



EXPERIAN AUTOMOTIVE

Q3 2024

Automotive Consumer Trends & Analysis

Kirsten Von Busch
Director, Product Marketing
December 12, 2024

Q3 Report overview



Pickup Trucks – Q3 2024

What light-duty pickup trucks are on the road and who is buying them?

Vehicles in Operation overview and Consumer Analysis by segment type, for U.S. light duty vehicles through September 30, 2024.

Note: Throughout the report R12 = the last twelve months

Today's presenter



Kirsten Von Busch

Director of Automotive
Product Marketing

Experian Automotive

Delivering High-Quality Automotive Intelligence

Experian is the **only** primary data source for all three:



VEHICLE DATA

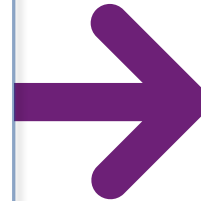


CONSUMER DATA



**STATISTICAL
CREDIT DATA**

These separate data sources generate **BILLIONS of Data Insights** we use to serve our clients.



From these primary sources, we deliver automotive data intelligence to fit **your unique needs and solve today's challenges.**



Our clients include:

- Lenders
- FinTech
- Dealers
- OEMs
- Tier 1 and Tier 2 Media Platforms & Agencies
- Aftermarket
- Insurance Carriers



Experian's primary data assets



Experian is the *only* primary data source for all three separate database assets.



North American Vehicle DatabaseSM

975M+

Vehicles in U.S. (all 50 states, Wash. D.C., Puerto Rico) and Canada.

312.9M+

US VIO

27.9M+

Canadian VIO

22.1B+

Vehicle history records.

420M+

Title Brands.

402M+

Accident & damage related events.

298M+

Recall events.



Consumer ViewSM Marketing Database

250M+

Individuals.

126M+

Households.

5000

Consumer attributes.

550M

Mobile IDs.

250M+

Connected TV IDs.

800M

Hashed email.

2,400+

Audience segments including 750+ Auto Audiences.



File OneSM Credit Database

CONSUMER

2M+

Credit inquiries daily.

1.3B+

Transaction updates/month.

245M+

Credit active consumers.

50M+

Public records.

99.9%

Updates within 24 hours.

Sub-second

Credit report response rate.

BUSINESS

25M+

Q3 2024 Pickup Customers

- What are they driving?
- Who are these customers?
- How can you best market to them?



Changes in U.S. vehicles in operation

Light duty vehicles* over the last 12 months

Q3 2024 Total*
292.1
MILLION
Vehicles on the road

Q3 2024 VIO changes

Q3 2023 Total*
288.5
MILLION
Vehicles on the road


15.6
MILLION
NEW Vehicles
Registered


12.0
MILLION
Vehicles went
out of operation

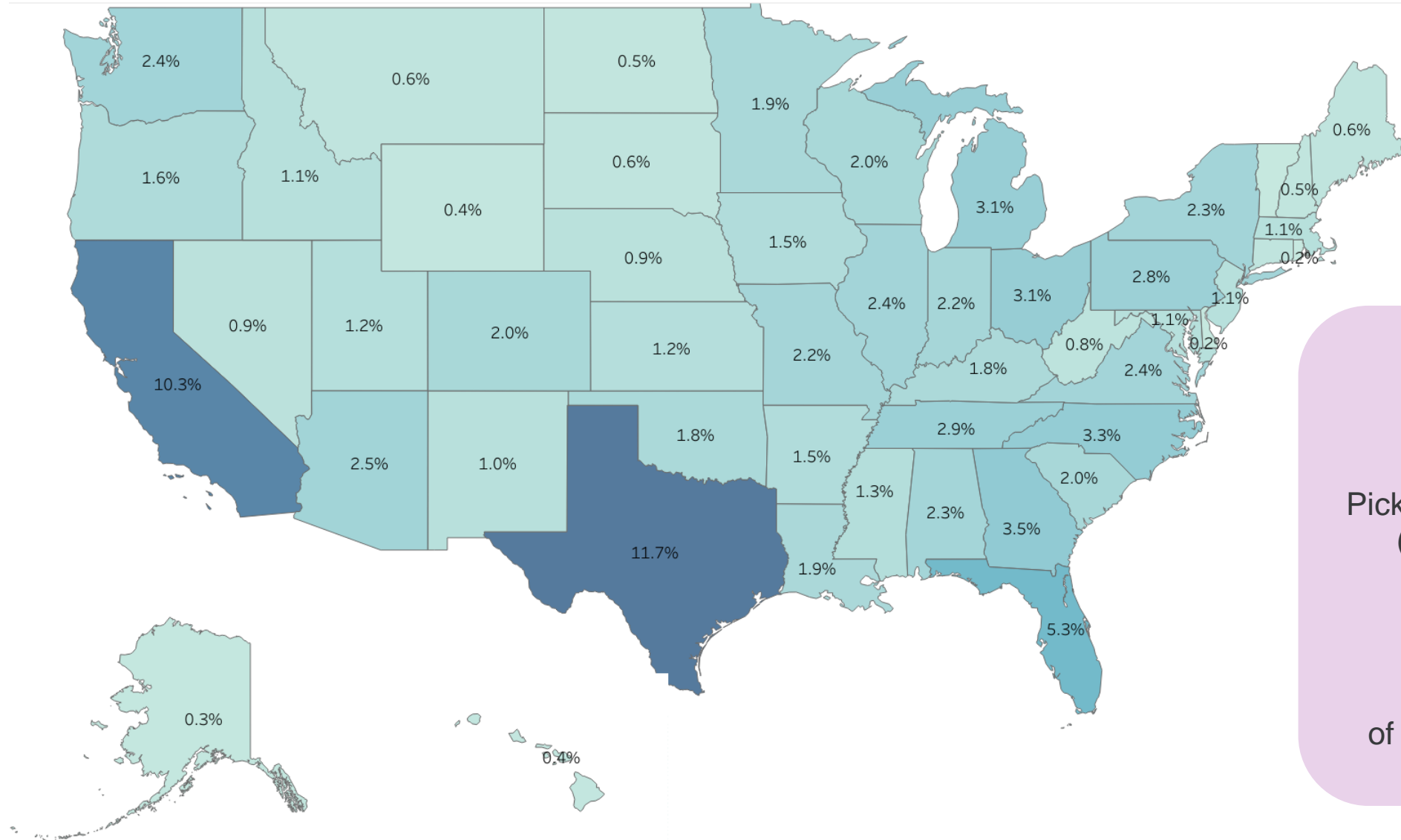

38.9
MILLION
USED vehicles
changed owners

=


28.6%
Total VIO
changes¹

*U.S. Vehicles in Operation data as of Sept 30, 2023 and 2024, sourced from Experian Automotive, including U.S. and Puerto Rico (U.S. light duty vehicles only).
1 – includes estimated annual households that relocated with the same vehicle(s)

U.S. Light & Medium Duty Pickup Trucks in Operation (VIO)



Key Findings:

54M+

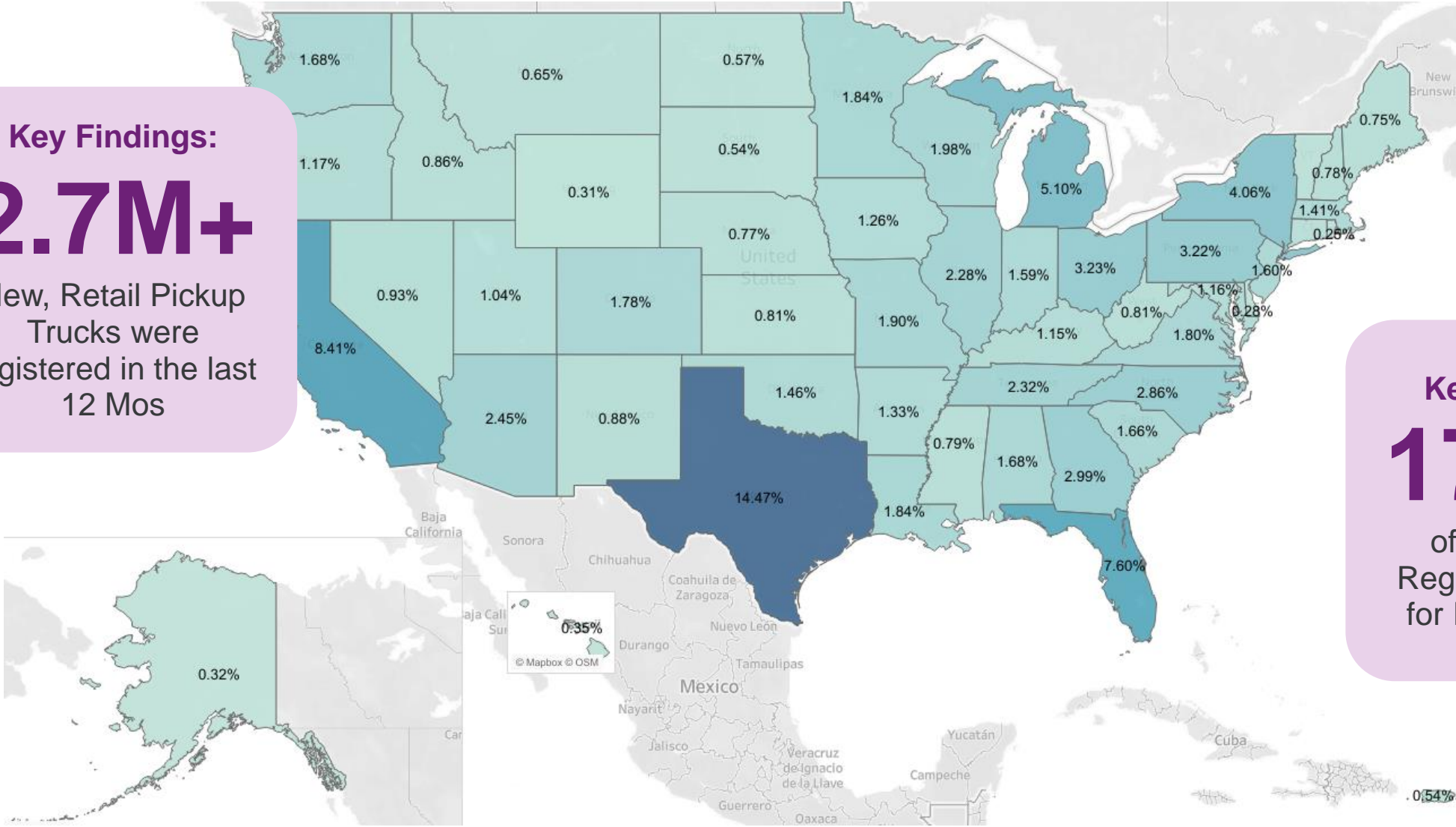
Pickup Trucks are on the road
(Vehicles in Operation)

20%

of Vehicles on the road are
Pickup Trucks

R12 U.S. New, Retail Pickup Truck Registrations

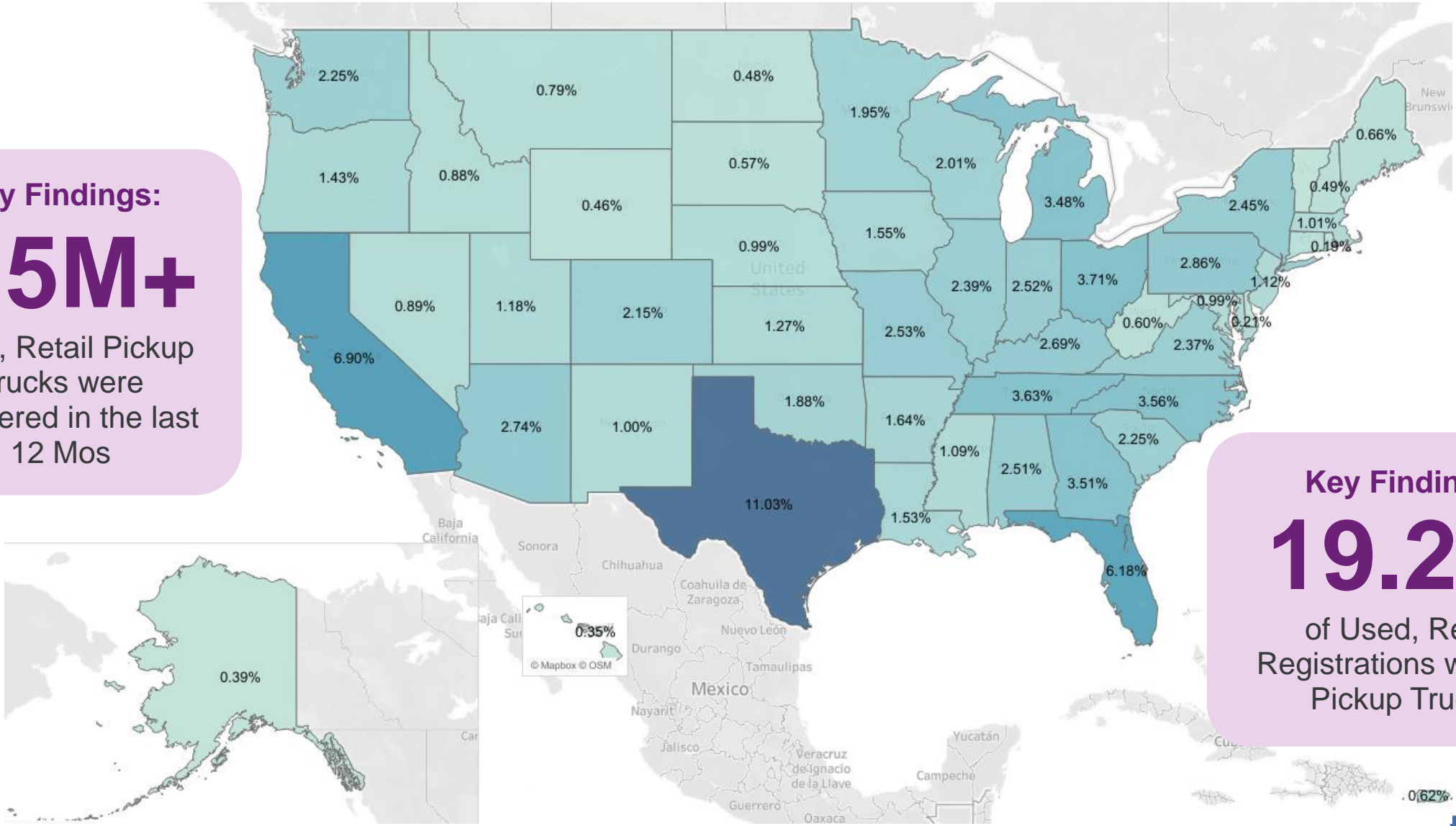
Key Findings:
2.7M+
 New, Retail Pickup Trucks were registered in the last 12 Mos



Key Findings:
17.4%
 of New, Retail Registrations were for Pickup Trucks

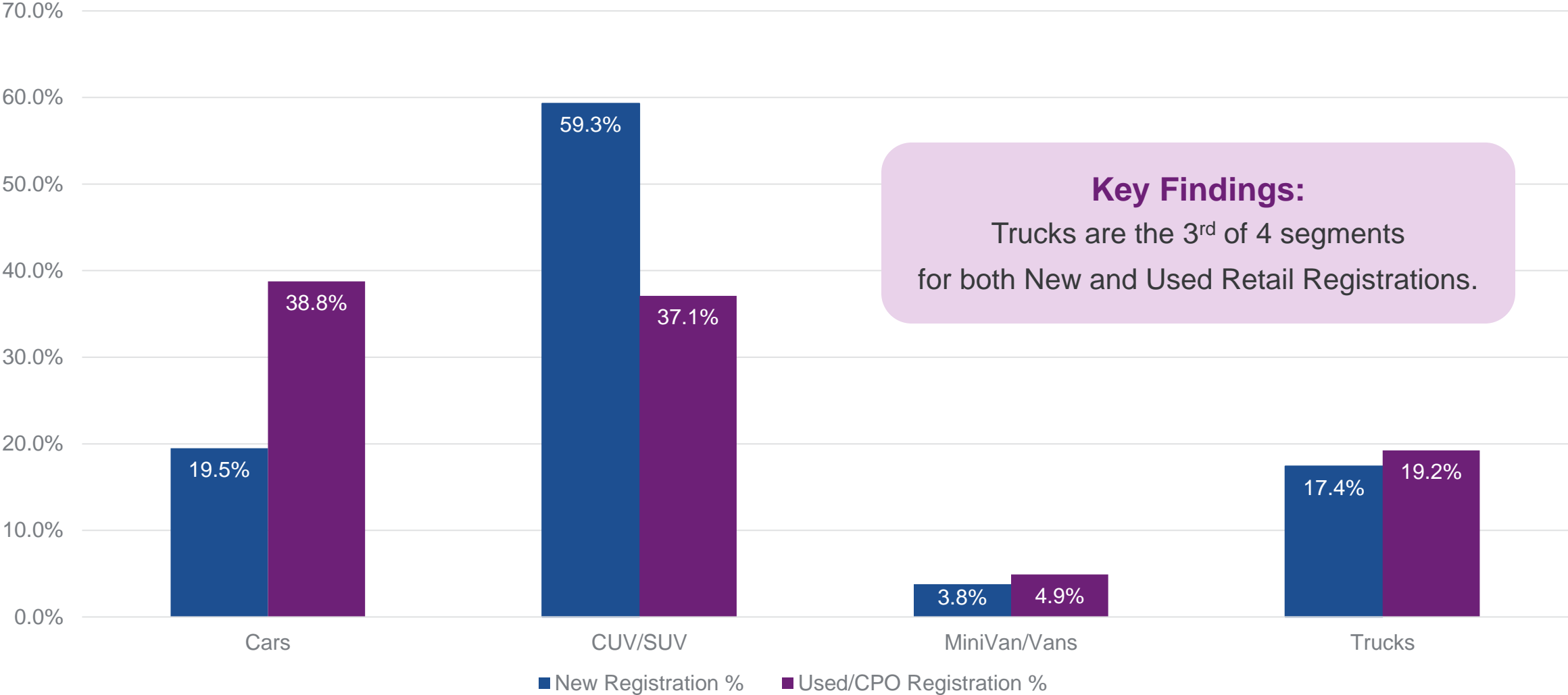
R12 U.S. CPO/Used, Retail Pickup Truck Registrations

Key Findings:
7.5M+
 Used, Retail Pickup Trucks were registered in the last 12 Mos

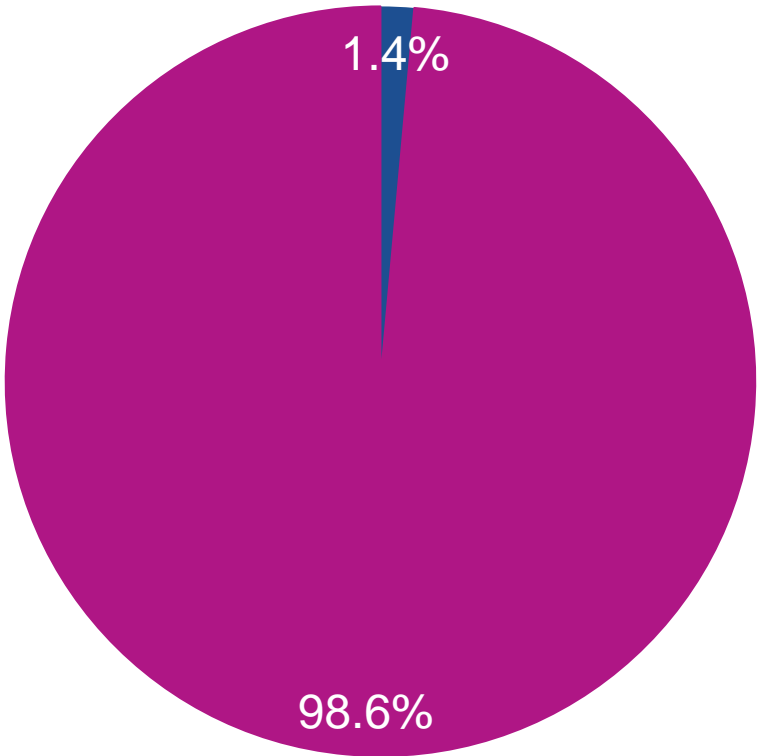


Key Findings:
19.2%
 of Used, Retail Registrations were for Pickup Trucks

R12M Retail Registrations % by Sale Type and Vehicle Segment



R12 New, Retail Pickup Truck Registration % by Vehicle Class



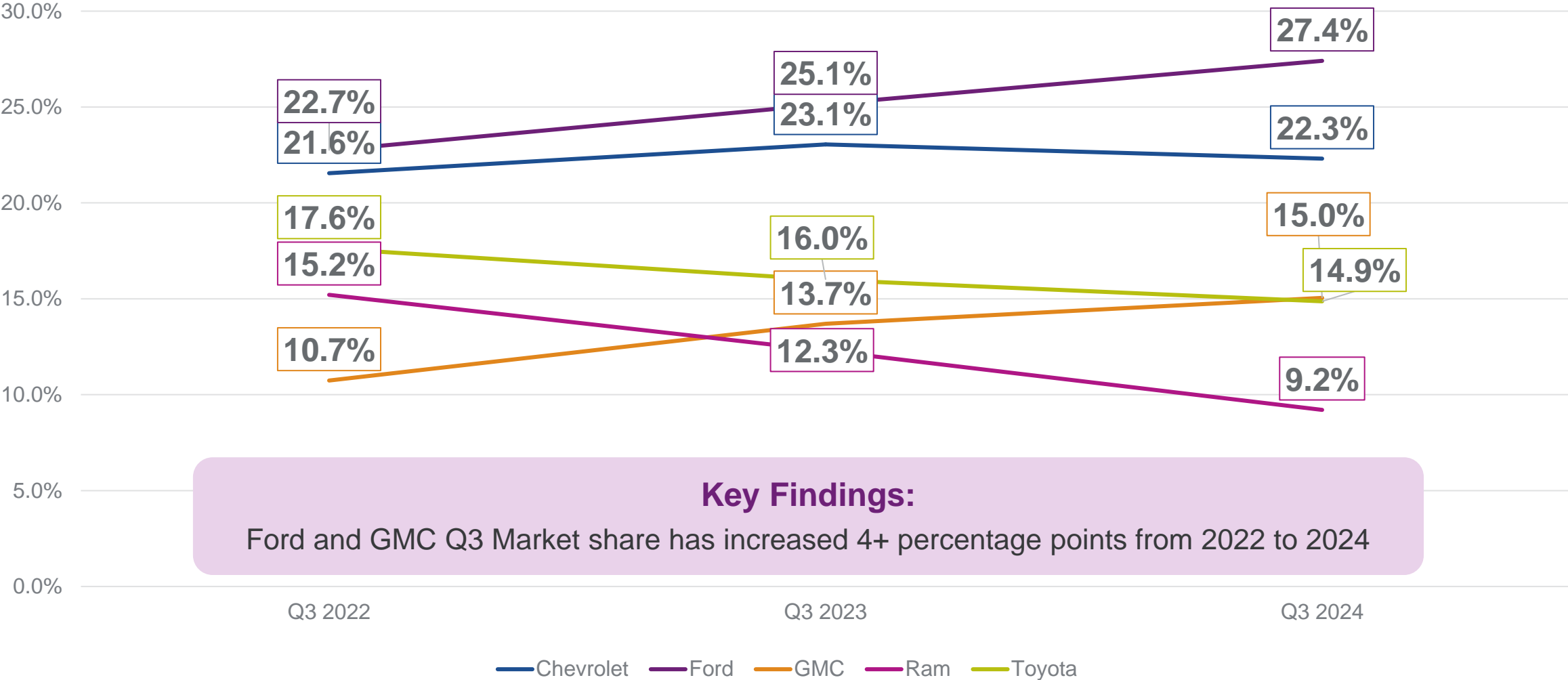
■ Non-Luxury ■ Exotic and Luxury

% of Pickup Truck Registration Market Share

Key Findings:
Non-Luxury Pickups account for
98.6%
of New, Retail Pickup Truck Registrations in the last 12 Months

Exotic & Luxury Pickup Trucks account for
1.4%

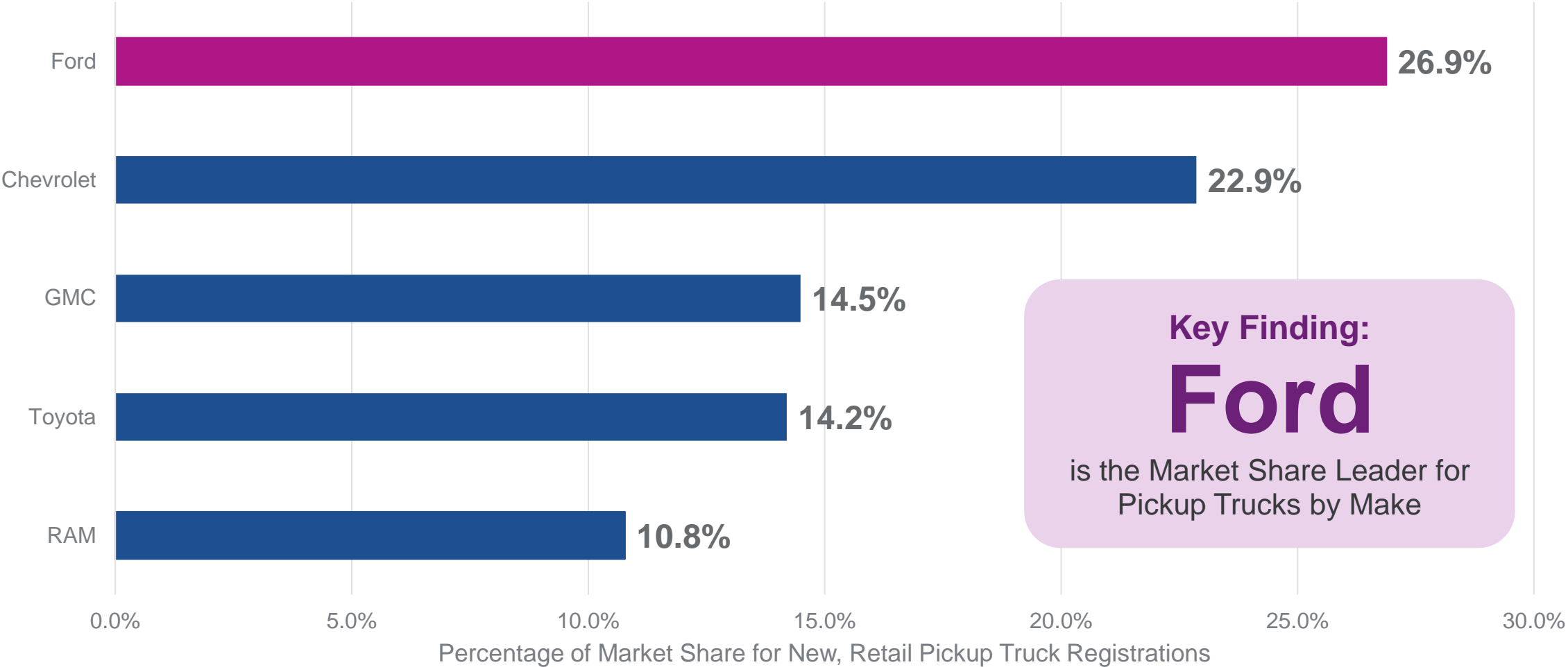
Q3 Top 5 New, Retail Pickup Truck Registration Market Share % by Make for the Last 3 Years (Q3 = July, August, September)



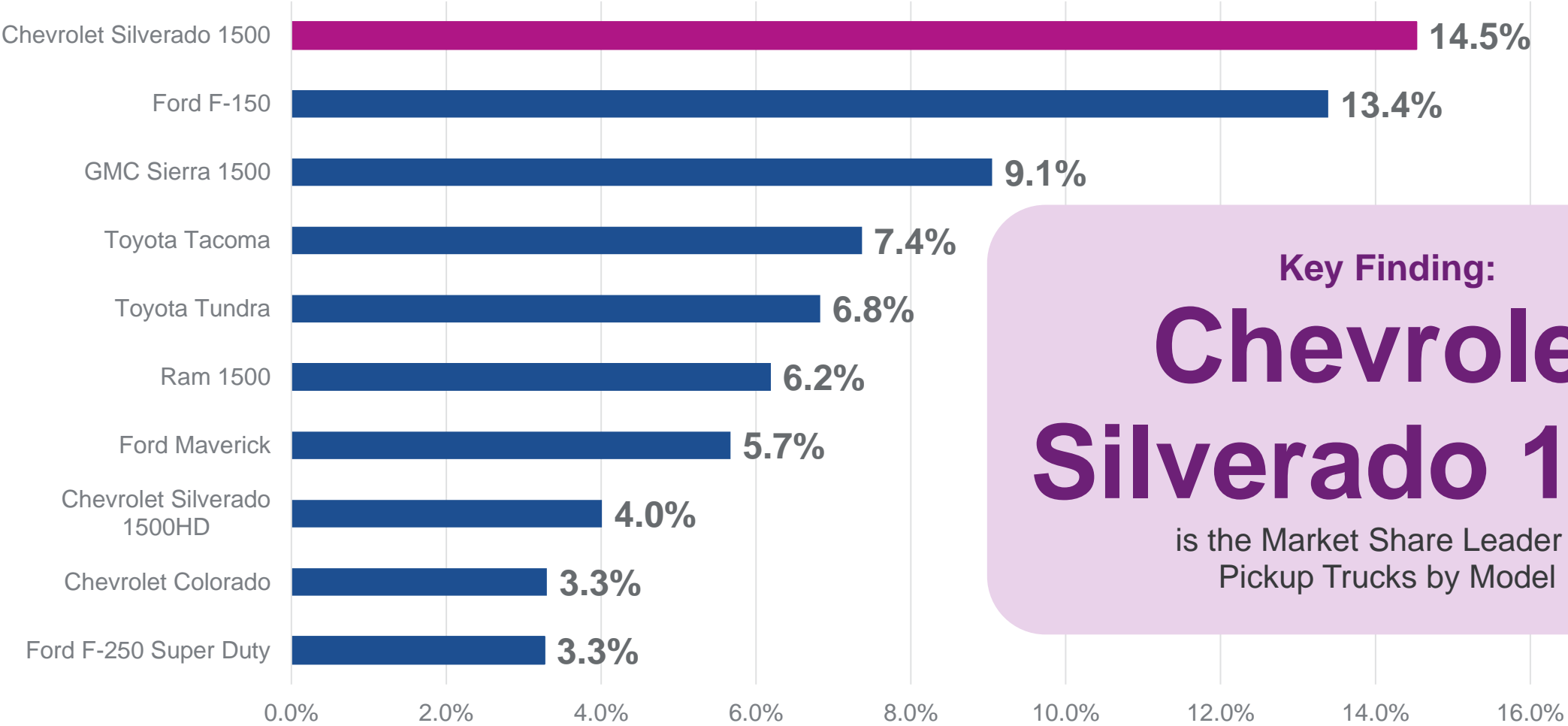
Key Findings:
 Ford and GMC Q3 Market share has increased 4+ percentage points from 2022 to 2024



R12 Top 5 New, Retail Pickup Truck Registration % by Make

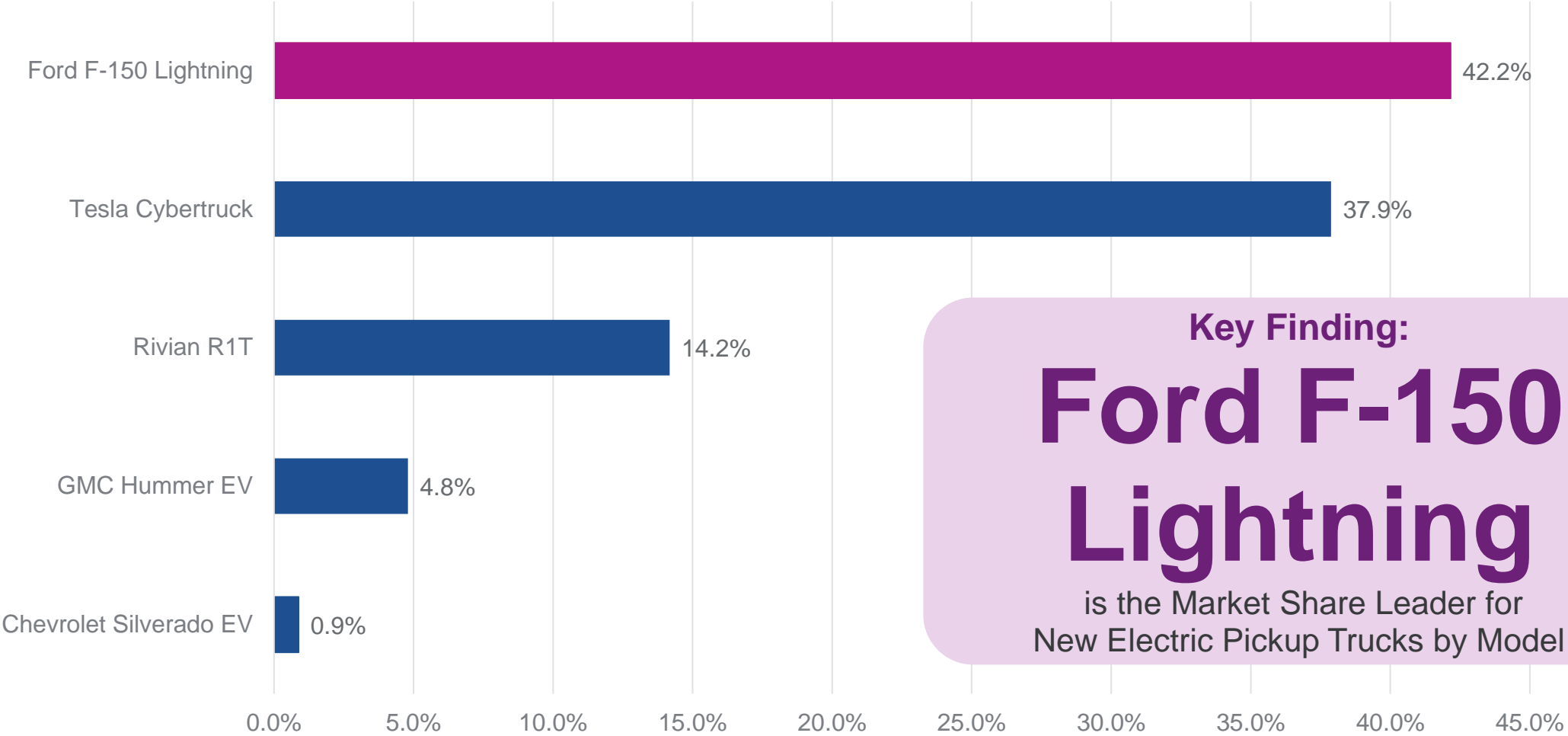


R12M Top 10 New, Retail Pickup Truck Registration % by Model



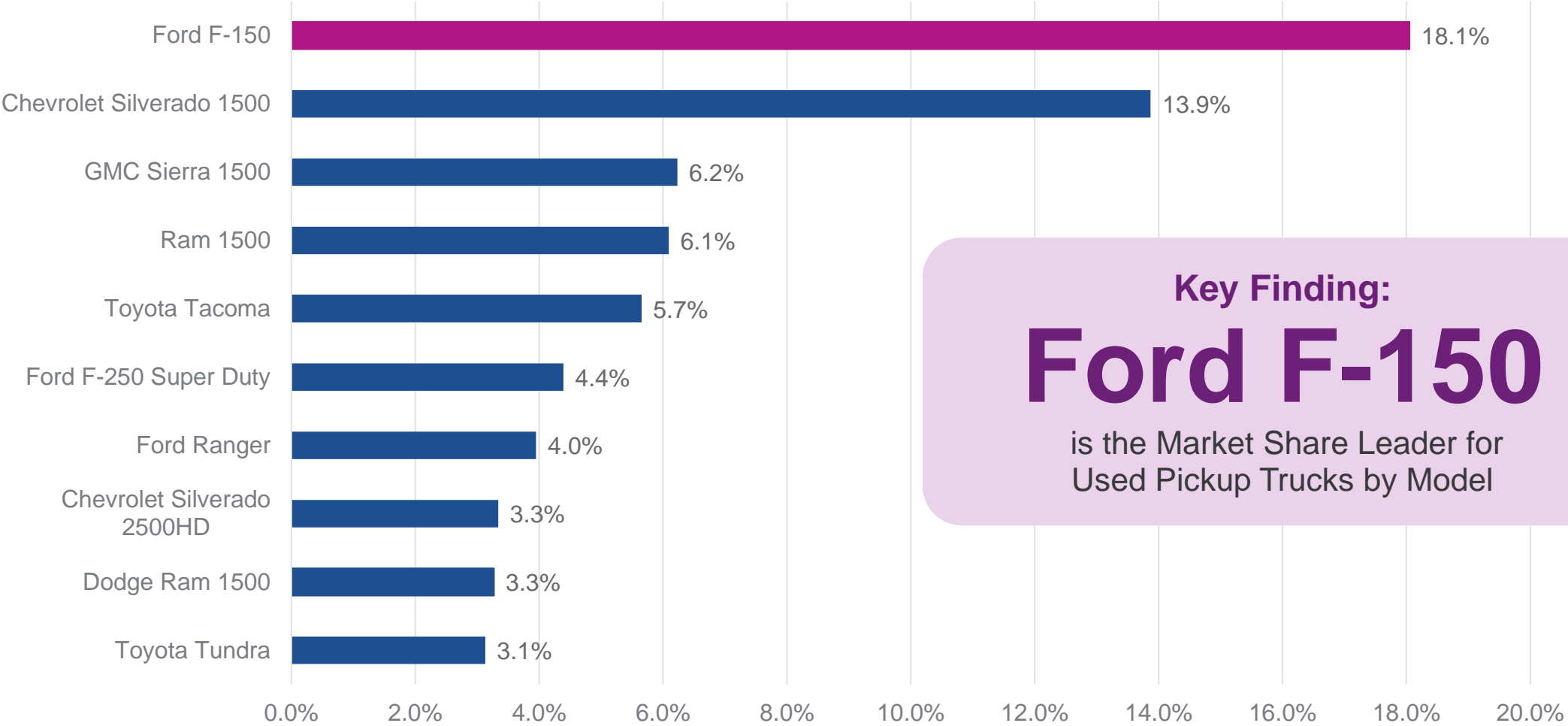
Key Finding:
Chevrolet Silverado 1500
is the Market Share Leader for Pickup Trucks by Model

R12M Top 5 New, Retail, EV Pickup Truck Registration % by Model & Fuel Type



Key Finding:
Ford F-150 Lightning
is the Market Share Leader for
New Electric Pickup Trucks by Model

R12M Top 10 Used, Retail Pickup Truck Registration % by Model

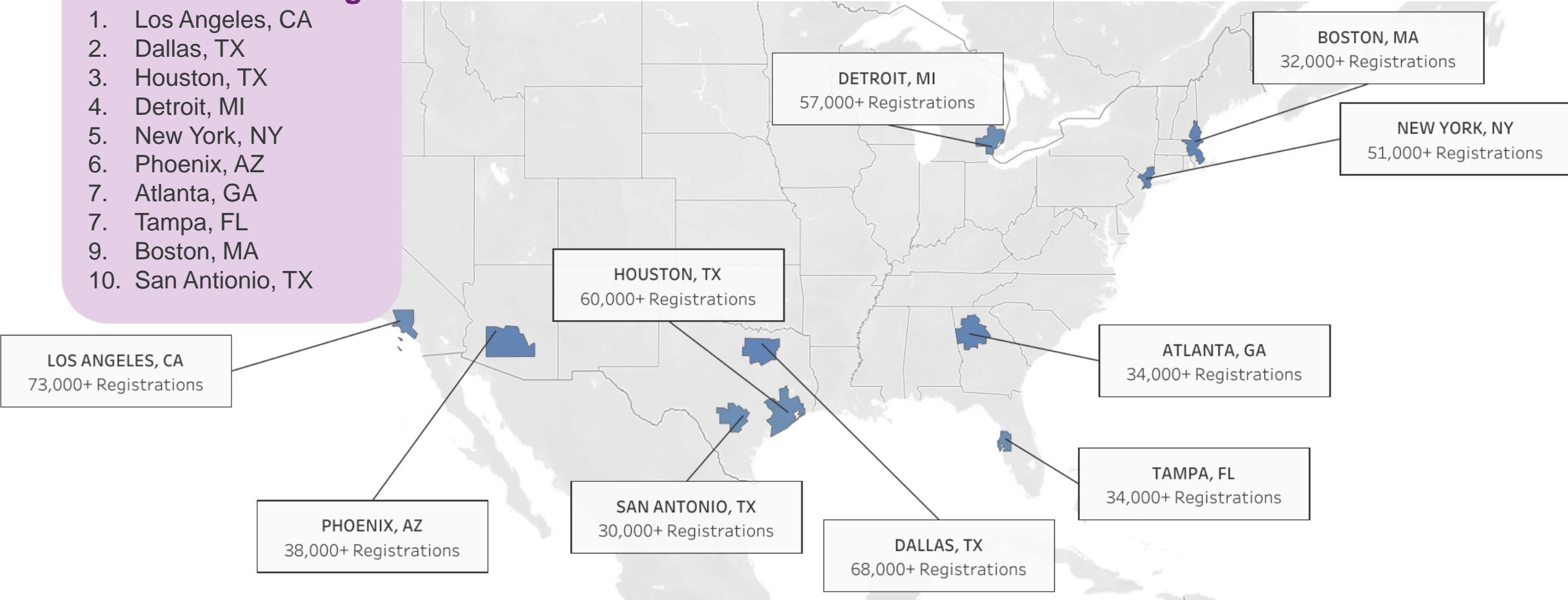


Key Finding:
Ford F-150
is the Market Share Leader for
Used Pickup Trucks by Model

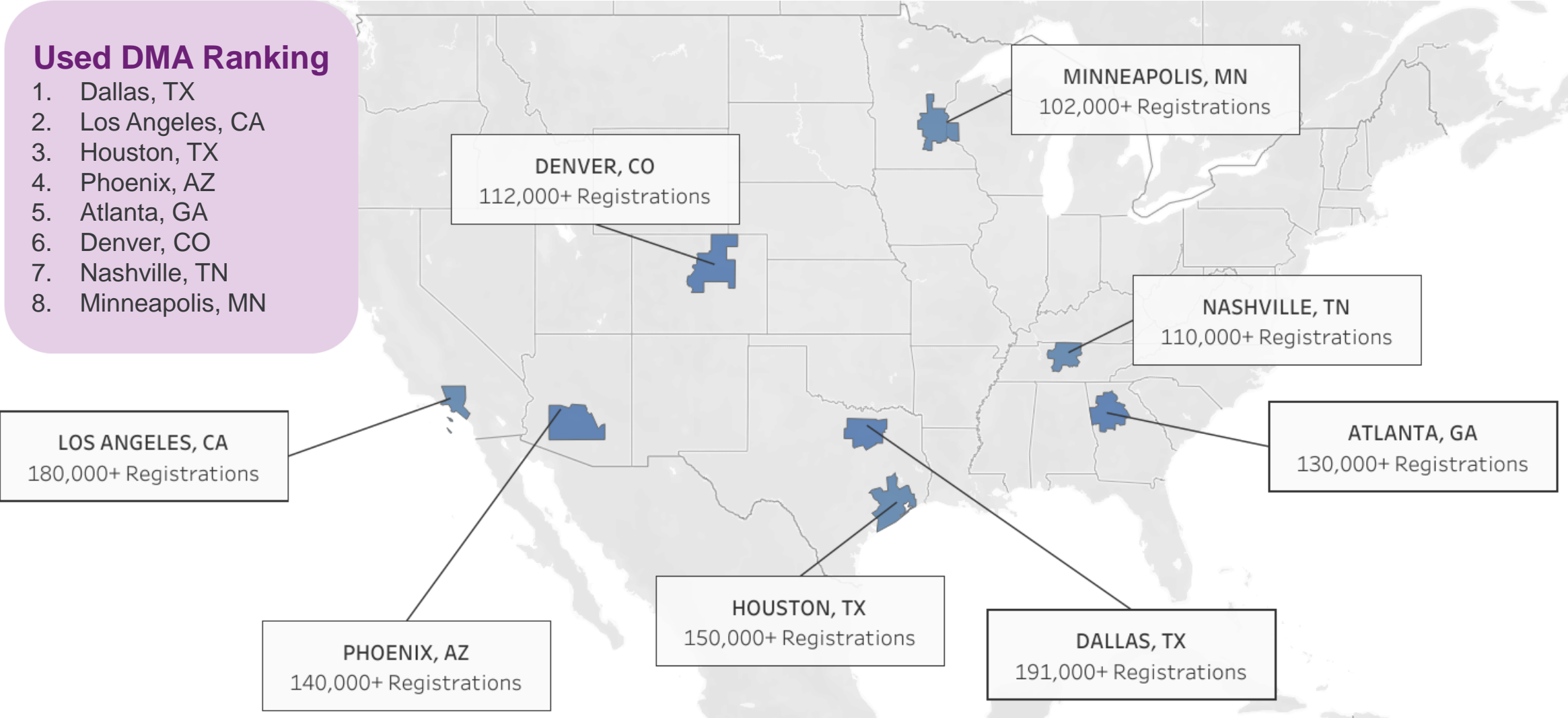
R12M Top U.S. DMAs for New, Retail Pickup Truck Registrations

New DMA Ranking:

- 1. Los Angeles, CA
- 2. Dallas, TX
- 3. Houston, TX
- 4. Detroit, MI
- 5. New York, NY
- 6. Phoenix, AZ
- 7. Atlanta, GA
- 7. Tampa, FL
- 9. Boston, MA
- 10. San Antonio, TX



R12M Top U.S. DMAs for Used, Retail Pickup Truck Registrations



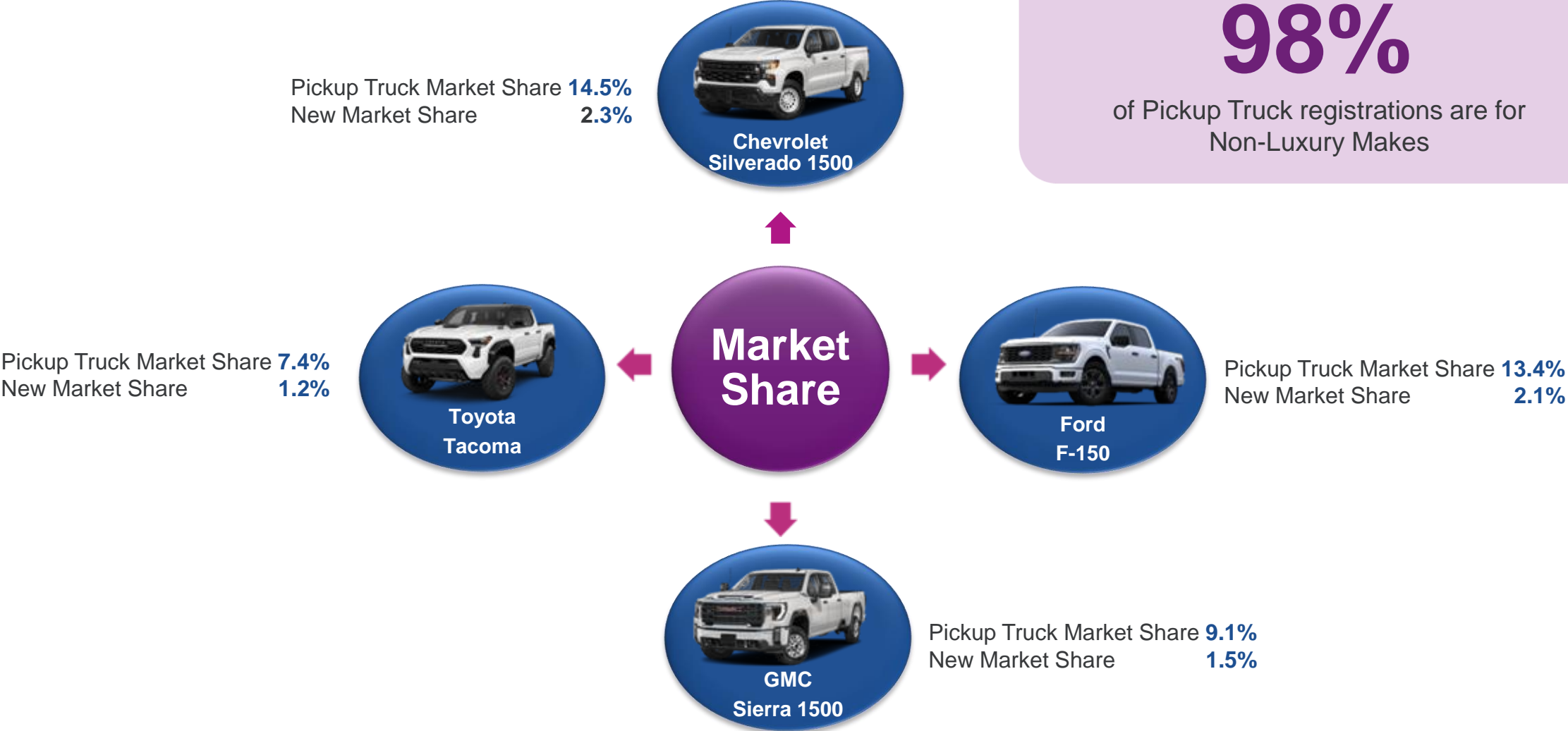
Pickup Truck Market Share Overview

New, Retail Registrations for the last 12 months

Pickup Trucks account for 17+% of overall new, retail registrations

98%

of Pickup Truck registrations are for Non-Luxury Makes



What Model Did Each Pickup Truck Replace?

Data includes new-to-new vehicle purchases using Experian disposal methodology for the last 12 months

Chevrolet Silverado 1500

Top 4 Inflows Including Chevy Models

Chevrolet Silverado 1500	46.02%
GMC Sierra 1500	4.48%
Chevrolet Colorado	3.96%
Ford F-150	3.88%

Top 4 Inflows From Other Makes

GMC Sierra 1500	4.48%
Ford F-150	3.88%
Ram 1500	2.93%
Toyota Tacoma	1.50%

Ford F-150

Top 4 Inflows Including Ford Models

Ford F-150	52.94%
Ford F-250 Super Duty	3.38%
Ford Explorer	3.35%
Chevrolet Silverado 1500	2.83%

Top 4 Inflows From Other Makes

Chevrolet Silverado 1500	2.83%
Ram 1500	2.29%
Toyota Tacoma	1.60%
GMC Sierra 1500	1.57%

GMC Sierra 1500

Top 4 Inflows Including GMC Models

GMC Sierra 1500	36.45%
Chevrolet Silverado 1500	12.43%
Ford F-150	6.16%
Ram 1500	3.47%

Top 4 Inflows From Other Makes

Chevrolet Silverado 1500	12.43%
Ford F-150	6.16%
Ram 1500	3.47%
Toyota Tundra	1.59%

Toyota Tacoma

Top 4 Inflows Including Toyota Models

Toyota Tacoma	36.84%
Toyota RAV4	4.82%
Toyota Tundra	4.56%
Toyota Camry	3.85%

Top 4 Inflows From Other Makes

Chevrolet Silverado 1500	2.53%
Ford F-150	2.52%
Ram 1500	1.33%
Nissan Frontier	1.31%

Q3 Summary Insights

What Are They Driving?



Pickup Trucks represent 17% of New, Retail Registrations in the last 12 months.



Of the Pickup Truck Registrations, 98.6% are for Non-Luxury, makes and 1.4% are for Luxury vehicles.



Ford is the Pickup Truck Market Share leader, with 26.9% of the market share.

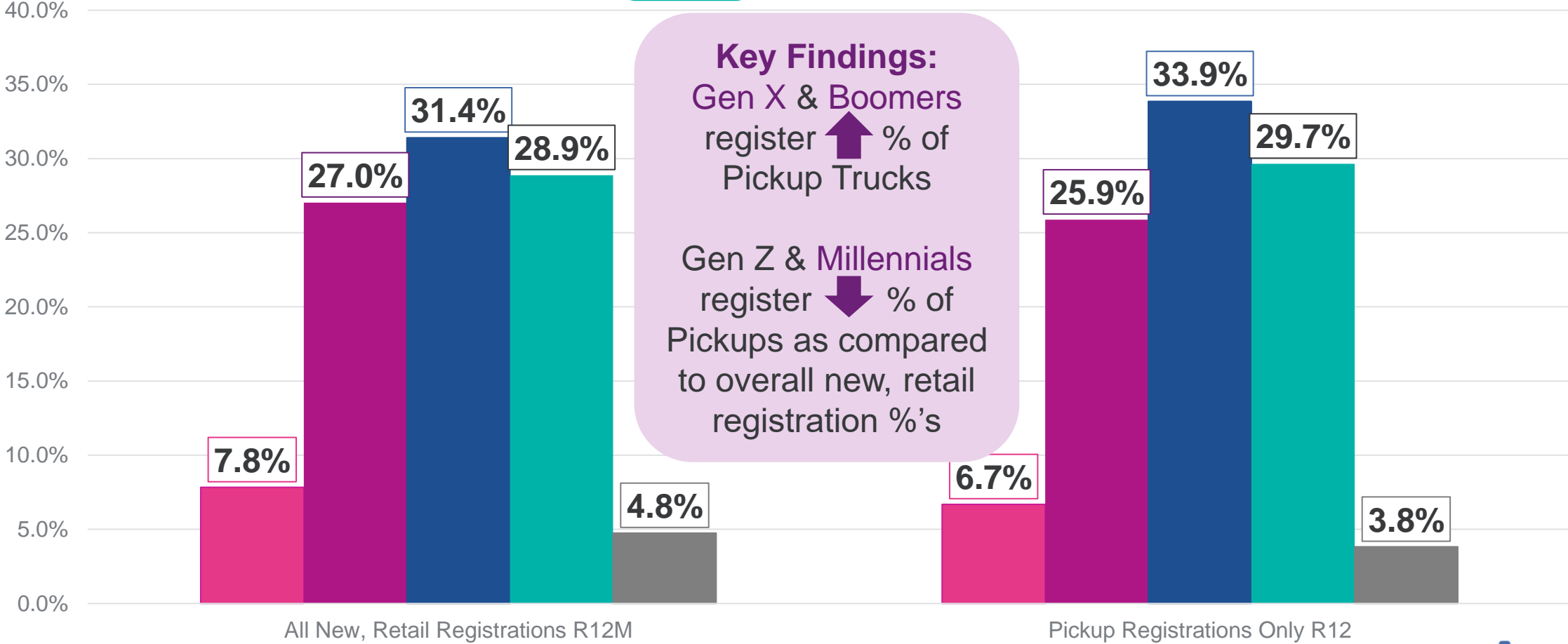


Q3 2024

Who are these customers?

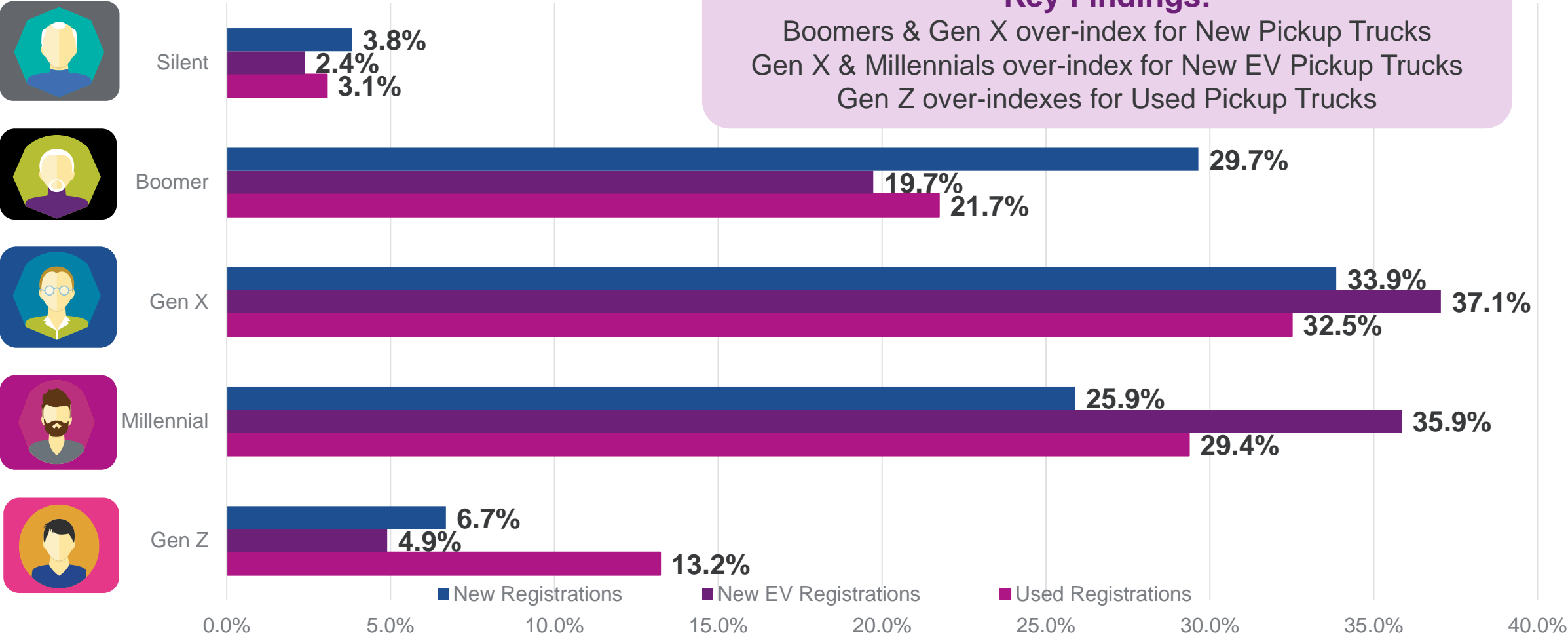
- Demographic information
- Generational insights
- Lifestyle segmentation

R12M New, Retail Pickup Truck Registration % by Generation

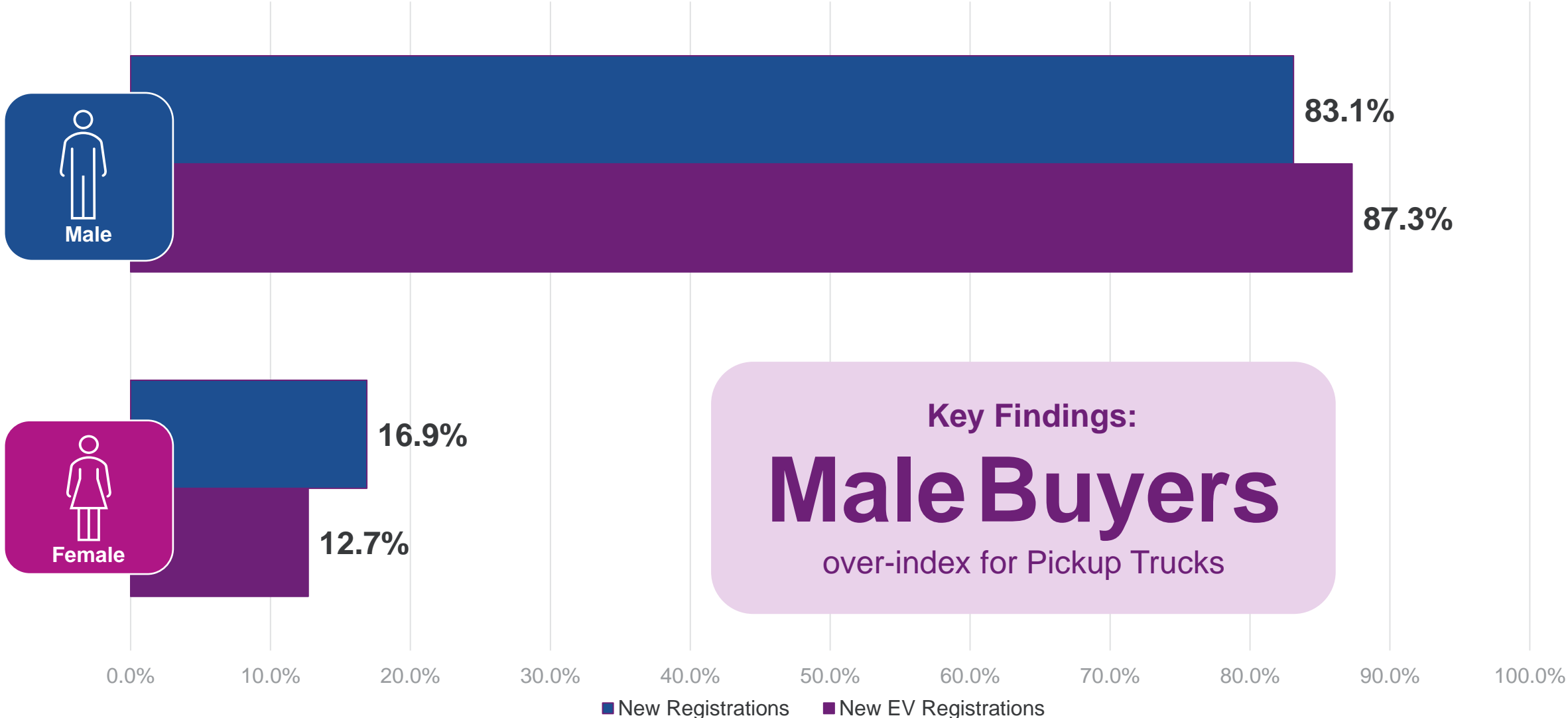


R12M Retail Pickup Truck Registration % by Generation & Class

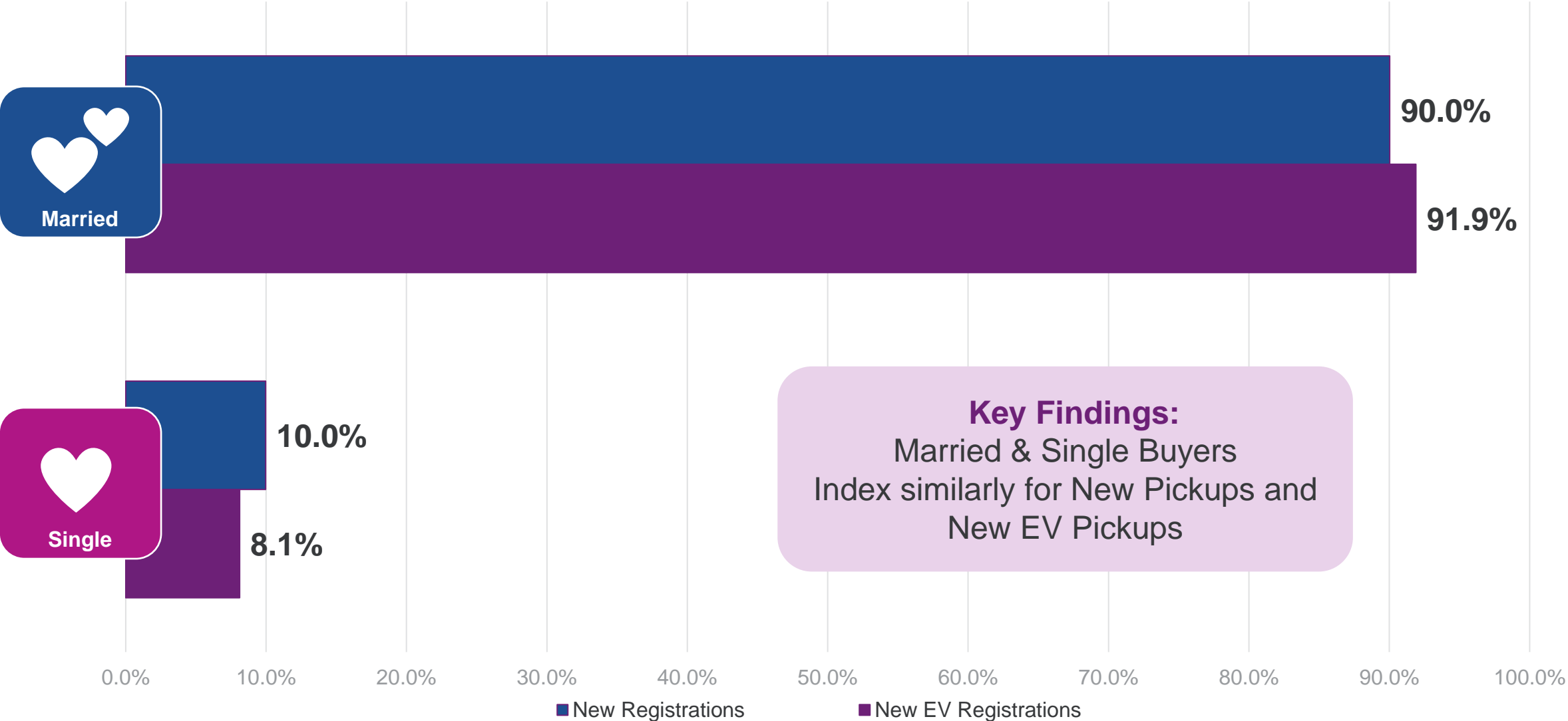
Key Findings:
 Boomers & Gen X over-index for New Pickup Trucks
 Gen X & Millennials over-index for New EV Pickup Trucks
 Gen Z over-indexes for Used Pickup Trucks



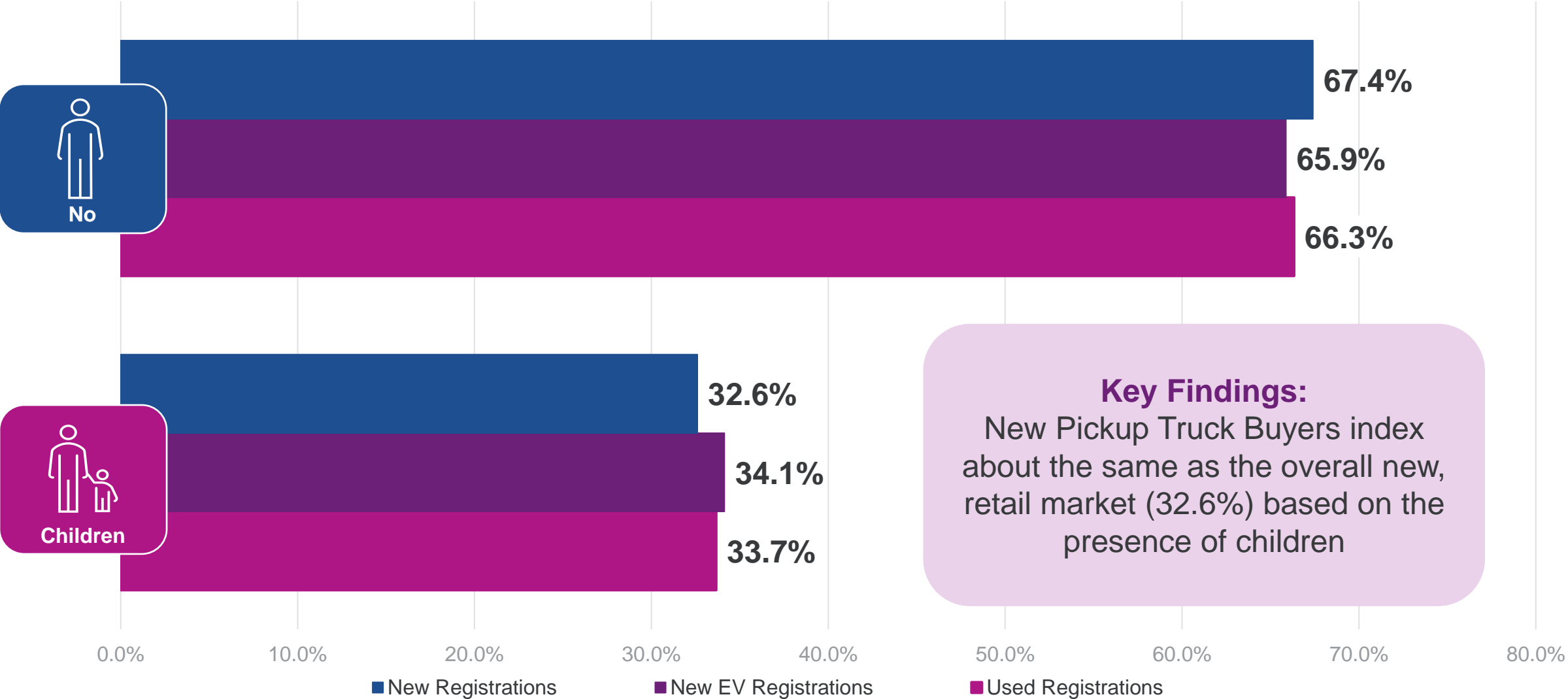
R12M New Retail Pickup Truck Registration % by Gender



R12M New Retail Pickup Truck Registration % by Marital Status

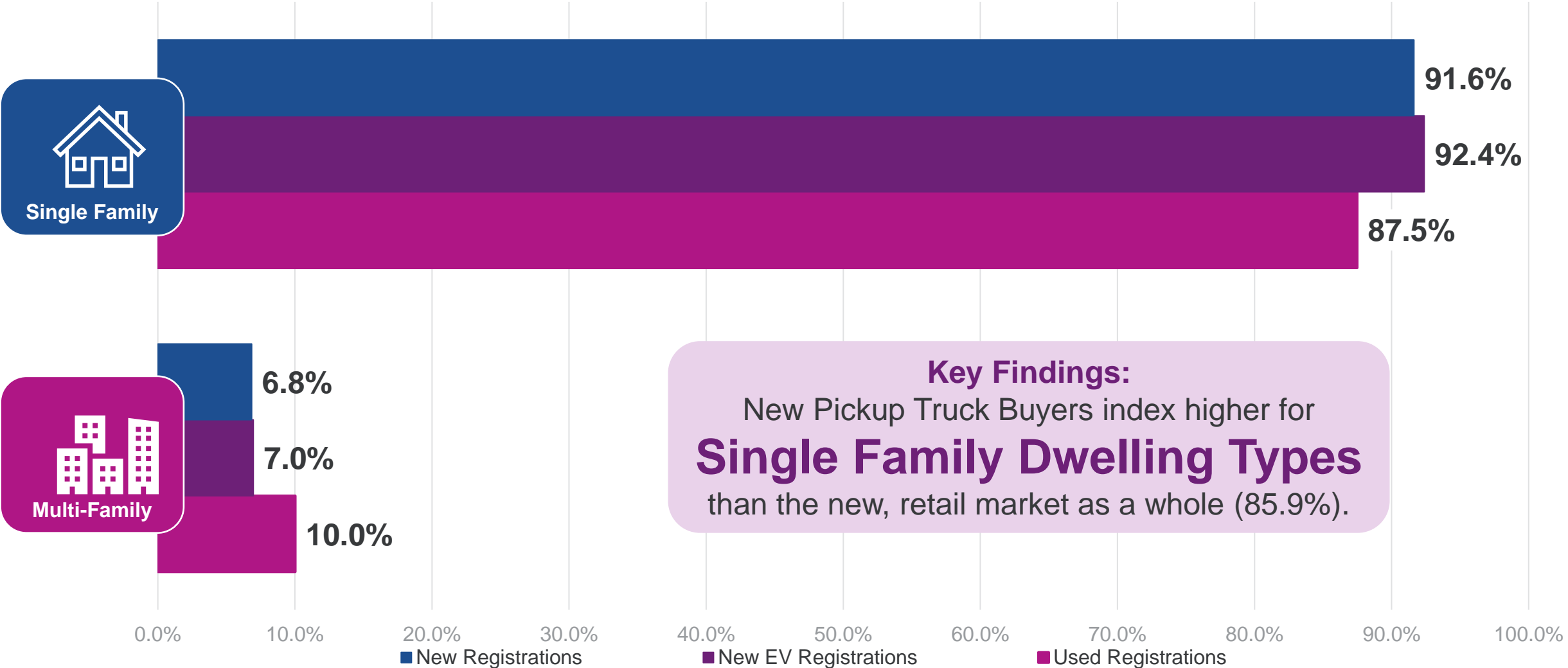


R12M Retail Pickup Truck Registration % by Presence of Children



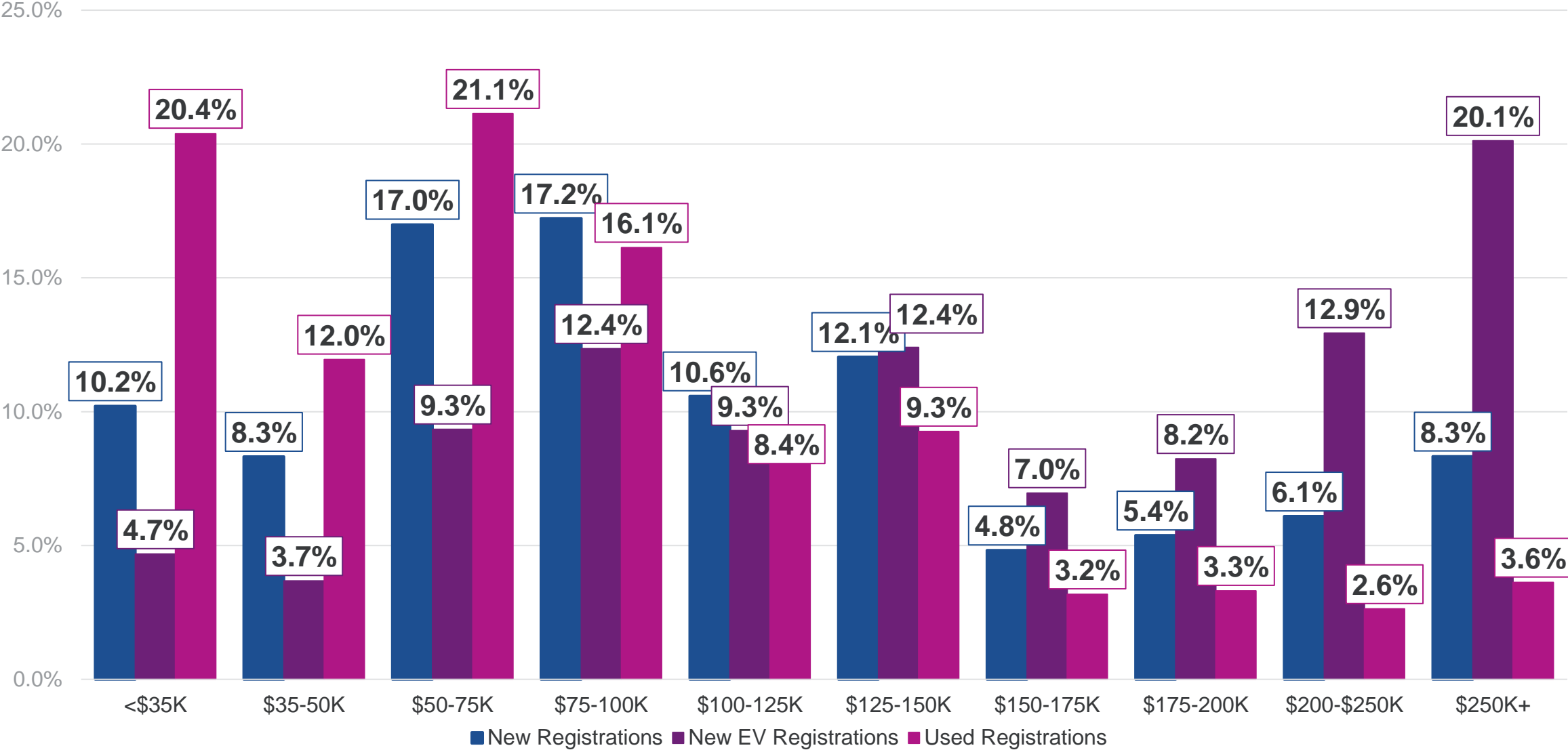
Key Findings:
New Pickup Truck Buyers index about the same as the overall new, retail market (32.6%) based on the presence of children

R12M Retail Pickup Truck Registration % by Dwelling Type

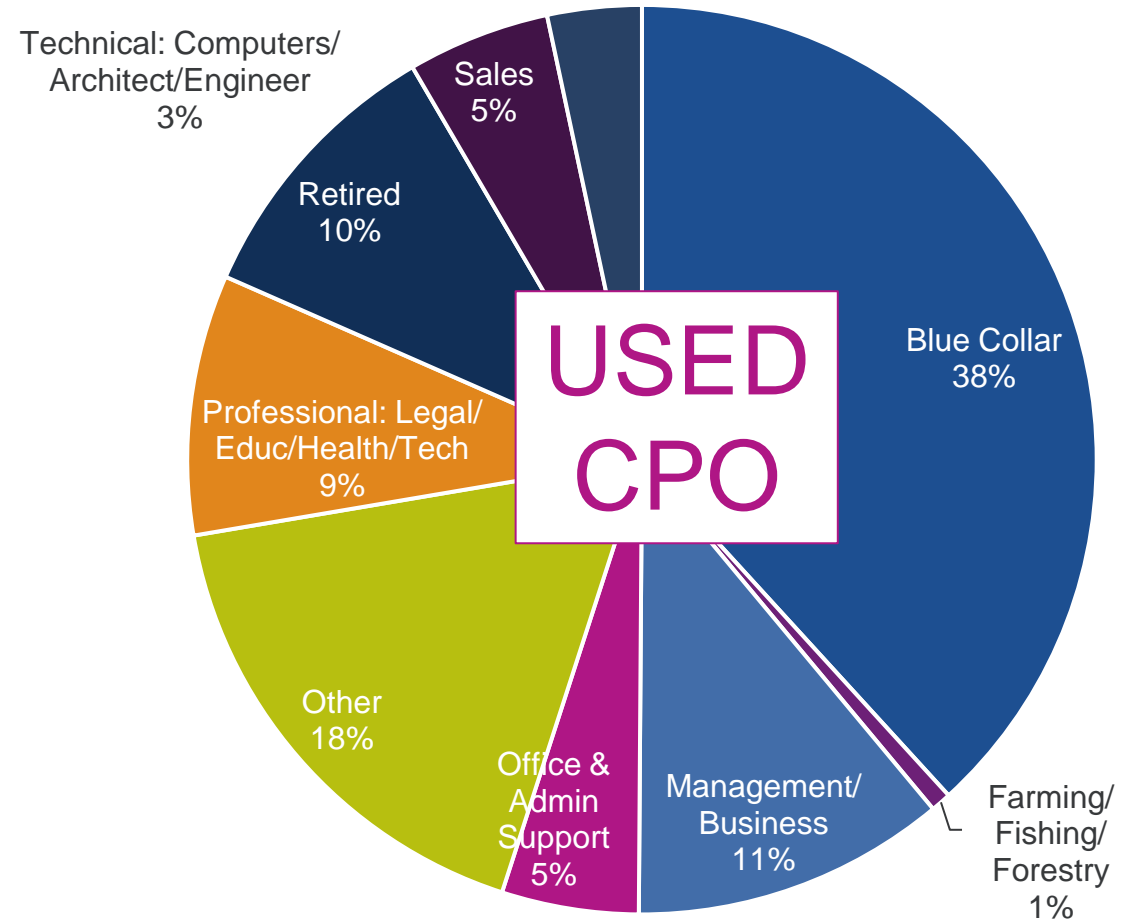
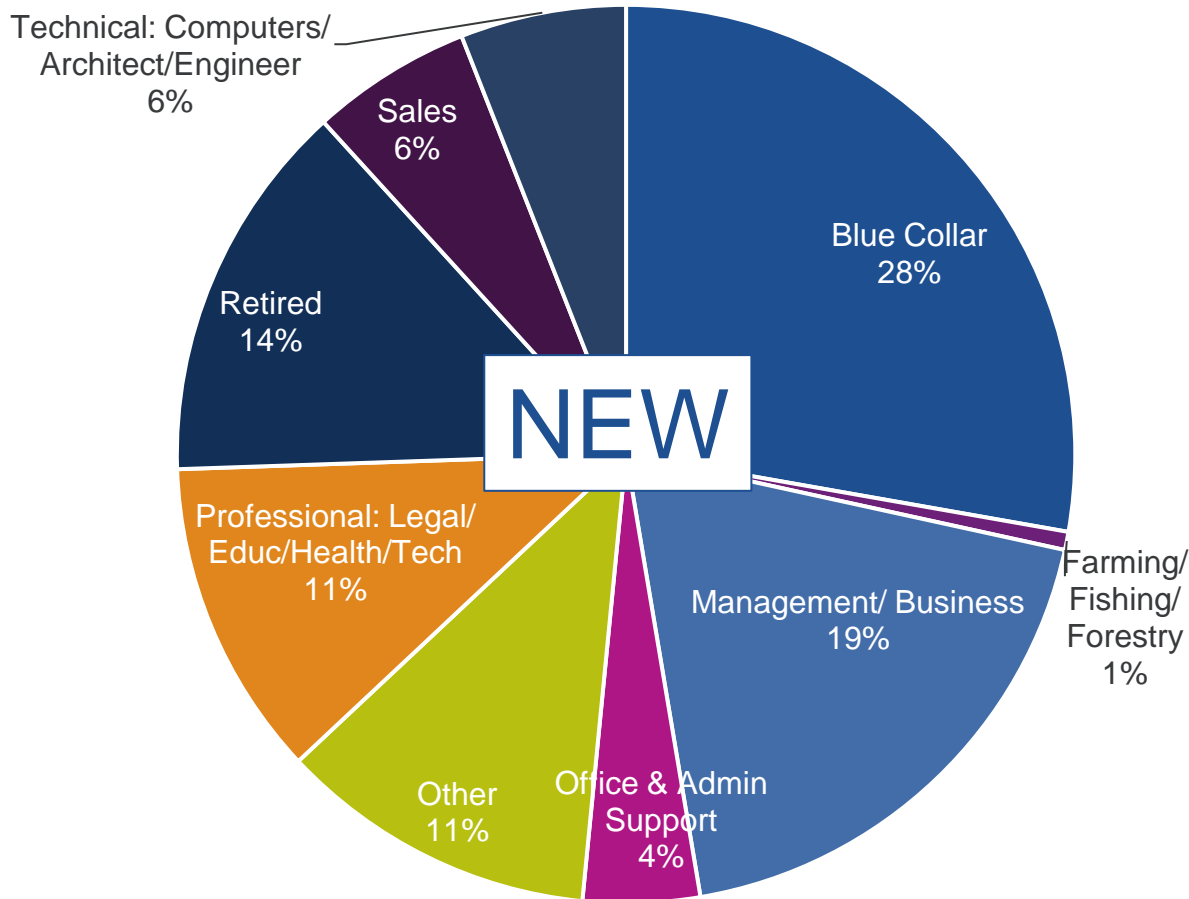


Key Findings:
 New Pickup Truck Buyers index higher for **Single Family Dwelling Types** than the new, retail market as a whole (85.9%).

R12M Retail Pickup Truck Registration % by Household Income



R12M Retail Pickup Truck Registration % by Buyer Occupation



- Blue Collar
- Office & Admin Support
- Retired

- Farming/ Fishing/ Forestry
- Other
- Sales

- Management/ Business
- Professional: Legal/ Educ/Health/Tech
- Technical: Computers/ Architect/Engineer

Q3 Demographic Summary Insights



Consumer demographics vary for New, New EV and Used Pickup Truck Buyers



Targeting specific consumers for your marketing campaigns is critical for success



Leverage psychographic and buying preference insights to further customize your marketing message for Pickup Truck buyers

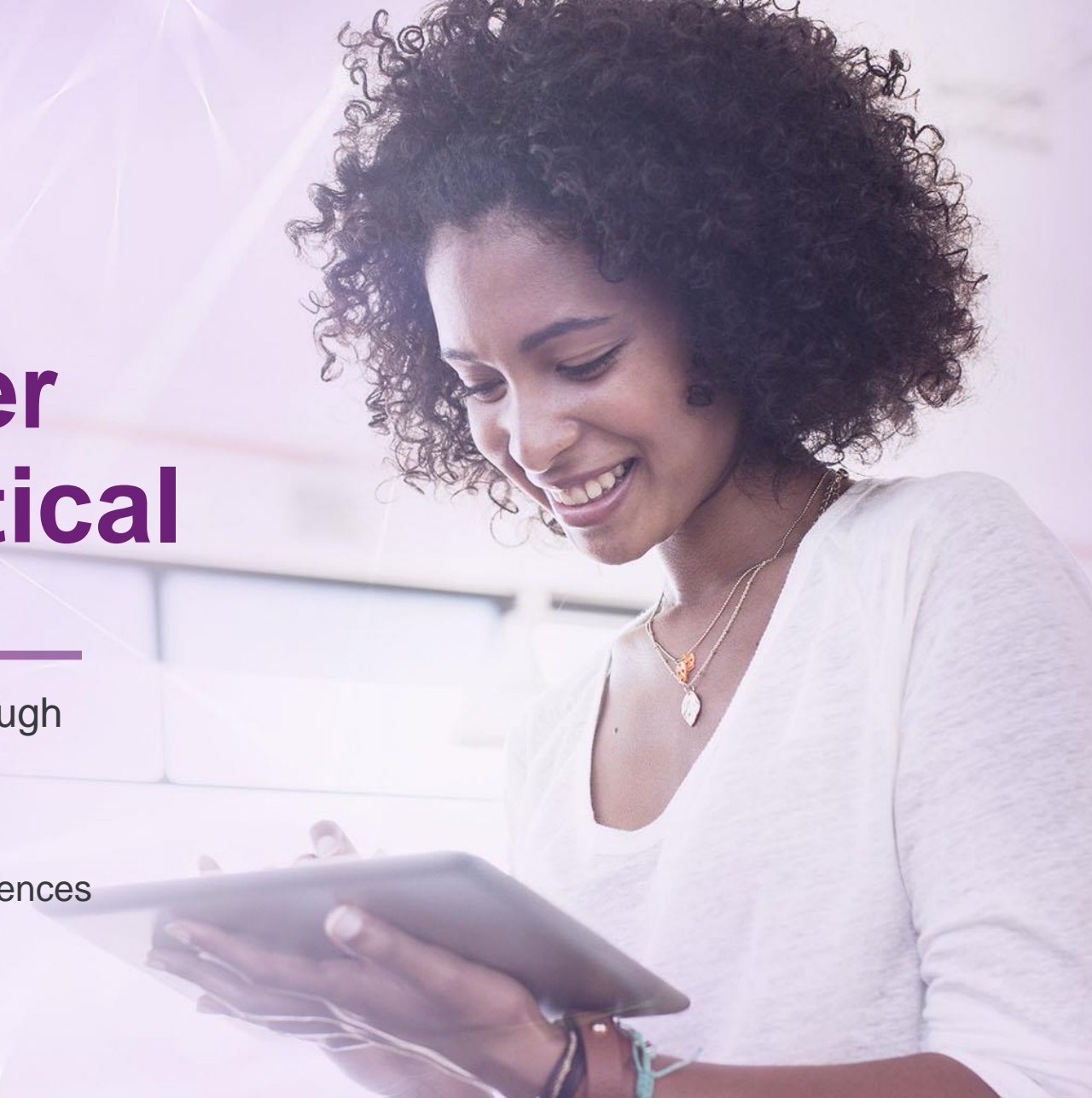


Q3 2024

Meaningful Customer Segmentation is Critical

We deliver household-based lifestyle segmentation through Mosaic® US bringing data to life by highlighting:

- Who consumers are
- Where they live
- How they view the world
- Their financial status
- Their digital lifestyle
- Their communication preferences
- And, more...



Lifestyle Segmentation for Audience Refinement

Send the right message to the right person, at the right time

Experian Mosaic divides the marketable U.S. population into **19** Groups and **71** more detailed Types.

It paints a unique picture of consumers based on their demographic characteristics, lifestyles, and behavior. It can tell you:

- Who your customers are
- How they live
- What they are looking for from you

**Communicate with consumers in a way
that matches their world!**



R12M New Retail Pickup Registrations

Top 3 Mosaic Lifestyle Segmentation Types

C13
Philanthropic Sophisticates

E21
Unspoiled Splendor

F22
Fast Track Couples



R12M New EV Pickup Truck Registrations

Top 3 Mosaic Lifestyle Segmentation Types

A01
American Royalty

C13
Philanthropic Sophisticates

A05
Couples with Clout



R12M Used Pickup Truck Registrations

Top 3 Mosaic Lifestyle Segmentation Types

130
Potlucks and the Great Outdoors

051
Digitally Savvy

J35
Rural Escape



Top 3 Lifestyle Segments for New Retail Pickup Truck Buyers



Philanthropic Sophisticates



Unspoiled Splendor



Fast Track Couples

U.S. Population

11.3M

6.1M

6.7M

% Households

4.09%

1.95%

3.30%

% Individuals

4.92%

2.63%

2.57%

Overview

Mature, upscale couples and singles in suburban homes

Comfortably established baby boomer couples in town and country communities

Active, young, upper established suburban couples and families living upwardly-mobile lifestyles

Top 3 Lifestyle Segments for New Retail Pickup Truck Buyers



Philanthropic Sophisticates



Unspoiled Splendor



Fast Track Couples

General Insights

- Retiring in Comfort
- Experienced Travelers
- Art connoisseurs
- Philanthropic

- Price-conscious
- Politically conservative
- Do-it-yourselfers
- Racing fanatics

- Credit-aware
- Comfortable spender
- Active lifestyles
- Tech-savvy

Technology Adoption



Apprentices



Apprentices



Journeymen

Top 3 Lifestyle Segments for New Retail Pickup Truck Buyers



**Philanthropic
Sophisticates**



**Unspoiled
Splendor**



**Fast Track
Couples**







Top Buying Style

Brand
Loyalists

Trend
Setters

Savvy
Researchers

Top 3 Channel Preferences

-  TV
-  Direct Mail
-  Radio
-  SMS
-  Email
-  Social



Q3 Summary Insights



Philanthropic Sophisticates

1. #1 Lifestyle Segment for New Pickup Truck Buyers
2. Brand Loyalists
3. Email #1



Unspoiled Splendor

1. #2 Lifestyle Segment for New Pickup Truck Buyers
2. Trend Setters
3. Social #1



Fast Track Couples

1. #3 Lifestyle Segment for New Pickup Truck Buyers
2. Savvy Researchers
3. Text #1

Q3 2024 Case Study



- New, Retail Pickup Truck:
GMC Sierra 1500
- #1 New, Retail Buyer Lifestyle Segment:
Potlucks and the Great Outdoors



New, Retail Pickup Truck Buyer Lifestyle Segmentation

#1 Lifestyle Segment for GMC Sierra 1500 Buyers

I30: Potlucks and the Great Outdoors

Comfortably established, middle-income couples with children living in suburbia



Key Features

- Country living
- Outdoor activities
- Blue-collar jobs
- Non-environmental
- In the market for used vehicles
- Own trucks

Who We Are

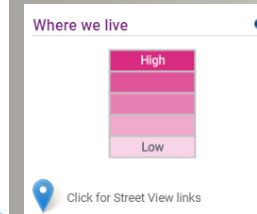
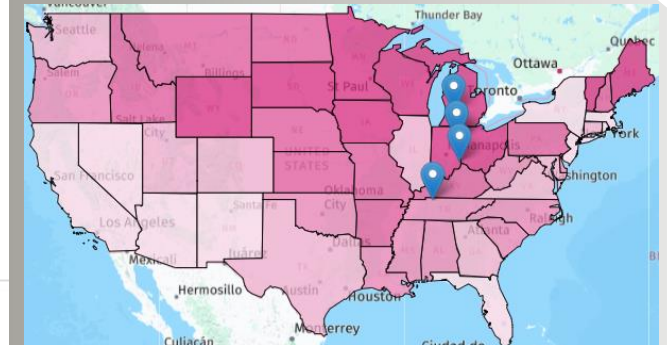
Head of household age 51-65 106 28.9%	Type of property Single family 110 97.9%
Est. Household income \$50,000-\$74,999 142 26.5%	Purchase/lease price Less than \$20,000 584 22.5%
When purchased 7-12 months ago 198 82.9%	Vehicle age 6-10 years 158 70.6%



Channel Preference



Technology Adoption



Q3 Vehicle Summary Insights



What are they driving

- Pickup Trucks represent 17+% of new, retail registrations
- Ford is the market share leader for new, retail Pickup Truck registrations by make
- Chevrolet Silverado 1500 was the most registered new, retail pickup truck in the last 12M



Who are they

- Gen X over-indexes for new, retail Pickup Trucks
- Men over-index for Pickup Trucks
- A higher percentage of used pickup truck buyers have a blue-collar occupation than new buyers



How to Market to them

- Customize your message and delivery to your market / buyer
- Email and social are the top channel preferences for 2 of the top 3 lifestyle segments
- Text is the top preference for the third lifestyle segment

Turn Car Buyer Insights into Advertising Action with Experian and The Trade Desk

The Trade Desk leverages the insights from the Automotive Consumer Trends reports to create a comprehensive omnichannel strategy for reaching in-market car buyers.

[Click here to access the eBrochures to help you turn advertising insights into advertising action.](#)



experian | **theTradeDesk**

Sport Utility Vehicle (SUV) Audience Insights
What do we know about new, retail SUV registrations and the consumers who are in-market to buy them?

Van Audience Insights
What do we know about retail van registrations and the consumers who are in-market to buy them?

Electric Vehicle Audience Insights
What do we know about retail electric vehicle and the consumers in-market to buy them?

Crossover Utility Vehicle Audience Insights
Insights about new, retail CUV registrations and in-market consumers.

Click to access eBrochures

Special Report: Generational Insights



Gen Z



Millennial



Gen X



Boomer



Silent

GET ACCESS TO THE **Special Report** Generational Insights

Automotive Market Insights for the Gen Z, Millennial, Gen X, Baby Boomer and Silent Generations.

[Click to access Special Report](#)



 **Save the date**



SAVE THE DATE:
March 2025



AUTOMOTIVE CONSUMER
TRENDS REPORT:
Q4 2024
Sedans





STAY INFORMED:
**Experian Automotive
Market Insights.**



FREE

EXPERIAN AUTOMOTIVE
REPORT TRENDS:



Automotive Consumer
Trends Report



Automotive Market
Trends Report



State of the Automotive
Finance Market Report



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Automotive**



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