



Press Release

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AAA DATA LAUNCHES NEWLY ENHANCED AUTOMOTIVE SEGMENTS ON PASSENGERS' CARS FOR A MORE DETAILED VIEW OF CONSUMER TRENDS

- **The automotive segmentation of passenger cars enriched by 19 brand new categories.**
- **New segments provide a more detailed and accurate view of a constant changing market.**

While the French market hits its lowest level since 1974, with 1.529 million of new car registrations, the industry is undergoing increasing changes. Successive crises and the energy transition are transforming on the long run the automotive industry, which is now driven by the fast-growing electric vehicles. Electric vehicles now account for 13% market share, while hybrid vehicles have peaked at 29%. Global shifts in purchasing behaviors reflect structural transformation that professionals actors, both manufacturers and distributors, must be able to analyze to adapt and build appropriate changes.

Through this new automotive segmentation, AAA DATA observes notable changes in the market over the past five years:

1. **The French Market is carried by the B segment and its sub-segments (B-SUV, B-MPV)** with 46% of sales in 2022.
2. **The race for ecological transition has forced carmakers to reduce or even drop the production of combustion-powered city cars (Segment A).** Safety norms and pollution standards is too costly for this segment. A-segment cars are hardly profitable in such a context. For example, the Renault Twingo will no longer produced from 2024.
3. As a result, **the market is shifting towards larger and premium models**, true especially in segments B, C, D.
4. **SUV's have continued to gain ground** (almost one in two sales). Brands have spread them across several segments. Hence, models in B-SUV and C-SUV segments have expanded their market share by 4 points in 5 years.

To be aligned with new consumer trends, AAA DATA has decided to enhance its range of statistics. The historical and reference actor of the valued data provides, from now on, its own automotive segmentation. A way to consider the growing success of the different categories of SUV's these last years and to formalize and reinforce a nomenclature commonly used by manufacturers. This will set a reference on the French market with a universal segmentation compatible at European level.

In concrete terms, in this new automotive segmentation, a reference value is assigned to each model, with 8 letter codes corresponding to the maximum length of each model.

A: City cars, mini car

B: Versatile, "small cars"

C: Compact, medium cars
D: Family, large cars
E: Grande routière, executive cars
F: Luxury, luxury cars
S: Sports, according to the “sports cars” usage
K: VP (private vehicle) derived from utility vehicle

To these letter codes are added specificities regarding the bodies

SUV: Sport Utility Vehicle, bodywork TC: All Terrain

MPV: Multi-Purpose Vehicle, MT et SL bodywork: Compact and Large MPV's

The market data for passenger cars published by AAA DATA is now broken down into **19 easily identifiable segments, representative of both buyers' choice and their uses as well as brand's business strategies**. These new segments encompass both new and used vehicles such as, for example, C-SUV to characterize the Peugeot 3008 II, E-SUV for BMW X5 models or F-MVP for Mercedes V-Class.

“With this new segmentation, in tune with the evolutions of the automotive sector, AAA DATA, establishes a reference on the French Market by offering an accurate and precise vision with an even more detailed follow-up of private vehicles. AAA DATA now powers its customer with industry leading automotive intelligence to gain better insights and monitor their market but also the competition; in a context of radical changes in the industry” explains Marie-Laure Nivot, Head of Market Intelligence at AAA DATA.

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À propos de AAA DATA :

AAA DATA, historical and reference actor of the valued data, detects and identifies behaviors, needs and trends of consumers to anticipate tomorrow's uses and propose to its customers tailor-made models. AAA DATA relies on a reliable and proven database. Thanks to its data repository and its expertise, AAA DATA has been able to shape and provide powerful innovative solutions to anticipate tomorrow's needs, in a wide variety of consumption areas. aaa-data.fr