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Organizatör Kuruluşlar / Powered By



OTOMOTİV SATIŞ SONRASI
ÜRÜN VE HİZMETLERİ DERNEĞİ

Global Presence – Regional Expertise – Local Support



Sales – Production – Powertrain
Light Vehicles
Medium/Heavy Commercial Vehicles

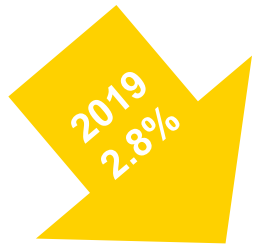
- Industry-leading **independent** source of market intelligence, analytics and forecasts for nearly 30 years.
- Exclusively **focused** on automotive, LMC offers forecast services covering global sales, production, and powertrains.
- Supporting clients with **flexible** solution and **responsive** local support. LMC Automotive serves an extensive customer base of OEMs, suppliers, financial firms, logistics providers and government institutions.
- With **experts** located around the world to provide foresight for the road ahead, LMC is the **smart** choice for automotive intelligence & insight into market dynamics, economic, regulatory & technological change.

- **Current Global Automotive Environment**
- **Medium-Term Outlook & Underlying Trends**

- 2019 – after two years above 3.0%, growth cools to 2.8%

2019 GDP GROWTH

Global



Trade risk and cooler growth in key countries pulling down outlook

US



Expected slowdown in 2019 from 2.9% last year

Brazil



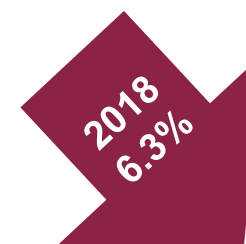
Growth accelerating post election but still fragile as neighbour struggles

Japan



Slow growth but outperformed – consumption tax hike this year

China



Trade impacting growth beyond expected managed slowdown

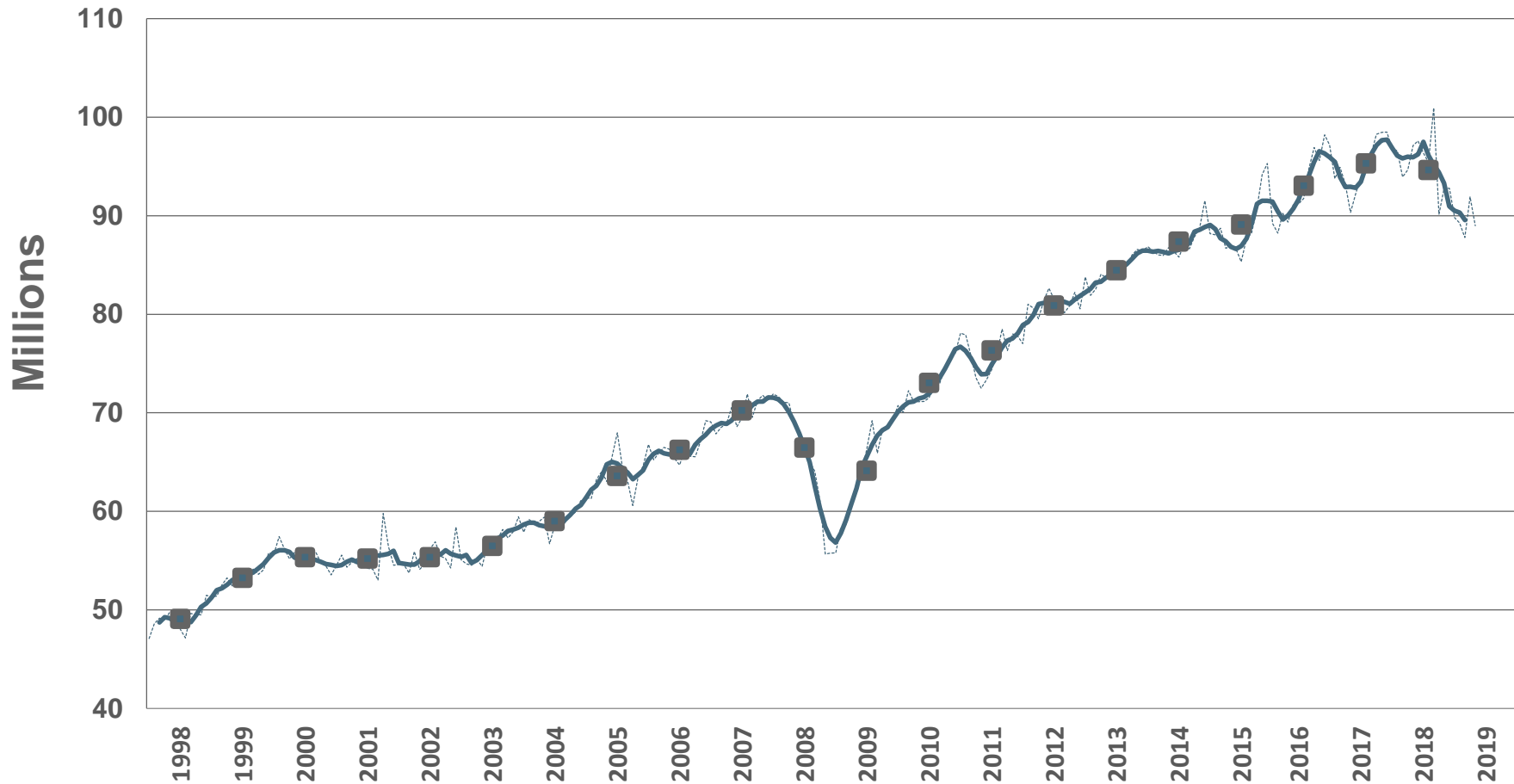
Eurozone



Some weakness in key economics – Italy recently in recession

2019: Global Light Vehicle Sales

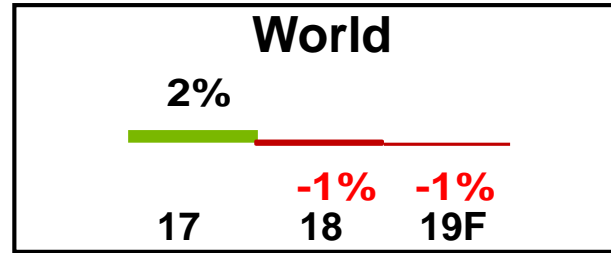
- Weak finish to 2018 has continued into early 2019



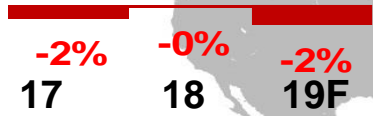
Source: LMC Automotive

2019 Outlook is Clouded After Decline in 2018

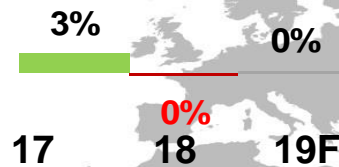
- World 2019 forecast: 94.0 mn, down for second year running



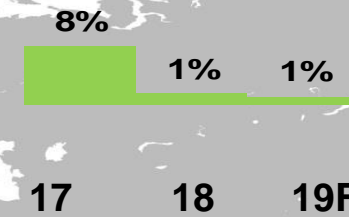
North America



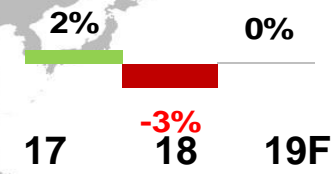
Western Europe



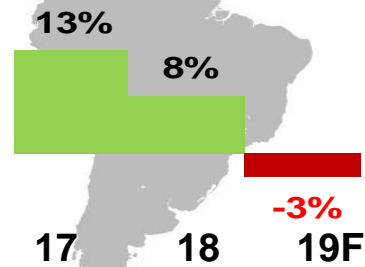
C&E Europe



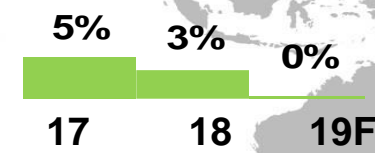
China



South America



Asia Pacific minus China





Global momentum slowing

Brexit risks to demand & supply



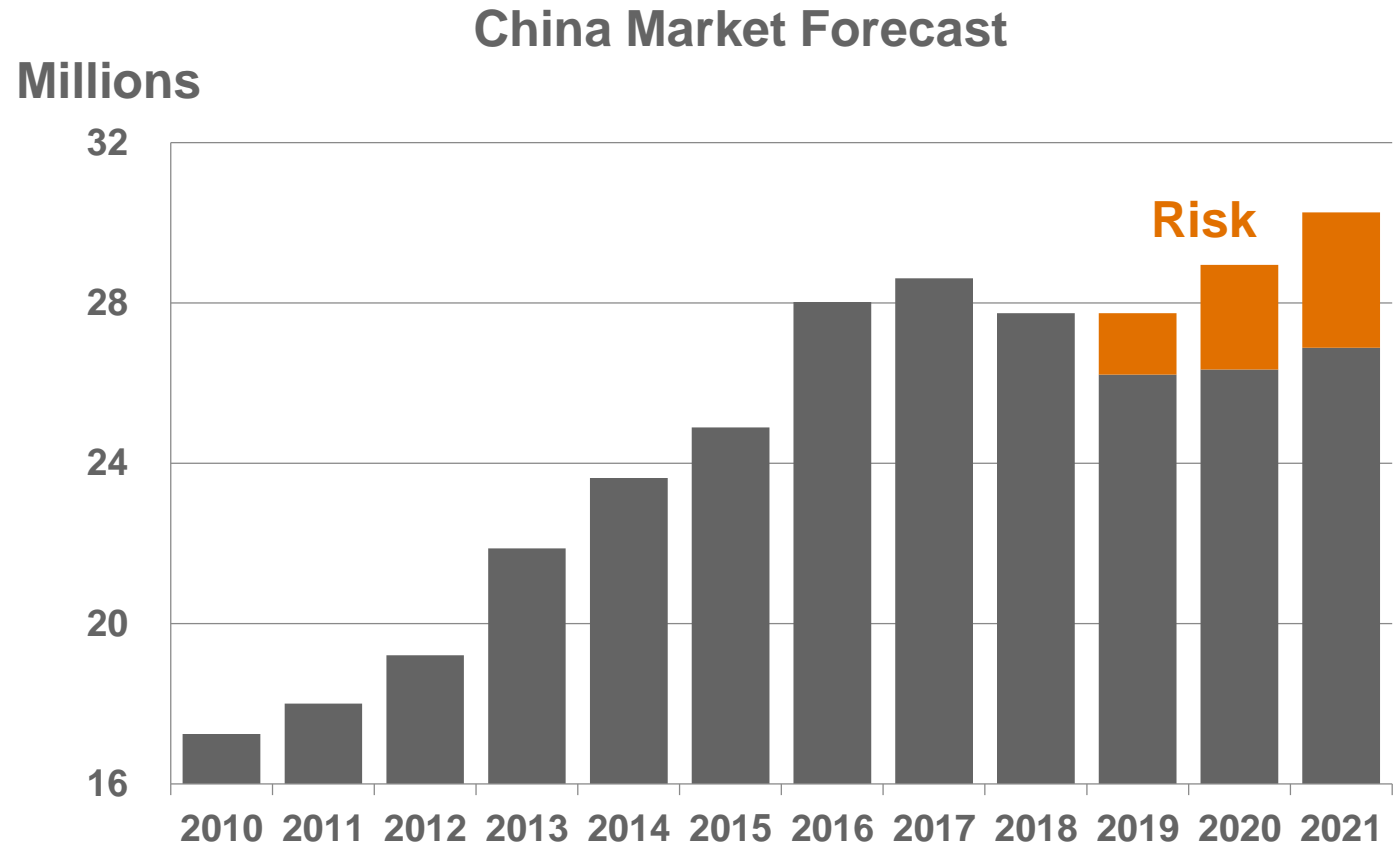
US/China trade war risks



Emissions legislation turbulence

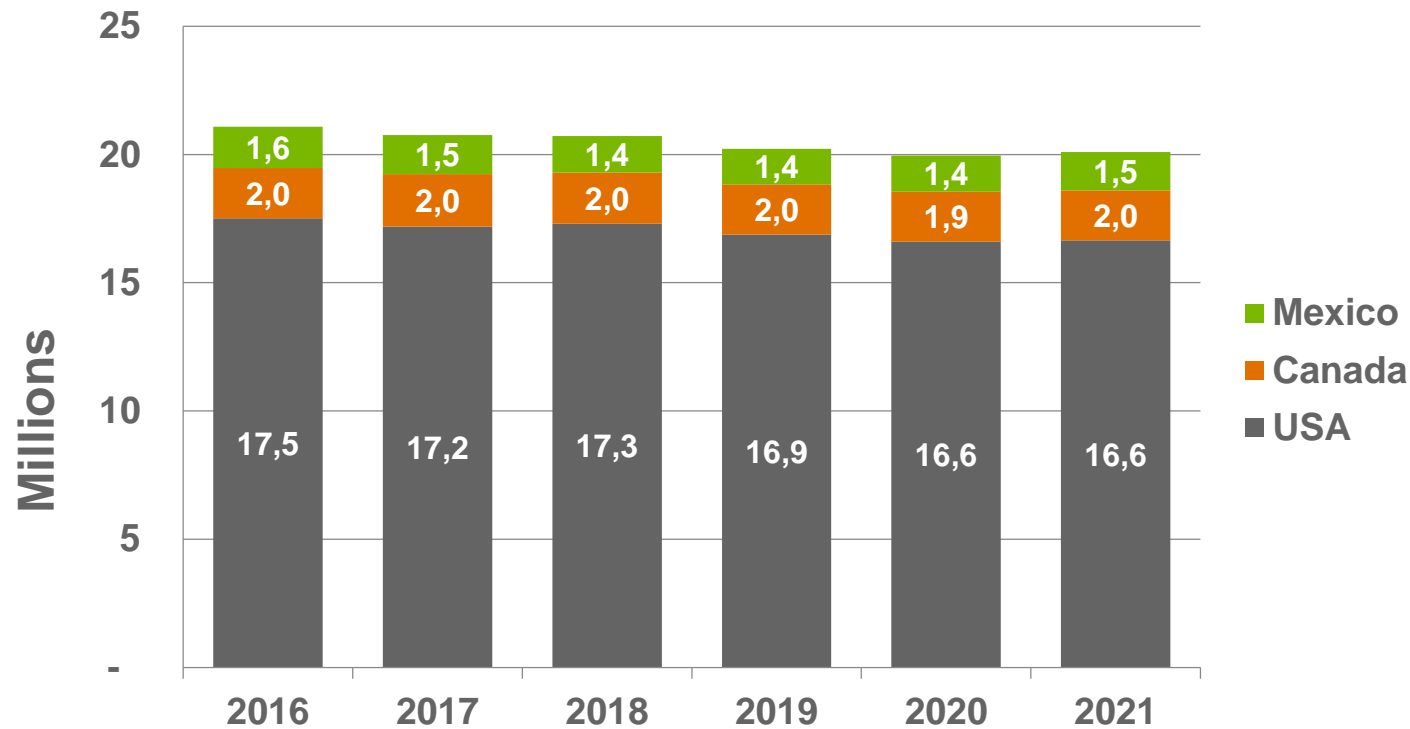
- Current Global Automotive Environment
- **Medium-Term Outlook & Underlying Trends**

- Incentive distortions throughout 2015-2018 period
- Late-2018 level depressed by payback/rumours/confidence
- Policy direction focused on VAT reductions and infrastructure spending generally
- Draft proposal rumoured to include lifting restriction on license plate limits, and promotion of vehicle replacement
- Forecast risks include trade war and/or limited support of policy



Source: LMC Automotive

North America Market Forecast



Source: LMC Automotive

- North America sales continue to ease from 2016 high
- Remain strong by historical standards

2019 FY



-1.9%

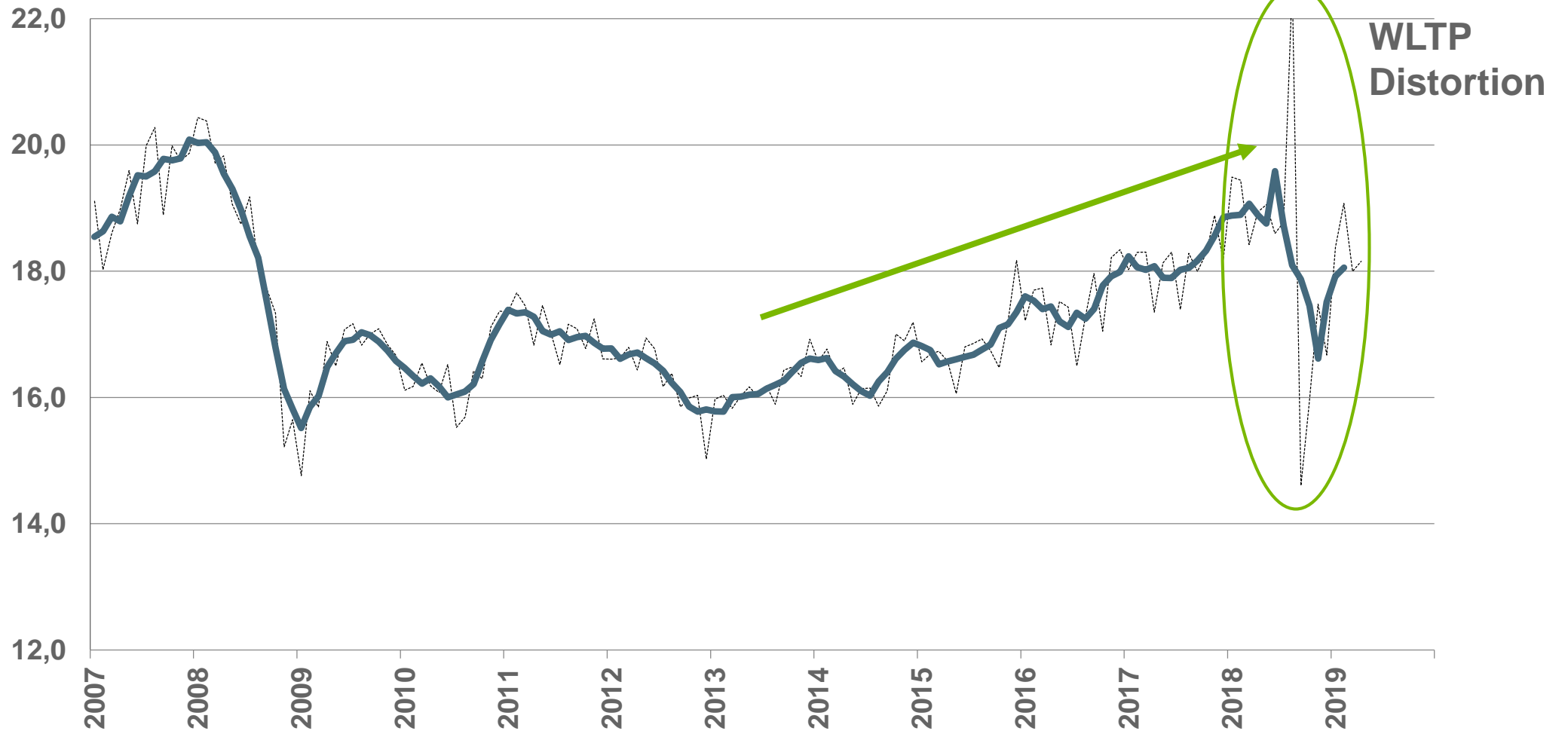


-2.3%

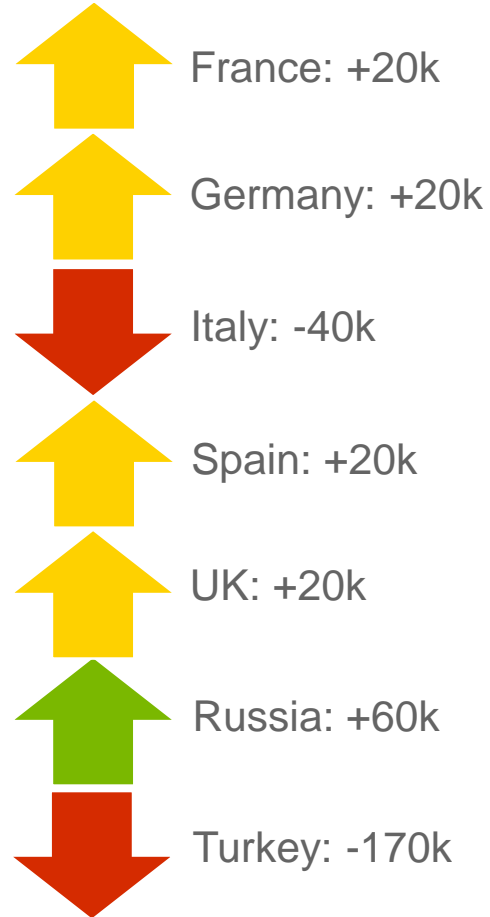


-2.5%

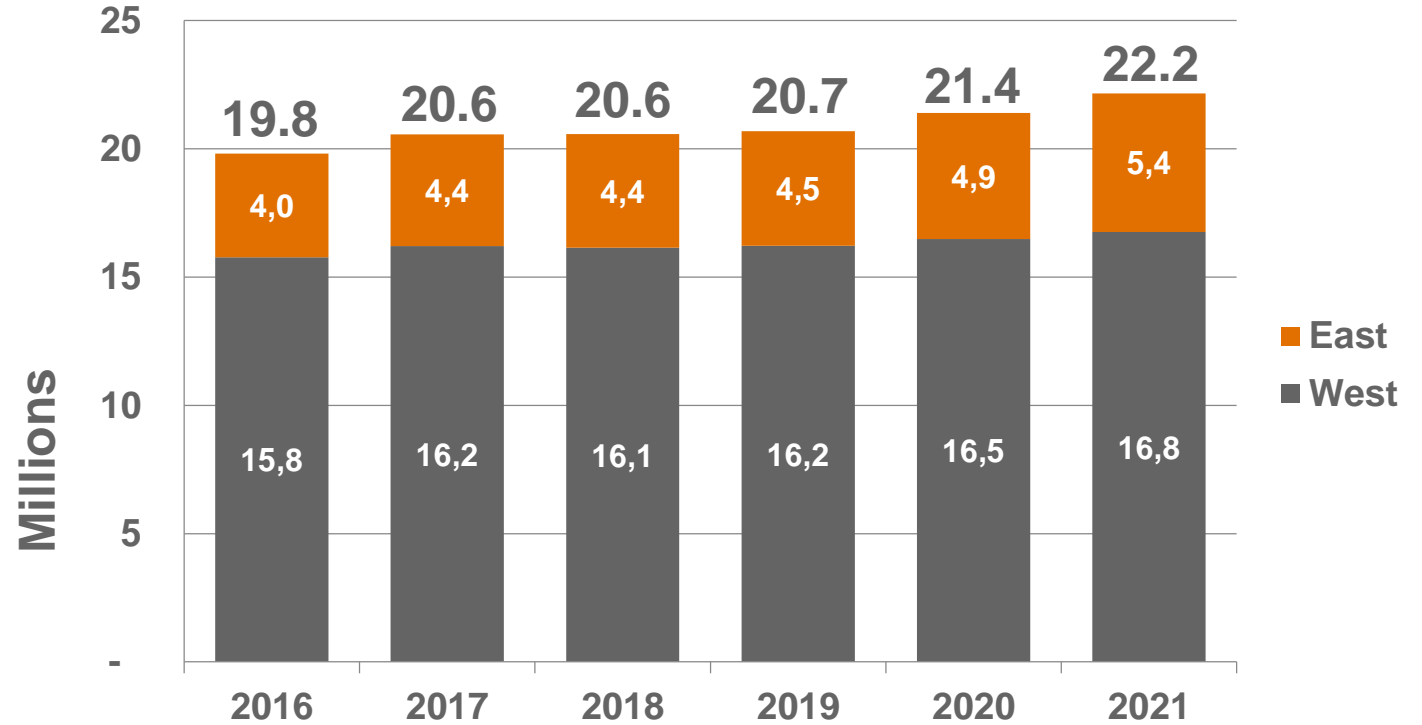
European Car Market Selling Rate (mn/yr)



2019 Outlook

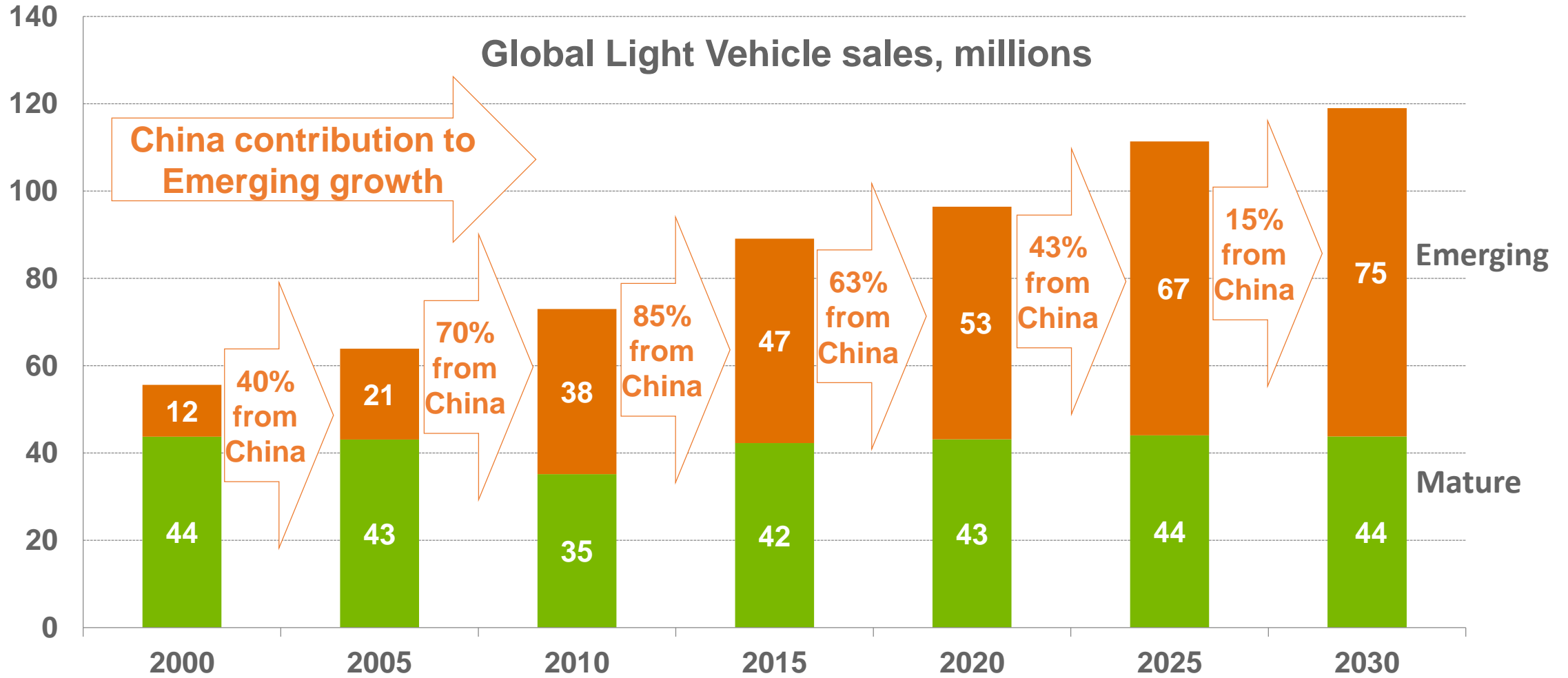


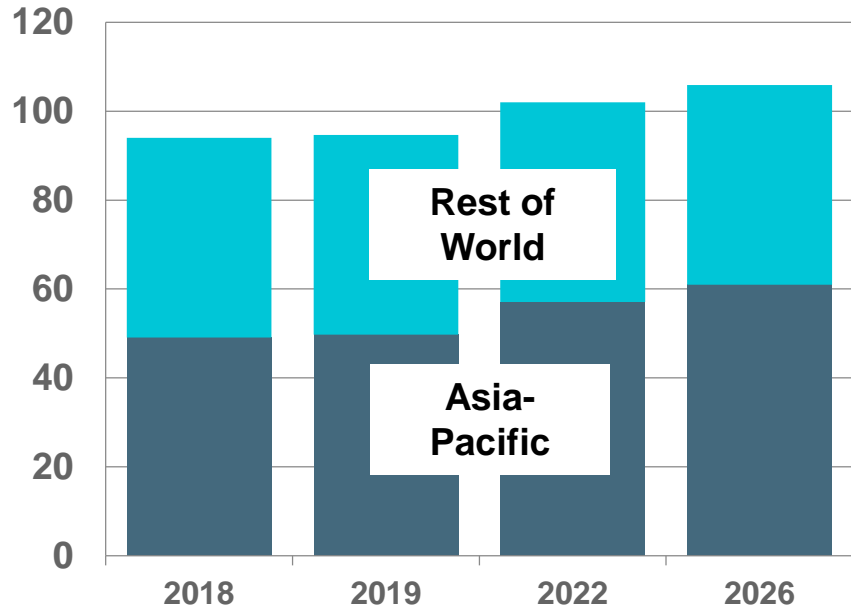
European Market Forecast



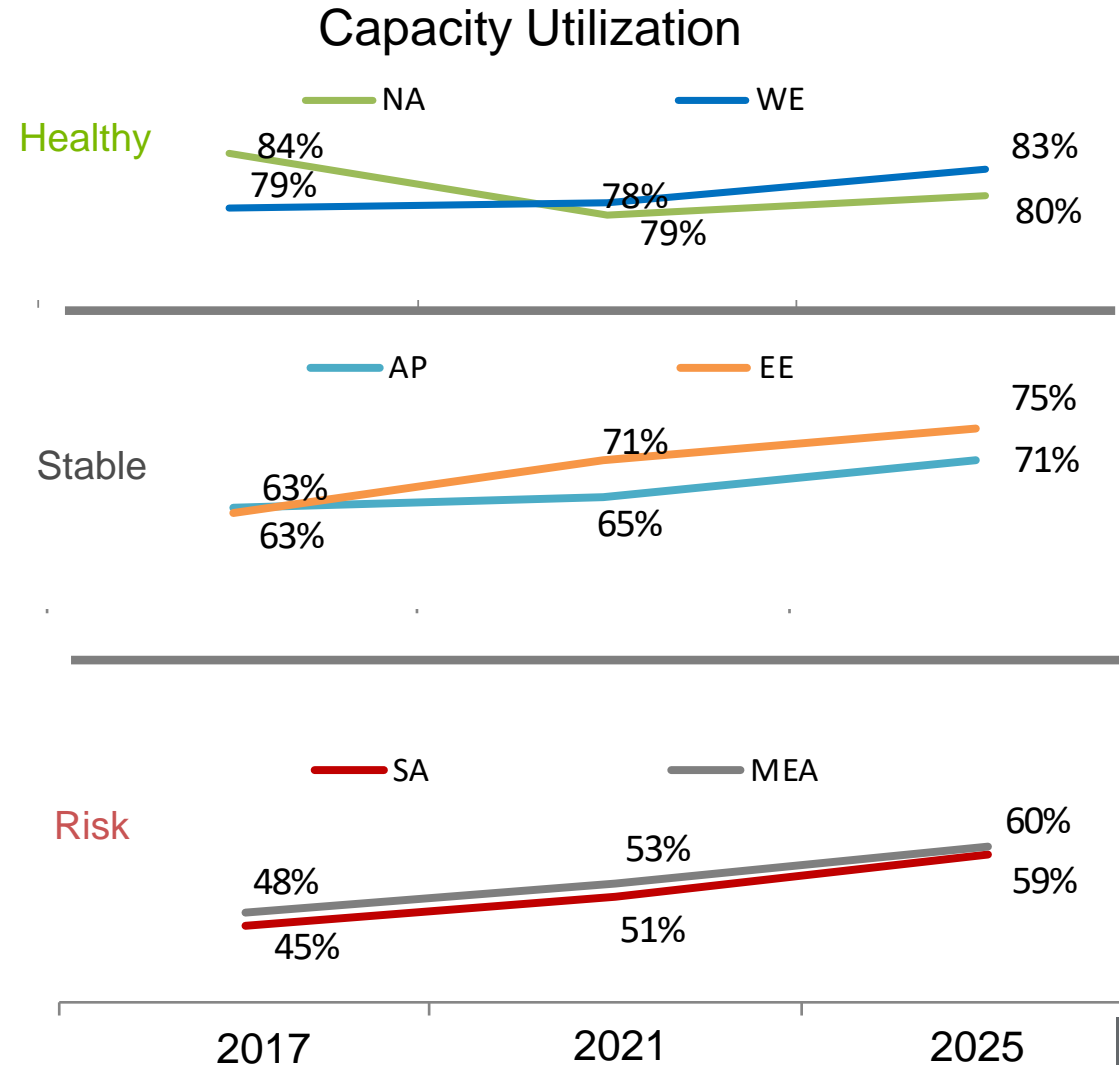
Source: LMC Automotive

- Market starts 2019 on weak note, though YoY comparisons will improve through year
- Limited growth in France and Germany beyond 2019

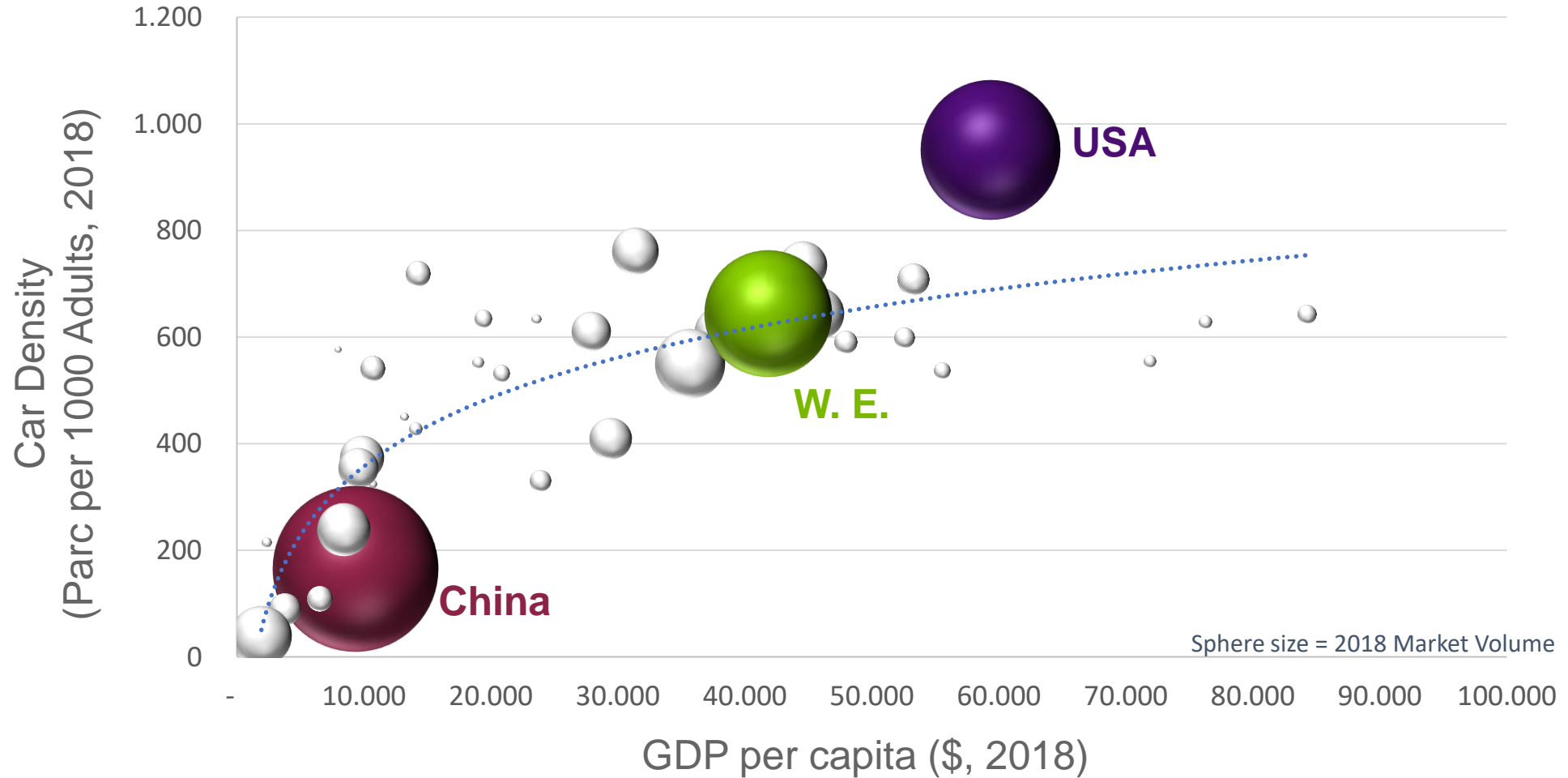




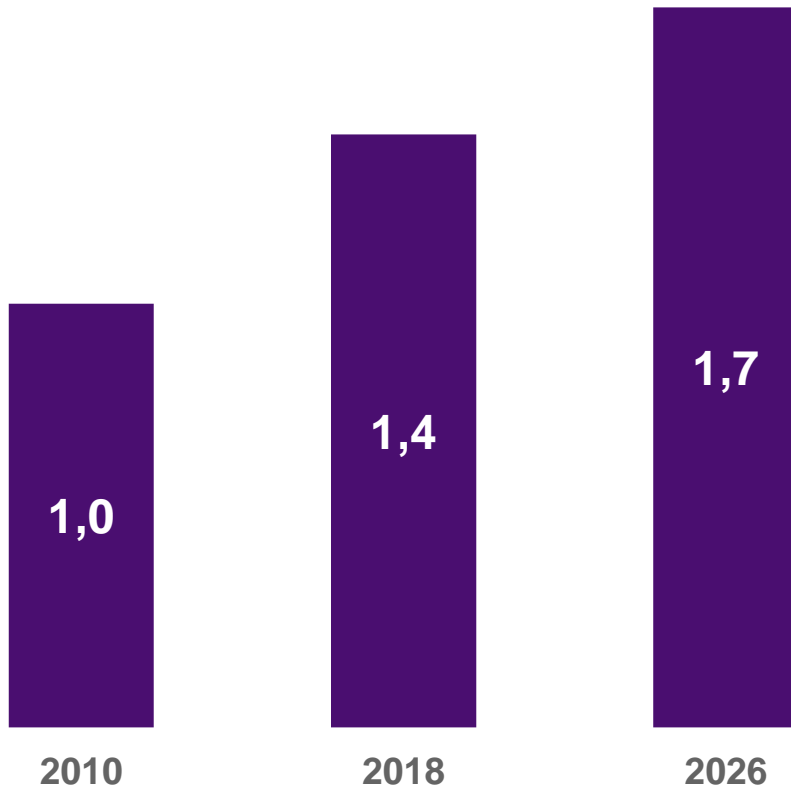
- Asia CAGR 3% - Outpaces slightly – Sourcing balance shifts to China, but trade risk impacting some decisions
- Europe CAGR 2% - EE/CE drive growth up 3%; WE up 1%.
- NA CAGR 1% - Growth restarts post 2020 with investment.
- SA CAGR 3% - Region expected to recover from lows, but seems unable to synchronize growth.
- MEA CAGR 6% - Growth to fill capacity but outlook remains cloudy.



- Car density generally rising – faster increases from lower bases in emerging markets



Global LV Parc (bn)

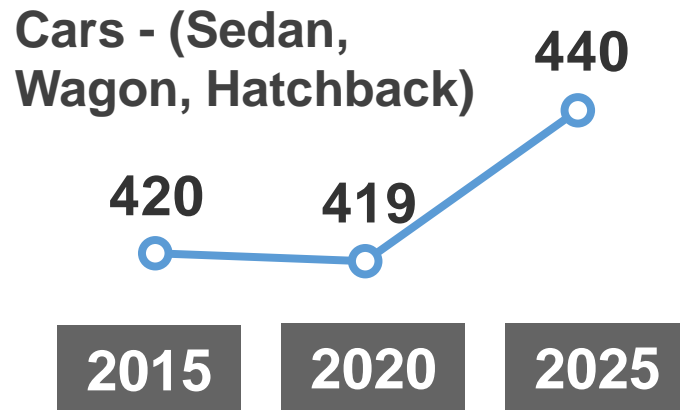
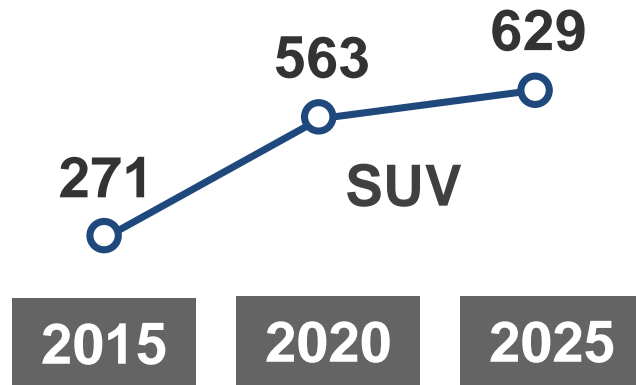


Source: LMC Automotive

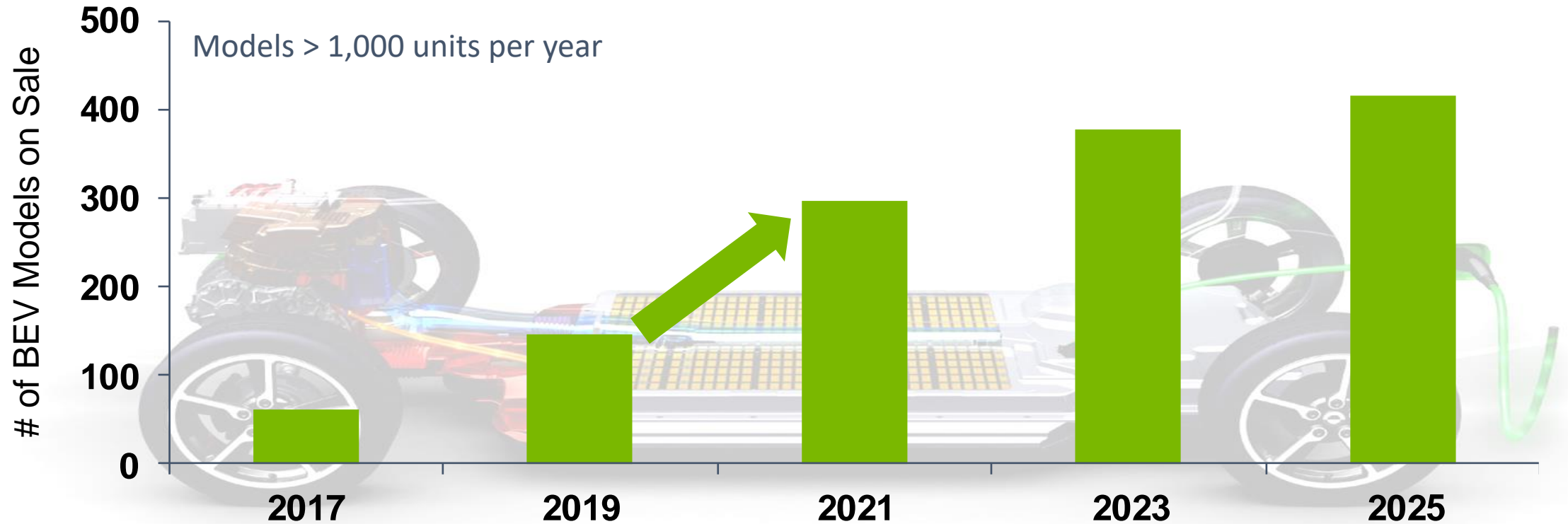
- Although new LV market has stalled, it remains near record levels, and is expected to edge above 100 mn units/year in the next few years. Scrappage will continue to rise (from 50 mn/year to over 60 mn/year); further parc growth inevitable
- Mature market fleet growth to slow while emerging markets see rapid increases.
- The combination of Autonomous Vehicles and Shared Mobility likely to disrupt ownership model, though impact remains some way off
- Positive momentum for Aftermarket industry

SUVs Continue Assertive Expansion Globally

- Technology R&D and SUV importance is creating pressure in 'traditional' areas as share and activity level-off



- Number of SUV launches grow in every market.
- Car models growth is from electrification trend.
- In 2015, 1% of SUVs were BEV and by 2025 that grows to 35%.
- Change in pipeline could be more pronounced as transition continues.



- Recent years have not seen much BEV model activity, but this will change.
- Significant jump 2019-21 as the next wave of BEVs arrive, many on platforms optimized for EV.

- The global outlook turned negative for first time since Great Recession, with a second year of contraction expected this year
- Increased level of uncertainty across the regions centred on trade, political risk and economic cycles, but is there room for optimism?
- Slow progress expected in Europe and Asia. Much hinges on China
- US long-term picture is stable though market expected to decline at topline level
- SUV remains key area of new model activity. EVs are the buzz and will feed AVs as both technologies grow

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