

Paris, February 1st, 2023,

The car market gets back on its feet, despite complicated context.

- **9% increase in new passengers' car in January 2023**
- **Electric vehicles breakthrough continues to take over.**
- **Diesel goes downhill (33%)**
- **The used car market at half mast**
- **Dacia wins loyalty award in 2022.**

2023 is off to a better start than 2022. We could almost speak of an upturn, in a context where the market is still heavily affected by supply shortages and concomitantly with a challenging national and international environment. According to AAA DATA, the augmented data expert, new passenger cars registrations were up 9% in January compared to the same month last year. As a reminder, they had fallen by 19% in January 2022. On another note, the used car market is still down significantly by 6.7%.

Marie-Laure Nivot, Head of Market Intelligence at AAA DATA explains that *"context remains complicated for the automotive market. This positive outcome is partly due to an additional working day in January 2023 (22 days) compared to January 2022 (21 days). Moreover, the standard of comparison i.e., January 2022 was already a very low dynamic"*.

Strong recovery of the new car market

During the past month, 111,939 new car registrations were recorded compared to 102,899 in January 2022, an increase of 9%.

Pertaining to engine specification, diesel models continue to go downhill. Registrations are down 33% to 12,558 units, following a 41% drop in January 2022. Gasoline models are doing better than last year with +12% in January 2023 and 43,343 units registered vs -32% last year.

New electric vehicles keep seducing more and more people, driven by the ecological bonus, which has been revised upward in January 2023. From 6,000 euros in 2022, the bonus now amounts to 7,000 euros for models under 47,000 euros and for individuals with a taxable income less than or equal to 14,089 a year. For every other individual, the amount of the bonus is 5,000 euros. For the first time in 2022, electric vehicles overtook diesel models, accounting for 13% of the PCV market in January 2023, with 14,626 registrations compared with 10% in January 2022.

Hybrids are also making good progress. They account for 31% of the market in January 2023 (including 9% in plug-in hybrids), compared to 30% in January 2022 (and 8% for plug-in hybrids). Alternative fuel vehicles (Super ethanol, LPG) take advantage of the inflationary pull

to emerge. They represent 6% of the market in January 2023, up 45% compared with the same month in 2022.

C/D/D SUV Segments praised by buyers.

In January 2023, demand continues to shift towards larger body styles. According to the new segmentation implemented by AAA DATA, C-segments (compact cars) have seen their registrations increase by 26% and D-segments (station wagons) by 41%. In addition, D-SUV sales soared 42% compared to January 2022.

The second-hand market is still at half-mast.

While the annual Retromobile show, dedicated to classic cars, is being held in Paris from 1st to 5th February 2023, the used car market is heavily affected by manufacturers having a hard time in filling orders for new vehicles from private individuals. Overall, the market fell by 6.7% in January 2023 with 411,453 registrations. Most recent models (under 5 years old) are the most impacted with sales plummeting by 11,4% compared to January 2022. Models between 5 to 10 years old are down by 6.7%. Finally, the oldest models quite limit the damage with a -3,4% of registrations recorded in January 2023 compared to the same month in 2022.

Marie-Laure Nivot: *“As long as there is no lasting improvement in the new car market, the used car segment will keep struggling. Moreover, it will take time so that the slight recovery we witness in the first market have a positive impact on the latter”.*

Focus - Consumers’ love affair with their brands: where do we stand?

According to AAA DATA, French consumers are on average 58% to be loyal to their brands in 2022. Some of them are playing their cards better than others. Unlike what one might think, premium brands don’t rank with the highest fidelity. Among the 70 or so brands analyzed, the Romanian Dacia topped the list with a rate of 82,6% in 2022 and emerges as a winner, almost identical to that of 2021 (82,8%). Runner-up Japanese manufacturer Toyota (77.2% in 2022 compared to 72.5% in 2021) is then followed by American Tesla (73% / 33%), Alpine, Renault’s sports brand (72,7% / 76,5%) and Czech Skoda (77,7% / 64,8%).

In the race to win new customers, the results of the ranking are quite different. Best conquerors are necessarily not the ones to whom customers are most loyal. If we look at top 5 in terms of loyalty, Dacia has a win rate of 59%, Toyota of 40%, Tesla of 92%, Alpine of 66% and Skoda of 46%.

Press Contact :

aaadata@rumeurpublique.fr

Ingrid Seithumer – 06 64 10 91 78

Diane Loth – 06 22 73 56 43

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 develop innovative solutions and anticipate tomorrow's needs, and this in a wide variety of consumer domains.
aaa-data.fr