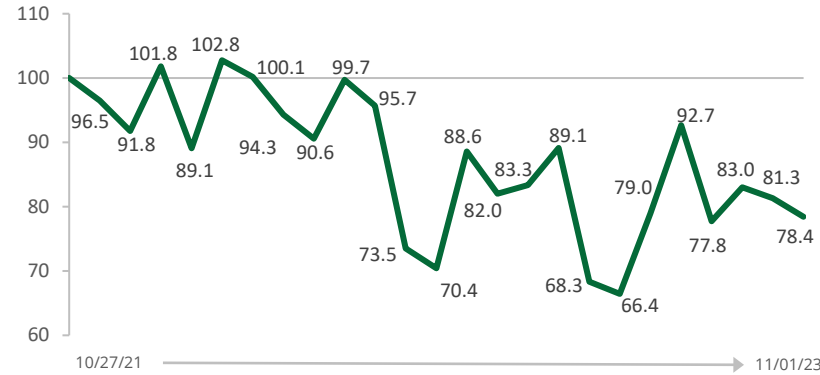


Vehicle Purchase Intent (VPI) Index United States



Note: 10/27/21 = 100; a vehicle is defined as a car, SUV/MPV, or pickup truck; includes new and used vehicles.

Key trend drivers

- Inflation and interest rate hikes continue to pressure consumer finances
- Autoworker wage hikes may affect vehicle prices, making affordability issue worse
- Lack of available EV models as some OEMs push launch plans out
- Return of robust dealer inventory levels leading to need for higher incentives
- Rising gas prices are striking a chord with EV intenders looking to lower fuel costs
- Overall vehicle fleet is aging and requires renewal

Why are people intending to acquire a vehicle?

% of respondents (top 3)

1. Current vehicle is not worth the cost of maintaining it anymore **21%**
2. I am just ready to drive something different **21%**
3. New vehicles on market have features I want now **17%**

Why are people intending to stay out of the market?

My current vehicle is running well and meets my driving needs **59%**

Key economic indicators	Latest data
Unemployment rate	3.9%
Inflation	3.7%
Prime rate	8.50%
Household debt (% of disposable income)	101.8%

Source: OECD, FRED Economic Data

Powertrain intent

% of respondents

57%

31%

Note: EVs include full battery electric and hybrid vehicles.

Percentage of consumers concerned about...

25% ↑

Making upcoming payments

54% ↑

Amount of money they have saved

32% ↑

Credit card debt they are carrying

48% ↓

Consumers delaying large purchases

Note: arrows represent directional change from prior release.

Key behaviors impacting mobility

30 mi. ↑

Average daily driving distance

29% ↓

% expecting gas price to be significantly higher next month

3.6 ↑

Number of days/week people WFH

21% →

Preference for full/partial online vehicle purchase

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

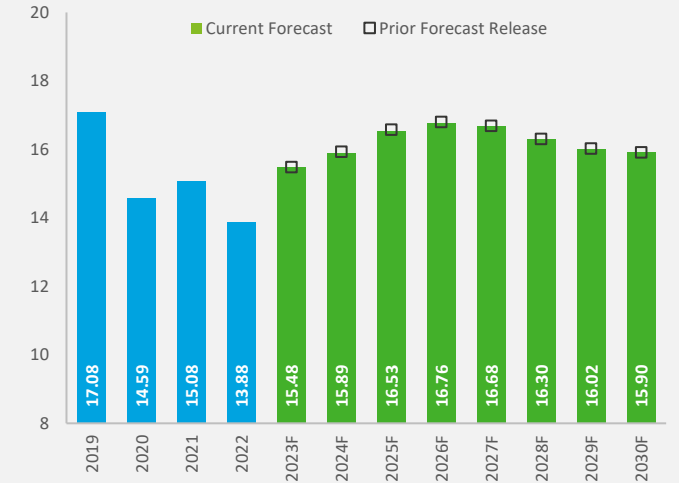


The **Deloitte Vehicle Purchase Intent Index** is a proprietary measure of forward vehicle demand intent calculated based on the percentage of consumers that are planning to acquire a new or used vehicle in the next six months.

Source: Deloitte Global ConsumerSignals™ Tracking Platform (unless otherwise noted).

Light vehicle sales forecast (2019-2030F)

New vehicles (millions of units)



Source: S&P Global Mobility

Weekly retail gasoline prices (all grades)

US\$/G (October 30, 2023)



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