

Paris, November 1st, 2023

French car registrations - AAA Data

A dynamic October for the French automotive market

- New passenger car registrations up 22% in October 2023
- Leasing to private individuals reaches a level unmatched in previous years
- Hybrids still in pole position
- SUVs top the market
- Chinese brands in France

In October 2023, while many changes are still expected for the end of the year concerning the automotive market, in terms of regulations, financing and purchasing aids, dynamism remains the order of the day for new private cars. For the fourteenth consecutive month, registrations rose by 22%, fuelled mainly by electrified models. The used car market, too, is back in the black (+8%), across all segments.

According to data provided by AAA DATA, the augmented data expert, new passenger cars registrations totalled 152,383 units over the past month, a jump of 22%.

Hybrids still in pole position

On the energy front, the breakthrough of hybrids, which became the top-selling engine in September, continues. In October, they accounted for 36% of the market, with registrations up 38% to 55,414 units. Of these, 16% were non-plug-in hybrids, 10% plug-in hybrids and 10% micro-hybrids.

AAA DATA refines the classification of hybrid engines

While only two categories of hybrid engines have been taken into account until now, hybrids (or HEV for Hybrid Electric Vehicle) and plug-in hybrids (or PHEV for Plug-in Hybrid Electric Vehicle), AAA DATA has decided to add a new type of hybrid engine to refine its classification: micro hybrids (or MHEV for Mild Hybrid Electric Vehicle).

Marie-Laure Nivot, Head of Automotive Market Analysis at AAA DATA: *"Hybrid powertrains meet consumers' needs and can be considered as transitional powertrains before going all-electric. What's more, we shouldn't forget that, for the time being, hybrid cars help limit the impact of the ecological penalty compared with purely combustion-powered models."*

Electric engines continue to gain ground (17% market share), with registrations up 51% to 25,472 units.

Gasoline (35% of the market), meanwhile, remains in the game, with registrations up 17% to 54,076 units. And diesel now accounts for just 8% of the market, down 29% to 11,888 units.

Private leasing still on the rise for new car purchases

Caught between the desire to contribute to the ecological transition by adopting less-polluting - but more expensive - vehicles, and a wallet strained by the inflationary context, more and more French people are turning to a leasing solution. Over the past month, leasing with purchase option and long-term leasing accounted for a cumulative 58% of new car sales for private customers, even more than the 55% already seen in September.

"Leasing is a potential solution for making buyers solvent. Nevertheless, it is mainly accessible to people with relatively high purchasing power," Marie-Laure Nivot points out.

SUV sales at a steady pace

The popularity of SUVs (Sport Utility Vehicles) continues unabated. In October, these all-terrain/road-going vehicles took first place with 48% of the new passenger car market, compared with 44% for the same month last year, with registrations up 32% to 72,369 units. This upward trend is felt across all segments, with particularly marked dynamism for small B-SUVs (+19% to 26,416 units), C-SUVs (+28% to 32,971 units) and the larger D-SUVs (+87% to 10,996 units). The latter segment could almost be called a tidal wave, given its strong growth since the start of the year (+71% to 101,708 units), driven largely by the success of the Tesla Y, whose price was recently revised downwards by the manufacturer, but also by the arrival of new models: AUDI - Q8 E-TRON; AUDI - Q8 SB E-T; BYD - TANG; FISKER - OCEAN; HONDA - CR -V TOYOTA BZ4X; JEEP - G CHEROKE; NISSAN - X-TRAIL 4; RENAULT - ESPACE VI. And for F-SUVs, growth was 120%, but for only 233 units.

The used car market turns positive again

The shortage of new cars in 2022, coupled with rising car prices, is prolonging ownership: on average, the French kept their cars seven months longer in 2022 than in 2018. Cars are therefore kept longer before being resold, which has an impact on the second-hand market. The latter rose by 8% in October, to 472,738 units, and is, for the first time in several months, up on all segments: vehicles less than five years old saw their registrations increase by 9%, to 149,406 units, thanks to the return of vehicles to professional stock; those between five and ten years old, by 12%, to 99,544 units; and the oldest cars, by 5%, to 223,788 units.

FOCUS: Chinese brands in France

With the rise of electrification, Chinese brands are entering the French market to varying degrees of success. MG is already one of the top 20 brands, with growth of 93% to 2,589 units, BYD is off to a flying start with 72 units sold in October, Leapmotor sold 33 units, Lynk Co (hybrid models) registrations were up 3% (279 units), while Seres registrations fell by 70% (11 units).

Marie-Laure Nivot, Head of Automotive Market Analysis at AAA DATA, analyzes this situation:

"While we'll have to wait and see what impact the evolution of the ecological bonus will have in the long term on these Chinese vehicles manufactured in China, it's certain that the national base of these manufacturers gives them the possibility of rapidly expanding internationally. But their situation is also liable to change rapidly: new brands can disappear overnight at the slightest difficulty encountered in their domestic market. WM Motor, for example, was forced to file for bankruptcy in early October, a move which highlighted the challenges facing start-ups in China's electric vehicle sector. For them, the stakes can quickly become reputational, not only for end customers but also for distribution networks. This phenomenon of brand creation and disappearance is not confined to Asian brands. We recently saw the American manufacturer Fisker return to the forefront with its luxury electric SUV, Ocean, after going bankrupt in 2013."

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, AAA DATA is a benchmark player and leverages extensive expertise in the field of enhanced data and detects, predicts, and identifies consumer behavior, needs and trends to anticipate tomorrow's uses. It offers its customers tailor-made models. AAA DATA runs a reliable and proven database. Thanks to its data repository and expertise, AAA DATA has been able to develop cutting edge and innovative solutions and anticipate tomorrow's needs, in a wide variety of consumer fields. aaa-data.fr