

# Automotive Electrification

Dean Bowkett

24 May 2023





# Dean Bowkett bio

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- Over 33 years' of automotive industry experience
- A Fellow of the Association of Chartered Certified Accountants
- Been responsible for 31 different financial services businesses and operations in 25 countries across Europe, Asia, America and Oceania

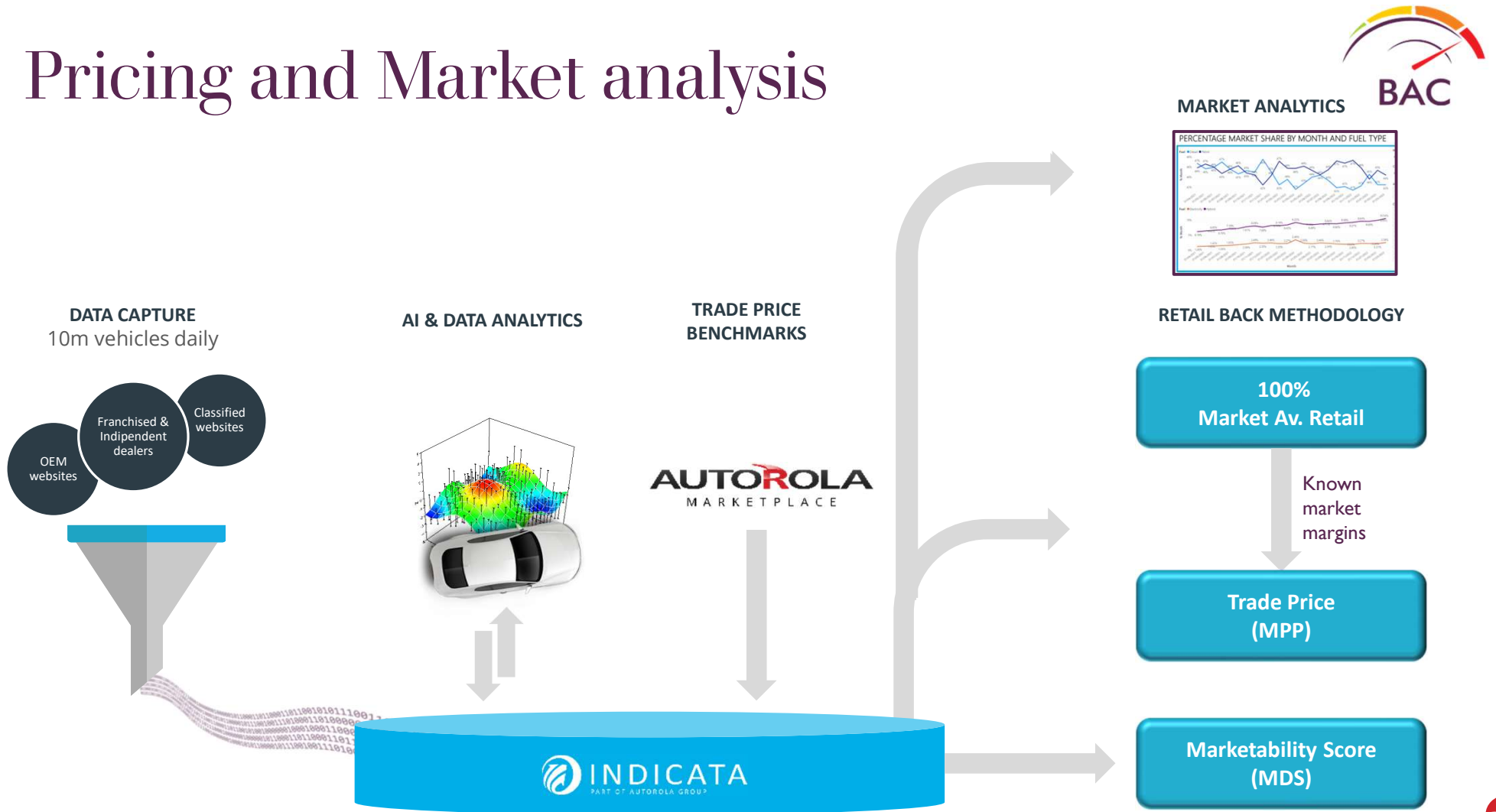
Industry Sectors	
OEM	✓
Financial services	✓
Full-service leasing	✓
Wholesale & retail finance	✓
Retail dealership	✓
Automotive data & research	✓
Insurance	✓
Press & Media	✓

Roles	
MD	✓
Group CFO	✓
Group Operations	✓
Supervisory Board Member	✓
Group Remarketing	✓
Pan European Pricing	✓
Group Chief Editor	✓
Due Diligence	✓
Legal Expert Witness	✓

Some of the companies Dean has worked for or with:

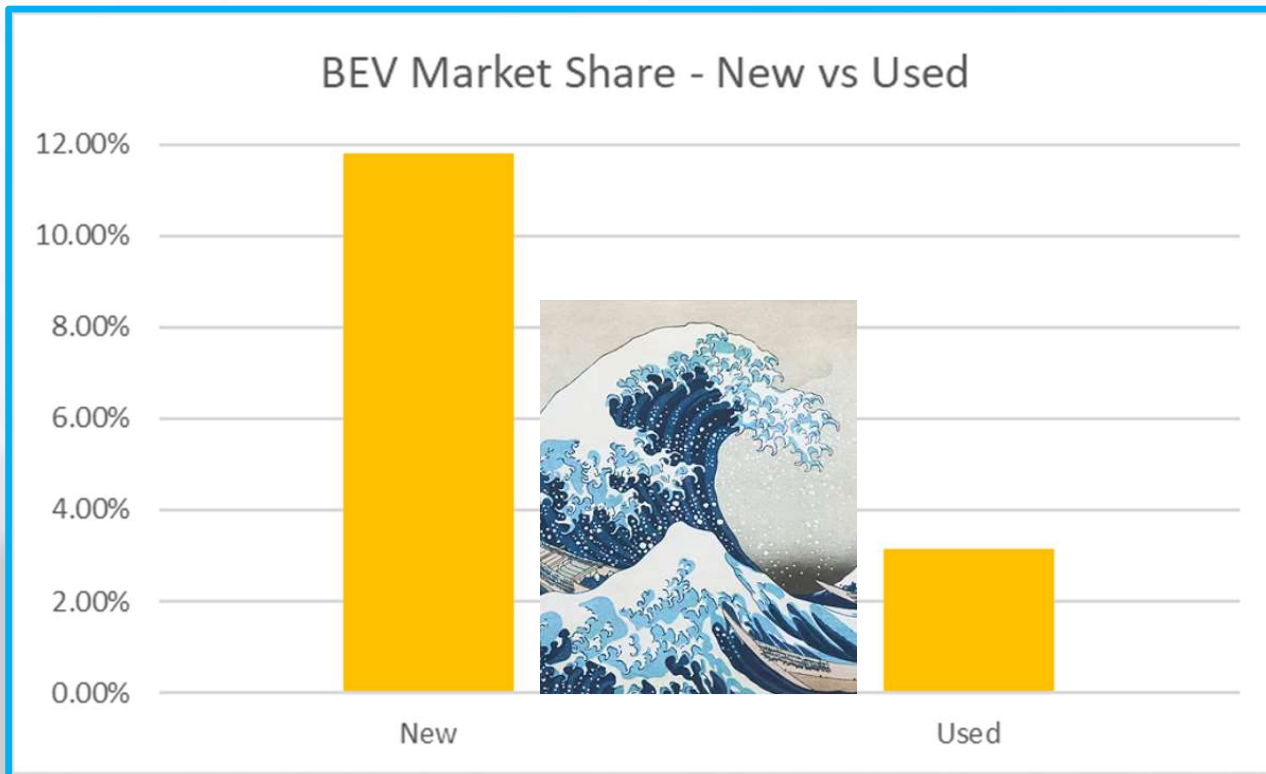


# Pricing and Market analysis



# Electric Vehicles Current Market

# BEV sales - Europe



**acea**

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Home | Press releases | New car registrations: +17.2% in April, battery electric 11.8% market share

## New car registrations: +17.2% in April, battery electric 11.8% market share

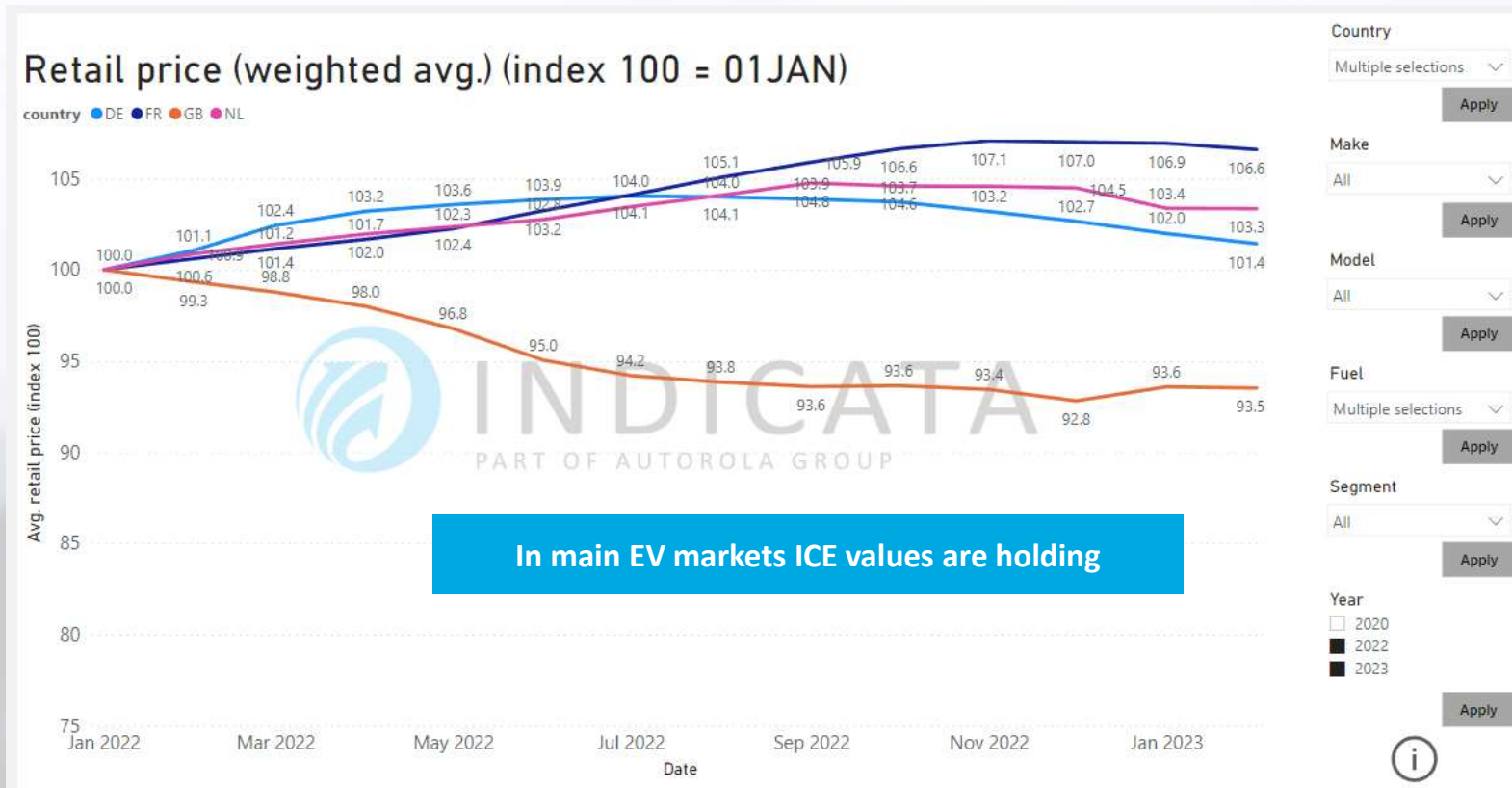
17 May 2023



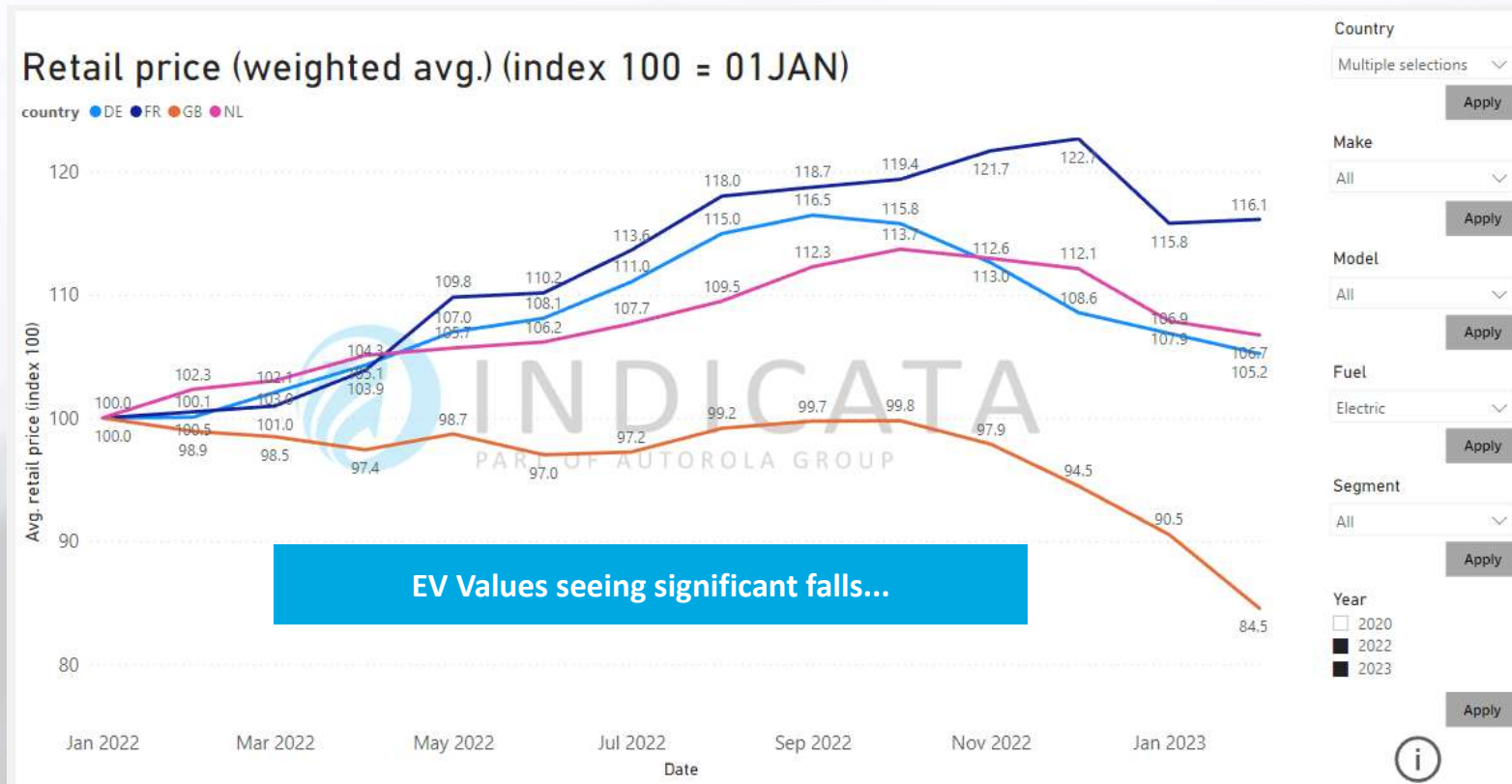
In April 2023, the EU car market saw a significant increase in passenger car registrations, with 803,188 units sold, marking a 17.2% growth from the previous year. All the EU's major markets grew solidly last month, with Italy (+29.2%) and France (+21.9%) leading the way.



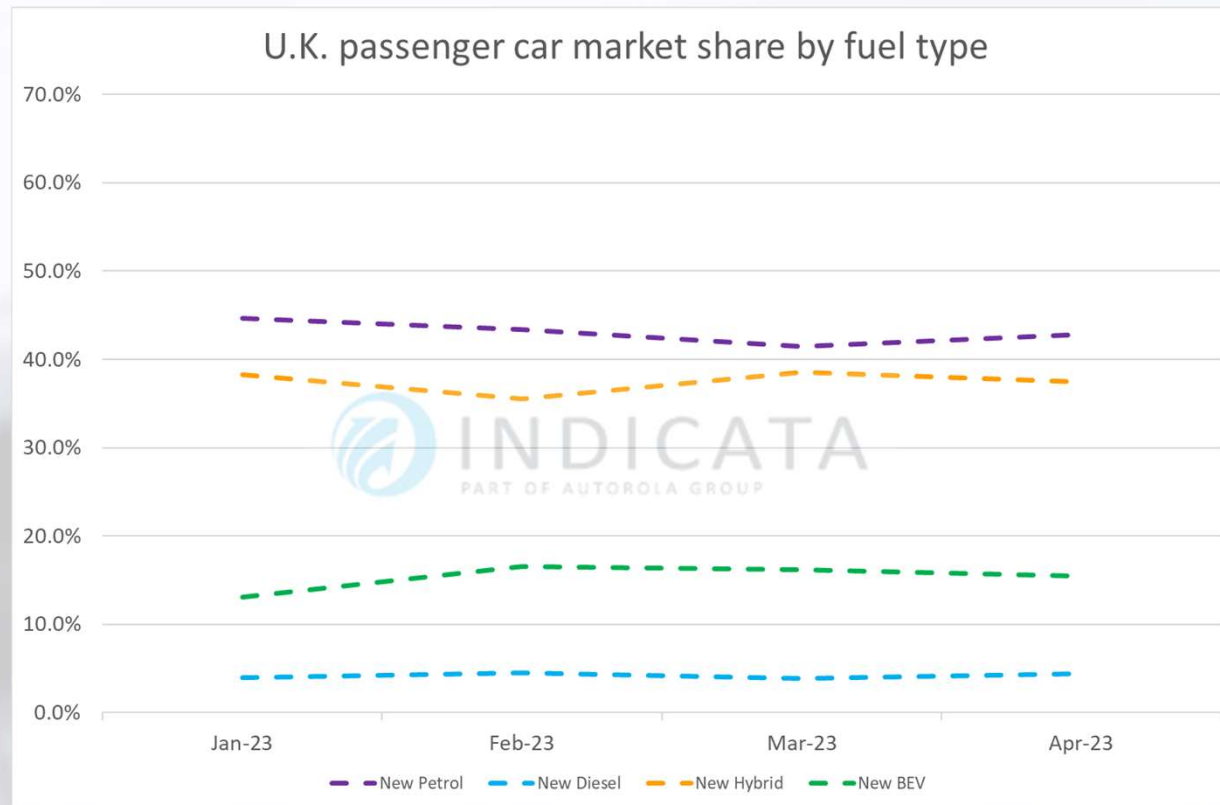
# Retail Values - Petrol/Diesel



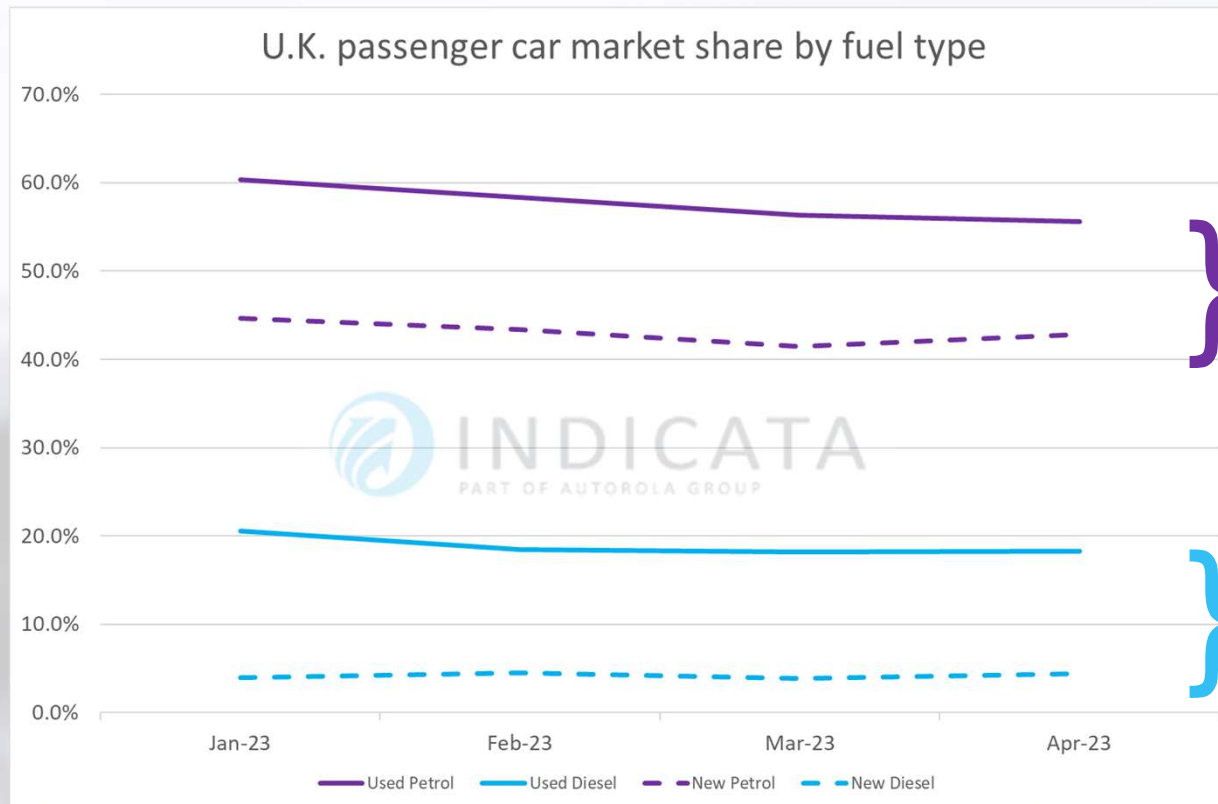
# Retail Values - BEV



# UK car sales Jan to Apr 2023



# UK car sales Jan to Apr 2023 - ICE

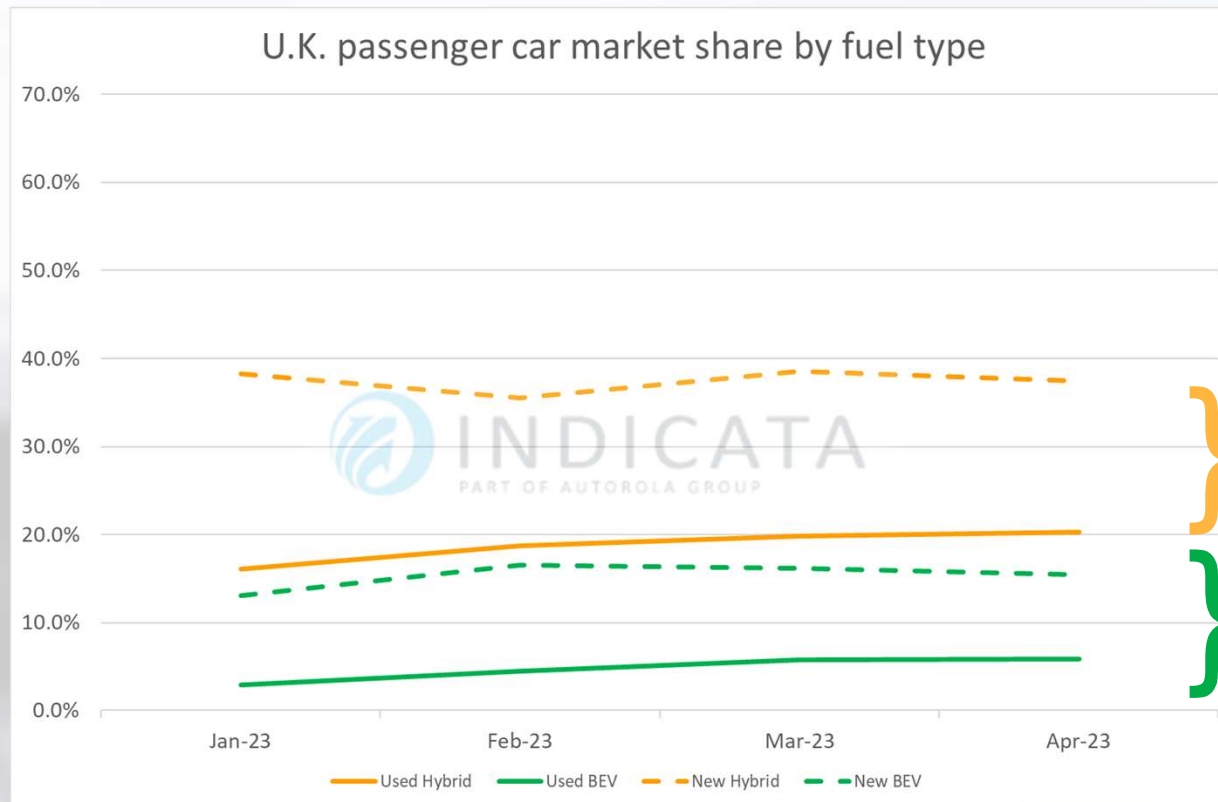


Used demand  
12.8pp higher

Used demand  
13.9pp higher



# UK car sales Jan to Apr 2023 - Alternatives

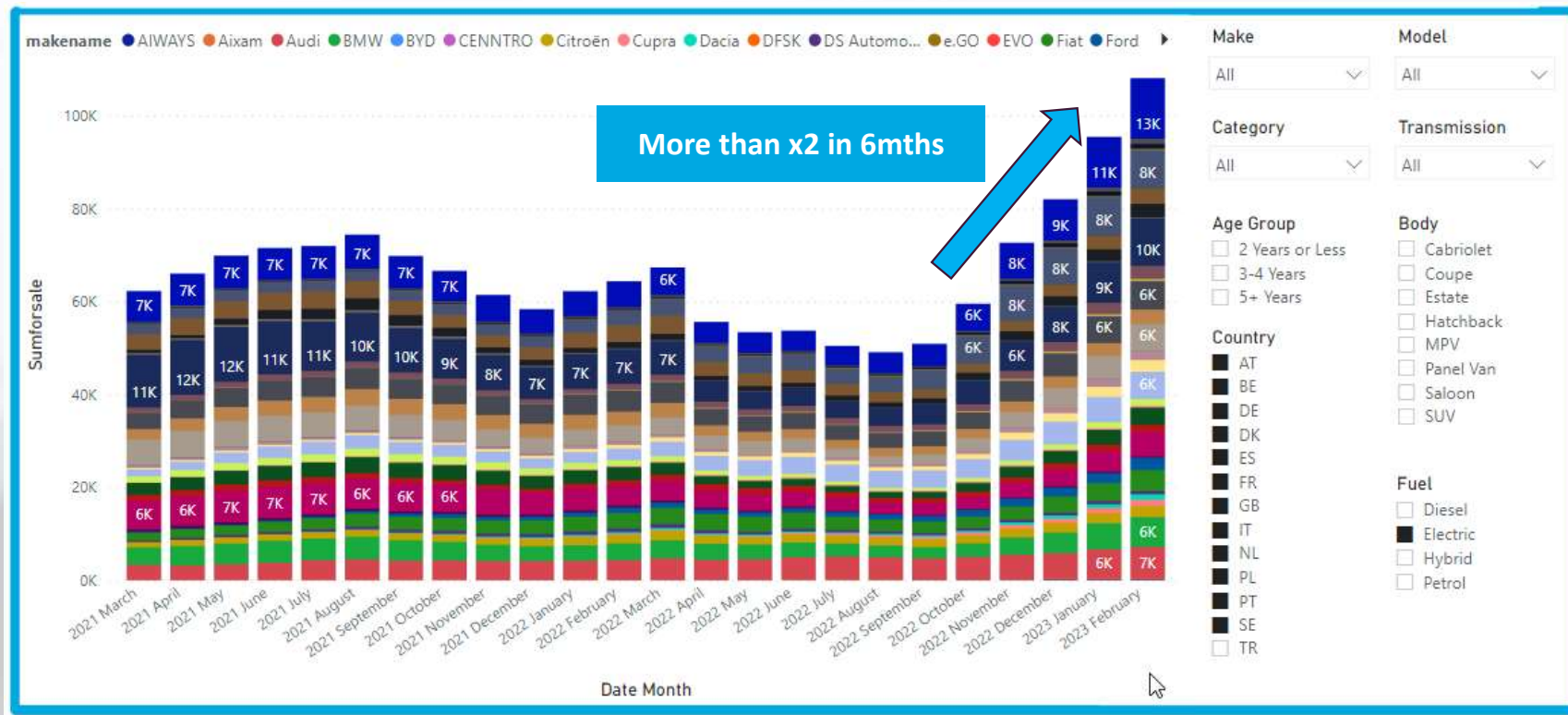


Used demand  
17.1pp lower

Used demand  
9.6pp lower

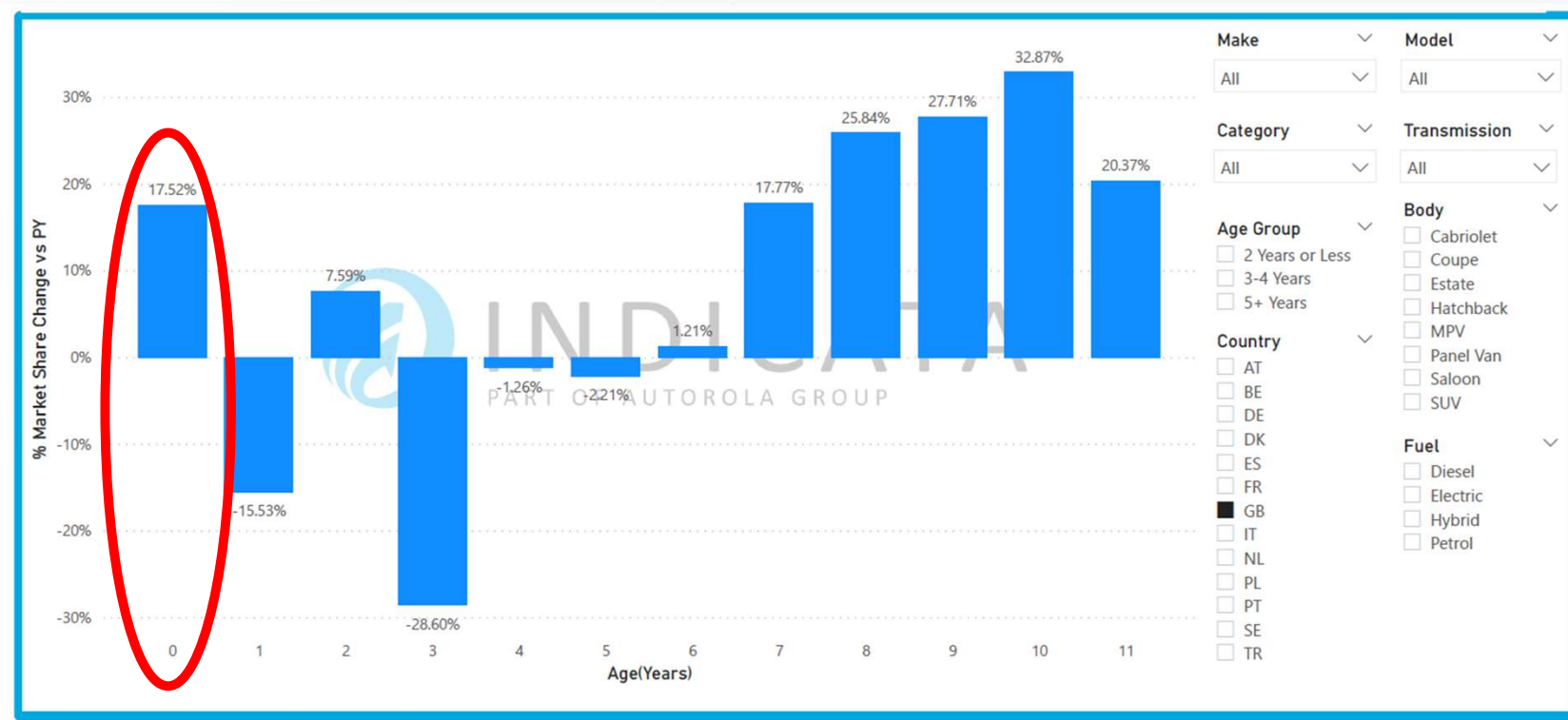


# EV Stock Over Last 2 Years - All Brands

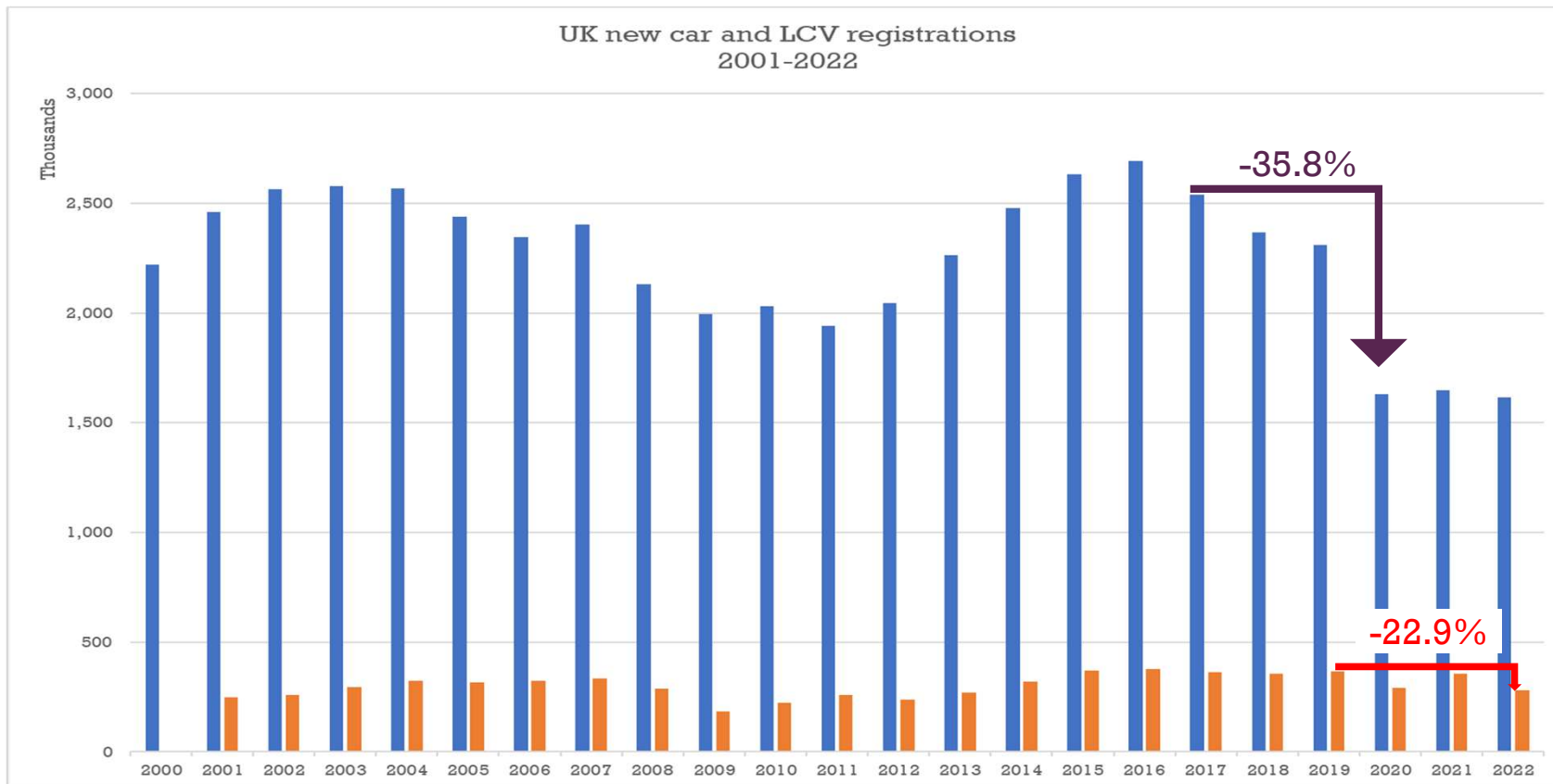




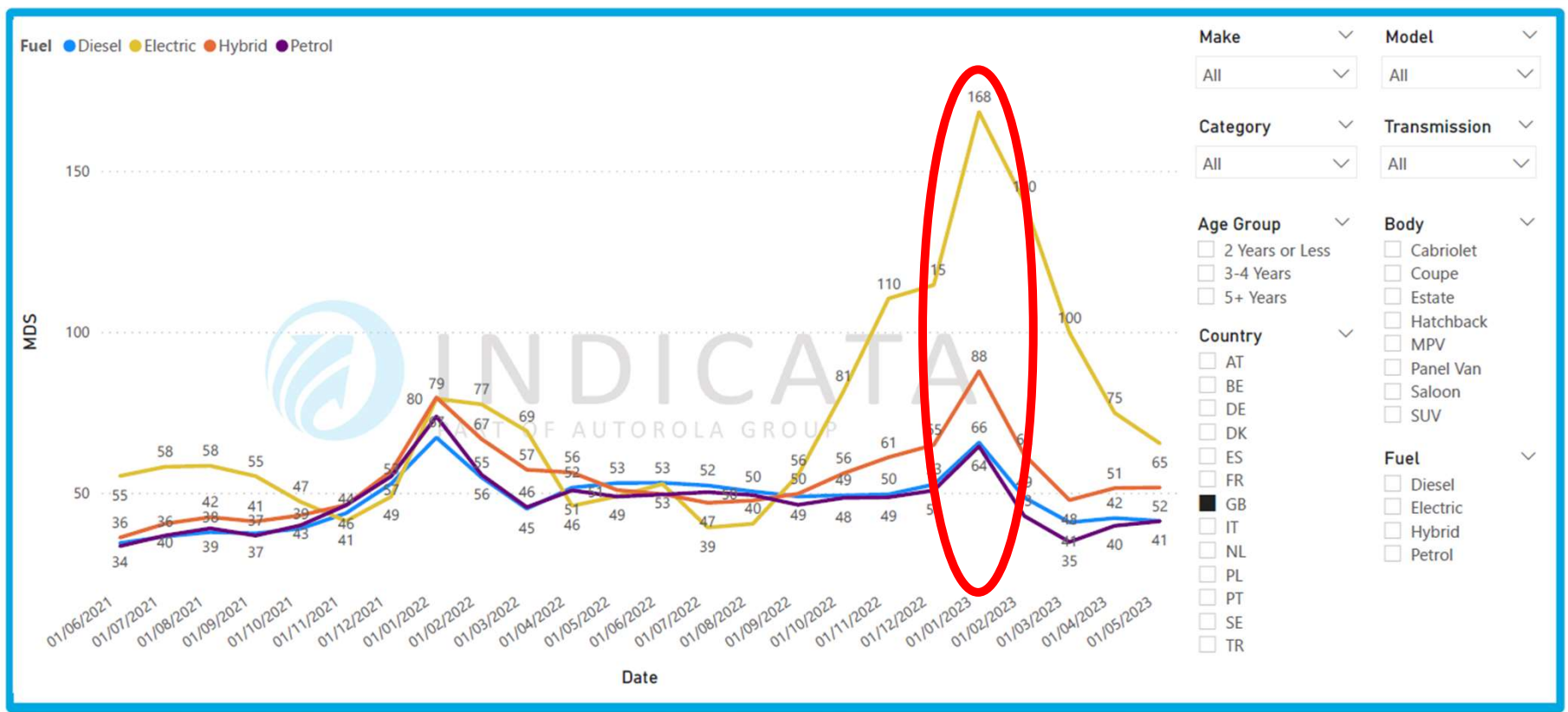
# Used car sales market share movement (April 2023 vs April 2022 by age)



# Used car supply constraints



# Market Days Supply U.K.



# Brand war can only add to market pressure



STELLANTIS



HYUNDAI



BAIC



DONGFENG

GAC MOTOR



GEELY



XPENG



# Summary

- The pressure on price in the use BEV market is continuing
  - Price reductions are beginning to stimulate demand – stabilising rather than reversing the problem
  - BEV prices may have to fall further to overcome the issues
- In the wider ICE market, the gradual opening up of the market is being capped
  - There is a freer supply of new cars as a result of chip shortage easing, the 2020 crash in new car registration is leaving the current used car market short.
  - Prices are normalising, but we do not see any radical jumps or crashes.

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