

Automotive Electrification

Dean Bowkett

24 May 2023





Dean Bowkett bio

<https://uk.linkedin.com/in/dean-bowkett>



- 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

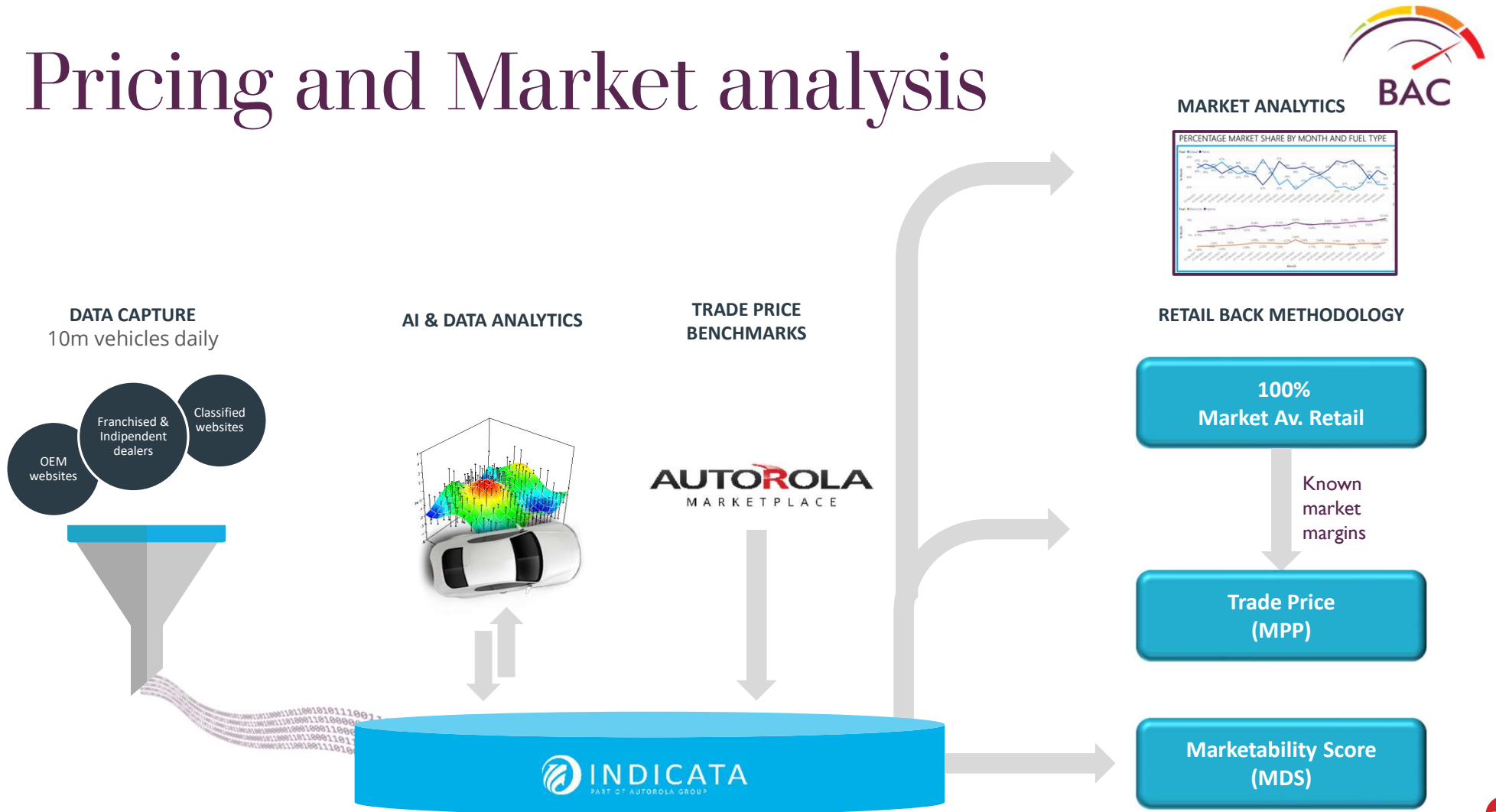
Industry Sectors	
OEM	✓
Financial services	✓
Full-service leasing	✓
Wholesale & retail finance	✓
Retail dealership	✓
Automotive data & research	✓
Insurance	✓
Press & Media	✓

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:

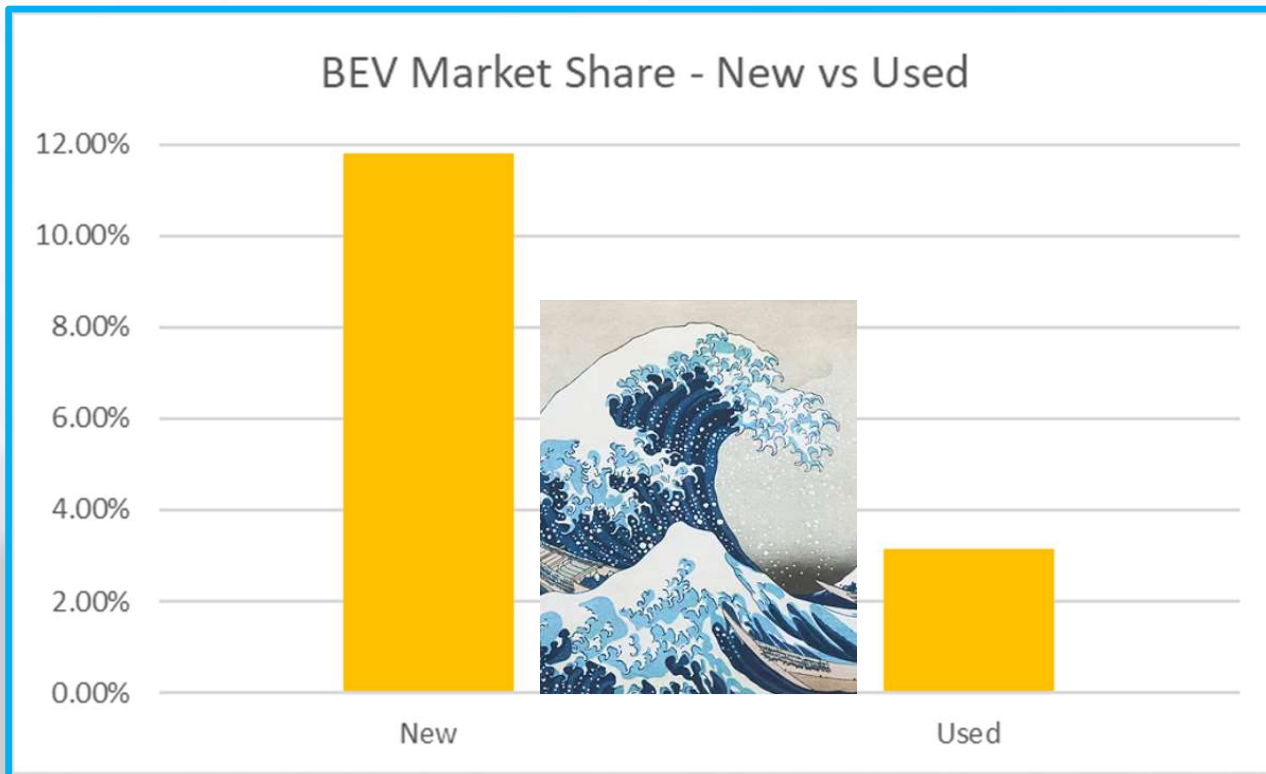


Pricing and Market analysis



Electric Vehicles Current Market

BEV sales - Europe



acea

DRIVING MOBILITY FOR EUROPE

NEWS ▾ FACTS & FIGURES ▾

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

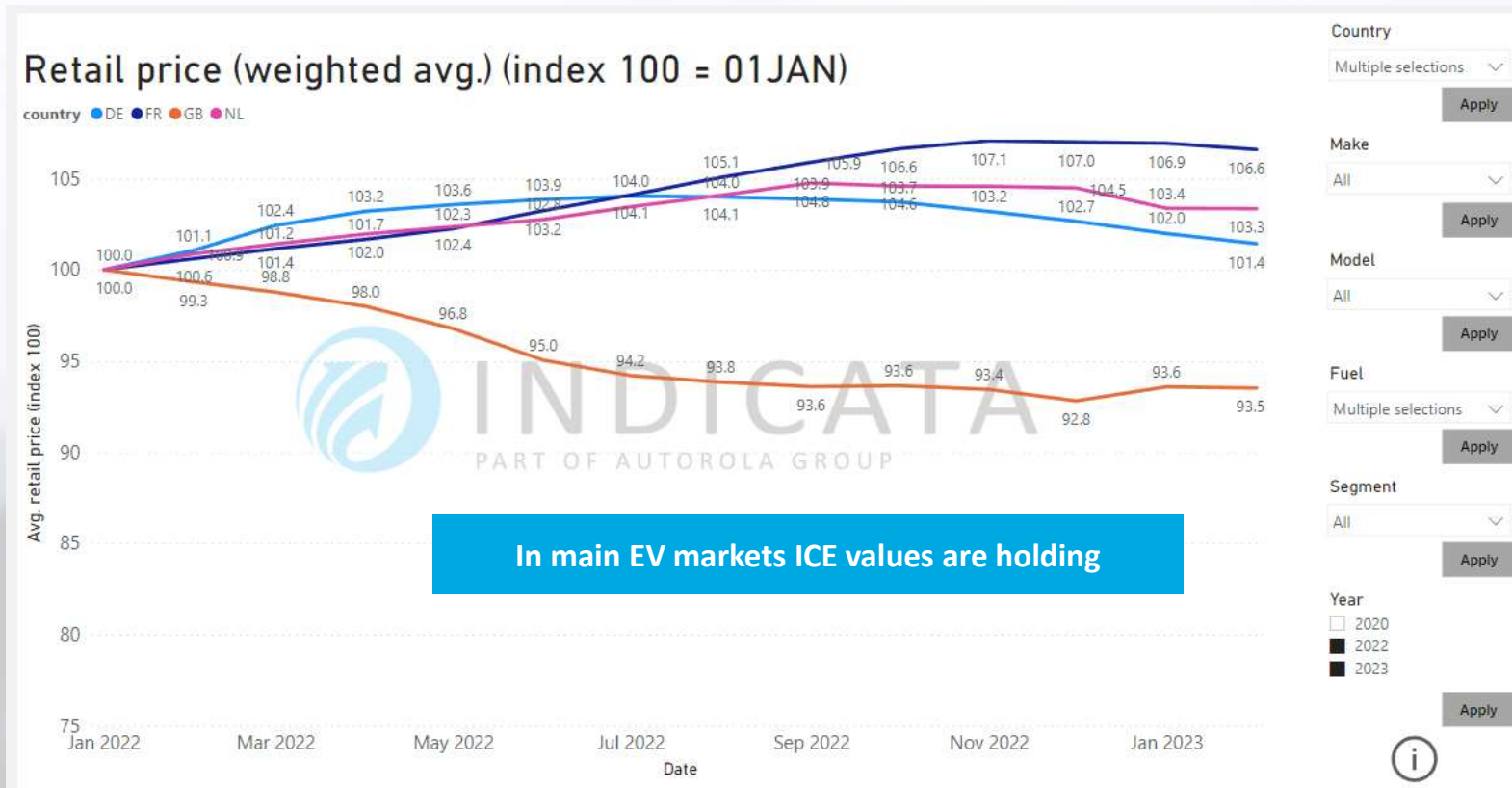
17 May 2023



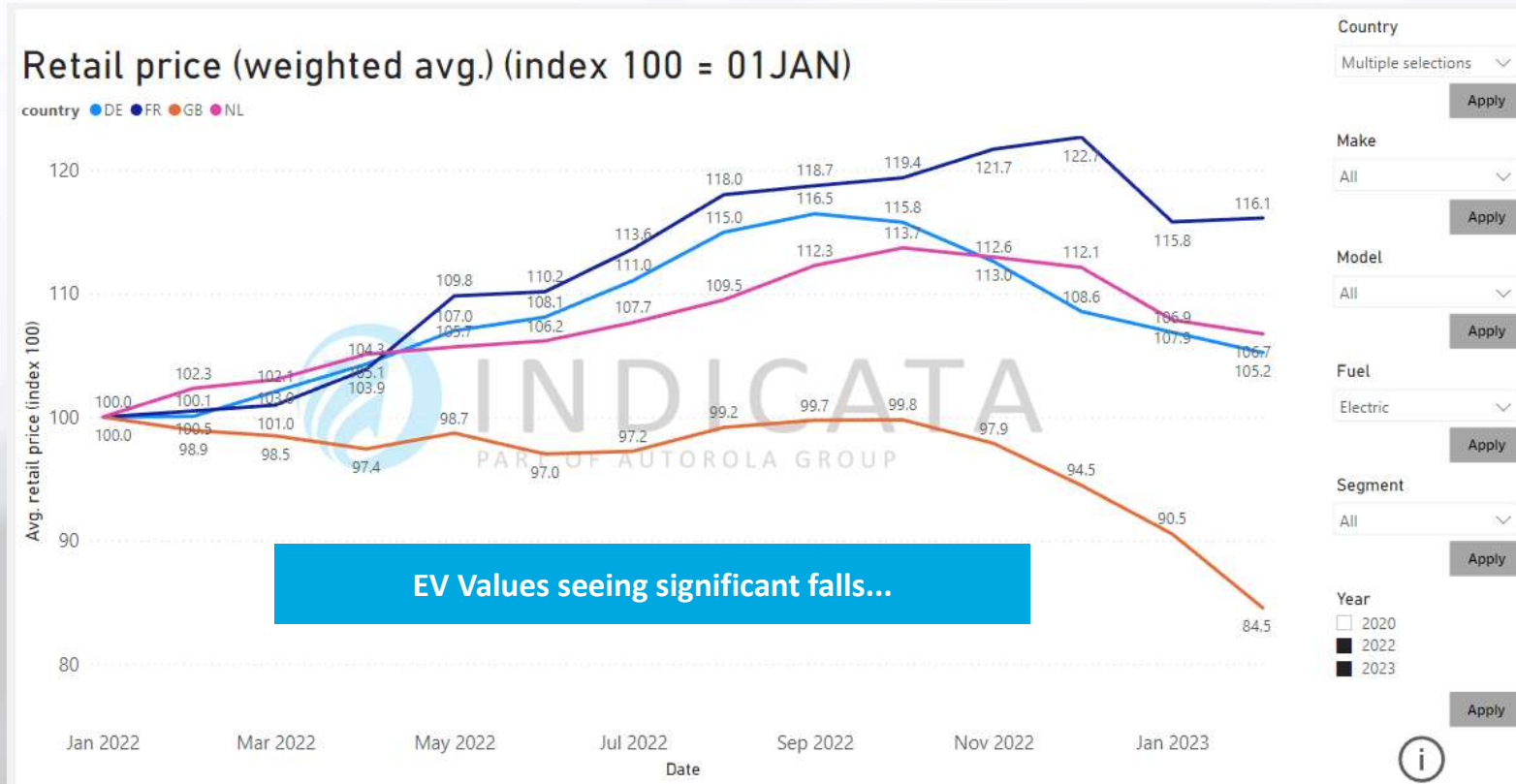
In April 2023, the EU car market saw a significant increase in passenger car registrations, with 803,188 units sold, marking a 17.2% growth from the previous year. All the EU's major markets grew solidly last month, with Italy (+29.2%) and France (+21.9%) leading the way.



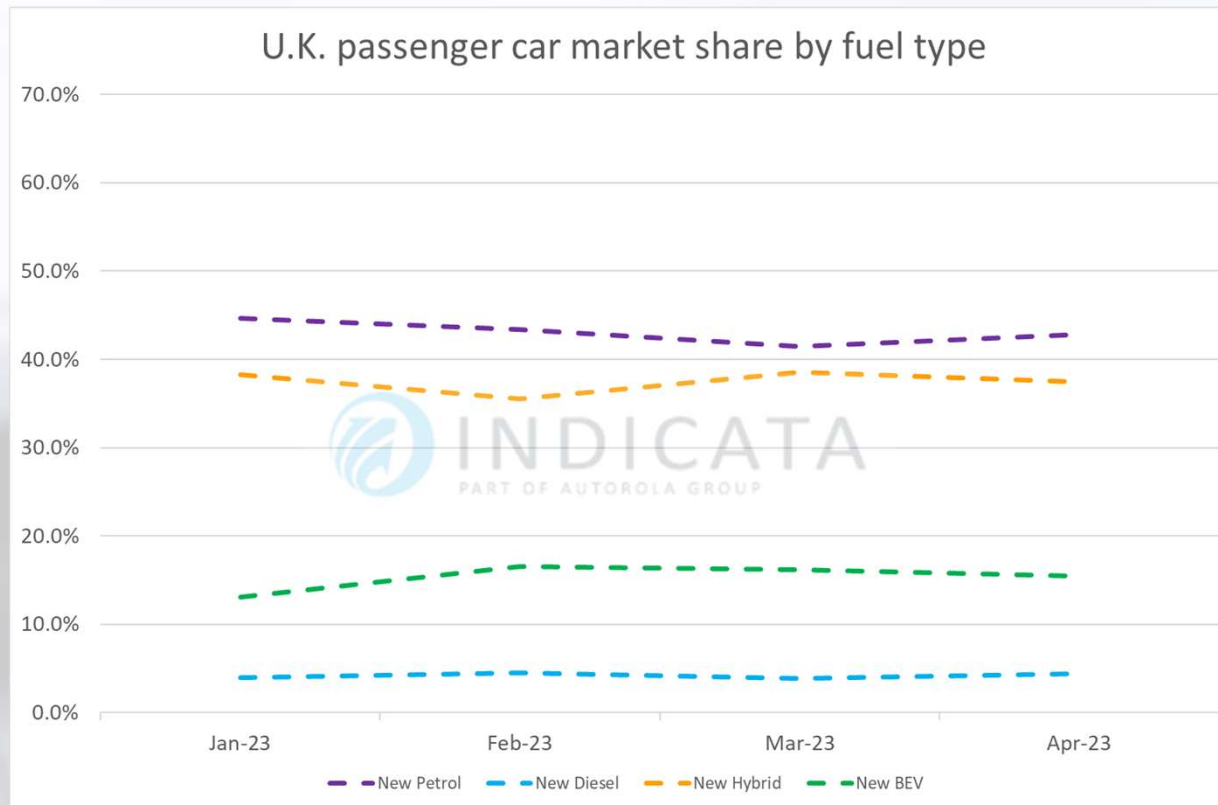
Retail Values - Petrol/Diesel



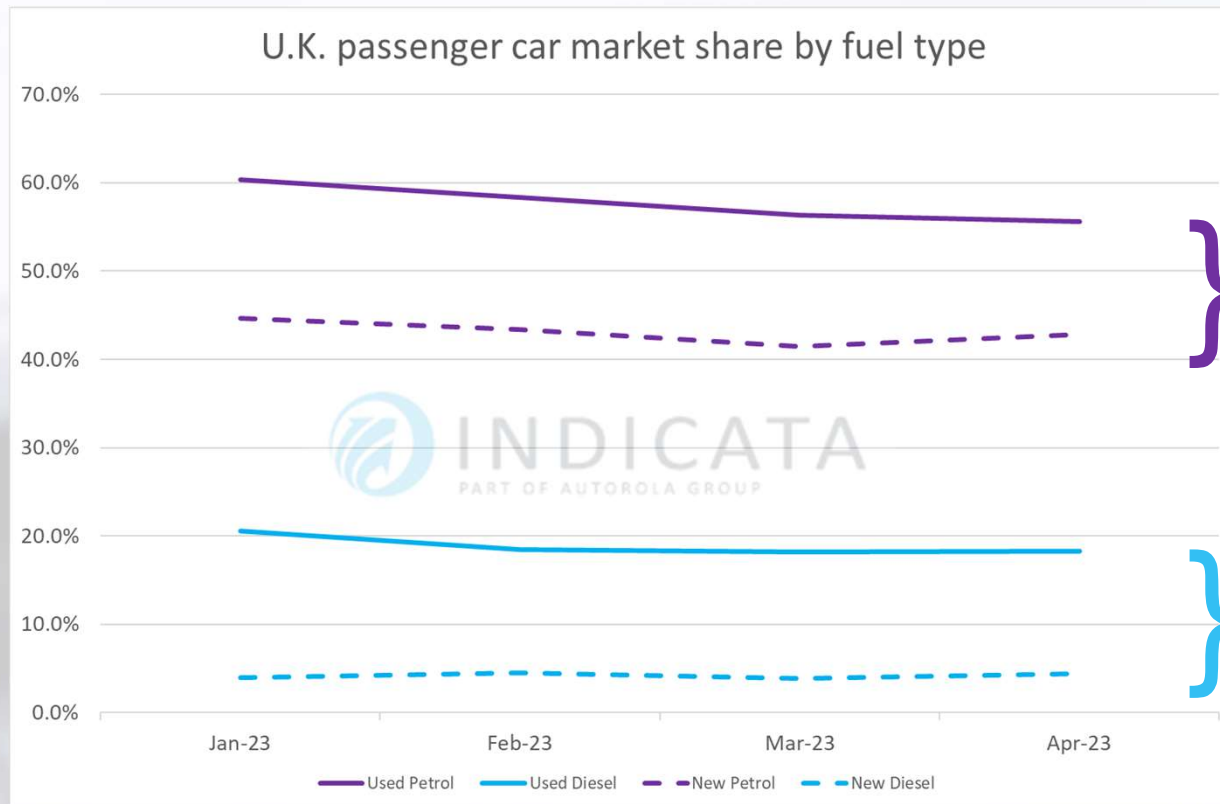
Retail Values - BEV



UK car sales Jan to Apr 2023



UK car sales Jan to Apr 2023 - ICE

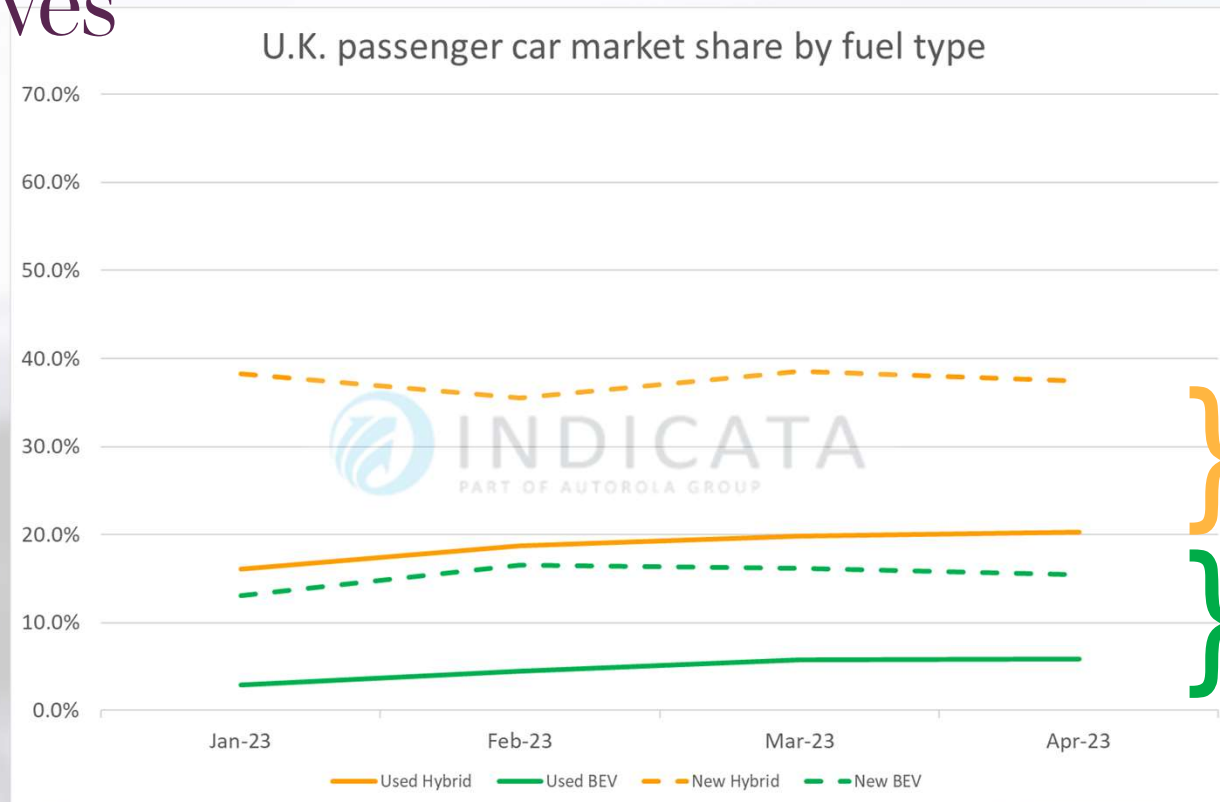


Used demand
12.8pp higher

Used demand
13.9pp higher



UK car sales Jan to Apr 2023 - Alternatives

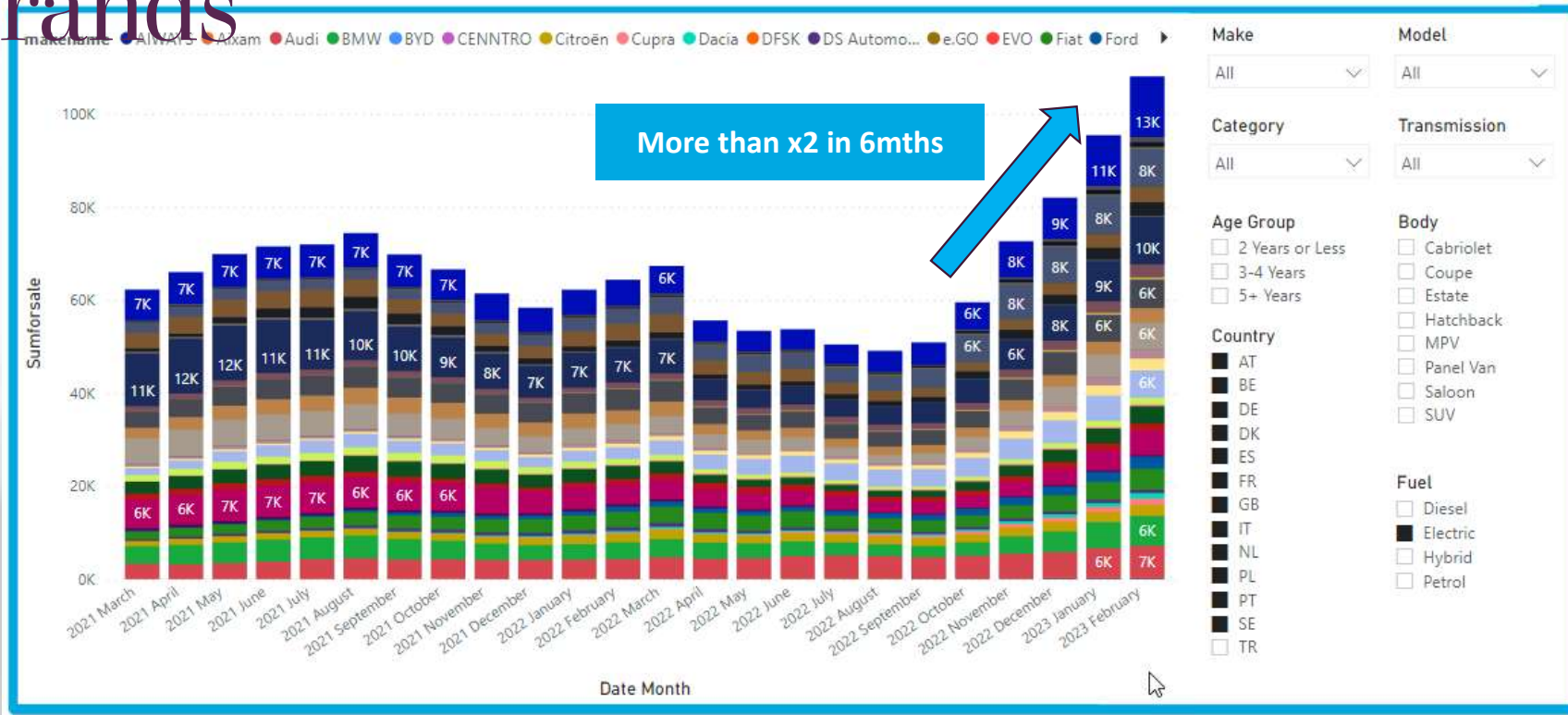


Used demand
17.1pp lower

Used demand
9.6pp lower

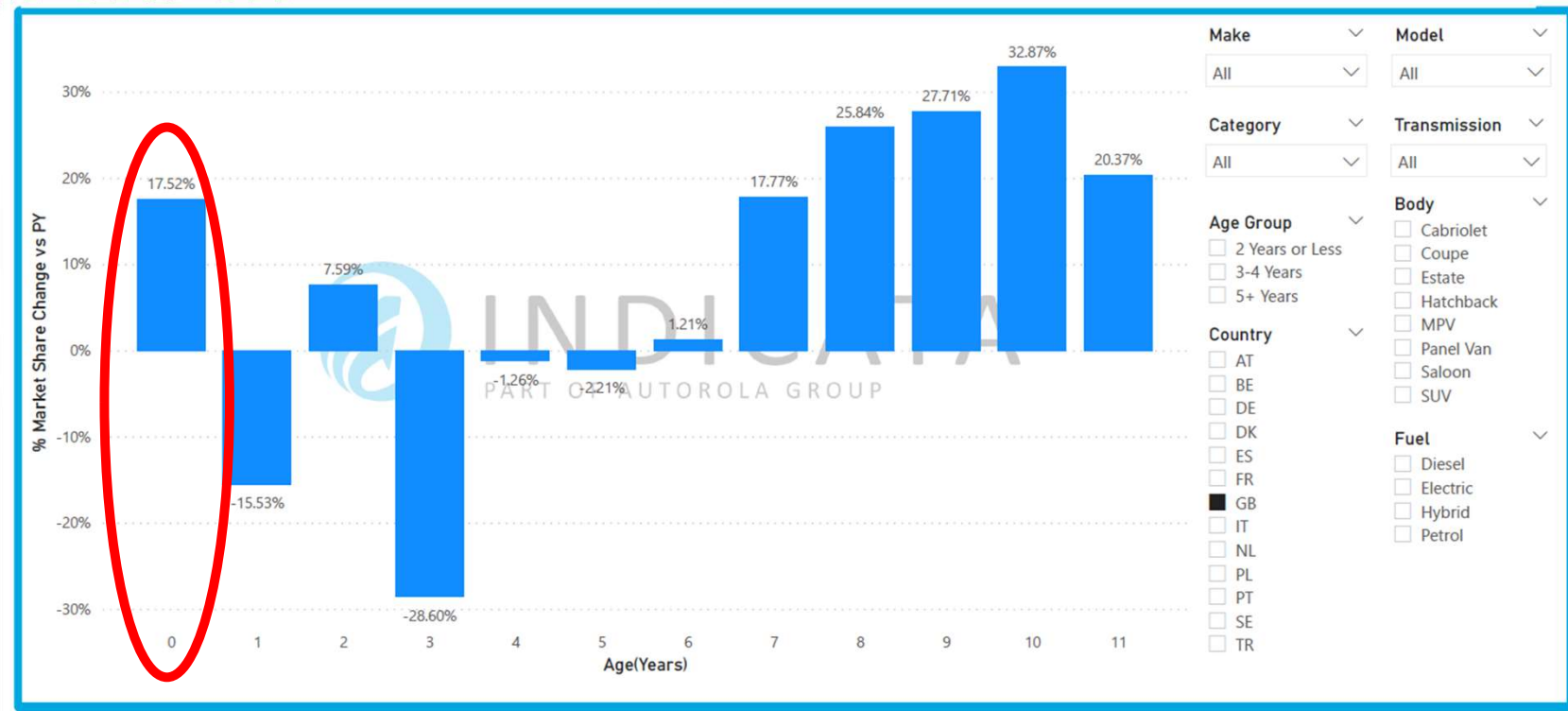


EV Stock Over Last 2 Years - All Brands

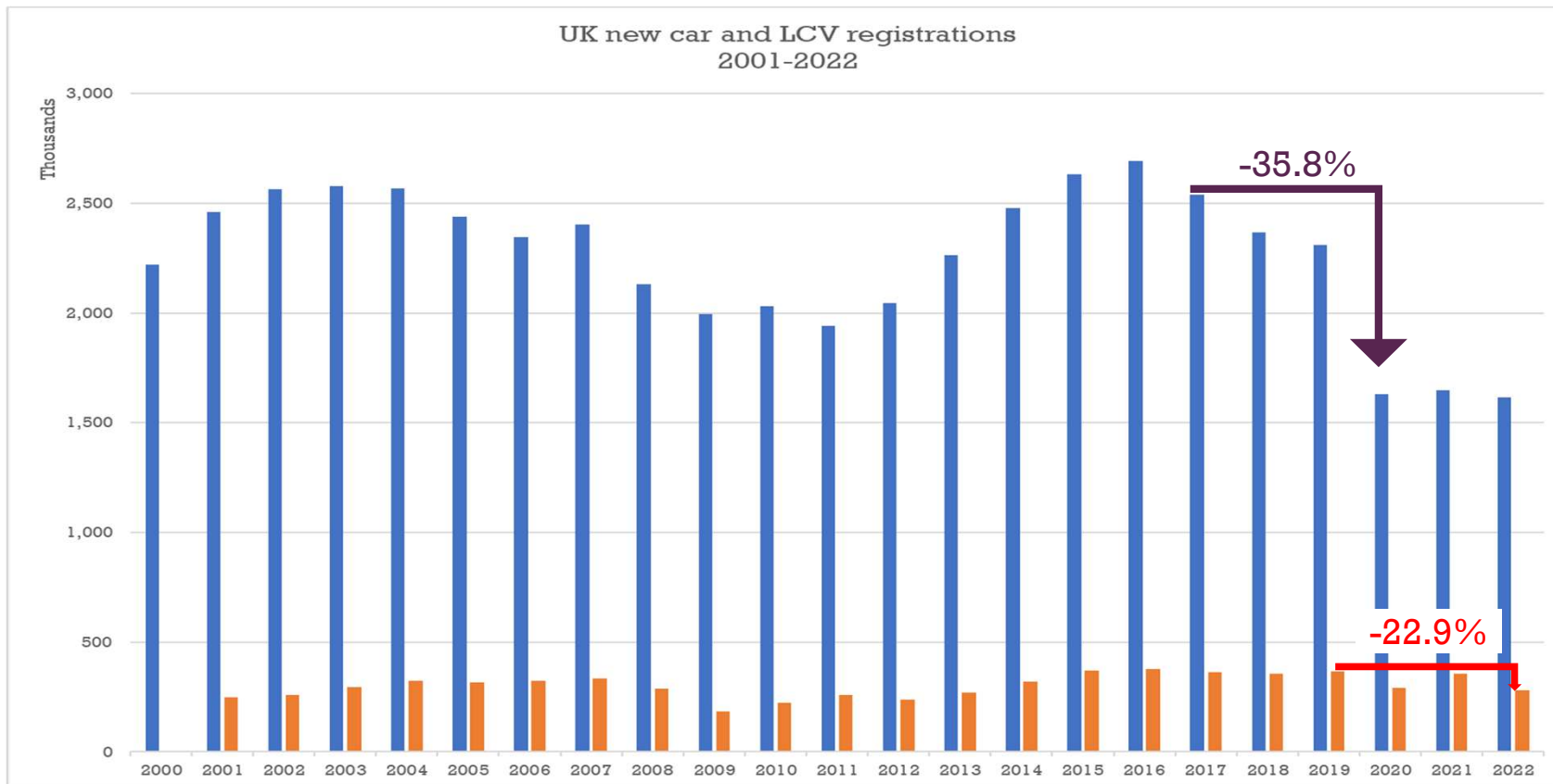




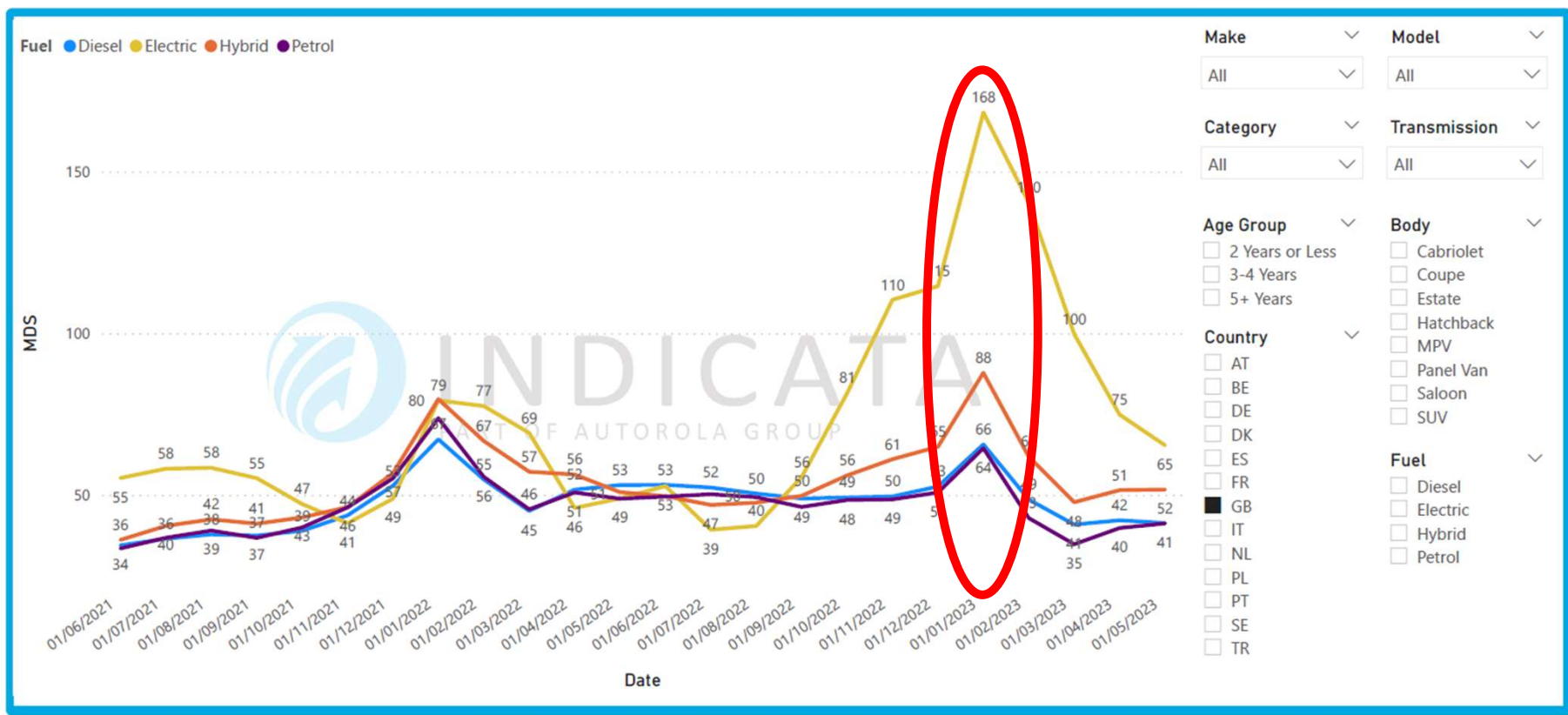
Used car sales market share movement (April)



Used car supply constraints



Market Days Supply U.K.



Brand war can only add to market



BAIC





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.

- The contents of this presentation are provided for guidance only and are the personal opinions of Bowkett Auto Consulting Ltd, T/a BAC, and the author based on their observations of the market
- No liability is accepted nor can be inferred by any users of this report and any actions taken or reliance placed on the contents of this report by such users are done entirely at their own risk
- Whilst we endeavour to ensure all data and information contained within this report is accurate and timely we accept no responsibility for any errors or omissions therein and advise users of this report to take this into consideration
- This report has been prepared for presentation and discussion purposes only. All rights are reserved and no sharing of this document or the contents either in part or whole should be done without the written authority of the author.
- Any such use where approved prior to sharing must be done within the context of this report
- Contact details for further information about this report:
 - email: dean@bowkettautoconsulting.com
 - Phone: 0044 (0)7962 176198