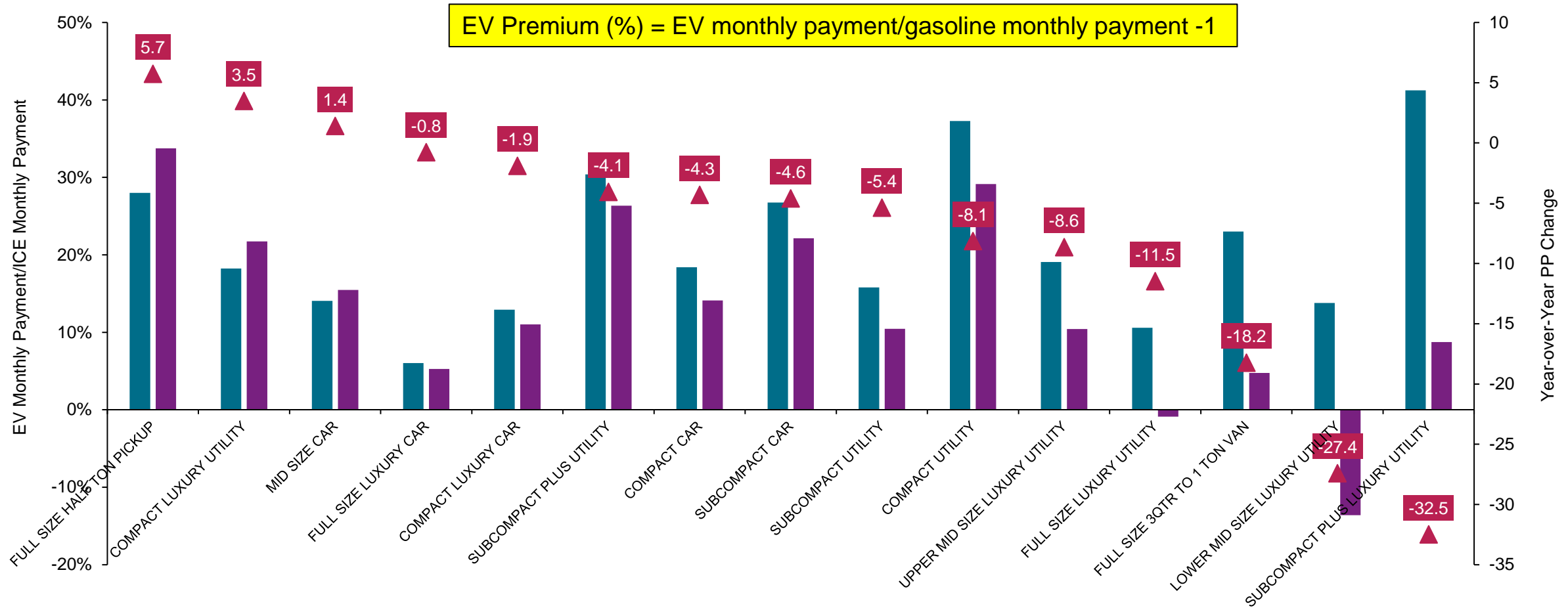
9

EV Monthly Payment Premiums Decline

- Three of four Teslas are selling with monthly payments below their facing gasoline models

EV Monthly Payment Premium (in %) vs. Gasoline Counterpart by Segment, Jul – Sep 2023 vs Year Ago*

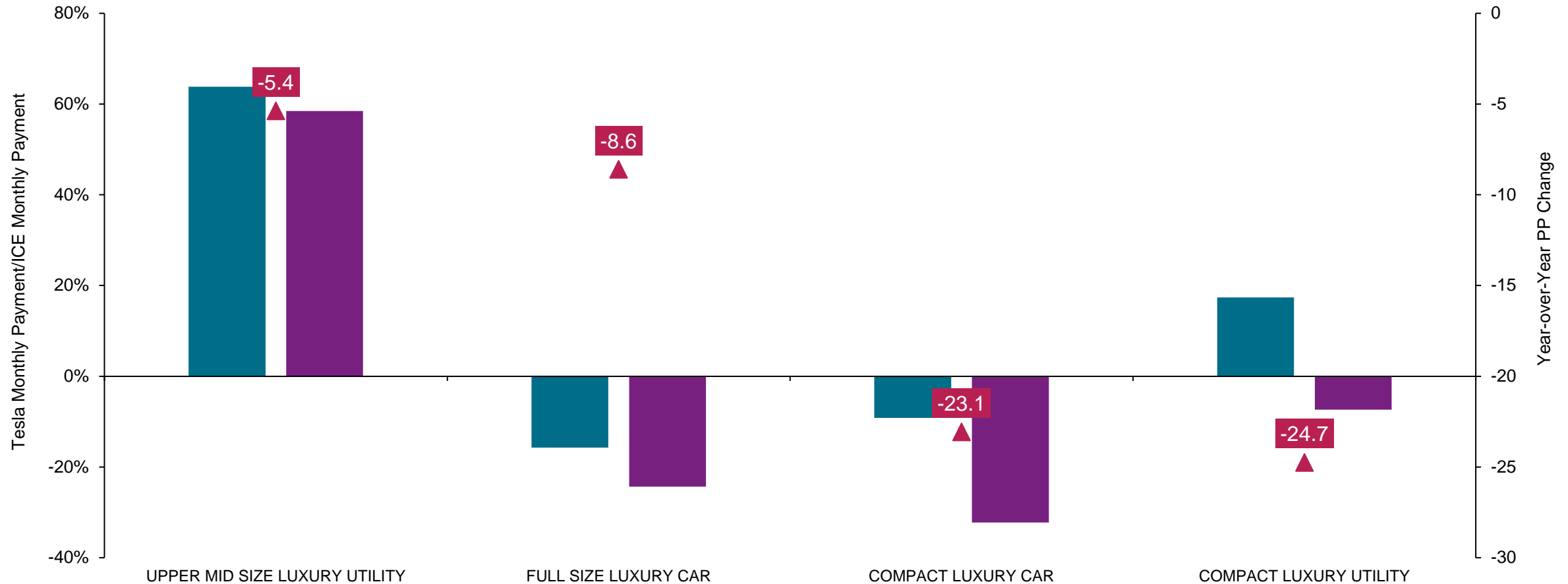
Monthly payment EV premiums vs. gasoline counterparts are down in 12 of 15 segments.



Source: S&P Global Mobility – AutoCreditInsight with TransUnion®

Tesla Model Monthly Payment Premium (in %) vs. Gasoline Counterpart by Segment, Jul – Sep 2023 vs Year Ago

EV premiums for all four Teslas are down year-over-year.



Source: S&P Global Mobility – AutoCreditInsight with TransUnion®

10

Exceptional Month for Toyota Corporation and Brand

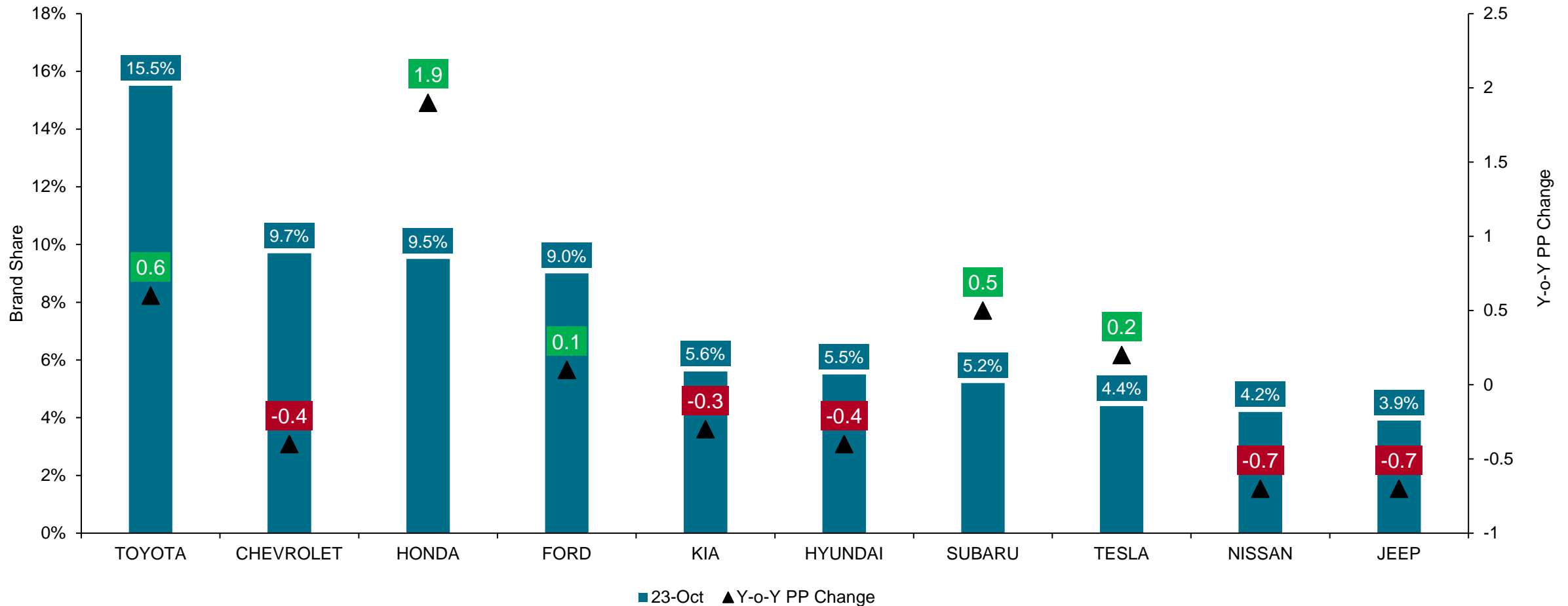
- Leads industry in four categories

Toyota U.S. Highlights in October 2023

#1 brand based on retail market share
#1 OEM based on retail market share
#1 model based on retail new registrations (RAV4)
#1 mainstream brand based on brand loyalty

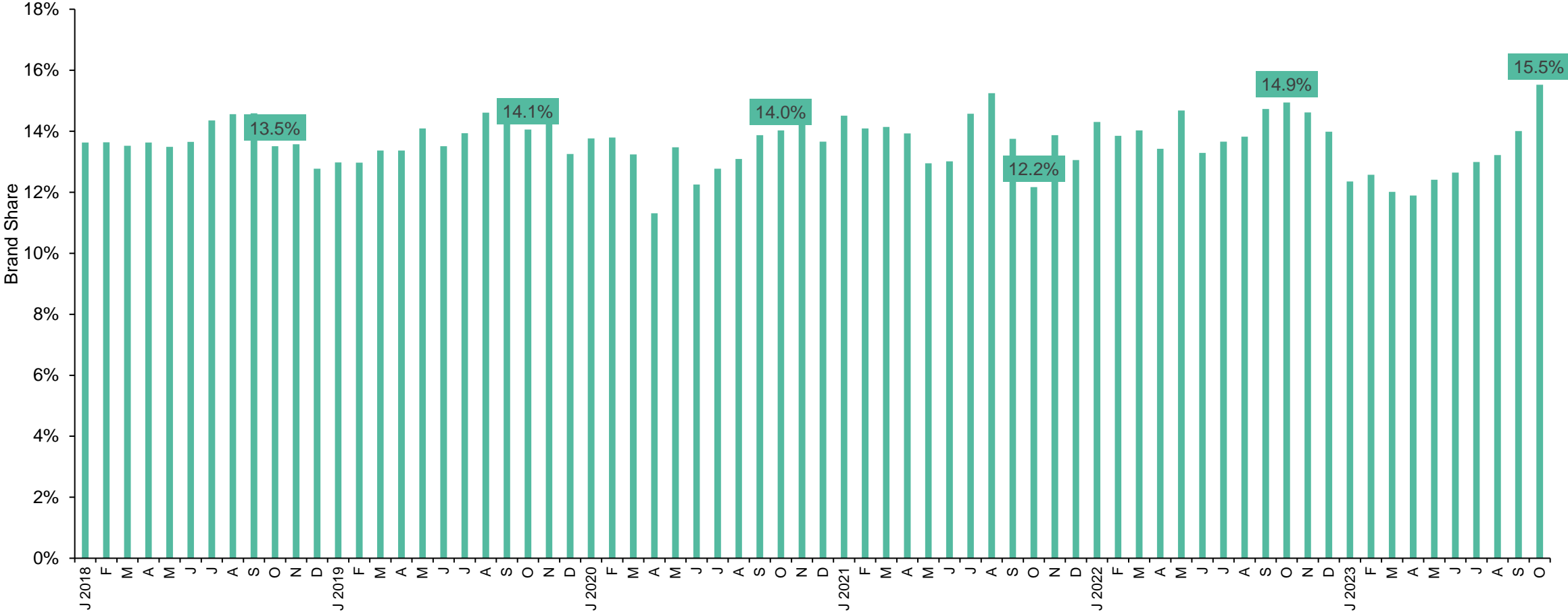
Top Ten Brands Based on October 2023 Retail Market Share

Toyota retail share is almost six percentage points above runner-up Chevrolet.



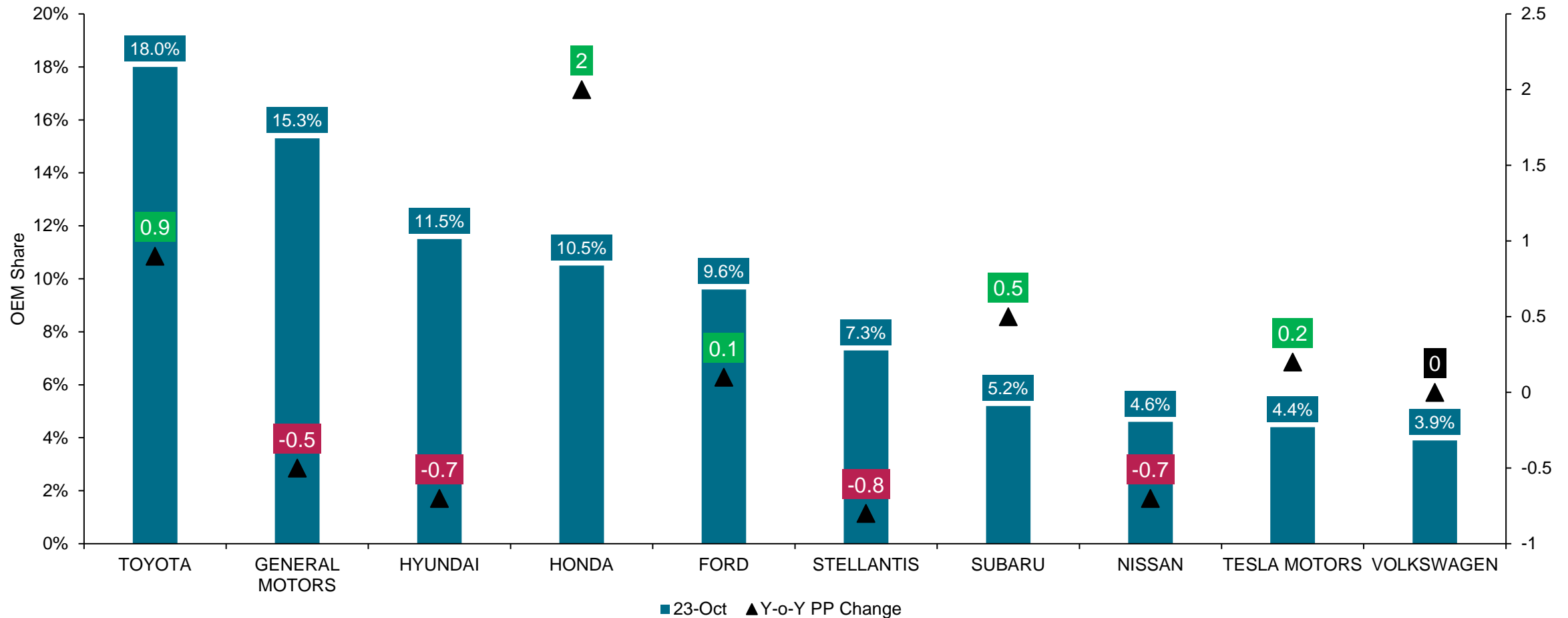
Toyota (Brand) Retail Market Share by Month

More than one of every seven new vehicles registered in October was a Toyota.



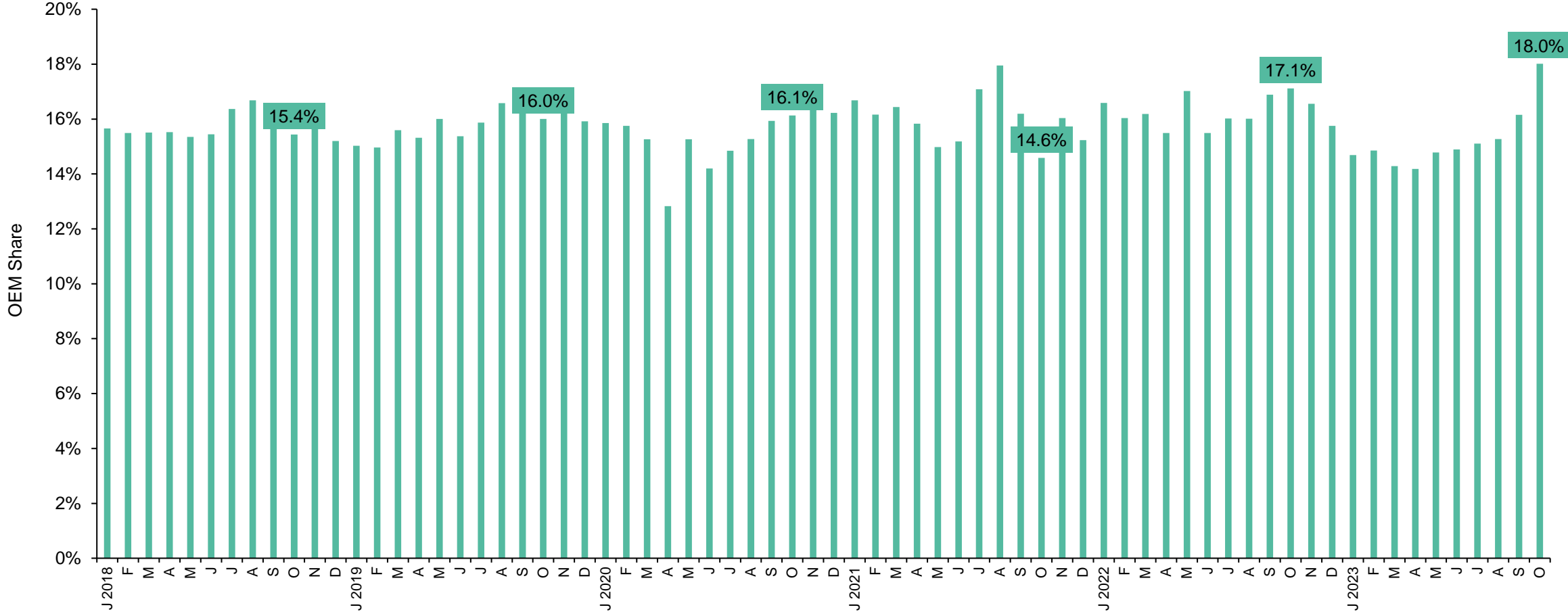
Top Ten OEMs Based on October 2023 Retail Market Share

Toyota had the highest market share in October and the second highest year-over-year improvement after Honda.



Toyota (Corporation) Retail Market Share by Month

Up 3.4 percentage points in two years.



Ten Most Popular Models, October 2023 and Year Ago

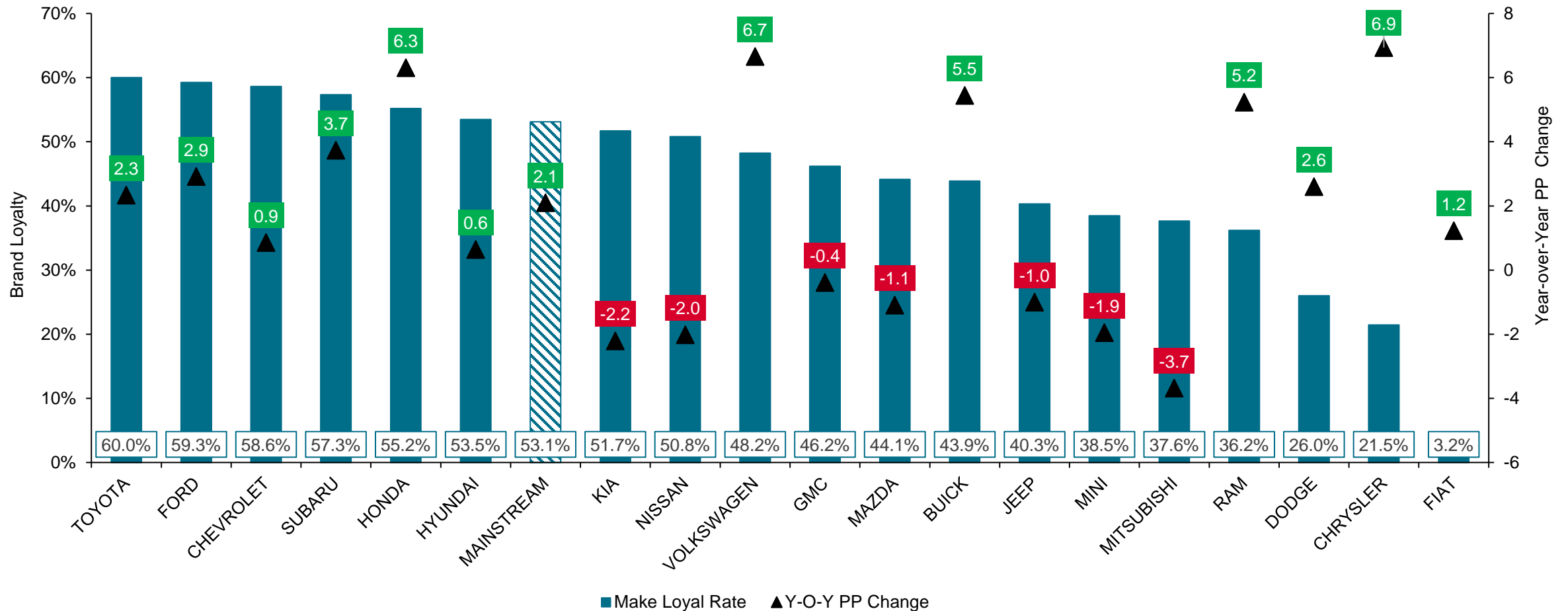
Three Toyotas are among the ten industry leaders (four a year ago).

| Oct-22 | | |
|---------------------|---------------|----------------------|
| Make Model | Vehicle Count | Percent Contribution |
| TOYOTA RAV4 | 31,718 | 3.5% |
| CHEVROLET SILVERADO | 26,755 | 2.9% |
| FORD F SERIES | 23,900 | 2.6% |
| TOYOTA CAMRY | 22,114 | 2.4% |
| HONDA CR-V | 19,892 | 2.2% |
| TESLA MODEL Y | 19,082 | 2.1% |
| RAM RAM | 17,834 | 2.0% |
| TOYOTA TACOMA | 17,397 | 1.9% |
| GMC SIERRA | 15,747 | 1.7% |
| TOYOTA HIGHLANDER | 15,520 | 1.7% |

| Oct-23 | | |
|---------------------|---------------|----------------------|
| Make Model | Vehicle Count | Percent Contribution |
| TOYOTA RAV4 | 40,371 | 4.1% |
| HONDA CR-V | 31,197 | 3.2% |
| FORD F SERIES | 30,877 | 3.1% |
| CHEVROLET SILVERADO | 26,123 | 2.6% |
| TESLA MODEL Y | 23,748 | 2.4% |
| TOYOTA CAMRY | 19,428 | 2.0% |
| RAM RAM | 19,394 | 2.0% |
| TOYOTA COROLLA | 17,682 | 1.8% |
| GMC SIERRA | 17,613 | 1.8% |
| HONDA CIVIC | 17,129 | 1.7% |

October 2023 Brand Loyalty for Mainstream Brands with Y-o-Y PP Change

Toyota leads in October, but by less than 1 PP.



Thank you!

S&P Global Mobility Consulting Services