Key behaviors impacting mobility

### Top 3 drivers of purchase intent

1. New vehicles on market have features I want now - 28%
2. I am just ready to drive something different - 22%
3. Current vehicle is not worth the cost of maintaining it anymore - 19%

### EV purchase intent

- 37% of respondents own an electric vehicle

### Percentage of consumers concerned about...

- **20%** Making upcoming payments
- **44%** Amount of money they have saved
- **23%** Credit card debt they are carrying
- **42%** Consumers delaying large purchases

### Key factors influencing VPI trending

**Positive (+)**
- Improving supply of new vehicles as semiconductor crisis continues to ease
- Vehicle prices stabilizing, but still elevated
- Underlying pent-up demand created by aging vehicle fleet and prolonged inventory shortages
- Increasing consumer interest in new wave of EVs sparked by fossil fuel prices that have come down sharply but remain historically elevated

**Negative (−)**
- Consumer concern over broad-based inflationary environment and share of wallet mobility represents
- OEM strategy to move product offerings upmarket, increasing affordability pressure
- Risk of demand destruction as vehicle ownership is out of reach for growing number of consumers
- Geopolitical instability, trade tensions & global supply chain disruptions affecting input costs

### Light vehicle sales forecast (2018-2029F)

- New vehicles (millions of units)

### Weekly retail gasoline prices (all grades)

- US$/G

Source: S&P Global Mobility

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

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

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.

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

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