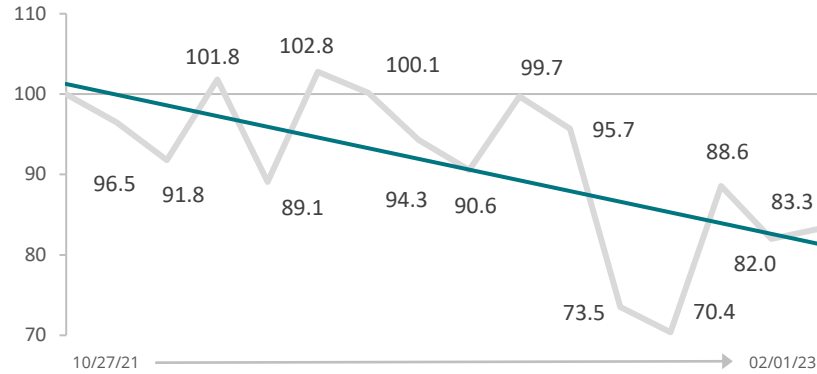


Vehicle Purchase Intent (VPI) Index

United States



Note: October 27, 2021 = 100; a vehicle is defined as a car, SUV/MPV, or pickup truck; includes new and used vehicles.

Key factors influencing VPI trending

Positive (+)

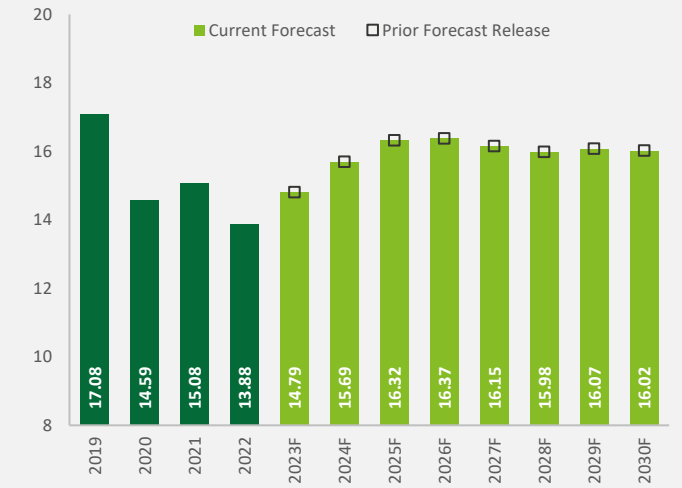
- Improving supply of new vehicles as semiconductor crisis continues to ease
- Vehicle prices stabilizing
- Underlying pent-up demand created by prolonged inventory shortages
- Increasing consumer interest in EVs motivated by strong desire to lower fuel costs
- Aging vehicle fleet requiring renewal

Negative (-)

- Consumer concern over inflationary environment and total cost of vehicle ownership (TCO) elevating risk of demand destruction
- Lack of affordable vehicle options at lower end of the market as many OEMs have exited entry level segments
- Elevated transaction price environment for both new and used vehicles
- Geopolitical instability, trade tensions & global supply chain disruptions affecting input costs

Light vehicle sales forecast (2019-2030F)

New vehicles (millions of units)



Source: S&P Global Mobility

Top 3 drivers of purchase intent

% of respondents

1. New vehicles on market have features I want now 29%
2. I am just ready to drive something different 22%
3. Current vehicle is not worth the cost of maintaining it anymore 16%

EV purchase intent

% of respondents



38% ↑

Note: EV includes full battery electric and hybrid vehicles.

Percentage of consumers concerned about...

- 21%** ↑ Making upcoming payments
- 46%** ↑ Amount of money they have saved
- 26%** ↑ Credit card debt they are carrying
- 43%** ↑ Consumers delaying large purchases

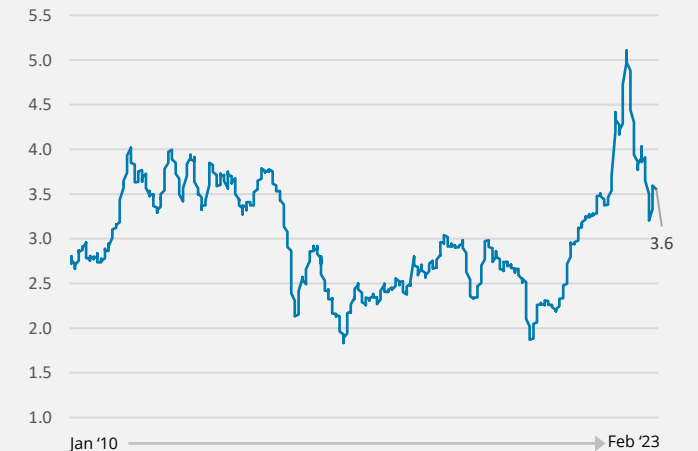
Note: arrows represent directional change from prior release.

Key behaviors impacting mobility

- 27 mi.** ↓ Average daily driving distance
- 14%** ↓ Plan to drive more going forward
- 3.3** ↑ Number of days/week people WFH
- 23%** ↓ Preference for full/partial online vehicle purchase

Weekly retail gasoline prices (all grades)

US\$/G (February 06, 2023)



Source: www.eia.gov/petroleum/gasdiesel/

For more info, click [here](#) or scan the code below.



The Deloitte Vehicle Purchase Intent Index is a proprietary measure of forward vehicle demand intent calculated based on the percentage of consumers that are planning to acquire a new or used vehicle in the next six months.

Source: Deloitte Global State of the Consumer Tracking Study (unless otherwise noted).