

AUTO 2023

COUNTRY FACT SHEETS

- AUSTRIA
- BELGIUM
- BRAZIL
- CHINA
- FRANCE
- GERMANY
- ITALY
- JAPAN
- MEXICO
- NETHERLANDS
- NORWAY
- POLAND
- PORTUGAL
- SOUTH AFRICA
- SPAIN
- TURKEY
- UNITED KINGDOM
- UNITED STATES





Austria

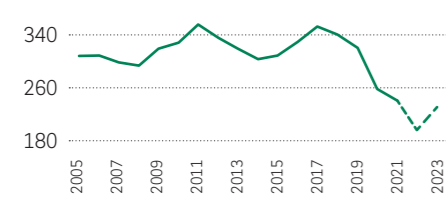
AUSTRIA VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³



Market forecasts⁴ (In millions of new cars)

2021 **0.24** | 2022 **0.2** (-19%) | 2023 **0.23** (+18%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

Austrian motorists are the most likely to feel that their car was reasonably priced, whether they bought it new or second-hand. Yet, although a majority consider that the cost of using their car has increased, they are not particularly keen on taking measures to cut their expenses. Those living in rural areas are more likely than urban dwellers to decide to travel less. Like their German neighbours, they are among the least likely to consider the price of an electric vehicle to be a reason not to buy one.

* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners. Sources: ¹ Electric Passenger Vehicles - ACEA & national statistical institutes. ² GlobalEconomy. ³ OICA. C-Ways.

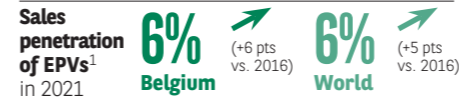
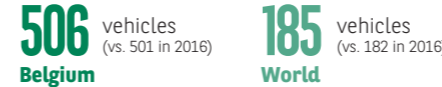


Belgium

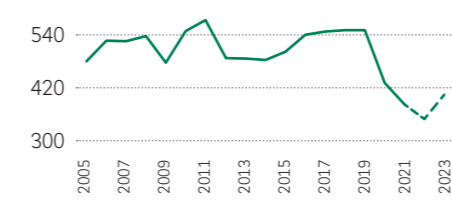
BELGIUM VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³



Market forecasts⁴ (In millions of new cars)

2021 **0.38** | 2022 **0.35** (-9%) | 2023 **0.41** (+16%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

Belgian motorists are very close to the average in terms of their belief that they paid a reasonable price for their car, be it new or second-hand, and that the cost of using the vehicle has increased in recent years. Of all the populations surveyed, they spend the most on fuel. Do they take measures to address running costs? Yes, to a degree that is in line with the overall average, with a relatively strong preference for reducing the amount they drive. At the risk of repeating ourselves, their adoption of soft modes of transport is again close to average. Would price be a hindrance to their acquisition of an electric vehicle? No more and no less than the average, of course.

* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners. Sources: ¹ Electric Passenger Vehicles - ACEA & national statistical institutes. ² GlobalEconomy. ³ OICA. C-Ways.

AUSTRIA VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

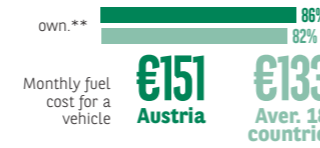
A reasonable purchase price...

Share of owners (excluding leasing) who consider the purchase price paid reasonable



... but high running costs

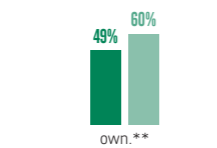
Share of owners who consider that running costs have risen in the last few years



Cost reduction strategies

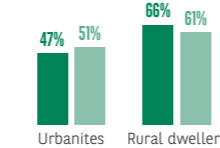
Motorists are looking to save...

Share of owners who have taken measures to reduce the cost of using their vehicle.



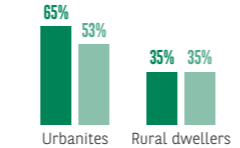
... by sometimes choosing not to drive

Share of owners who have decided to drive less to reduce costs



Soft mobility as an alternative

Share of owners who use at least one other mobility product (bicycle, scooter, motorised two-wheeler)



Giving up on internal combustion cars

A move that sometimes means giving up on cars altogether

Share of non-owners who have owned a vehicle in the past



Electric, a solution that is still perceived as too costly to acquire

Share of non-owners of electric vehicles who gave up on the idea because they are too expensive



BELGIUM VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

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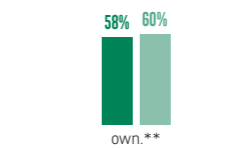
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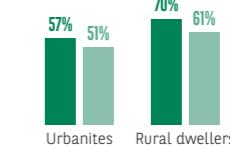
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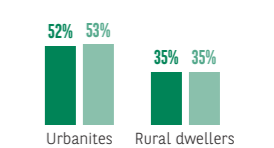
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Soft mobility as an alternative

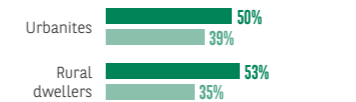
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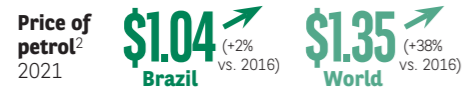


Brazil

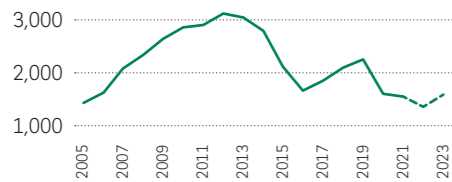
BRAZIL VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³ (In thousands of vehicles)



Market forecasts⁴ (In millions of new cars)

2021 **1.56** | 2022 **1.37** (-12%) | 2023 **1.6** (+17%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

Brazilians are among the least likely to believe that the sum they paid for their vehicle was reasonable. Above all, however, they are more liable than any other population, with the exception of the Turks, to state that running costs have increased and to take measures to reduce their impact. An average proportion of urbanites have chosen to travel less, but this is much less the case among those living in rural areas. More motorists than the overall average opt for soft mobility on a daily basis, especially in towns and cities. And, more than anywhere else, but to a similar degree to the Poles, they see the high purchase price of electric vehicles as an obstacle to their purchase.

* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners. Sources: ¹ Electric Passenger Vehicles - ACEA & national statistical institutes. ² GlobalEconomy. ³ OICA. ⁴ C-Ways.

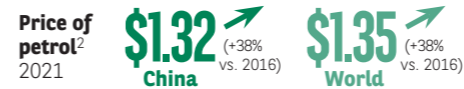


China

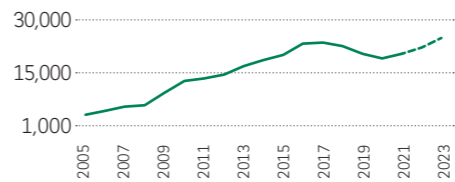
CHINA VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³ (In thousands of vehicles)



Market forecasts⁴ (In millions of new cars)

2021 **21.48** | 2022 **23.3** (+8%) | 2023 **26** (+12%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

In the country that produces more cars than any other, new- and used-car buyers alike are of the view that the purchase price of their vehicle was reasonable. And they are among the least likely in this survey to believe that running costs have increased. They fall within the overall average when it comes to implementing measures to limit these costs, but by far their preferred measure is to use their car less frequently for daily journeys. As regards soft mobility, the number who opt for such solutions is within the overall average, whether it be in urban or rural areas. On the topic of electric vehicles, the use of which is highly developed in China, a small minority of motorists – the lowest proportion in the entire survey – consider price to be a barrier to their acquisition.

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BRAZIL VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

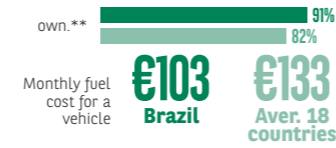
A reasonable purchase price...

Share of owners (excluding leasing) who consider the purchase price paid reasonable



... but high running costs

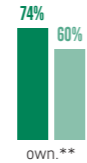
Share of owners who consider that running costs have risen in the last few years



Cost reduction strategies

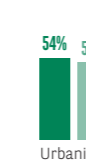
Motorists are looking to save...

Share of owners who have taken measures to reduce the cost of using their vehicle.



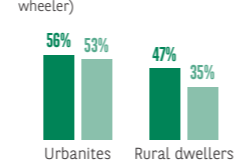
... by sometimes choosing not to drive

Share of owners who have decided to drive less to reduce costs



Soft mobility as an alternative

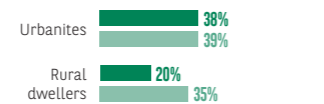
Share of owners who use at least one other mobility product (bicycle, scooter, motorised two-wheeler)



Giving up on internal combustion cars

A move that sometimes means giving up on cars altogether

Share of non-owners who have owned a vehicle in the past



Electric, a solution that is still perceived as too costly to acquire

Share of non-owners of electric vehicles who gave up on the idea because they are too expensive



SUMMARY

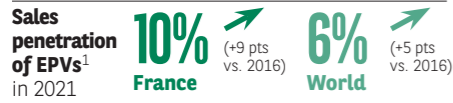
Brazilians are among the least likely to believe that the sum they paid for their vehicle was reasonable. Above all, however, they are more liable than any other population, with the exception of the Turks, to state that running costs have increased and to take measures to reduce their impact. An average proportion of urbanites have chosen to travel less, but this is much less the case among those living in rural areas. More motorists than the overall average opt for soft mobility on a daily basis, especially in towns and cities. And, more than anywhere else, but to a similar degree to the Poles, they see the high purchase price of electric vehicles as an obstacle to their purchase.

* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners. Sources: ¹ Electric Passenger Vehicles - ACEA & national statistical institutes. ² GlobalEconomy. ³ OICA. ⁴ C-Ways.

FRANCE VS. WORLD

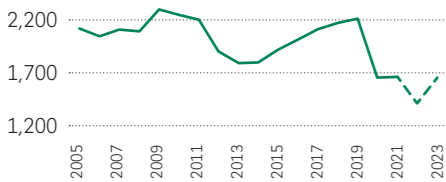
Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³

(In thousands of vehicles)



Market forecasts⁴ (In millions of new cars)

2021 **1.66** | 2022 **1.41** (-15%) | 2023 **1.65** (+17%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

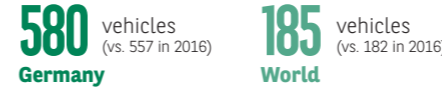
French motorists feel that cars are becoming less and less accessible. Despite their perception that the price of vehicles is reasonable, they find the day-to-day running costs difficult to swallow. To reduce costs, car owners choose to limit how much they travel, especially in rural areas. Alternatively, they opt for soft modes of transport. However, motorists do not see electric vehicles as a genuine solution, because they perceive the acquisition cost to be too high.

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GERMANY VS. WORLD

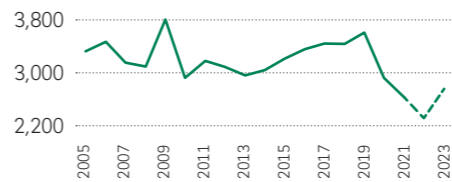
Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³

(In thousands of vehicles)



Market forecasts⁴ (In millions of new cars)

2021 **2.62** | 2022 **2.3** (-12%) | 2023 **2.75** (+20%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

In the land of the big saloon car, motorists tend not to be too critical about the price of vehicles and their rising running costs. As a result, they are among the least likely to take measures to save money, both in urban and rural areas, even in terms of reducing the amount they drive. Even though the government coalition includes the Green Party, soft mobility solutions are still struggling to gain real popularity. What's more, price is less of a barrier than in the other countries surveyed when it comes to purchasing an electric vehicle in the future.

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FRANCE VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

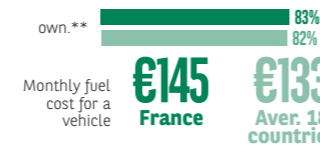
A reasonable purchase price...

Share of owners (excluding leasing) who consider the purchase price paid reasonable



... but high running costs

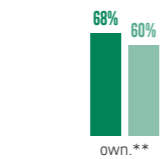
Share of owners who consider that running costs have risen in the last few years



Cost reduction strategies

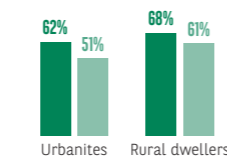
Motorists are looking to save...

Share of owners who have taken measures to reduce the cost of using their vehicle.



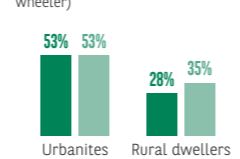
... by sometimes choosing not to drive

Share of owners who have decided to drive less to reduce costs



Soft mobility as an alternative

Share of owners who use at least one other mobility product (bicycle, scooter, motorised two-wheeler)



Giving up on internal combustion cars

A move that sometimes means giving up on cars altogether

Share of non-owners who have owned a vehicle in the past



Electric, a solution that is still perceived as too costly to acquire

Share of non-owners of electric vehicles who gave up on the idea because they are too expensive


GERMANY VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

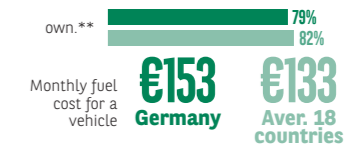
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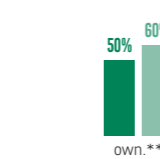
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Cost reduction strategies

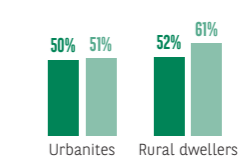
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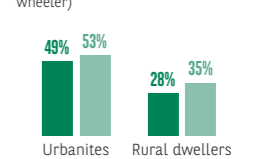
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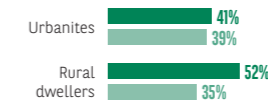
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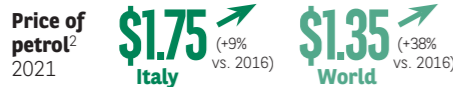
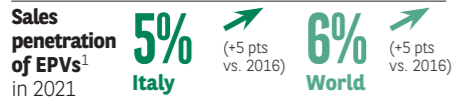


Italy

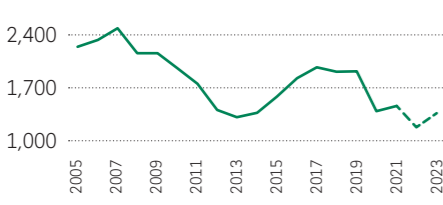
ITALY VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³



Market forecasts⁴ (In millions of new cars)

2021 **1.46** | 2022 **1.17** (-20%) | 2023 **1.36** (+16%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

Like in Spain, a large proportion of used-car buyers consider that the price they paid was reasonable and a similar number think that the cost of ownership has increased. 6 out of 10 motorists take measures to reduce the impact of these expenses, but a relatively low proportion, compared with the overall average, are keen to drive less, especially in urban areas.

Around half of all motorists in the country opt for soft modes of transport for their daily journeys, even in rural areas.

According to three-quarters of those surveyed, the price of electric vehicles is a barrier to their purchase.

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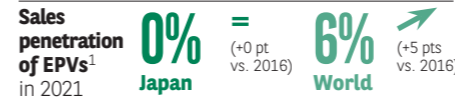


Japan

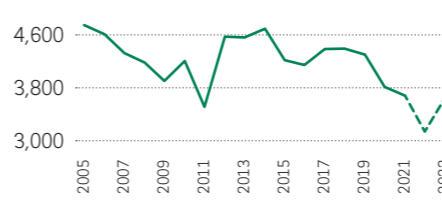
JAPAN VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³



Market forecasts⁴ (In millions of new cars)

2021 **3.68** | 2022 **3.13** (-15%) | 2023 **3.65** (+17%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

Japan, a country with many car manufacturers and large megacities, is no stranger to paradoxes. Indeed, this is the nation that spends the least on fuel each month. It is also where the lowest proportion of motorists consider that the cost of using a vehicle has increased. It therefore makes sense that Japanese drivers are the least likely to take measures to reduce their running costs. They are also the second most reluctant, after the Chinese, to reduce how much they drive in urban areas. Conversely, they are the most likely, after the Poles, to use soft modes of transport for their daily travel needs. Moreover, the Japanese are among the least confident that they pay reasonable prices for new vehicles. When it comes to considering the price of electric vehicles as a barrier to their purchase, for once their views are close to the survey's overall average.

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ITALY VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

A reasonable purchase price...

Share of owners (excluding leasing) who consider the purchase price paid reasonable



... but high running costs

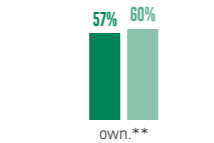
Share of owners who consider that running costs have risen in the last few years



Cost reduction strategies

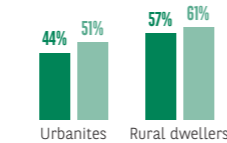
Motorists are looking to save...

Share of owners who have taken measures to reduce the cost of using their vehicle.



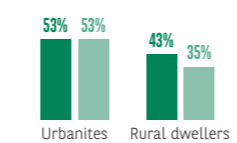
... by sometimes choosing not to drive

Share of owners who have decided to drive less to reduce costs



Soft mobility as an alternative

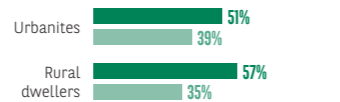
Share of owners who use at least one other mobility product (bicycle, scooter, motorised two-wheeler)



Giving up on internal combustion cars

A move that sometimes means giving up on cars altogether

Share of non-owners who have owned a vehicle in the past



Electric, a solution that is still perceived as too costly to acquire

Share of non-owners of electric vehicles who gave up on the idea because they are too expensive



JAPAN VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

A reasonable purchase price...

Share of owners (excluding leasing) who consider the purchase price paid reasonable



... but high running costs

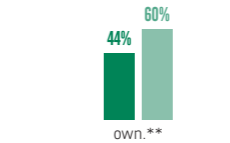
Share of owners who consider that running costs have risen in the last few years



Cost reduction strategies

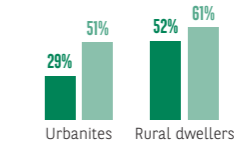
Motorists are looking to save...

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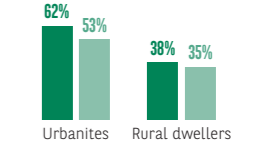
... by sometimes choosing not to drive

Share of owners who have decided to drive less to reduce costs



Soft mobility as an alternative

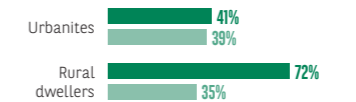
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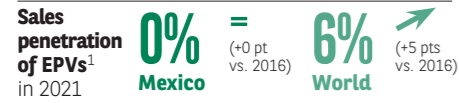


* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners. Sources: ¹ Electric Passenger Vehicles - ACEA & national statistical institutes. ² GlobalEconomy. ³ OICA. C-Ways.

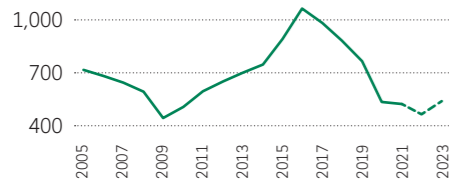
MEXICO VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³ (In thousands of vehicles)



Market forecasts⁴ (In millions of new cars)

2021 **0.52** | 2022 **0.46** (-12%) | 2023 **0.54** (+16%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

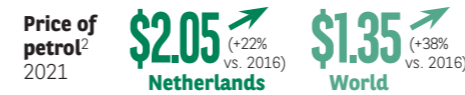
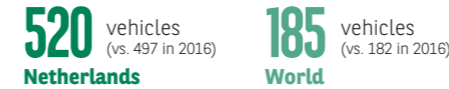
The Mexicans are satisfied with the price they paid for their vehicle. In fact they are among the most likely to consider it reasonable, but also to state that running costs have increased. It is therefore unsurprising that they are the most willing, after the Turks, to put in place measures to limit these expenses, although they do not embrace the idea of driving less, either in cities or in rural areas. However, they are big fans of soft mobility and are the population most likely to embrace these modes of transport. They are just as vehement in their belief that price is a barrier to purchasing an electric vehicle.

* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners. Sources: ¹ Electric Passenger Vehicles - ACEA & national statistical institutes. ² GlobalEconomy. ³ OICA. C-Ways.

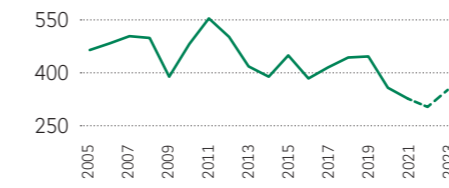
NETHERLANDS VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³ (In thousands of vehicles)



Market forecasts⁴ (In millions of new cars)

2021 **0.32** | 2022 **0.3** (-8%) | 2023 **0.35** (+17%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

Dutch drivers rank among the highest in this survey when it comes to stating that they pay a reasonable price for used vehicles. As regards running costs, they are relatively measured in their belief that these have increased. It therefore makes sense that they are less inclined than most to take measures to cut their expenses. A slim majority of both urban and rural dwellers are willing to travel less. In the land of the bicycle, around half of the people surveyed, both in towns and in rural areas, use soft mobility solutions on a daily basis. Here, the price of electric vehicles is seen as prohibitive.

* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners. Sources: ¹ Electric Passenger Vehicles - ACEA & national statistical institutes. ² GlobalEconomy. ³ OICA. C-Ways.

MEXICO VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

A reasonable purchase price...

Share of owners (excluding leasing) who consider the purchase price paid reasonable



... but high running costs

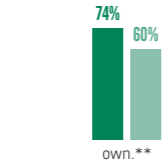
Share of owners who consider that running costs have risen in the last few years



Cost reduction strategies

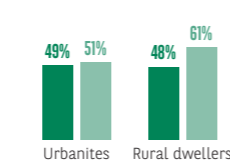
Motorists are looking to save...

Share of owners who have taken measures to reduce the cost of using their vehicle.



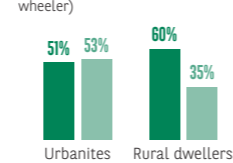
... by sometimes choosing not to drive

Share of owners who have decided to drive less to reduce costs



Soft mobility as an alternative

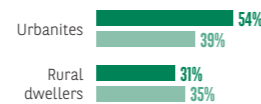
Share of owners who use at least one other mobility product (bicycle, scooter, motorised two-wheeler)



Giving up on internal combustion cars

A move that sometimes means giving up on cars altogether

Share of non-owners who have owned a vehicle in the past



Electric, a solution that is still perceived as too costly to acquire

Share of non-owners of electric vehicles who gave up on the idea because they are too expensive



NETHERLANDS VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

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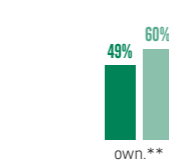
Share of owners who consider that running costs have risen in the last few years



Cost reduction strategies

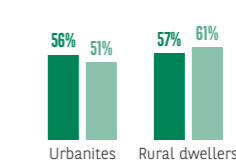
Motorists are looking to save...

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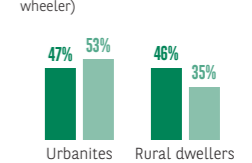
... by sometimes choosing not to drive

Share of owners who have decided to drive less to reduce costs



Soft mobility as an alternative

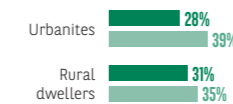
Share of owners who use at least one other mobility product (bicycle, scooter, motorised two-wheeler)



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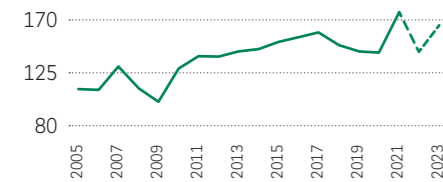
NORWAY VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³ (In thousands of vehicles)



Market forecasts⁴ (In millions of new cars)

2021 **0.18** | 2022 **0.14** (-19%) | 2023 **0.17** (+16%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

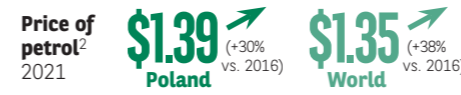
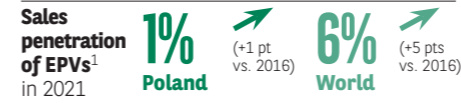
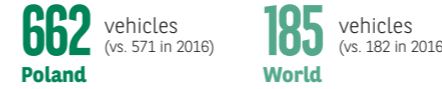
Like China, Norway is a country that has seen electric vehicles take pole position, so it is unsurprising that the Norwegians, again like the Chinese, do not see their price as an obstacle to their purchase, even if only a very narrow majority hold this view. Yet, relatively few Norwegians, compared with the overall average, consider the price of cars to be reasonable, while a smaller proportion believe that running costs have increased. The proportion who take measures to limit these expenses is similar to the overall average, as is the share who use soft mobility solutions on a daily basis. They also express a marked desire to drive less, be it in cities or in rural areas.

* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners. Sources: ¹ Electric Passenger Vehicles - ACEA & national statistical institutes. ² GlobalEconomy. ³ OICA. C-Ways.

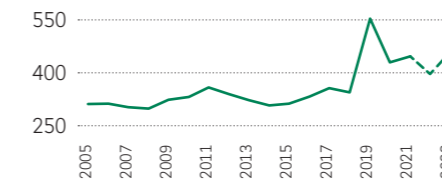
POLAND VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³ (In thousands of vehicles)



Market forecasts⁴ (In millions of new cars)

2021 **0.45** | 2022 **0.4** (-12%) | 2023 **0.46** (+16%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

The Poles are not particularly inclined to consider that they purchased their car at a reasonable price, especially if it was bought new. And they are among the most likely to be of the opinion that its running costs are excessive. Yet, their propensity to take measures to reduce these expenses is close to the overall average, with urban dwellers being more likely to drive less in order to do so. These urban inhabitants are also more likely than any others in this survey to resort to soft mobility solutions on a daily basis. They also rank first in terms of the proportion of drivers who believe that the high price of electric vehicles prevents them from buying one.

* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners. Sources: ¹ Electric Passenger Vehicles - ACEA & national statistical institutes. ² GlobalEconomy. ³ OICA. C-Ways.

NORWAY VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

A reasonable purchase price...

Share of owners (excluding leasing) who consider the purchase price paid reasonable



... but high running costs

Share of owners who consider that running costs have risen in the last few years



Cost reduction strategies

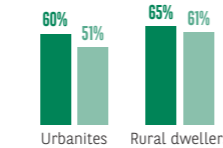
Motorists are looking to save...

Share of owners who have taken measures to reduce the cost of using their vehicle.



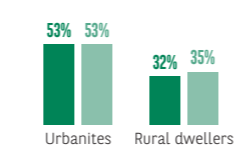
... by sometimes choosing not to drive

Share of owners who have decided to drive less to reduce costs



Soft mobility as an alternative

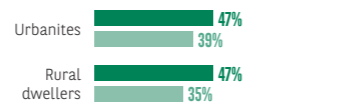
Share of owners who use at least one other mobility product (bicycle, scooter, motorised two-wheeler)



Giving up on internal combustion cars

A move that sometimes means giving up on cars altogether

Share of non-owners who have owned a vehicle in the past



Electric, a solution that is still perceived as too costly to acquire

Share of non-owners of electric vehicles who gave up on the idea because they are too expensive



POLAND VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

A reasonable purchase price...

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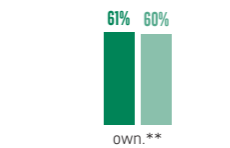
Share of owners who consider that running costs have risen in the last few years



Cost reduction strategies

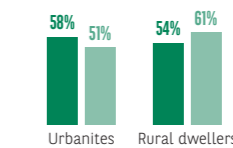
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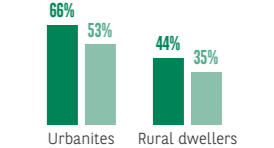
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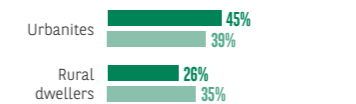
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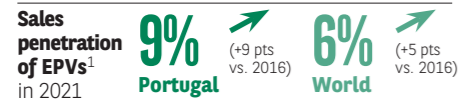
Share of non-owners of electric vehicles who gave up on the idea because they are too expensive



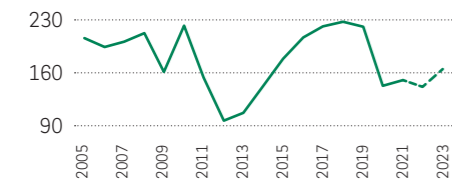
PORTUGAL VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³ (In thousands of vehicles)



Market forecasts⁴ (In millions of new cars)

2021 **0.15** | 2022 **0.14** (-6%) | 2023 **0.17** (+17%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

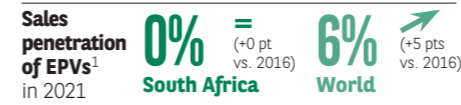
Ask the Portuguese if they found their car's purchase price reasonable and they are the most likely to say yes, along with the Austrians. And like many others, they feel that running costs have increased. The proportion who take action to reduce these expenses is close to the average, with urban and rural dwellers alike seeking to reduce their fuel budget by cutting down on travel. This unity of opinion is also reflected by the fact that half the motorists surveyed use soft mobility solutions on a daily basis. They are among the most likely to state that electric vehicle prices are prohibitive.

* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners. Sources: ¹ Electric Passenger Vehicles - ACEA & national statistical institutes. ² GlobalEconomy. ³ OICA. C-Ways.

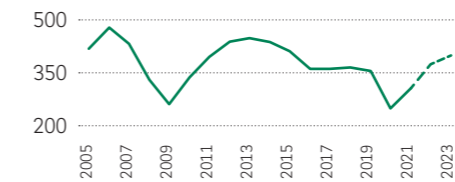
SOUTH AFRICA VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³ (In thousands of vehicles)



Market forecasts⁴ (In millions of new cars)

2021 **0.3** | 2022 **0.38** (+23%) | 2023 **0.4** (+7%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

South Africans who have purchased a new vehicle consider the purchase price to have been quite unreasonable, significantly less reasonable than the 18-country average, in fact. In addition, a large number of motorists, not to say the overwhelming majority, have noticed an increase in running costs. Taking measures to reduce these costs is seen as a natural response. They do so chiefly by reducing their number of journeys, the most common type of action recorded by the survey, especially in urban areas. Rural dwellers are more likely to opt for soft mobility solutions on a daily basis than urbanites. However, the South Africans do not rank highly when it comes to the belief that vehicle prices are an obstacle to ownership.

* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners. Sources: ¹ Electric Passenger Vehicles - ACEA & national statistical institutes. ² GlobalEconomy. ³ OICA. C-Ways.

PORTUGAL VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

A reasonable purchase price...

Share of owners (excluding leasing) who consider the purchase price paid reasonable



... but high running costs

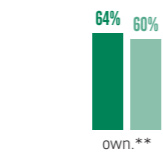
Share of owners who consider that running costs have risen in the last few years



Cost reduction strategies

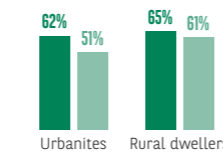
Motorists are looking to save...

Share of owners who have taken measures to reduce the cost of using their vehicle.



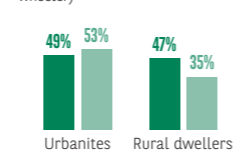
... by sometimes choosing not to drive

Share of owners who have decided to drive less to reduce costs



Soft mobility as an alternative

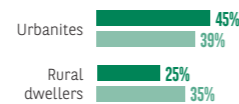
Share of owners who use at least one other mobility product (bicycle, scooter, motorised two-wheeler)



Giving up on internal combustion cars

A move that sometimes means giving up on cars altogether

Share of non-owners who have owned a vehicle in the past



Electric, a solution that is still perceived as too costly to acquire

Share of non-owners of electric vehicles who gave up on the idea because they are too expensive



SOUTH AFRICA VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

A reasonable purchase price...

Share of owners (excluding leasing) who consider the purchase price paid reasonable



... but high running costs

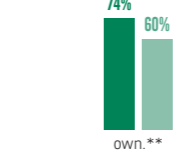
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Cost reduction strategies

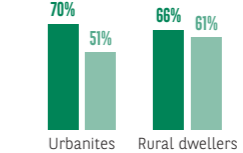
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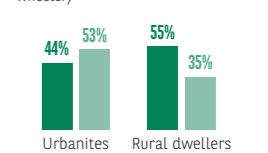
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Soft mobility as an alternative

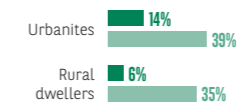
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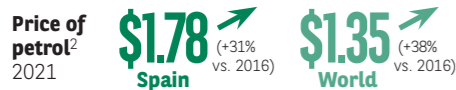
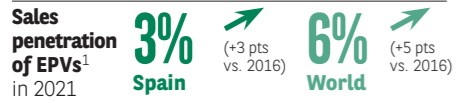




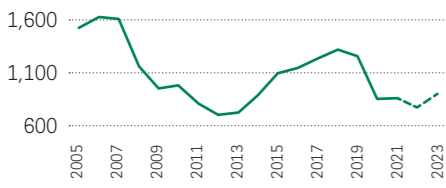
SPAIN VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³



Market forecasts⁴ (In millions of new cars)

2021 **0.86** | 2022 **0.77** (-10%) | 2023 **0.9** (+17%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

Spain is where the highest proportion of motorists consider the price of a used car reasonable. However, they are also among the most likely to highlight the increase in usage costs. They are relatively keen to take measures to limit their expenses and are among the rare populations, especially in urban areas, to choose to reduce how much they drive. The proportion who opt for soft mobility is close to the overall average. The opinion that electric vehicles are too expensive is slightly more commonly held here than elsewhere.

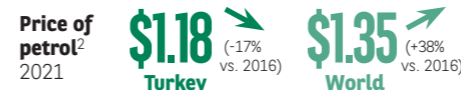
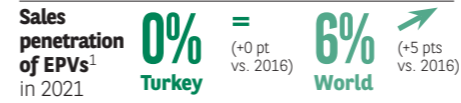
* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners.



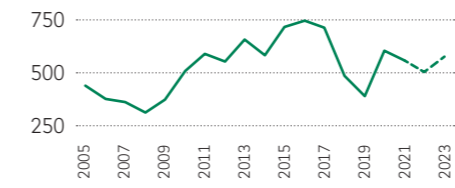
TURKEY VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³



Market forecasts⁴ (In millions of new cars)

2021 **0.56** | 2022 **0.51** (-10%) | 2023 **0.58** (+15%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

Faced with an unrelenting economic crisis and a falling lira, Turks express the bleakest views in this survey when it comes to the overall cost of owning a vehicle. They are the least likely to describe the acquisition cost as reasonable. Meanwhile, almost all respondents consider that running costs have increased. It therefore makes sense that they should lead the pack when it comes to reducing the impact of these expenses, even if they do not particularly want to drive less, especially in cities. But urban dwellers are among the most enthusiastic about using soft mobility solutions on a daily basis. And they are also among the most fervent in their conviction that electric vehicles are too expensive to buy.

* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners.

SPAIN VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

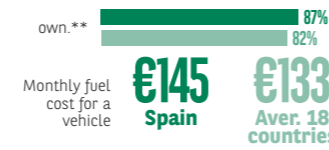
A reasonable purchase price...

Share of owners (excluding leasing) who consider the purchase price paid reasonable



... but high running costs

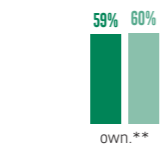
Share of owners who consider that running costs have risen in the last few years



Cost reduction strategies

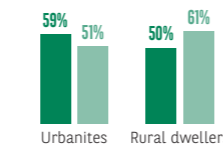
Motorists are looking to save...

Share of owners who have taken measures to reduce the cost of using their vehicle.



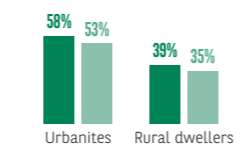
... by sometimes choosing not to drive

Share of owners who have decided to drive less to reduce costs



Soft mobility as an alternative

Share of owners who use at least one other mobility product (bicycle, scooter, motorised two-wheeler)



Giving up on internal combustion cars

A move that sometimes means giving up on cars altogether

Share of non-owners who have owned a vehicle in the past



Electric, a solution that is still perceived as too costly to acquire

Share of non-owners of electric vehicles who gave up on the idea because they are too expensive



TURKEY VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

A reasonable purchase price...

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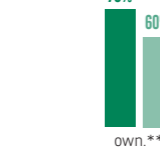
Share of owners who consider that running costs have risen in the last few years



Cost reduction strategies

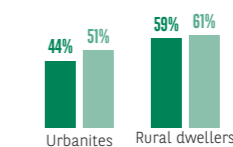
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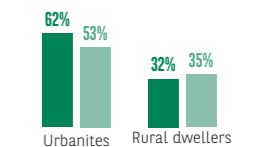
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Share of owners who have decided to drive less to reduce costs



Soft mobility as an alternative

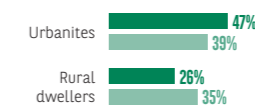
Share of owners who use at least one other mobility product (bicycle, scooter, motorised two-wheeler)



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Share of non-owners who have owned a vehicle in the past



Electric, a solution that is still perceived as too costly to acquire

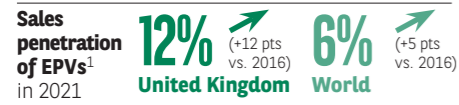
Share of non-owners of electric vehicles who gave up on the idea because they are too expensive



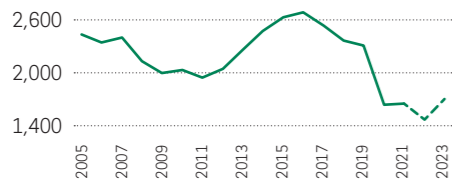
UNITED KINGDOM VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³ (In thousands of vehicles)



Market forecasts⁴ (In millions of new cars)

2021 **1.65** | 2022 **1.46** (-11%) | 2023 **1.7** (+16%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

In the UK, the share of motorists who consider cars to be reasonably priced is in line with the survey's overall average, for both new and used vehicles. Do the Brits feel that running costs have increased? Yes, but neither more nor less than average. However, a narrow majority of motorists intend to take no action to reduce their costs, something that is replicated in only three other countries. An average proportion of people are willing to drive less to use less fuel, while the share who consider the high price of electric vehicles to be a barrier to their purchase is also close to the overall average.

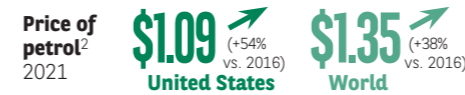
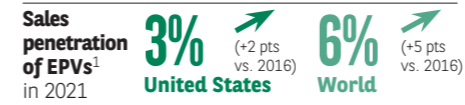
However, the use of soft modes of transport for daily journeys is relatively unpopular, especially in rural areas.

* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners.

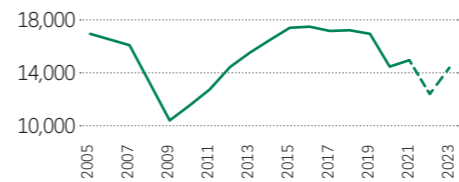
UNITED STATES VS. WORLD

Passenger vehicle market penetration

Car ownership rate per 1,000 inhabitants¹ 2020



Annual variation of the NPV market³ (In thousands of vehicles)



Market forecasts⁴ (In millions of new cars)

2021 **14.95** | 2022 **12.4** (-17%) | 2023 **14.4** (+16%)

The 2023 forecast is contingent on microchip supplies returning to normal, but it is difficult to predict when this will occur. If this were to happen only at the end of 2023, the market would remain at a similar level to 2022.

SUMMARY

In the United States, a share of motorists similar to the overall average believe that they paid a reasonable price for their car, be it new or second hand, and that the cost of using their vehicle has increased in recent years. These high-mileage drivers have the biggest monthly fuel budget, even though fuel prices in the US are low compared to other countries. 1 in 2 motorists take measures to reduce running costs, below the overall average, but their willingness to travel less is in line with the general trend.

However, the United States is one country where "soft mobility" has yet to become part of people's vocabulary and daily habits.

The high price of electric vehicles is generally considered an obstacle to their purchase, but slightly less so than average.

* NPV (New Passenger Vehicle) effort rate: ratio between the average price of a NPV and the average net annual household income (this is not the same as the effort rate in the initial report, which is based on the average household income of a buyer). ** own.: vehicle owners. non-own.: non-vehicle owners.

UNITED KINGDOM VS. 18-COUNTRY AVERAGE

Using one's car is becoming a luxury

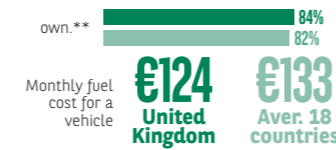
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Share of owners (excluding leasing) who consider the purchase price paid reasonable



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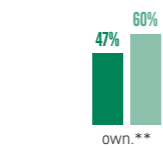
Share of owners who consider that running costs have risen in the last few years



Cost reduction strategies

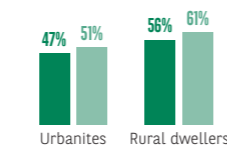
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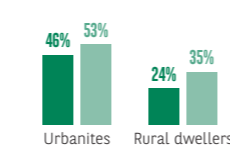
... by sometimes choosing not to drive

Share of owners who have decided to drive less to reduce costs



Soft mobility as an alternative

Share of owners who use at least one other mobility product (bicycle, scooter, motorised two-wheeler)



Giving up on internal combustion cars

A move that sometimes means giving up on cars altogether

Share of non-owners who have owned a vehicle in the past



Electric, a solution that is still perceived as too costly to acquire

Share of non-owners of electric vehicles who gave up on the idea because they are too expensive



UNITED STATES VS. 18-COUNTRY AVERAGE

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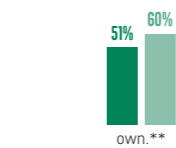
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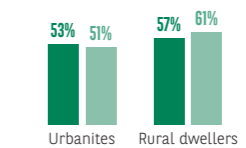
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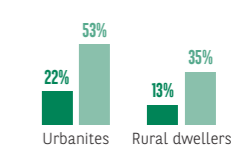
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