Monthly Industry Update

June 2022 Data and Insights

COX AUTOMOTIVE

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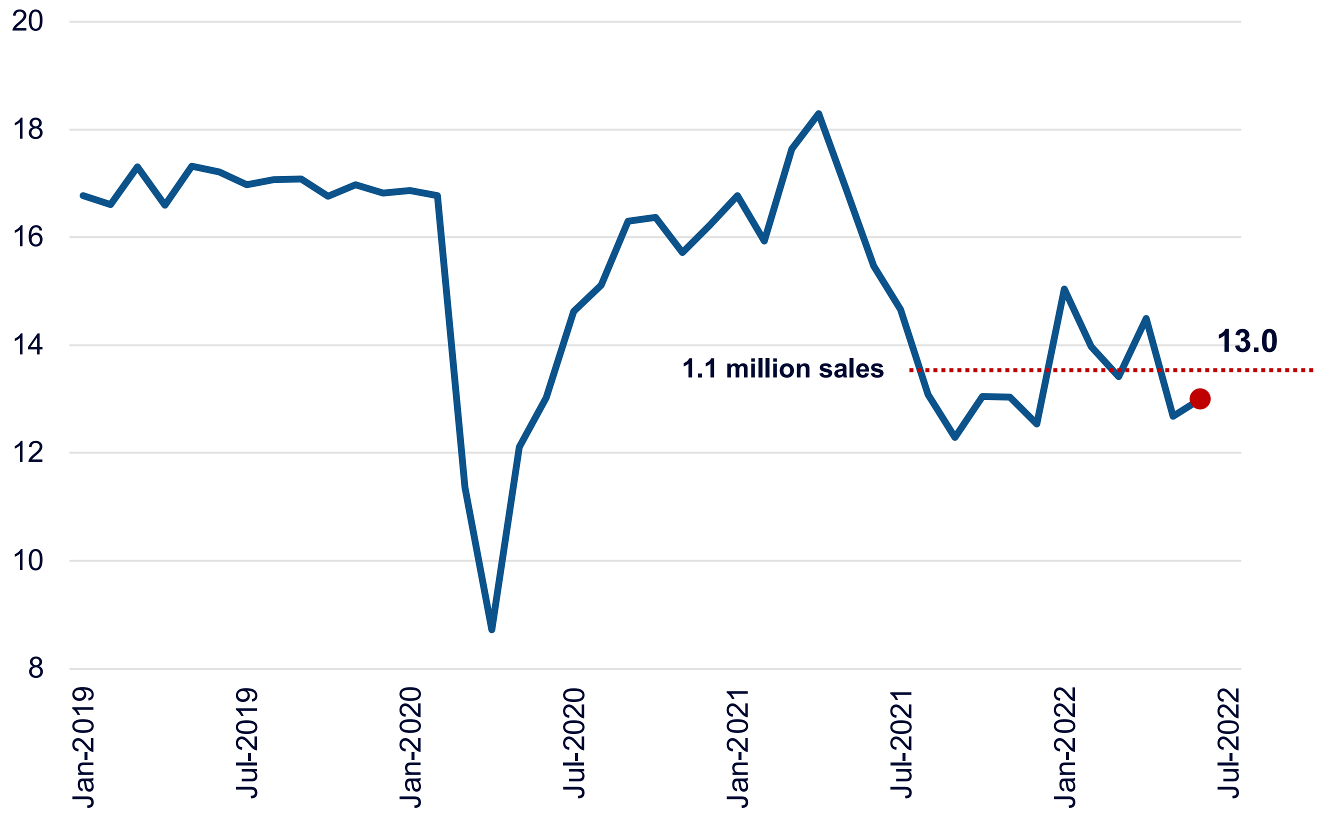
Senior Economist

Cox Automotive

New-Vehicle SAAR | June Pace Falls Back To 13.0 Million

Monthly volume averaging 1.1 million sales since August – **2022 downgraded, again**

Monthly Light Vehicle Sales SAAR (millions)

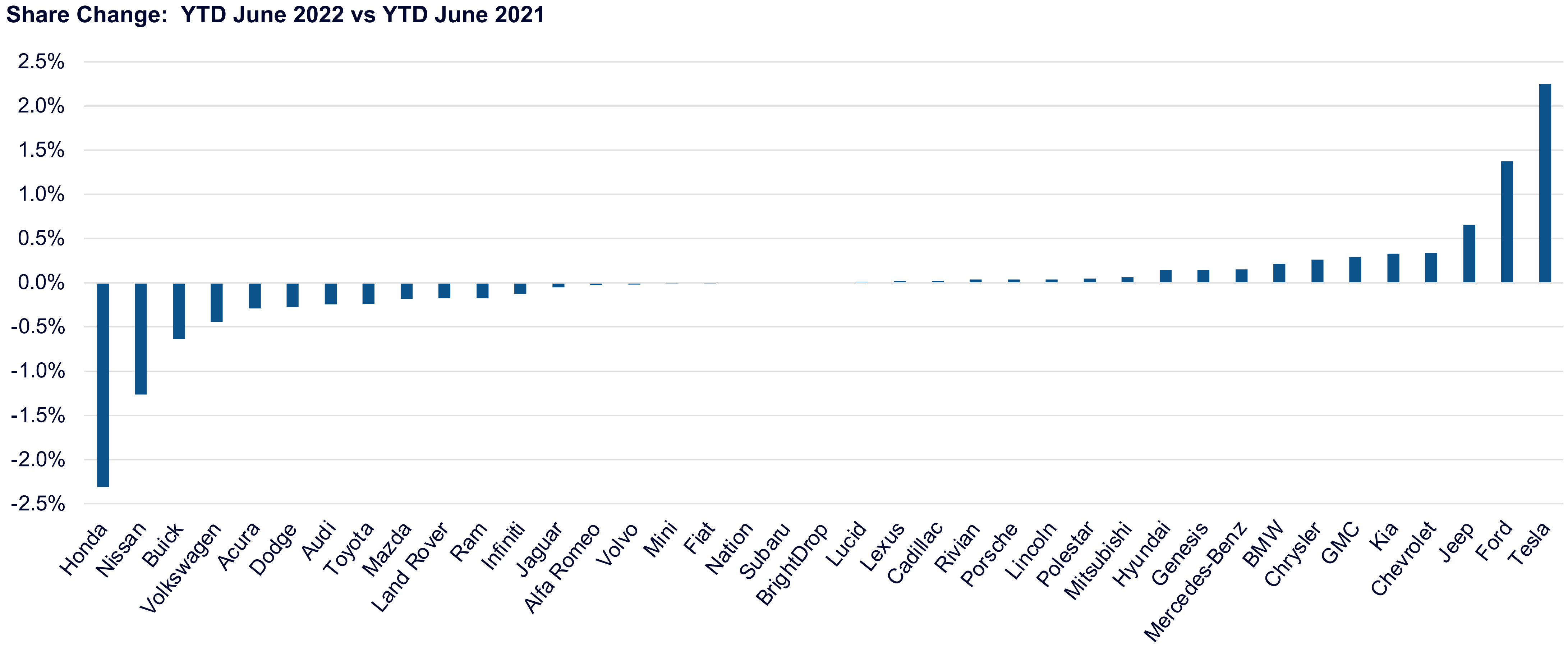


	Sales (millions)	SAAR (millions)
Jun-21	1.302	15.5
Jun-22	1.127	13.0
change	*-13.5%*	*-16.0%*
YTD 2021	8.288	16.8
YTD 2022	6.767	13.8
change	*-18.3%*	*-17.8%*

2022 Forecast
~~16.0 million~~
~~15.3 million~~
14.4 million

OEM Sales Performance | Tesla Sees Most Gains

Lack of products, and strong sales last year, impacting results

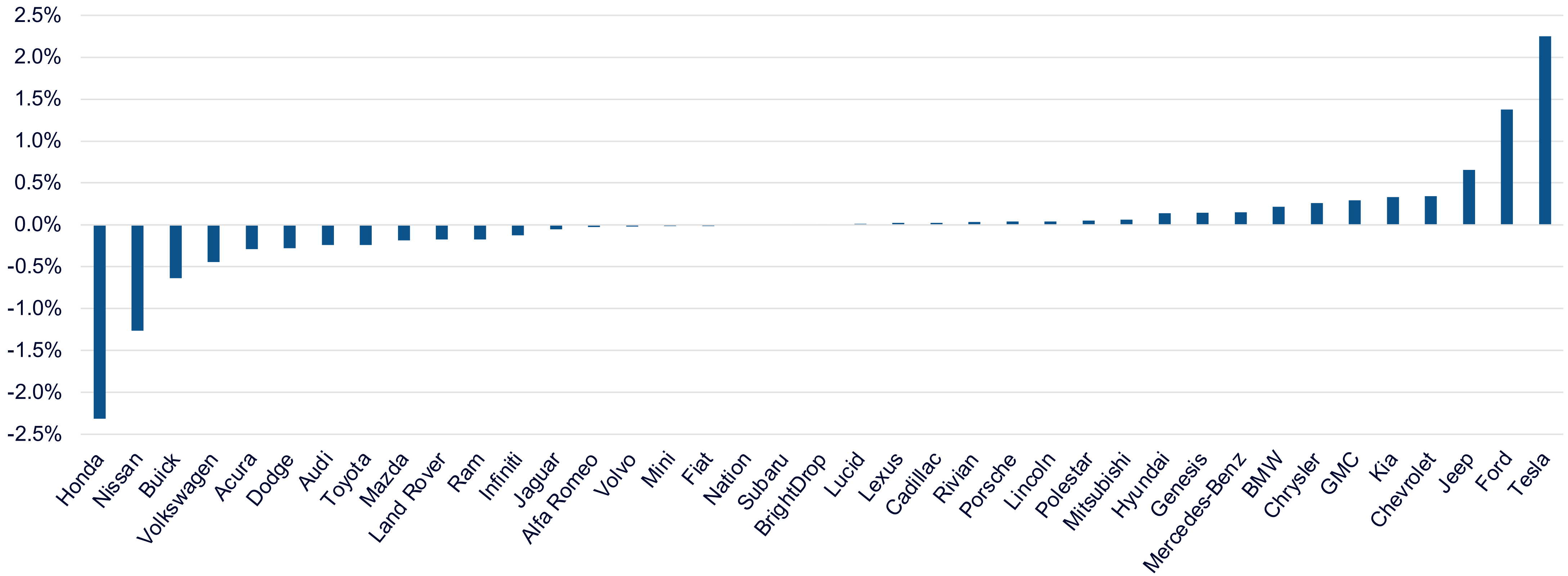


Source: Cox Automotive, Kelley Blue Book

OEM Market Share | Honda Losing Most Share In 2022

Ford, Chevrolet regaining some of the share lost last year

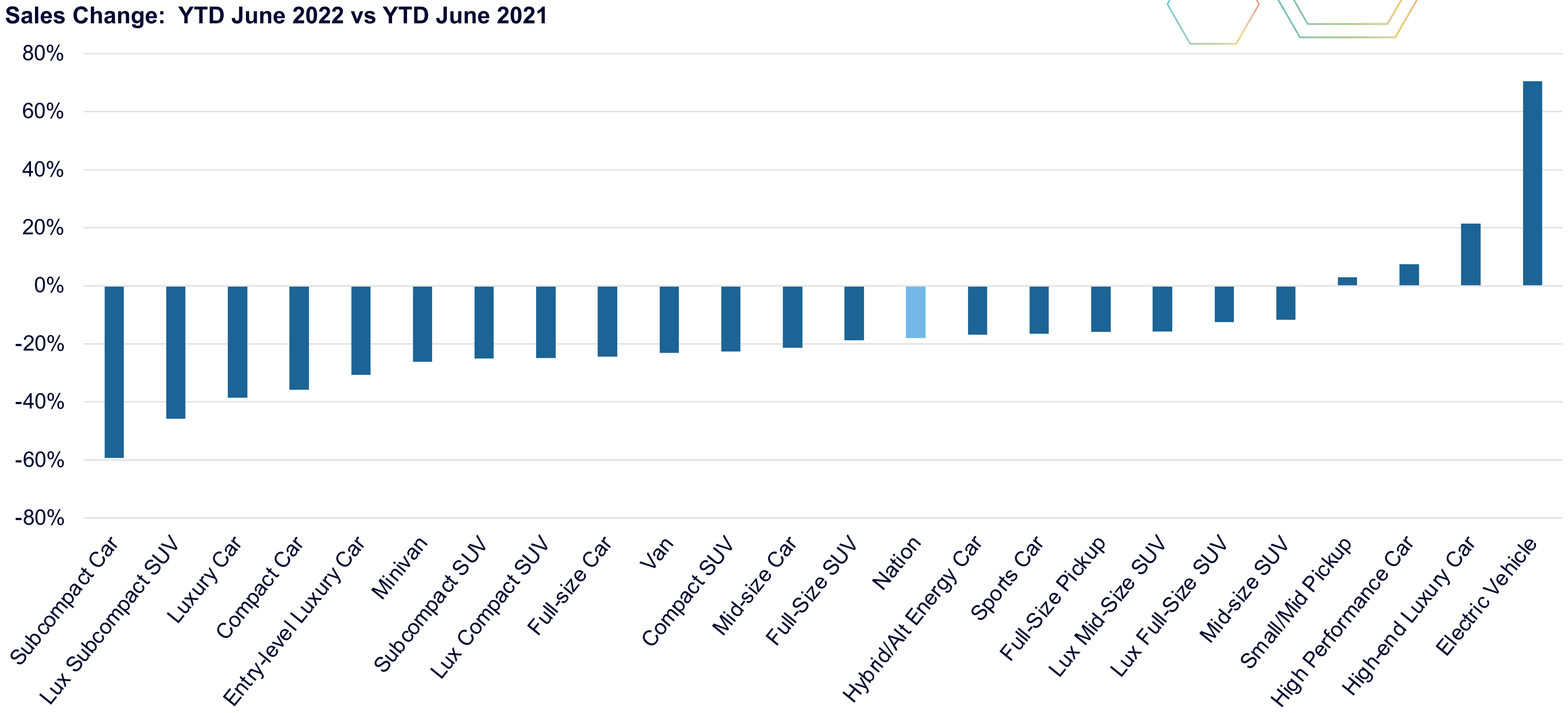
Share Change: YTD June 2022 vs YTD June 2021



Source: Cox Automotive, Kelley Blue Book

Segment Sales Performance | Small Cars Underperforming

High-end segments, along with EVs, showing gains

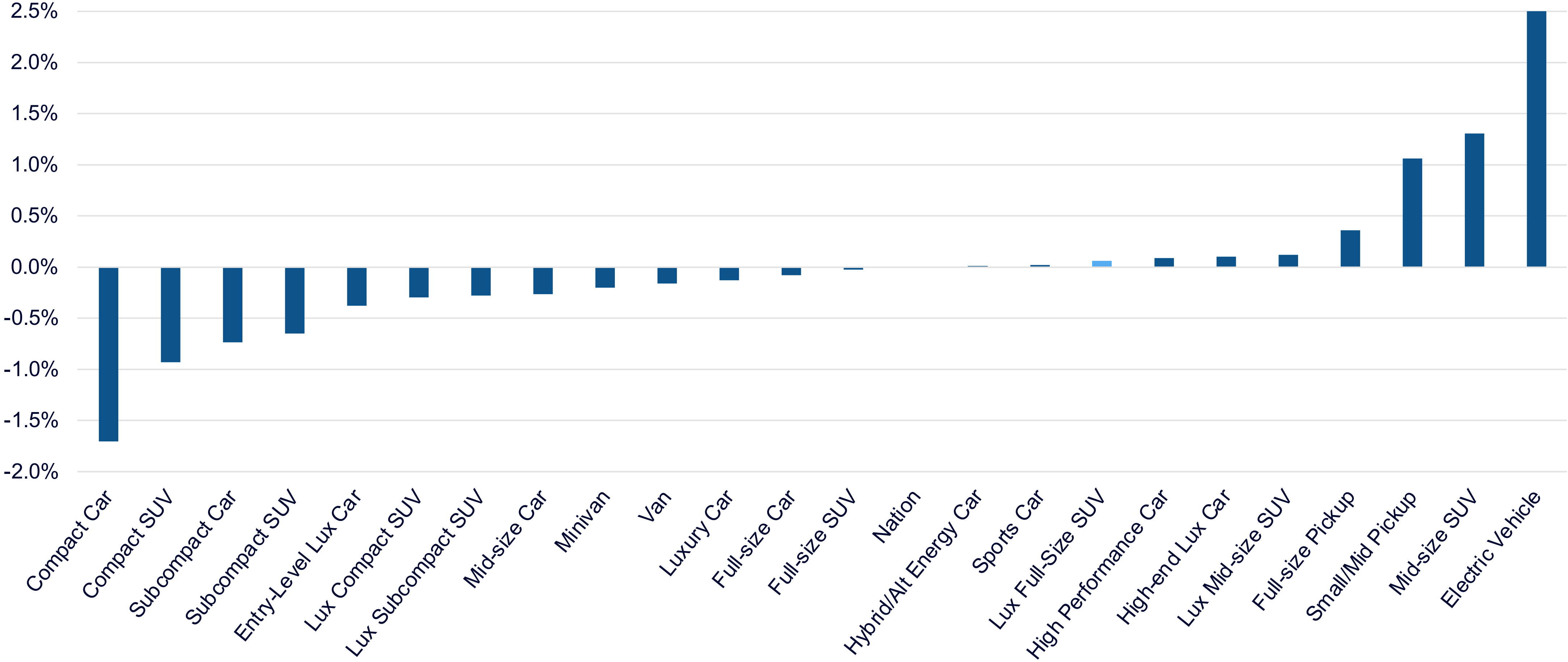


Source: Cox Automotive, Kelley Blue Book

Segment Market Share | Most Affordable Lowing Most Share

Difficult to separate availability from consumer preference – but decline of cars continues

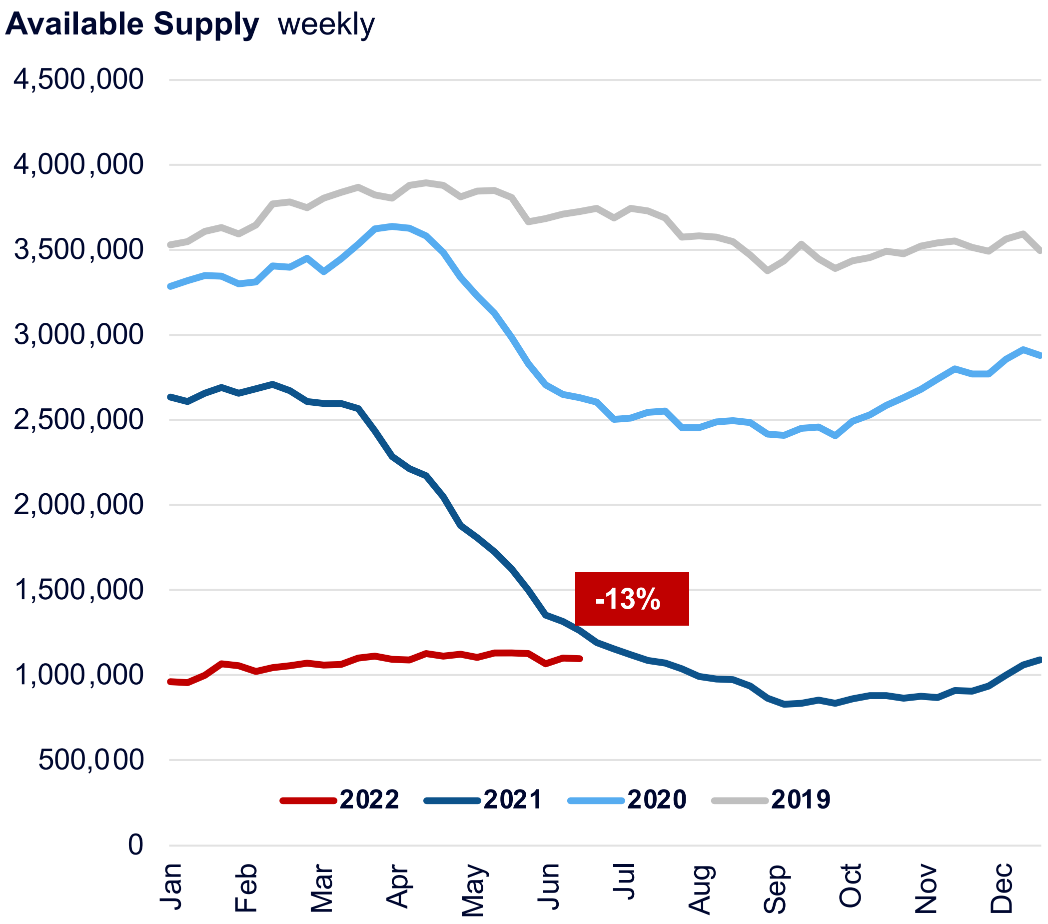
Share Change: YTD June 2022 vs YTD June 2021

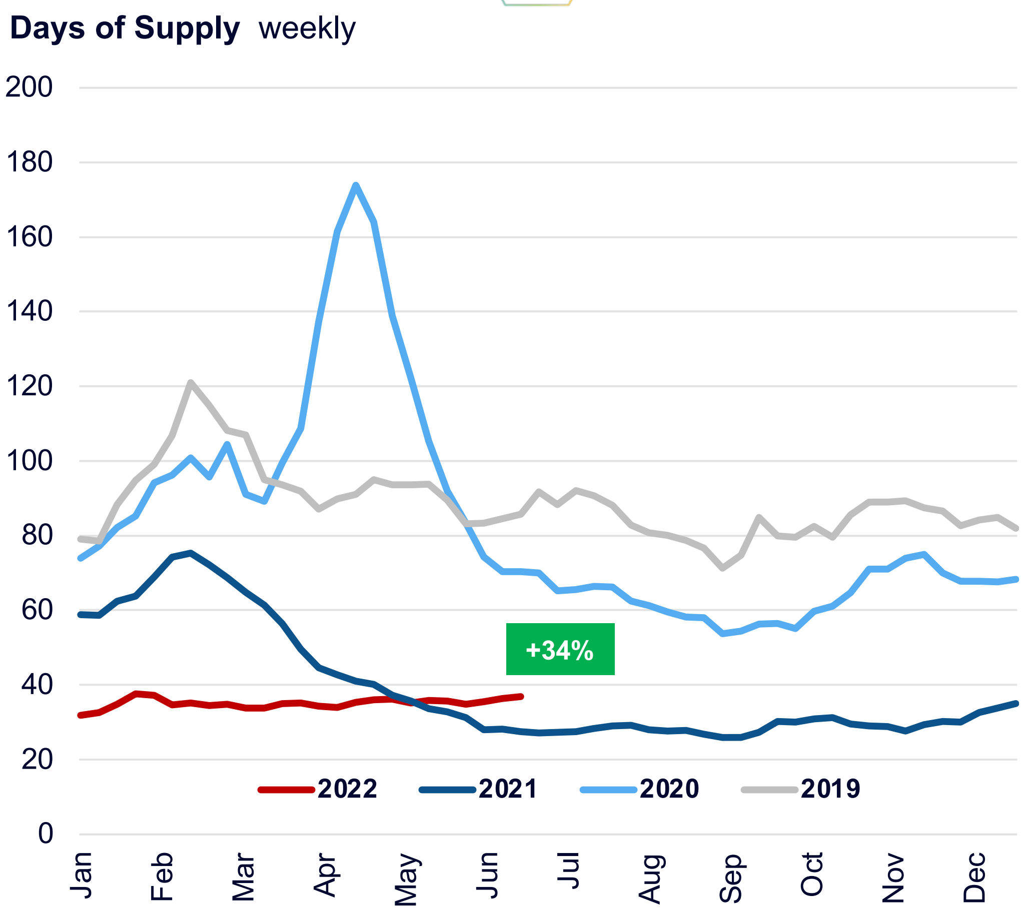


Source: Cox Automotive, Kelley Blue Book

New-Vehicle Inventory | Down 13% From Last Year

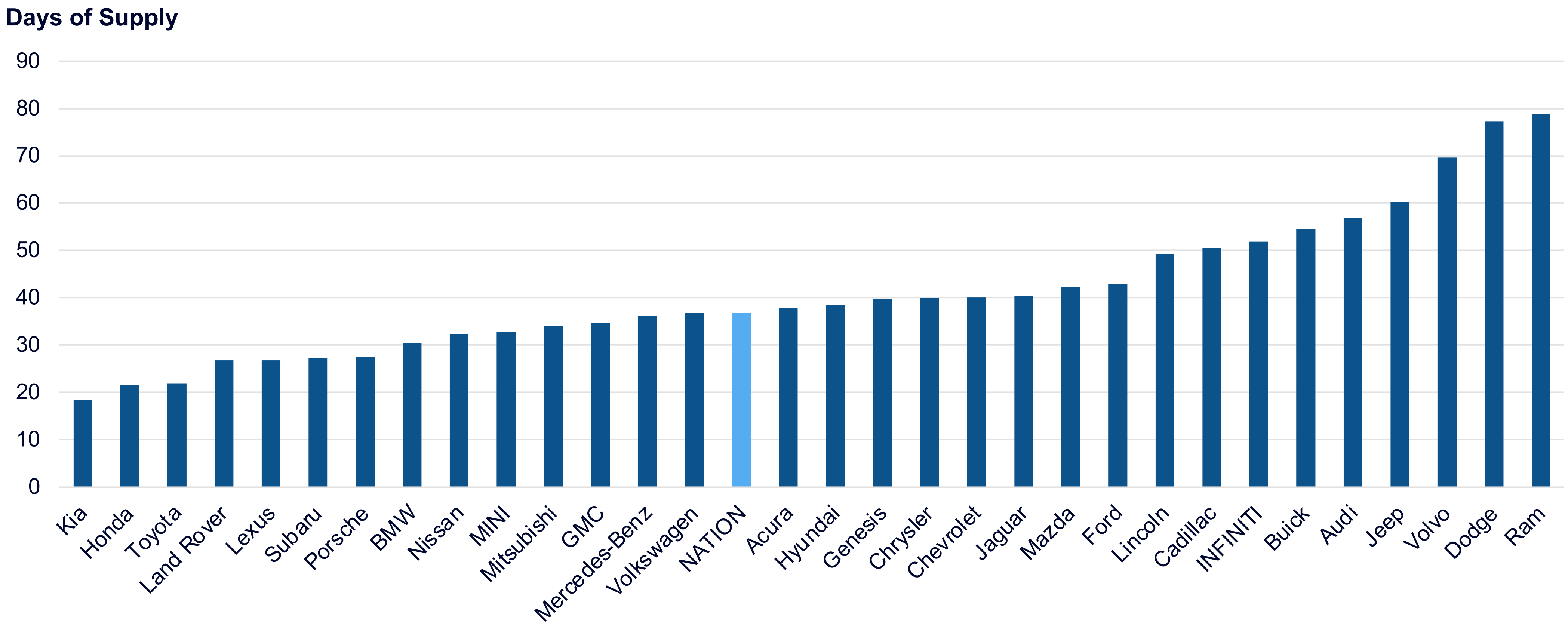
Supply situation still bad – 0.160 million fewer vehicles than 2021





Brand Inventory | Supply Situation Varies

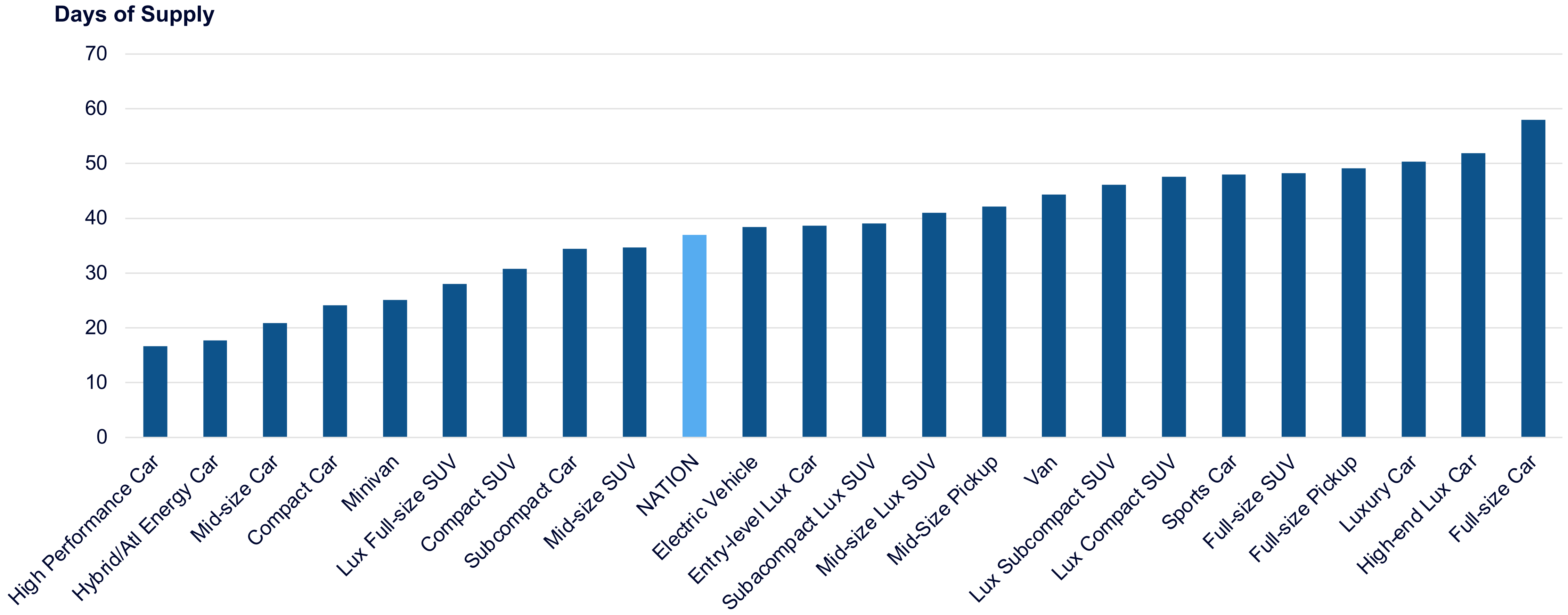
Kia, Honda, Toyota continue to have extremely tight supplies



Source: Cox Automotive, vAuto

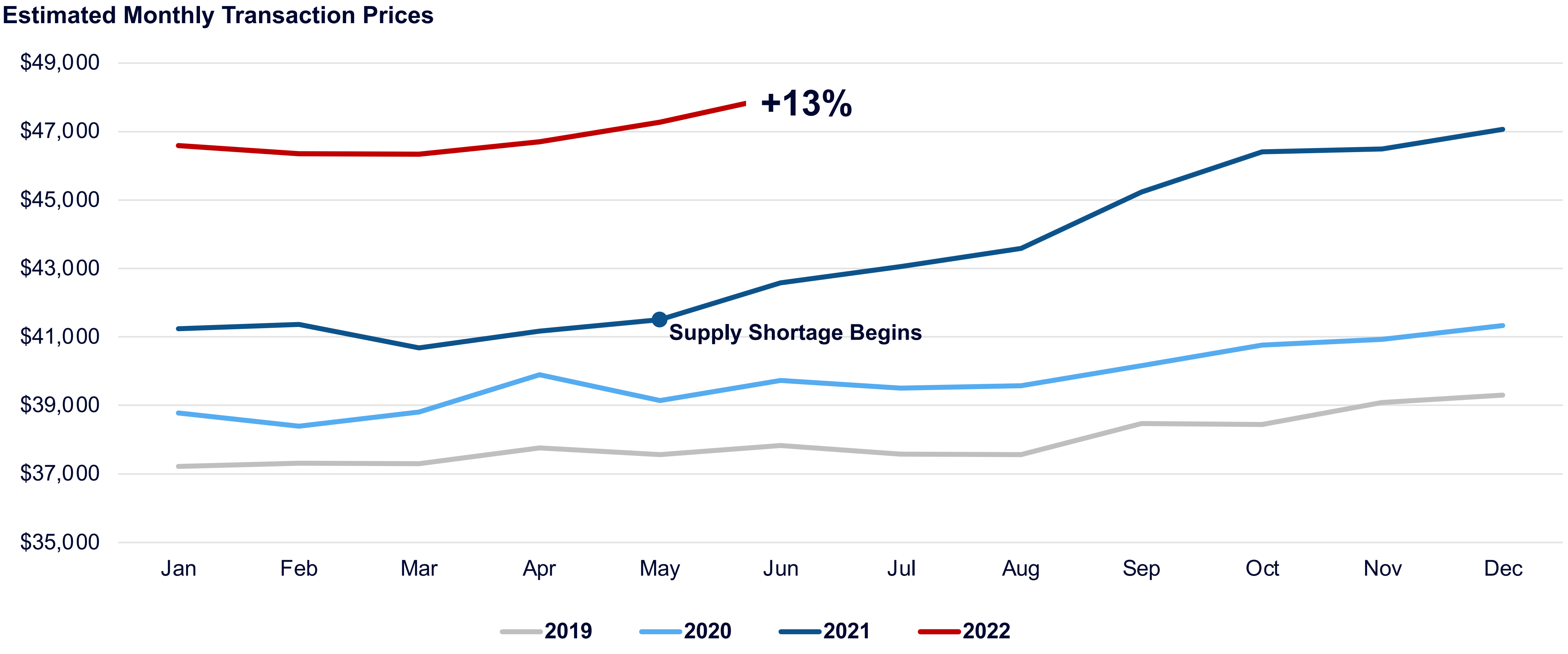
Segment Inventory | Small Cars Remain Tight

Big pickups and crossovers have more availability



Transaction Prices | High Growth Rate Likely To Change

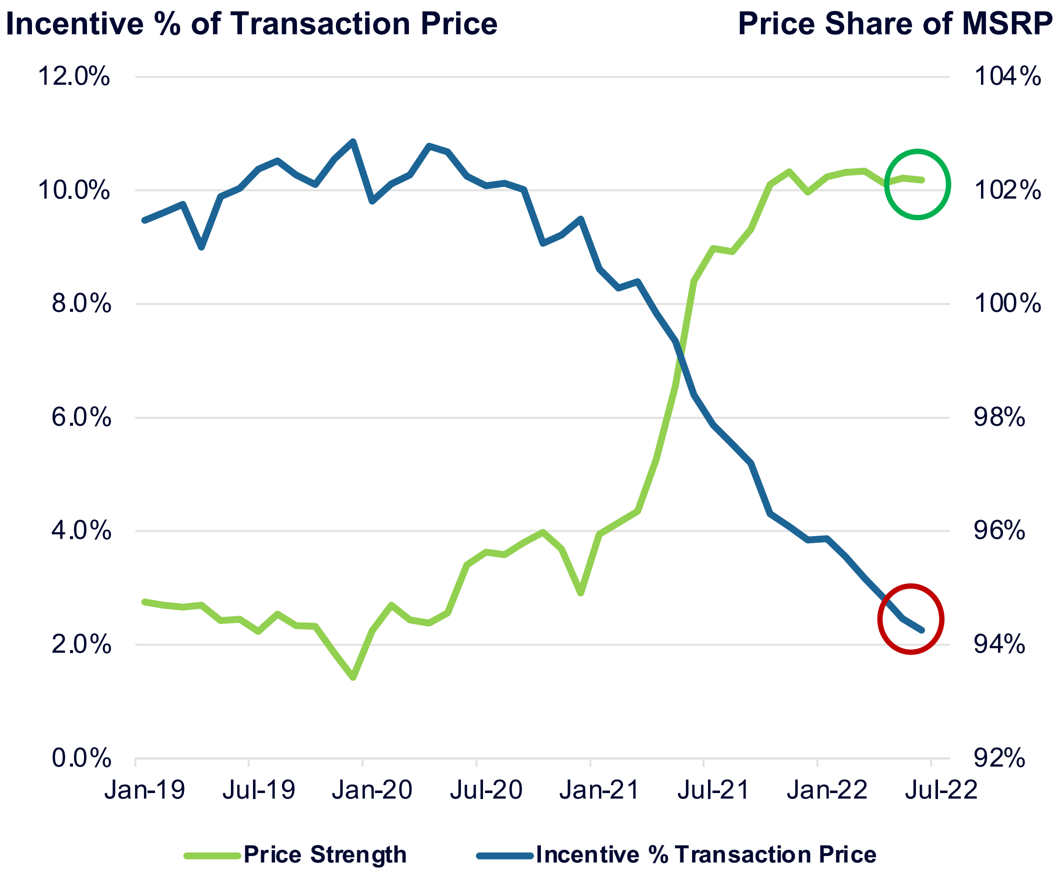
Vehicle price inflation to slow, but more expensive mix will continue

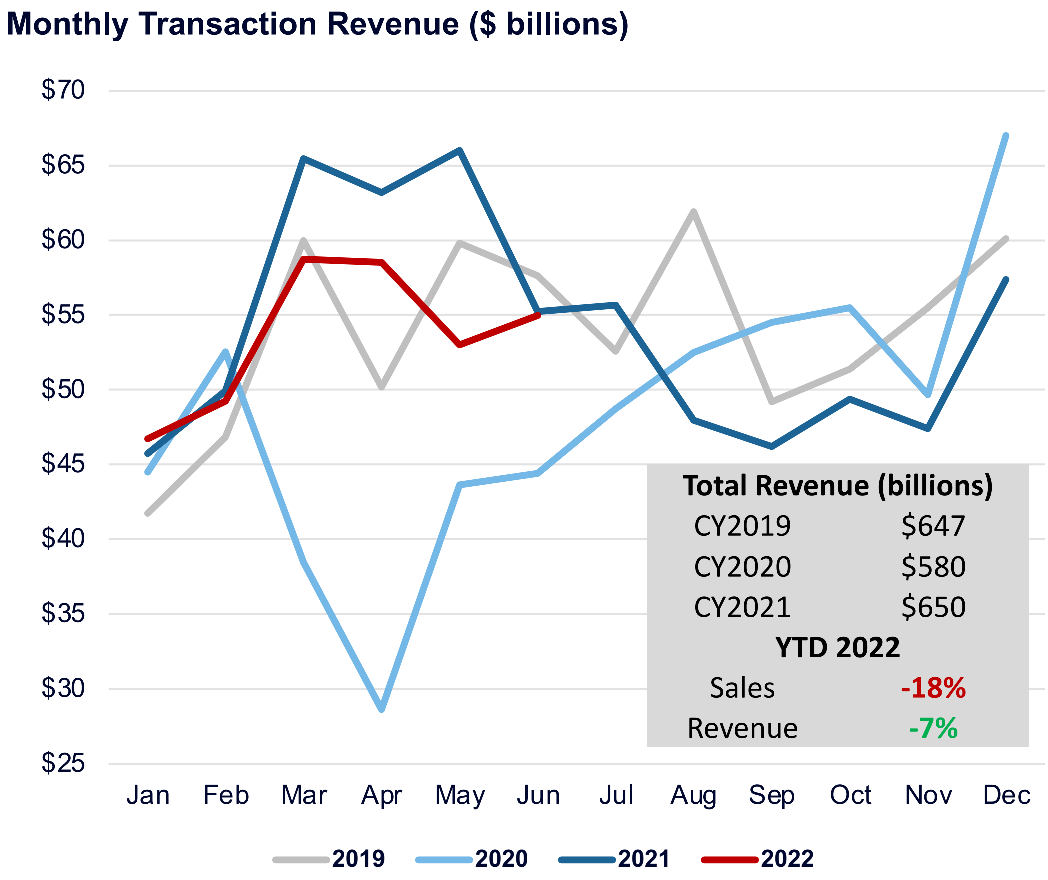


Source: Cox Automotive, Kelley Blue Book

Seller's Market | Strong Margins Continue In 2022

Revenues relatively good – but sales declines too big to remain positive





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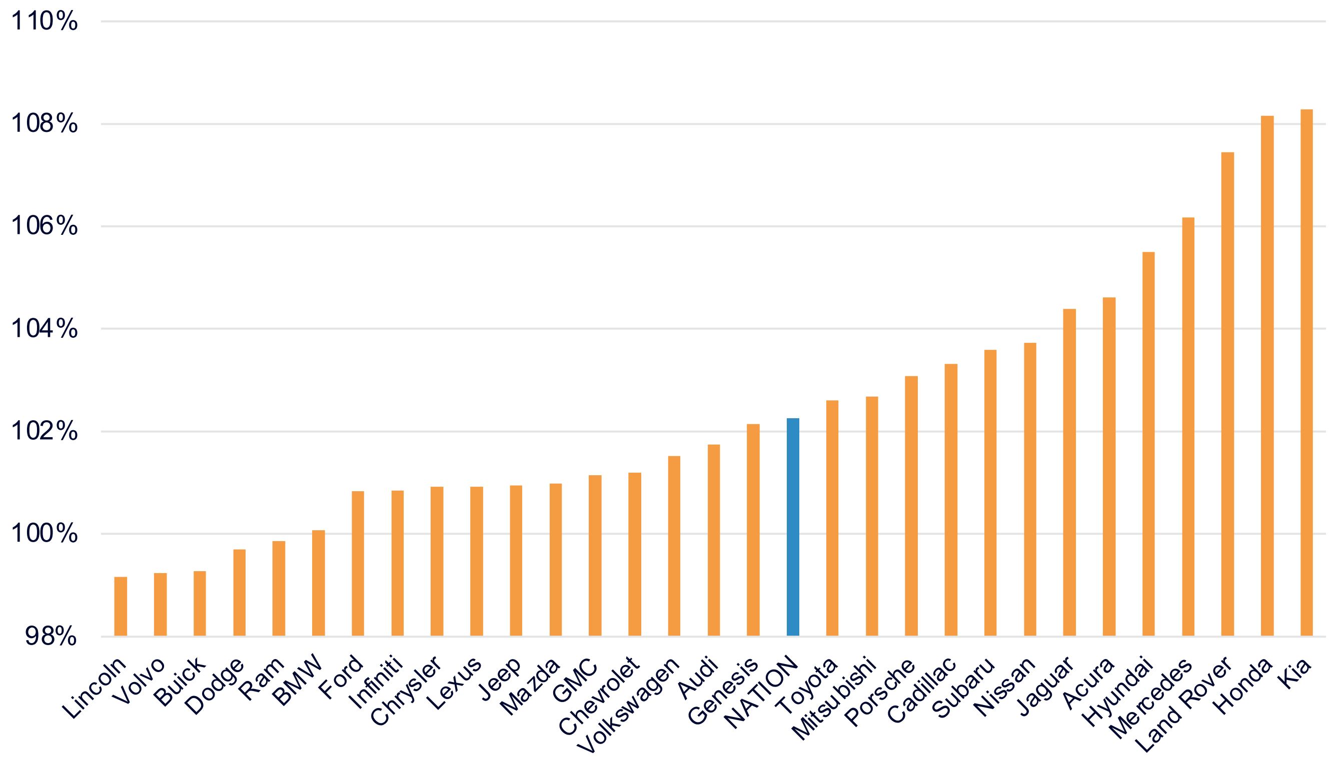
Source: Cox Automotive, Kelley Blue Book

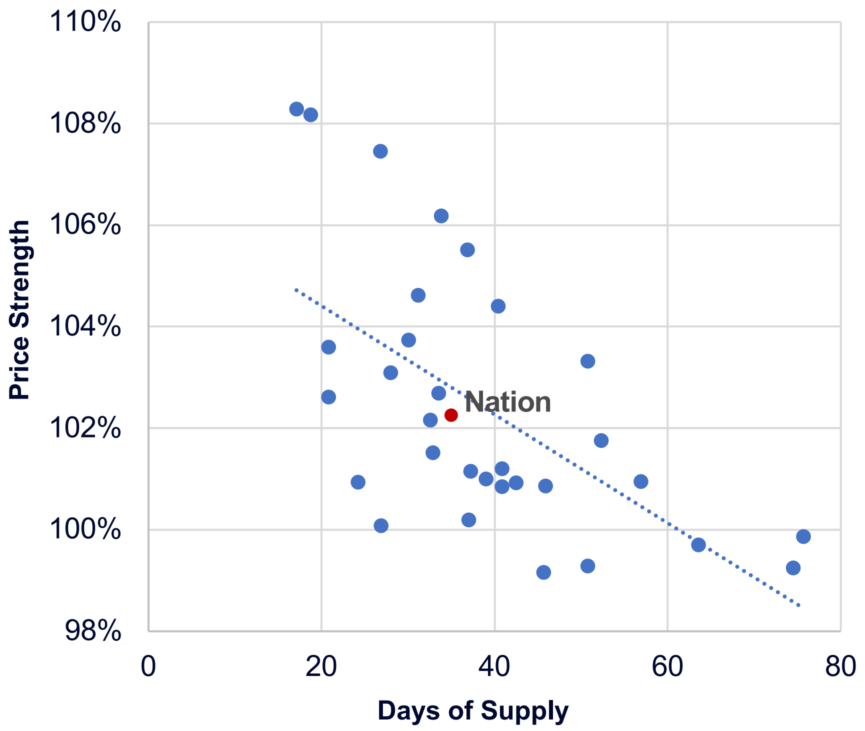
Brand Pricing Power | Strength varies greatly – depends on supply

Simple model suggests a 10-day increase of supply reduces price strength 1%

Price Strength: Transaction Price/MSRP, YTD



Days' Supply – Price Strength Scatterplot

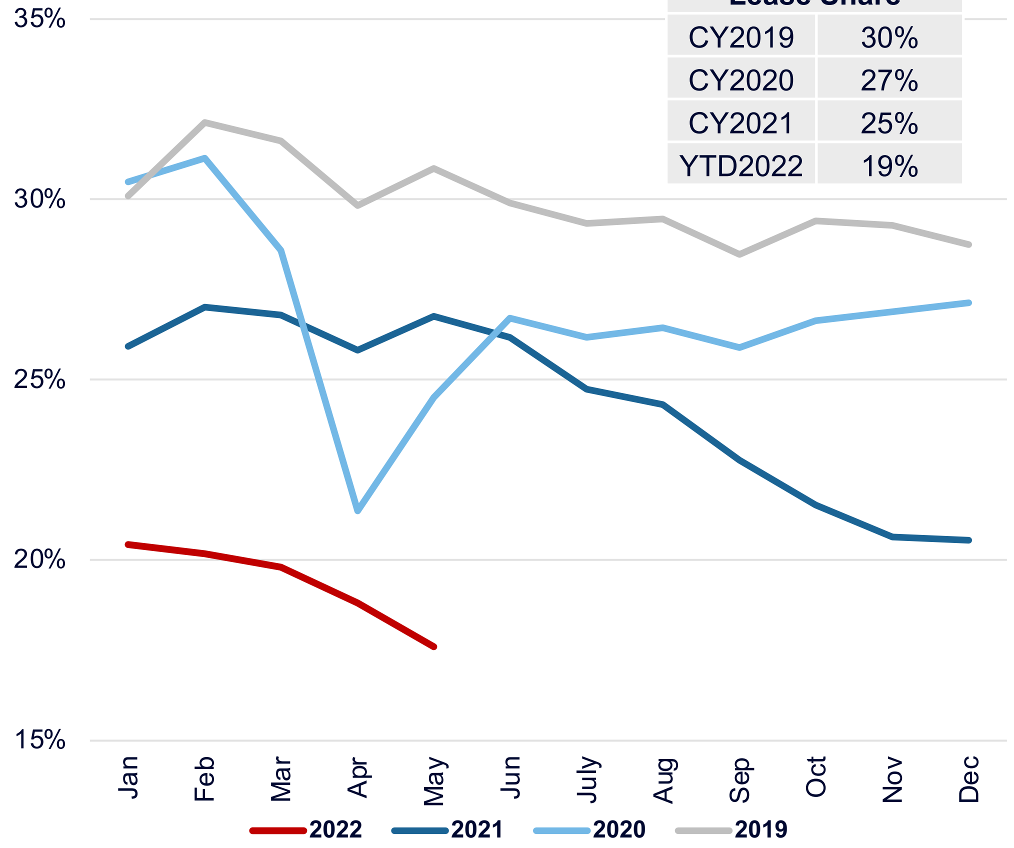


Source: Cox Automotive analysis of Kelley Blue Book and vAuto data

Sales Channels | Less Fleet and Lease Continues

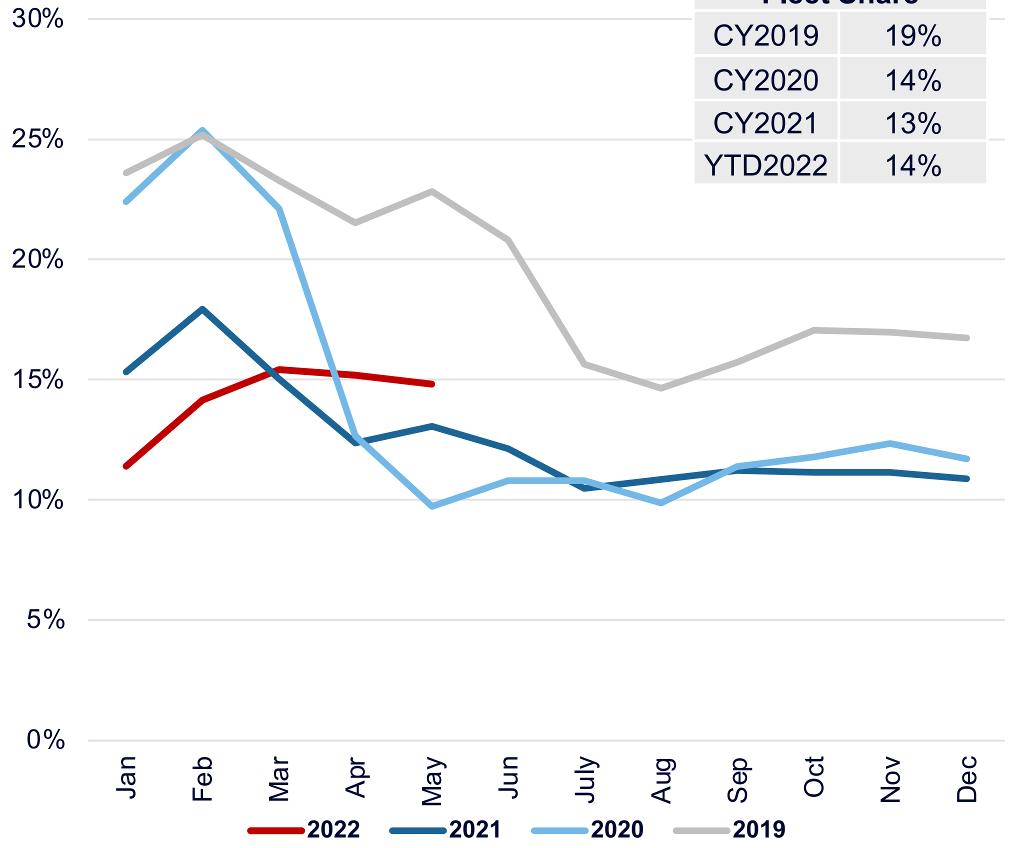
Constrained supply keeping these sales low - offers future opportunities for OEMs

Retail Lease Share of Retail



Lease Share	
CY2019	30%
CY2020	27%
CY2021	25%
YTD2022	19%

Fleet Share of Total Sales



Fleet Share	
CY2019	19%
CY2020	14%
CY2021	13%
YTD2022	14%

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Source: Cox Automotive analysis of IHS-Markit registration data

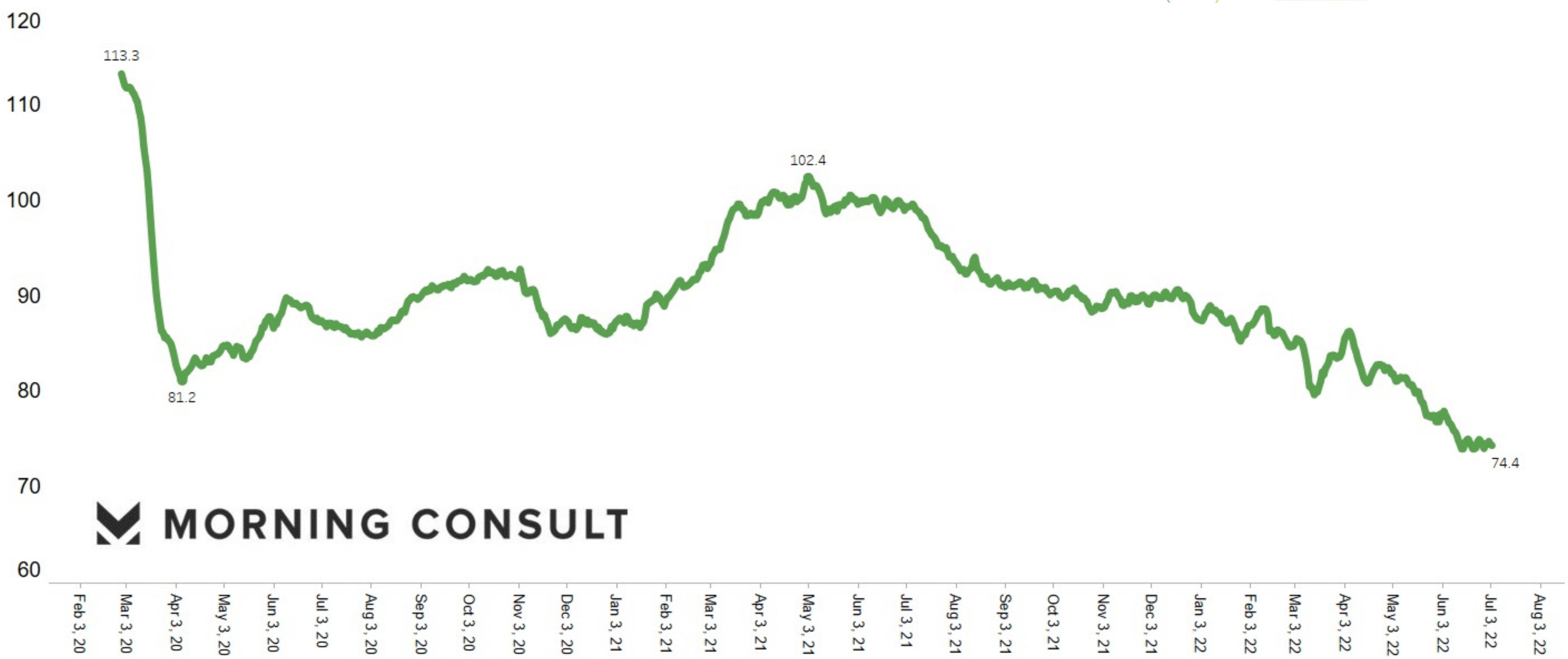
Chris Frey

Senior Industry Insights Manager

Cox Automotive

Consumer Sentiment Near Record Low

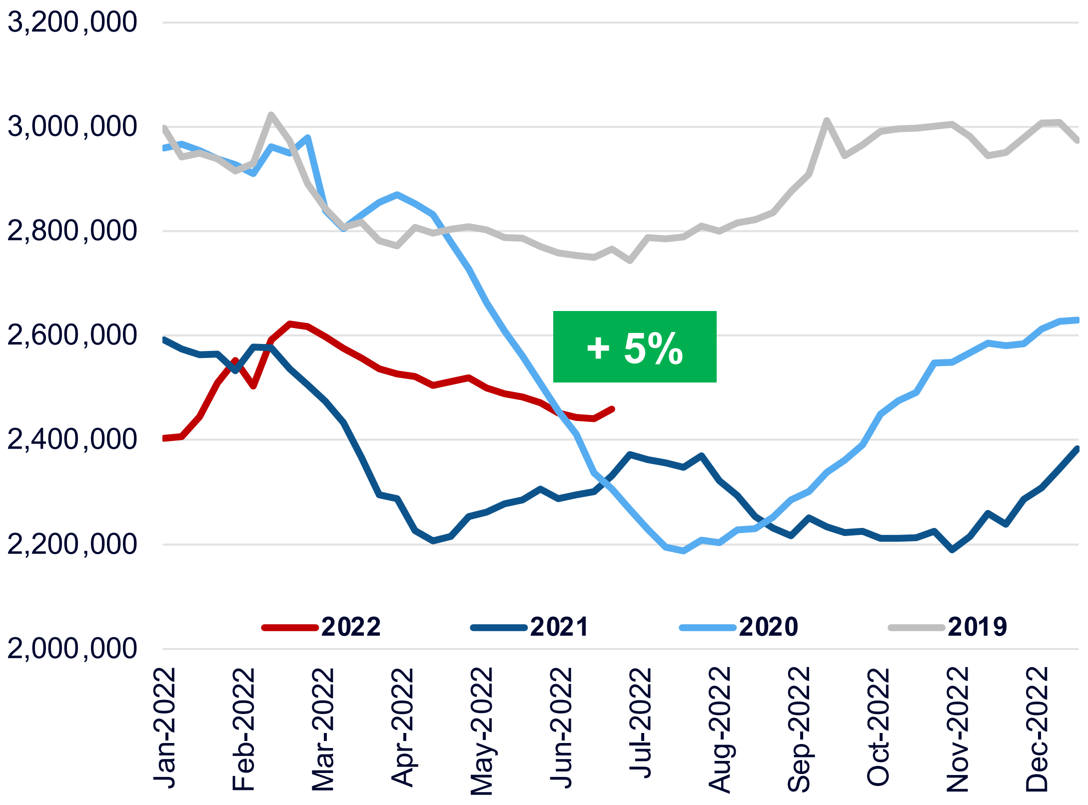
Morning Consult's Index of Consumer Sentiment on July 4 had declined 0.5% w/w



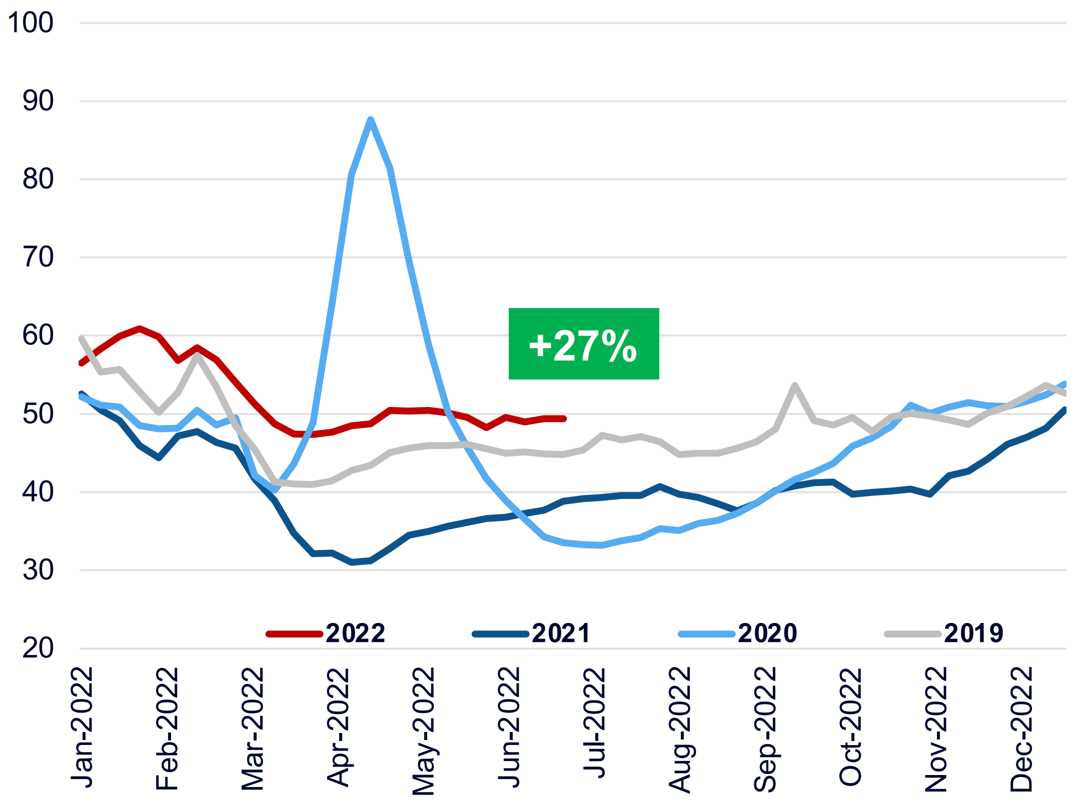
Used-Vehicle Inventory | Supply Above Last Year by 5%

Lower sales lifting days of supply back above last year – and above 2019 levels.

Available Supply weekly



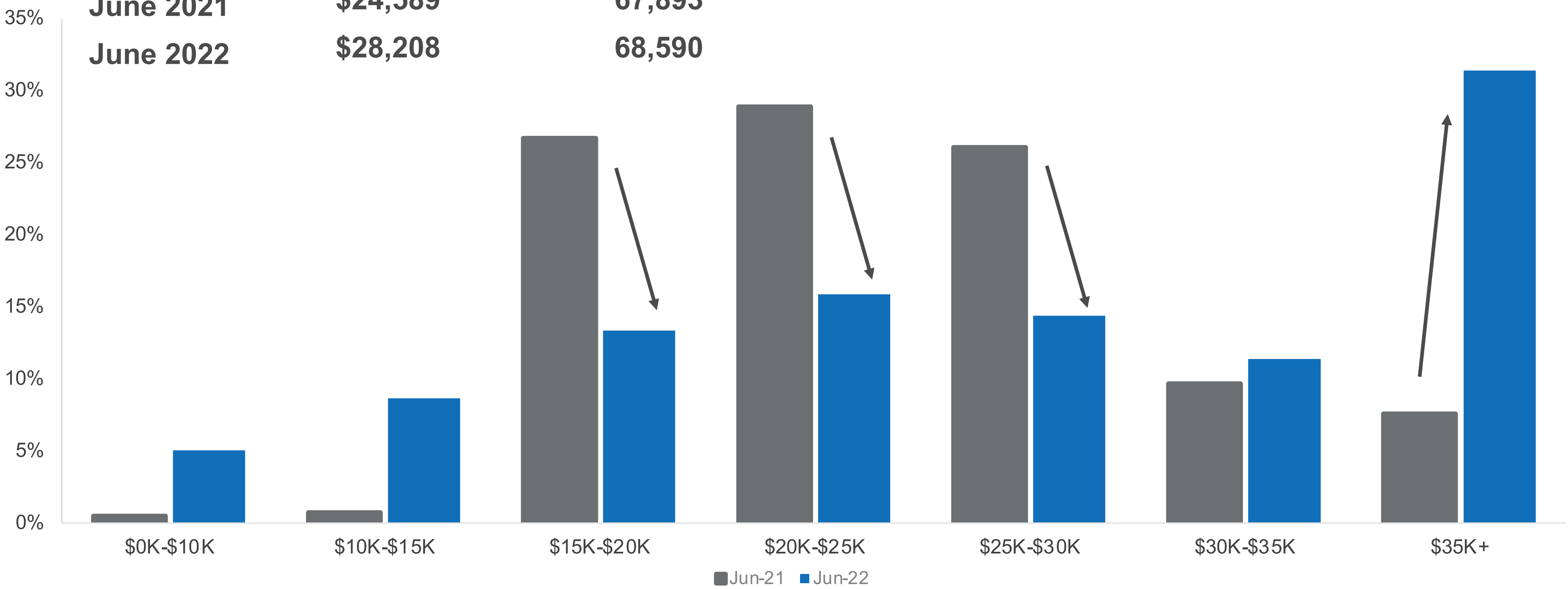
Days of Supply weekly



Used Retail Inventory | Highest price range continues showing share strength in Q2 2022 vs. 2021

Affordability shifted after chip shortages last year impacted supply in lower price ranges.

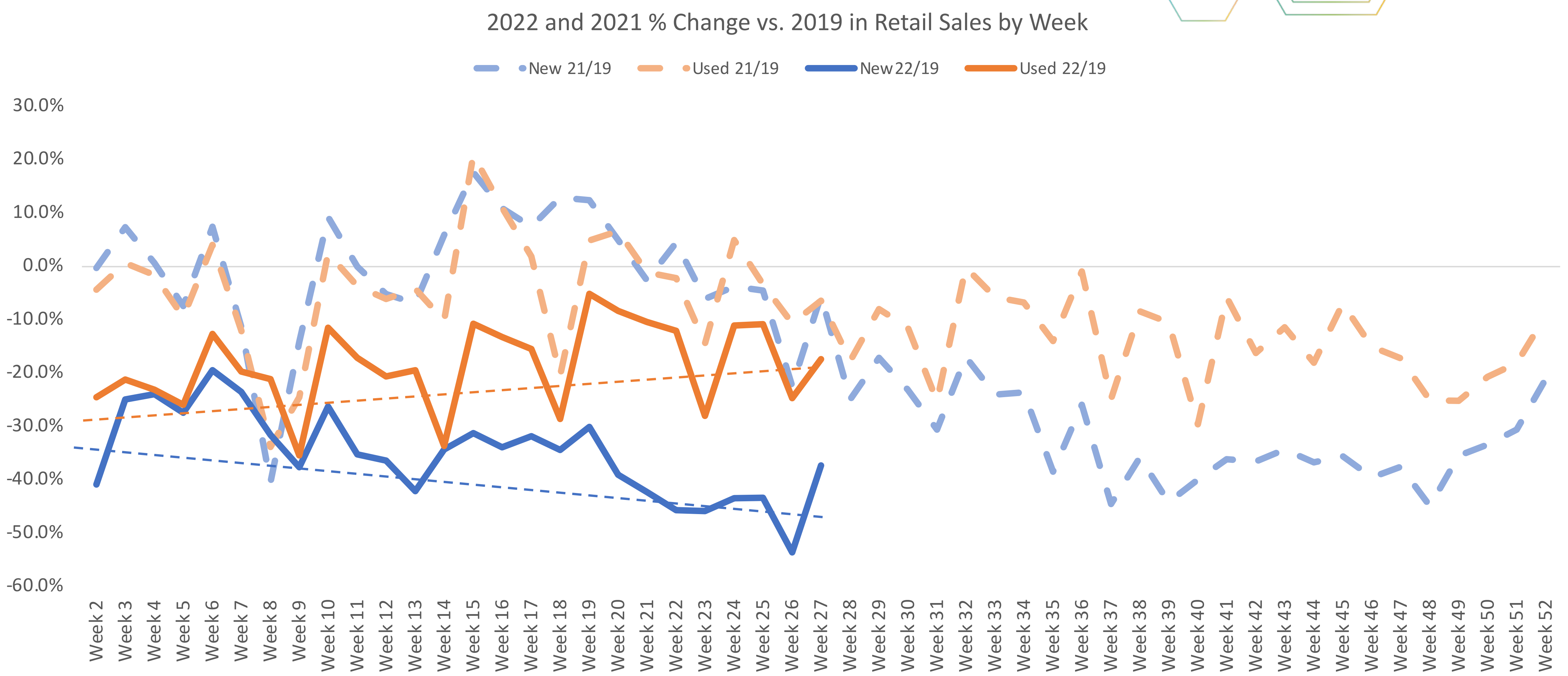
	Average List Price	Average Mileage
June 2021	**$24,589**	**67,893**
June 2022	**$28,208**	**68,590**



Source: Cox Automotive VMA Database

Retail Sales Estimates

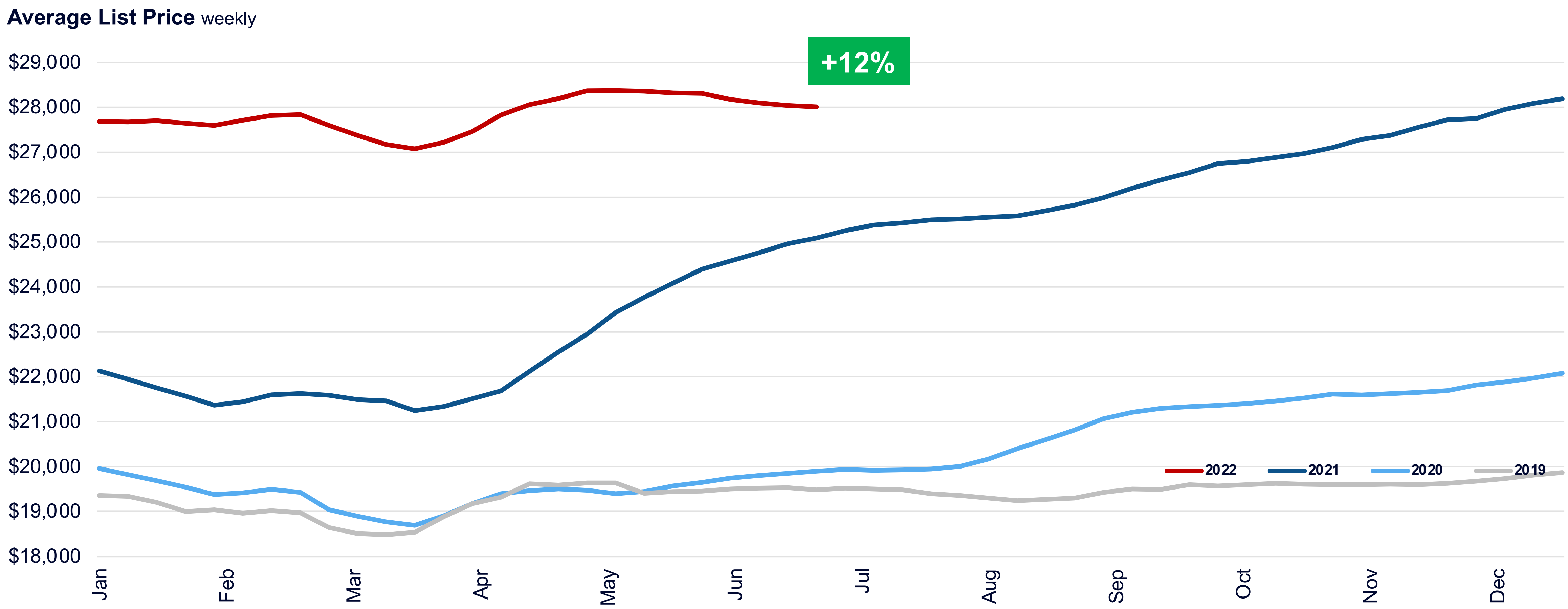
Similar trends to last month; Used improving, while new struggling.



Source: Dealertrack, Cox Automotive

Used-Vehicle Prices | Up 12% year over year

Prices shifted in wake of COVID last spring, but growth is slowing as prices catch up to last year's high levels.



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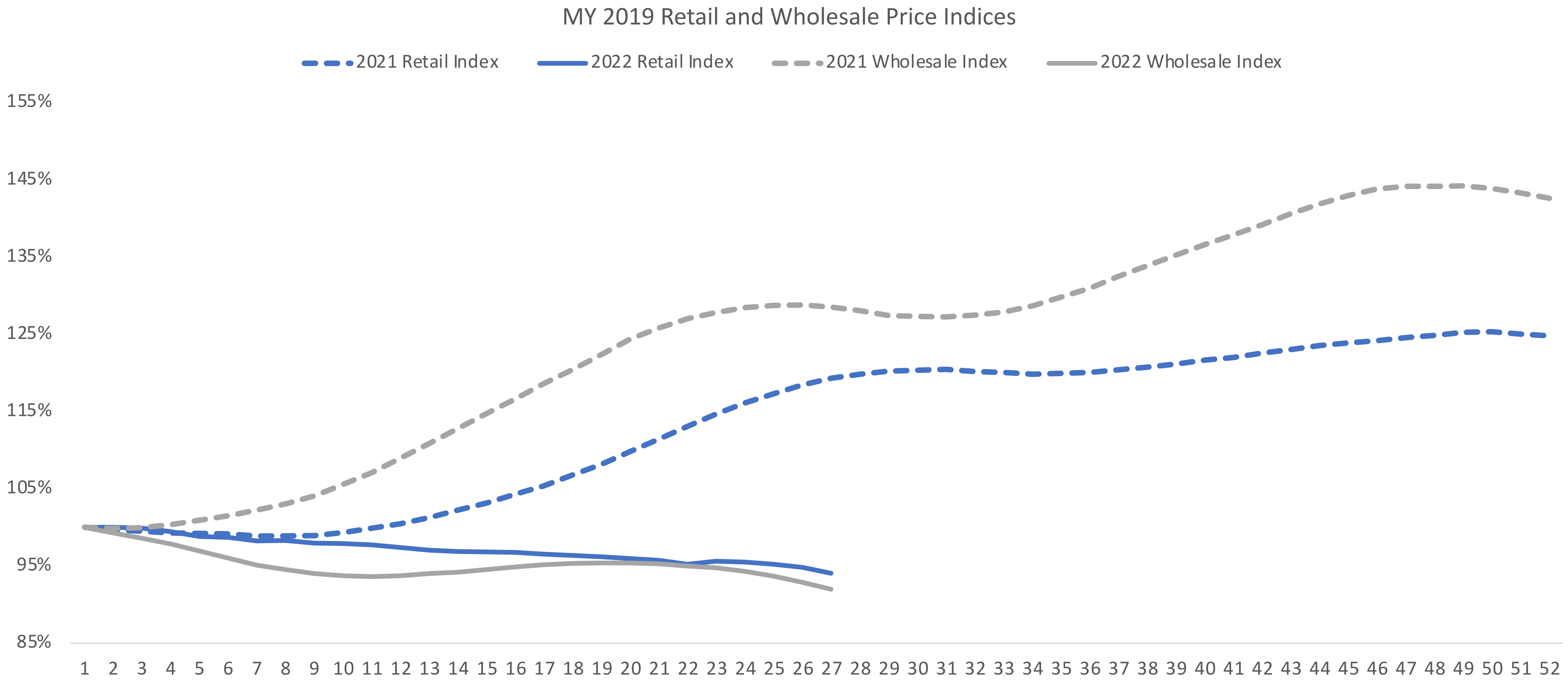
Source: Cox Automotive VMA Database

Used Prices Back to Depreciation

Extended "Spring Bounce" from slow tax refunds, but prices moving closer to normal trends.



Rebecca Rydzewski

Research Manager

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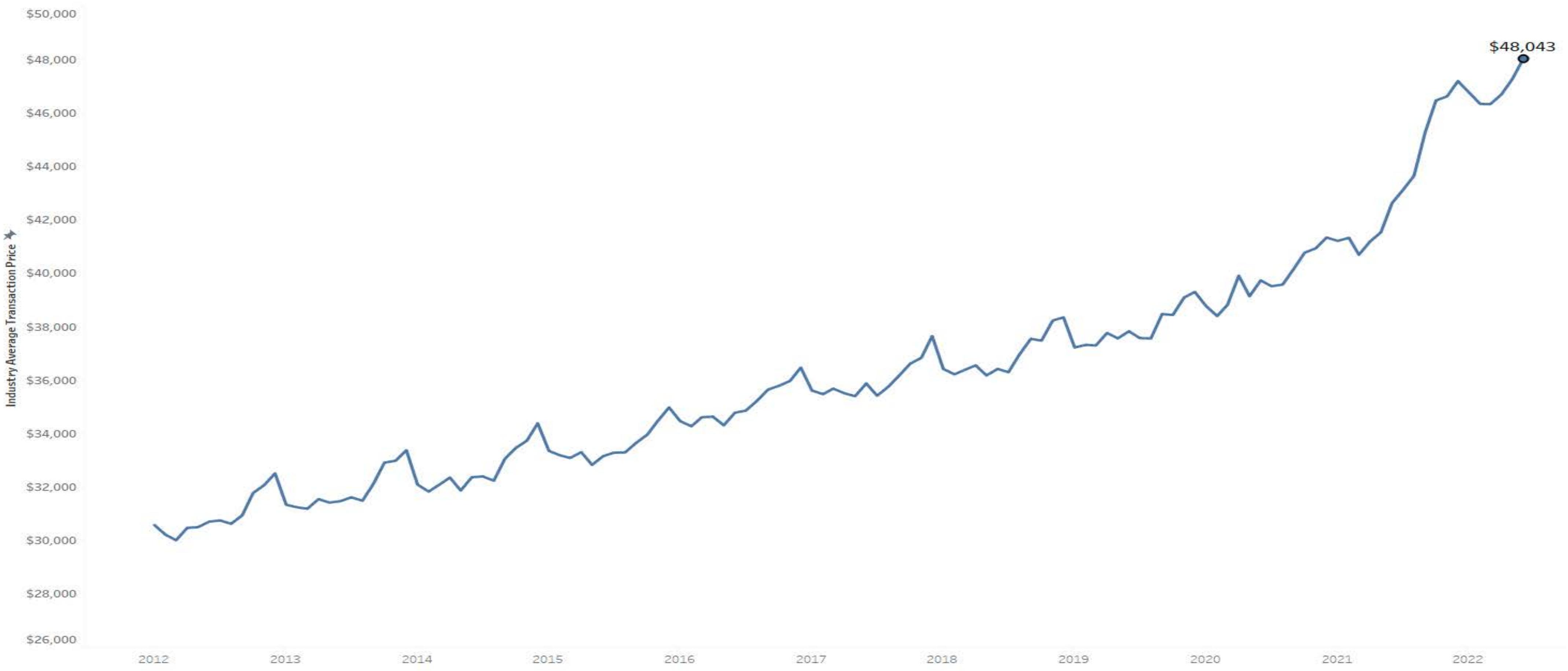
New-Vehicle Average Transaction Prices Surpass $48,000

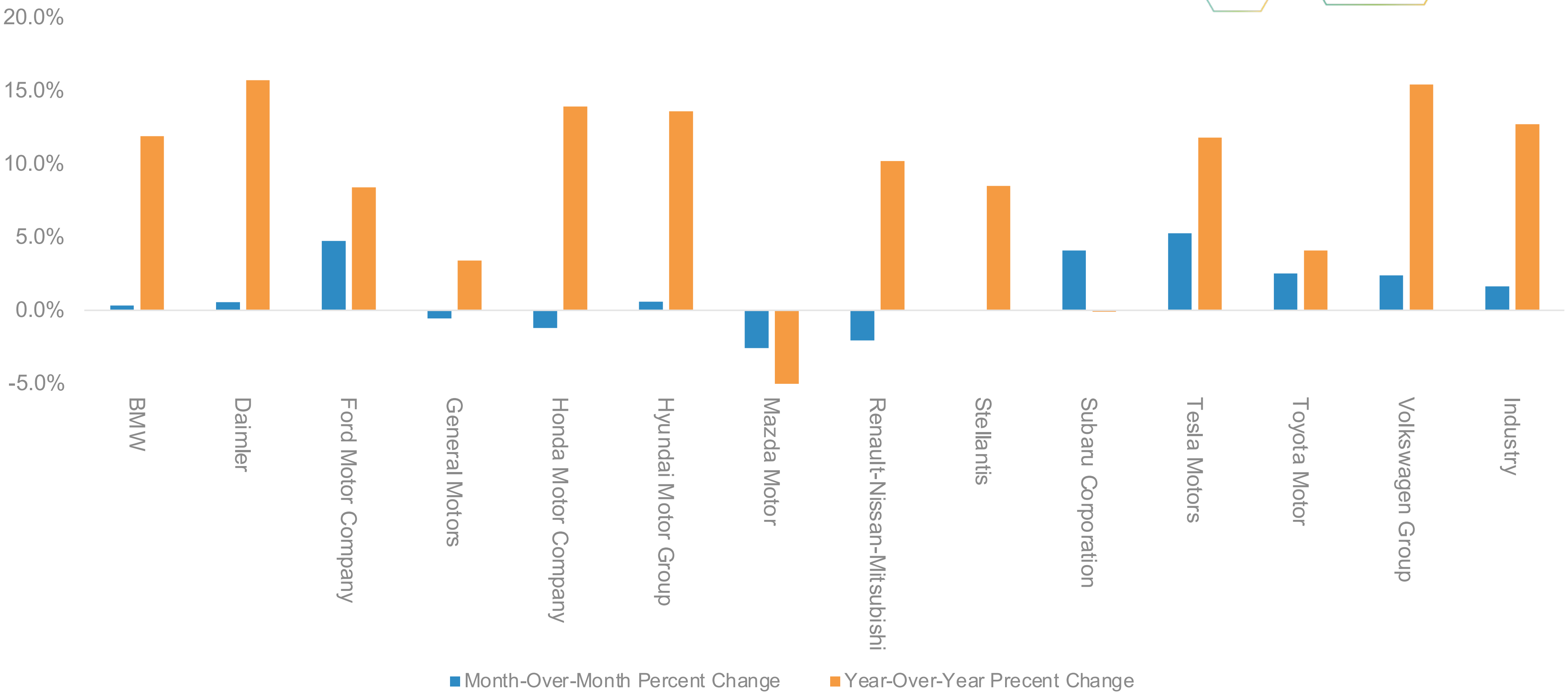
June average price paid hits record at $48,043



*Source: Kelley Blue Book *Kelley Blue Book average transaction prices do not include applied consumer incentives*

ATP % Change by Manufacturer

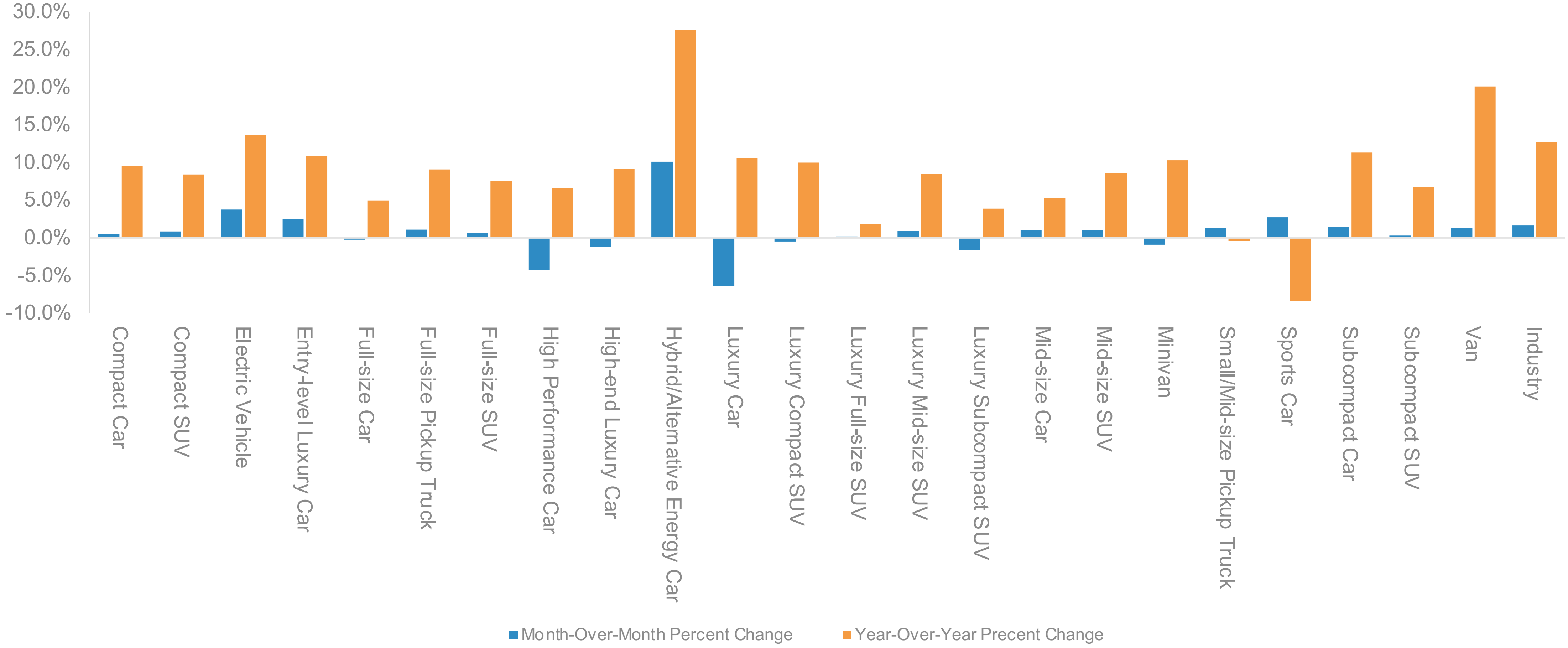
Tesla, Ford and Subaru had the highest month-over-month increases



*Source: Kelley Blue Book *Kelley Blue Book average transaction prices do not include applied consumer incentives*

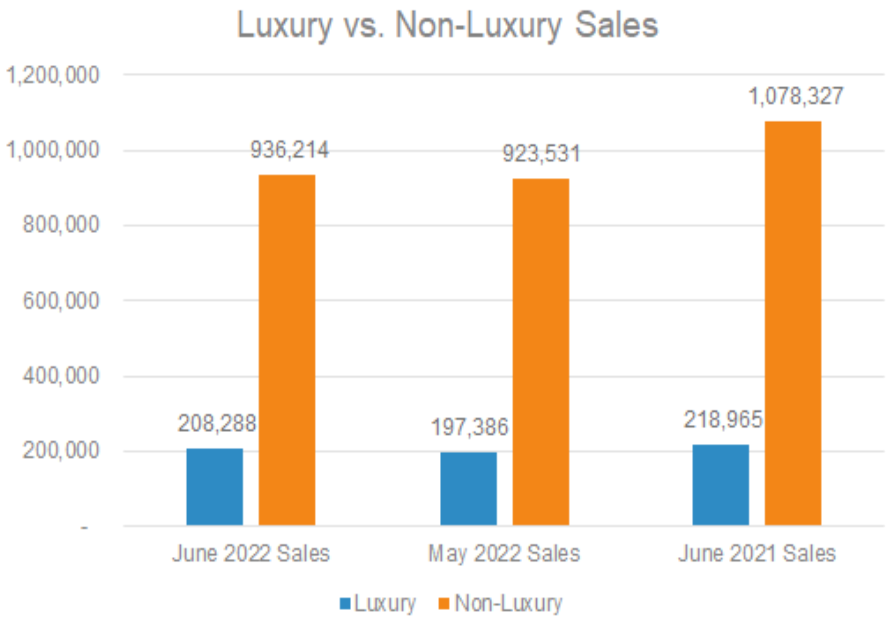
ATP % Change by Segment

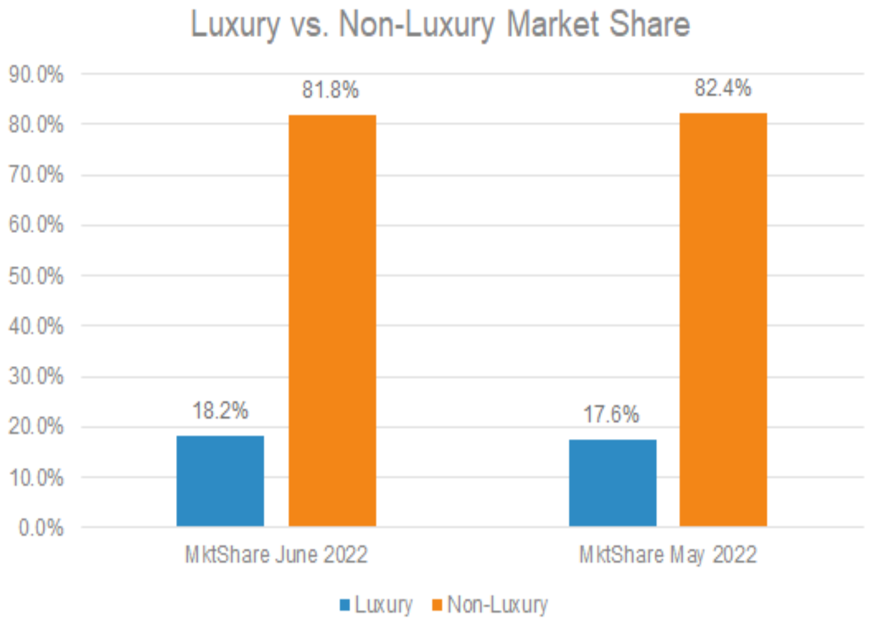
Hybrid/alternative energy vehicles up 10.1% since May and 27.6% year over year



*Source: Kelley Blue Book *Kelley Blue Book average transaction prices do not include applied consumer incentives*

Luxury Vehicle Share Increased to 18% of Total Sales in June, up from 17.3% in May





Source: Kelley Blue Book *Kelley Blue Book average transaction prices do not include applied consumer incentives

Blessin Cho

Director, Sales Analytics and Consulting

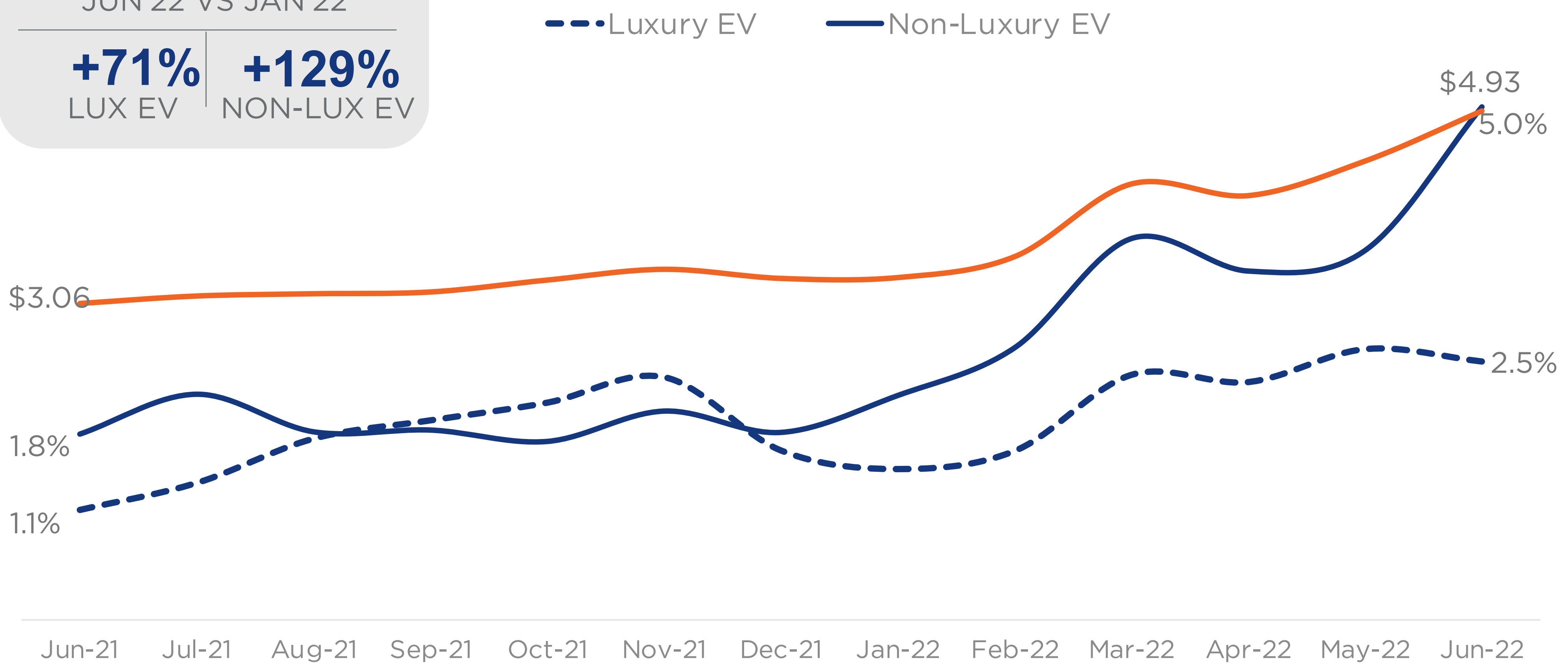
Cox Automotive

EV Shopper Interest Versus Gas Prices

+49%
GAS PRICES
JUN'22 VS JAN'22

+71%
LUX EV

+129%
NON-LUX EV



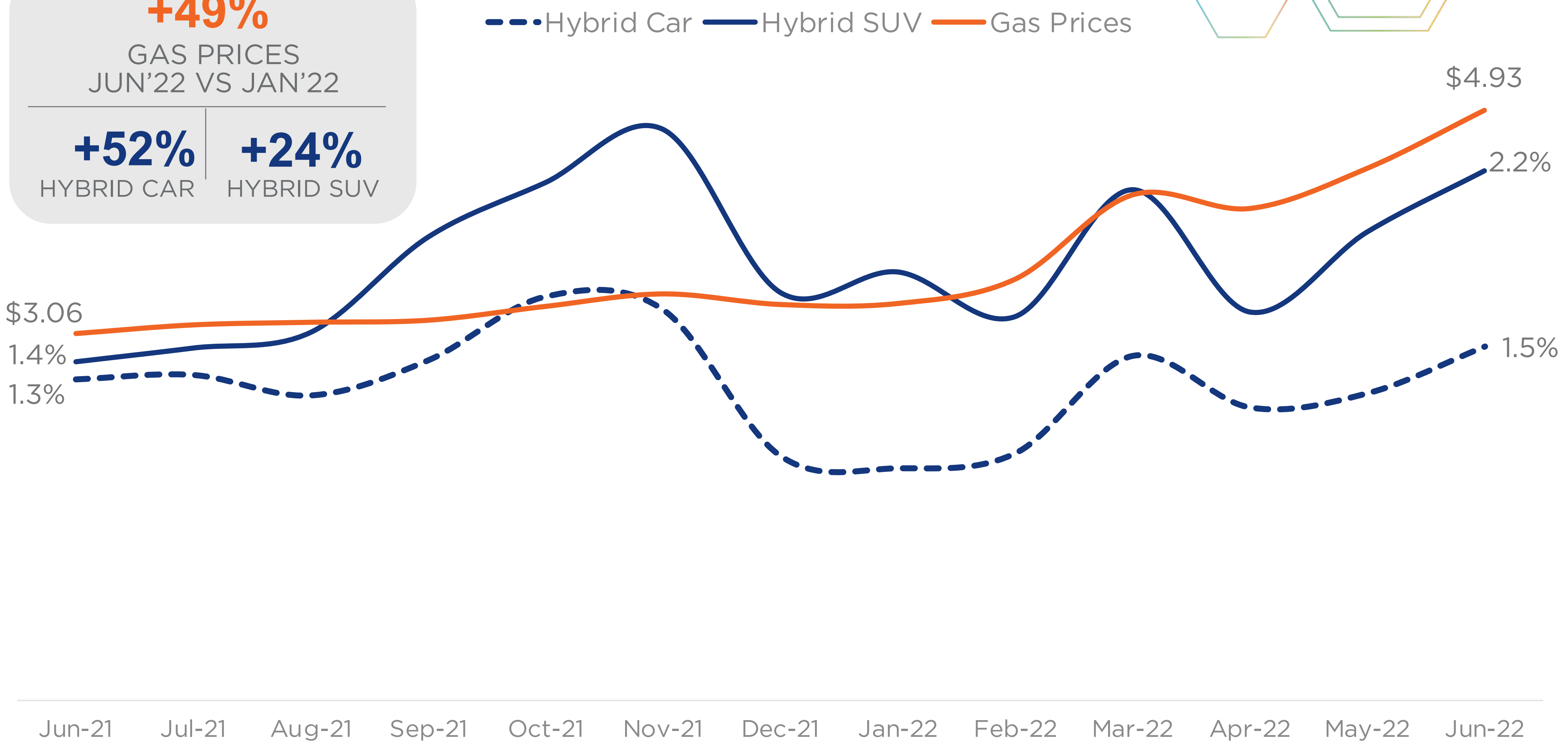
Sources: Cox Automotive New Car Visits
EIA U.S. Energy Information Administration

Hybrid Shopper Interest Versus Gas Prices

+49%
GAS PRICES
JUN'22 VS JAN'22

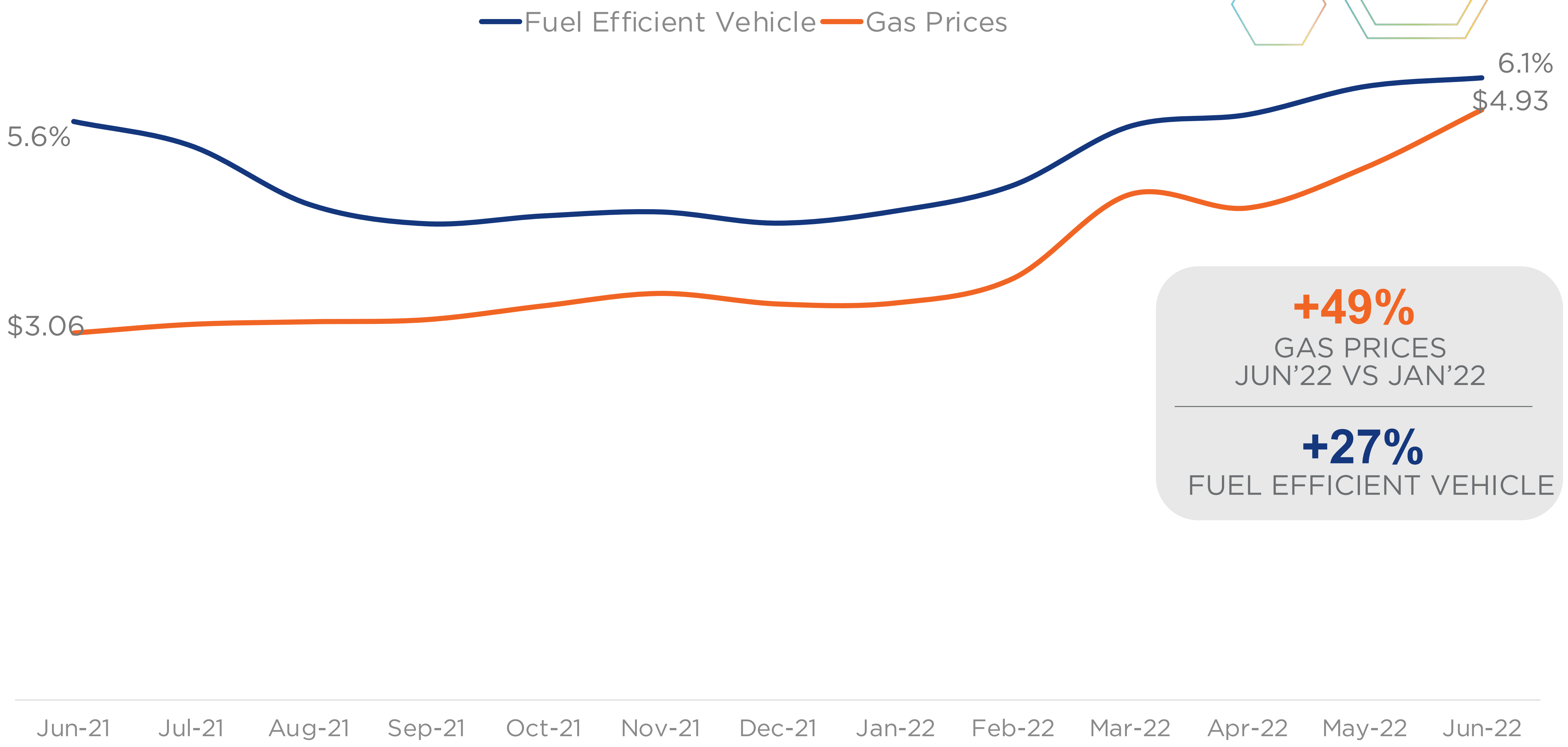
+52%
HYBRID CAR

+24%
HYBRID SUV



Sources: Cox Automotive New Car Visits
EIA U.S. Energy Information Administration

Fuel-Efficient Shopper Interest Versus Gas Prices



Sources: Cox Automotive New Car Visits
EIA U.S. Energy Information Administration

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The go-to source for insights based on the largest breadth of first-party data in the automotive ecosystem

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Fresh content from Chief Economist Jonathan Smoke and the Industry Insights team is published regularly.

Auto Market Snapshot: www.coxautoinc.com/marketsnapshot

This dashboard is a one-stop dashboard for the most recent data points our team is tracking.

From the Newsroom: www.coxautoinc.com/signup

The Cox Automotive biweekly newsletter, published every other Tuesday, is a round-up of news from Cox Automotive and perspectives from its analysts and experts on topics dominating the automotive industry.

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Any Questions?

Contact us with questions or to speak with an expert:

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