

# The Global Automotive Outlook Market Drivers and Disruptors Automotive

LOGISTICS & SUPPLY CHAIN

#### **GLOBAL**

September 21, 2022 MGM Grand, Detroit Joseph McCabe, President

jmccabe@autoforecastsolutions.com

610.813.6370



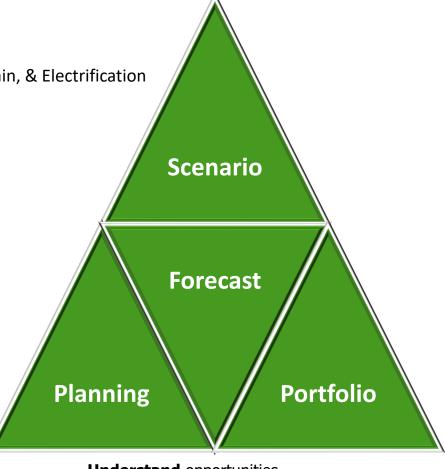
### AFS Services: Automotive Forecasting & Business Intelligence Solutions

#### **AFS Forecast**

- Global Production Detail
- Vehicle, Engine, Transmission, Motor, Drivetrain, & Electrification
- BEV, PHEV, HEV, FCEV, IC
- History + 8 Year Outlook
- Updated Weekly & Monthly
- Web-Based Reporting Suite
- AFS Market Alerts

### **AFS Planning**

- Part Number, Pipeline/RFQ Management
- Real-Time Sales Forecasting
- Risk Assessment
- Opportunity Identification
- Budget vs. Current Analysis
- Capacity planning
- Secure, Web-based Interface
- Integrate with AFS Forecast & Scenario



**Understand** opportunities **Develop** a value proposition **Identify** areas of risk & growth.

AutoForecast Solutions.

Driving Data into Decisions.

www.autoforecastsolutions.com

#### **AFS Scenario**

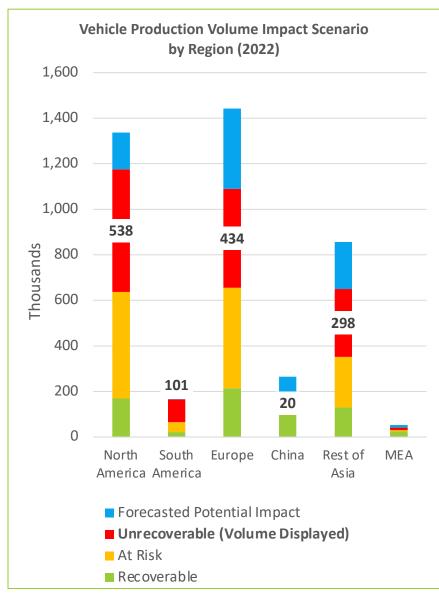
- Outlook Adjustment
- Proactive Approach to Prepare for Market Shifts
- Forecast Performance Comparison
- Budget vs. Current Forecast Analysis
- Secure, Web-based Interface
- Integrate with AFS Forecast & Planning

#### **AFS Portfolio**

- Opportunity Identification
- Market Share Mapping
- Competitor Analysis
- Gap Analysis
- Secure, Web-Based Interface
- Integrate with AFS Forecast & Scenario



### Semiconductor Shortage Impact Analysis: Global Scenario





Total Lost Volume (Since Jan 2021) 7.70M

Total Potential Volume Impact (Since Jan 2021) 14.67M

Announced Plant Impact Volumes (2022) 3.23M

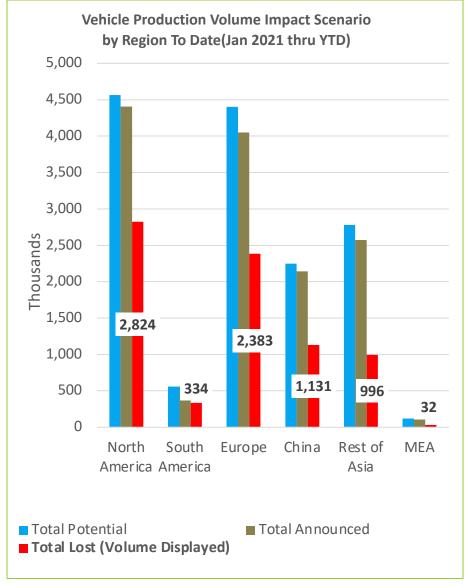
Total Lost Volume (2022) 1.40M

Potential Volume Impact Total (2022) 4.12M

Vehicle Plants Impacted to Date 437

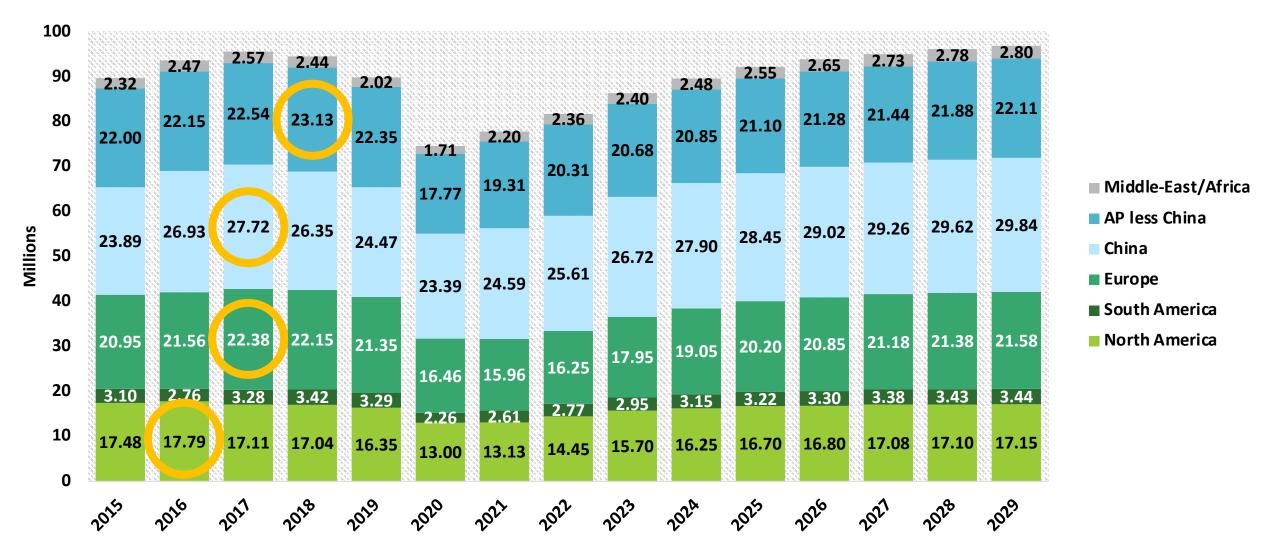
As of: September 16, 2022





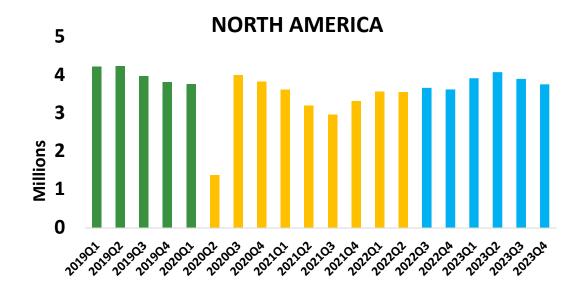
Source: AFS global forecast and services

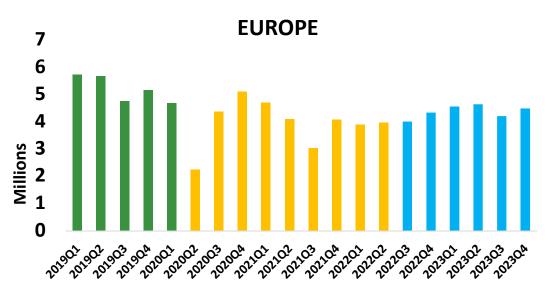
### Global Light Vehicle Production Outlook (as of September 1, 2022 AFS Forecast release)

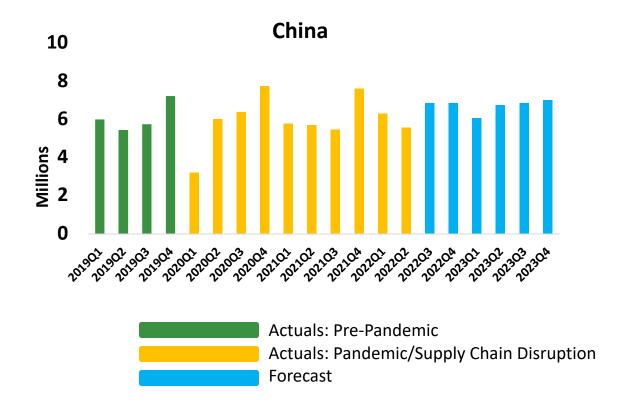




# Major Market Production: Short-Term Quarterly





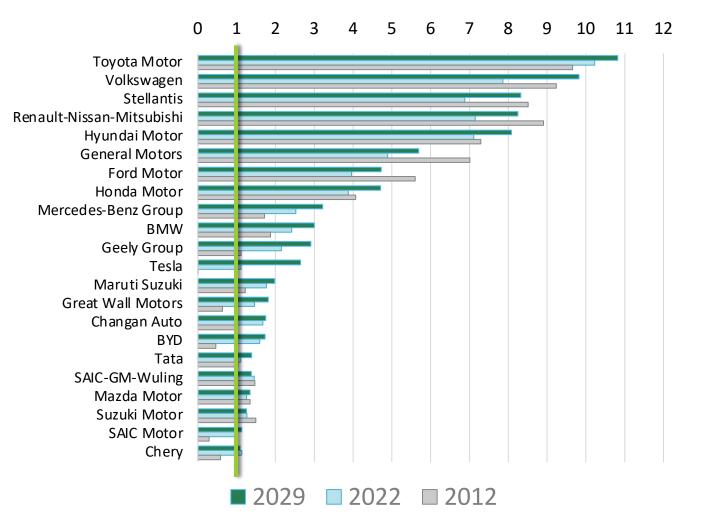


#### **Forecast Flatness**

- Semiconductor & supply chain shortage/instability
- Build-to-order production strategies
- Economic weakness and geo-political impact flattening recovery

### "1 Million Unit Club" Brand Owner Analysis (2029)





22

Brand Owners in 2029 to produce OVER 1 Million units/year

90%

% of Global Production

**Top 10 Brand Owners** 

70% of total market

#### **Inductees Since 2012**

BYD

Chery

Geely Group (with Volvo)

**Great Wall Automobile** 

SAIC Motor

Tata

Tesla

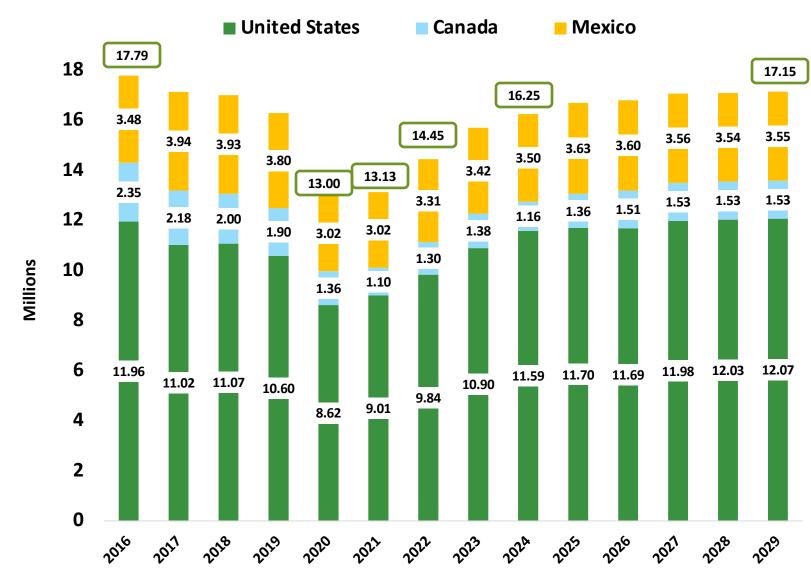
### **500K – 1 Million in 2029**

Beijing Automotive Group Dongfeng Motors GAC Motor FAW

> Isuzu Subaru

Subar

### North America Growth Outlook and Growth



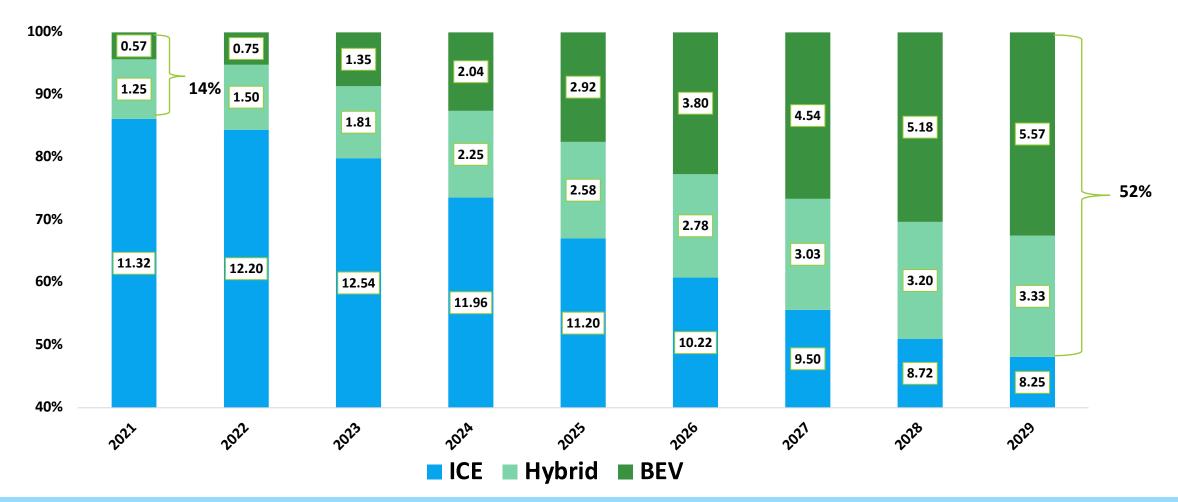
Jurisdiction	Growth (2020-2029)	CAGR (2016-2029)	CAGR (2020-2029)
North America	31.92%	-0.28%	3.13%
United States	40.02%	0.07%	3.81%
Canada	12.21%	-3.28%	1.29%
Mexico	17.65%	0.16%	1.82%

### **Disruptors**

- COVID, Semiconductors, raw materials, logistics
- Global conflicts and geo-political impacts
- USMCA compliance in 2023
- Inflation Reduction Act
- Canada Electrification:
  - Brampton unassigned product
  - Ford Oakville BEV retooling
  - Windsor BEV investment
  - GM Brightdrop

### Powertrain Production Mix: North America

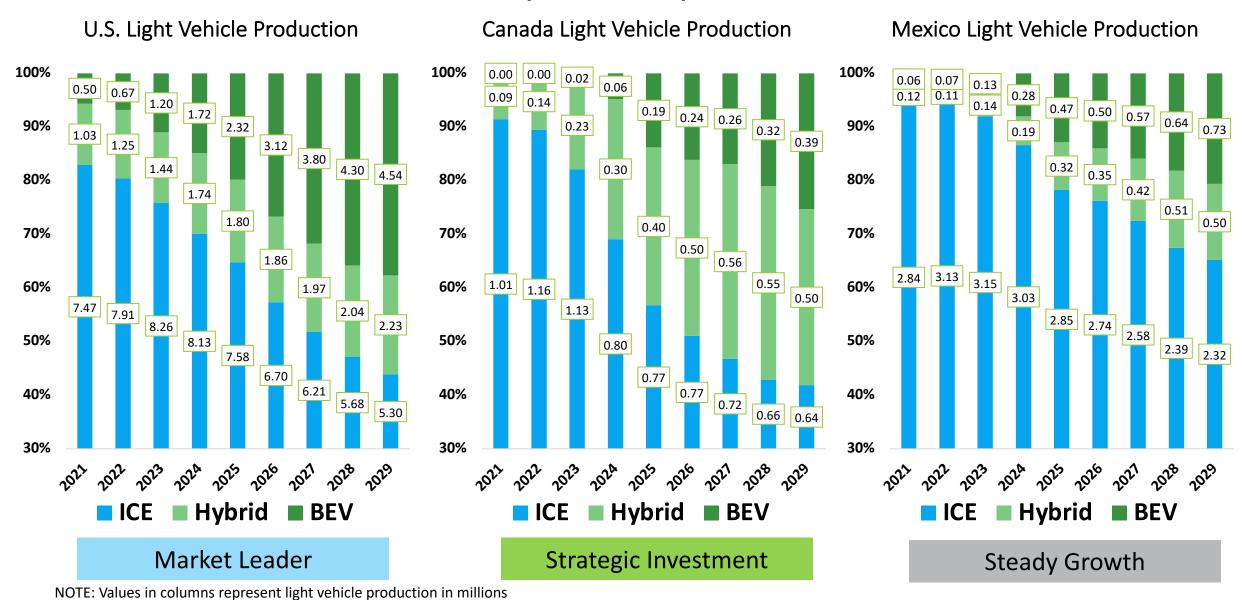
### North America Light Vehicle Production



A different story when viewed for a propulsion perspective 2029: Electrification tipping point



### Powertrain Production Mix by Country: North America



# Domestic Investment Opportunity: New Players



- Heavy investment in auto shows
- Stellantis relationship fractured but not dissolved
- Rebadging GAC Chinese-assembled vehicles as Dodge in Mexico



- Owner of Volvo & Lotus
- 10% stake in Daimler and looking to invest in Aston Martin
- The Lynk & Co and Polestar brands developed as exports
- The new Volvo plant in the U.S. will assemble Polestarbranded vehicles; opportunity to add Lynk & Co in future



U.S. plans to market Chery products under the importer HAAH brands of VANTAS & T-Go brands were cancelled; investigating new ways to enter the market





- Heavy expansion throughout southeast Asia and targeting Western Europe – with their sights on North America
- Already produces/assembles MG/Roewe products in China, England, India, and Thailand
- Focusing on MG as an electric brand in Europe



- \$2 \$4 Billion investment in North Carolina to assemble electric buses, SUVs, and batteries – Target July 2024
- US\$200 Million investment in California to sell electric vehicles through a network of 60 dealers starting 2022.



- Partially financed by Warren Buffett
- Global expansion focus on Europe; laying groundwork for North America entry
- Currently produces electric buses in California
- Supporting Toyota bZ series of EVs



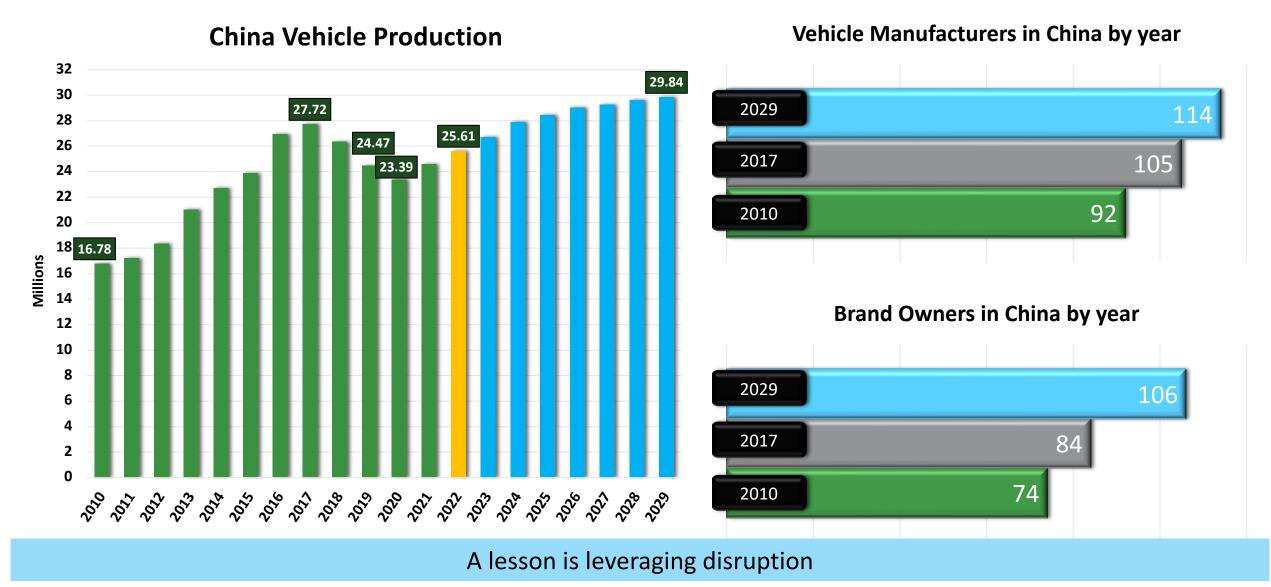








### China Vehicle Production Outlook



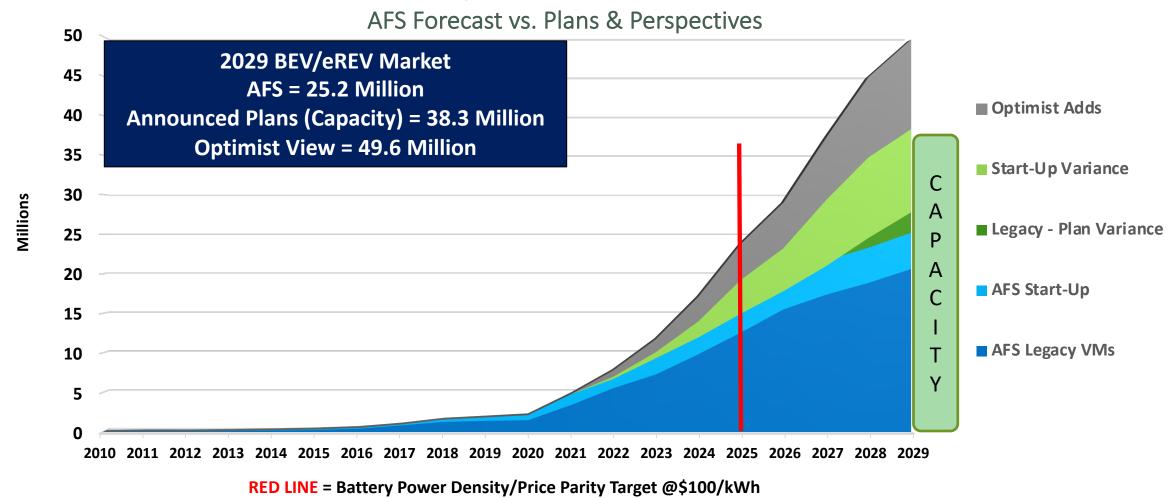


### **ELECTRIFICATION**



# Global EV Market Sizing: The Planning Dilemma

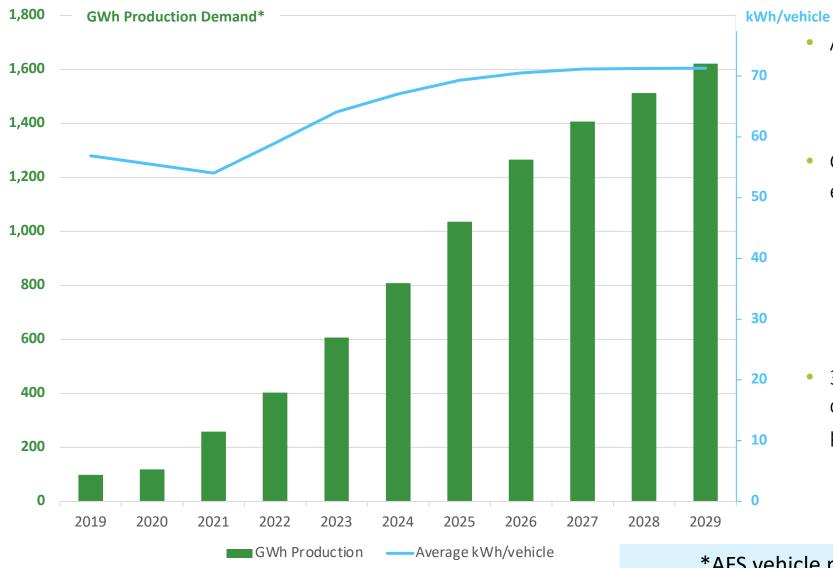
BEV/eREV Market Outlook



EVEN AN OPTIMISTIC VIEW REQUIRES OVER HALF OF VEHICLES TO HAVE AN ENGINE



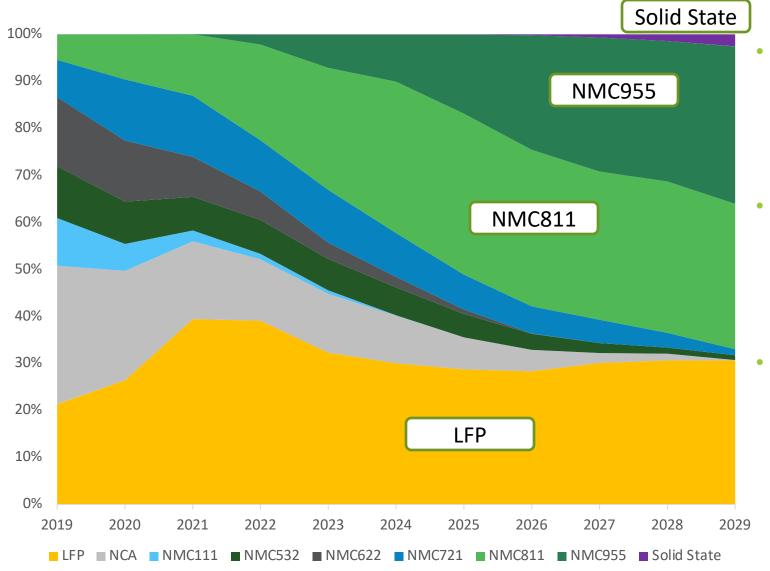
# Global Battery Production Forecast



- Average kWh/vehicle is rising
  - OEM targets of >300 miles (480km) for NA and EU
  - Lower targets across Asia
- Global EV battery demand is expected to exceed 1,600GWh by 2029\*
  - 4X what is needed today
  - 2/3 of growth will come from markets outside of China
  - OEM announced goals significantly higher
- 30-50 more Gigafactories will need to be completed in the next 5 years to hit these production numbers

\*AFS vehicle production forecast used for analysis

# Global Battery Chemistry Trend



- Automakers are settling on 3 batteries chemistries before the end of the decade.
  - NMC955 and NMC811 for premium applications
  - LFP for value applications
- Higher nickel and lower cobalt batteries have better cost and energy density but need to have more active thermal management systems to prevent thermal runaways (fires)
- Solid State batteries are rapidly advancing but will not be seen in high volume applications before the end of the decade.

Source: AutoForecast Solutions

15

AutoForecastSolutions

# Raw Material Shortages in the Future?

#### **TODAY**



- Global production of lithium in 2021 was ~100,000 mt (metric tons)
  - All industries
- Almost all future growth in lithium will support automotive batteries



- Global production of lithium in 2030 will need to be ~260,000 mt to meet AFS's EV forecast demand
  - 2.6X the miners, mining equipment, and approved mining sites will need to be introduced in a very short timeframe
- Estimates from the OEMs will require much higher lithium production than this!

# Inflation Reduction Act: Automotive Highlights

Vehicle in service date →	2023CY	2024CY	2025CY	2026CY	2027CY	2028CY	2029-2032CY
North America "Clean Vehicle" Assembly*	REQUIRED AS OF SEPTEMBER 16, 2022						
Critical Mineral Requirement**  credit = \$3,750	40% 50% 60% 70% 80% 80% 80%						
Battery Component Requirement***  credit = \$3,750	50%	60%	60%	70%	80%	90%	100%
Adjusted Gross Income of taxpayer limitations to receive credit (New Car Purchase)			<\$225	300,000 Joint Ret ,000 Head of Hou 50,000 Individual	sehold		
MSRP Price Limitations for credit (New Car Purchase)		<\$80,000 Mulvidual Filel  <\$80,000 Van, Pickup, or SUV  <\$55,000 Passenger Car					

#### **KEY NOTES FROM THE INFLATION REDUCTION ACT**

- \* **CLEAN VEHICLES** include pure all BEVs, all Fuel Cell EVs, and PHEVs with 4-7 kWh of battery capacity Assembled in North America. Additionally in the Act language <u>is an important caveat of exclusion</u>: Any vehicle placed in service after December 31, 2024, with respect to which <u>ANY</u> of the applicable minerals contained in the battery of such vehicle were extracted, processed, or recycled by a <u>foreign entity concern</u>, or any vehicle placed in service after December 31, 2023, with respect to which <u>ANY</u> of the components contained in the battery of such vehicle were manufactured or assembled by a <u>foreign entity of concern</u>
- \*\* The percentage of the applicable **CRITICAL MINERALS** contained in such battery that were extracted or processed in the United States, or in any country with which the United States has a <u>free trade agreement</u> in effect, or recycled in North America, is equal to greater than the applicable percentage
- \*\*\* With respect to the **BATTERY** from which the electric motor of such vehicle draws electricity, the percentage of the value of the components contained in such battery that were manufactured or assembled in North America is equal to or greater than the applicable percentage PREVIOUSLY-OWNED CLEAN VEHICLES
- \$4,000 credit OR 30% of vehicle sale price
- Model year at least 2 years earlier than the calendar year in which the taxpayer acquires the vehicle; gross vehicle weight <14,000 lbs., and sale price <\$25,000
- Taxpayer thresholds
  - \$150,000 Joint Return
  - \$112,000 Head of Household
  - \$75,000 other categories



### U.S. BEV Sales/Inflation Reduction Act: Brand Start Year Compliance

2023 Calendar Year			
VM	Brand		
Amazon	Zoox		
Arrival	Arrival		
Bollinger	Bollinger		
Canoo	Canoo		
Daimler	Mercedes-Benz		
Ford	Ford		
Geely	Polestar		
Geely	Volvo		
GM	BrightDrop		
GM	Cadillac		
GM	Chevrolet		
GM	Cruise		
GM	GMC		
Foxconn	Lordstown		
Oshkosh	Oshkosh		
Renault/Nissan	Nissan		
Rivian	Rivian		
Stellantis	Ram		
Tesla	Tesla		
Toyota	Toyota		
VIA	VIA		

2024 Calendar Year			
VM Brand			
Foxconn	Fisker		
Ford	Lincoln		
GM	Acura		
GM	Honda		
Hyundai	Kia		
Lucid	Lucid		
Stellantis	Chrysler		
Stellantis	Dodge		
Stellantis	Jeep		
Vinfast	Vinfast		

2025 Cale	endar Year			
VM Brand				
Hyundai	Hyundai			

2026 Calendar Year					
VM Brand					
BMW	BMW				
Hyundai Genesis					
Renault/Nissan Infiniti					
Volkswagen Scout					

2027 Calendar Year				
VM Brand				
Honda	Buick			
Volkswagen Audi				

IRA-Compliance based on <u>domestic production</u> and if any vehicle trim levels fall within the <u>IRA price threshold</u>.

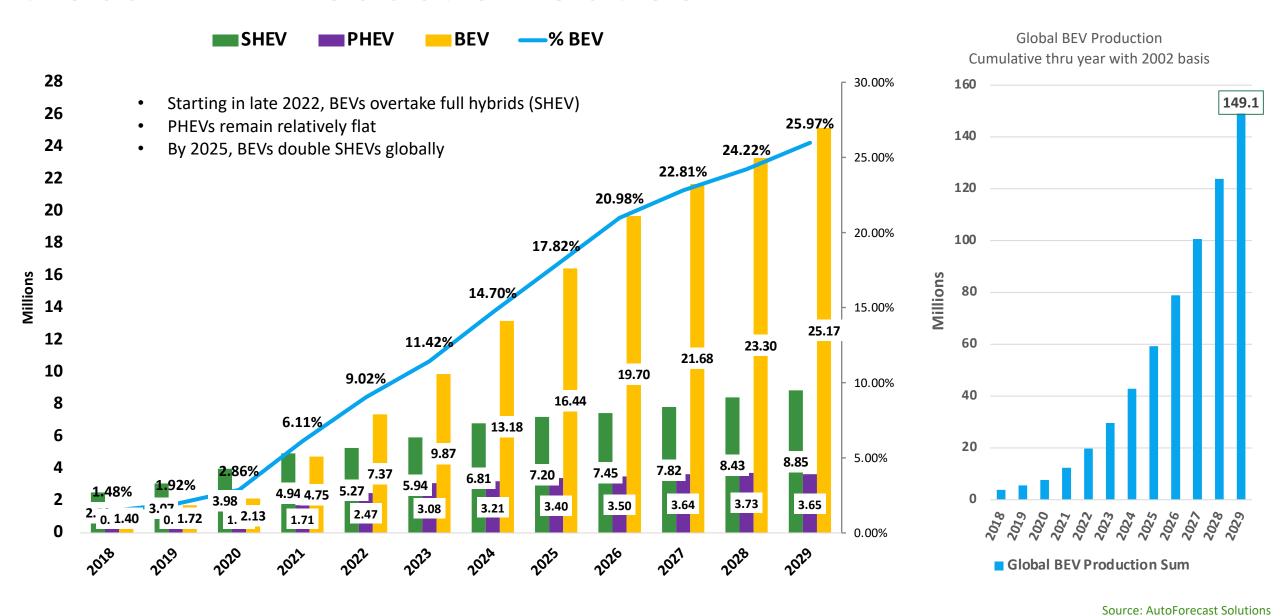
Consideration for mineral and/or battery supply/manufacturing still pending and a this time the <u>largest hurdle to compliance</u>

### Logistically, the IRA should:

- ➤ Accelerate domestic production investment
  - Reduce vehicle/component imports
- Open new jurisdictions to service the EV infrastructure

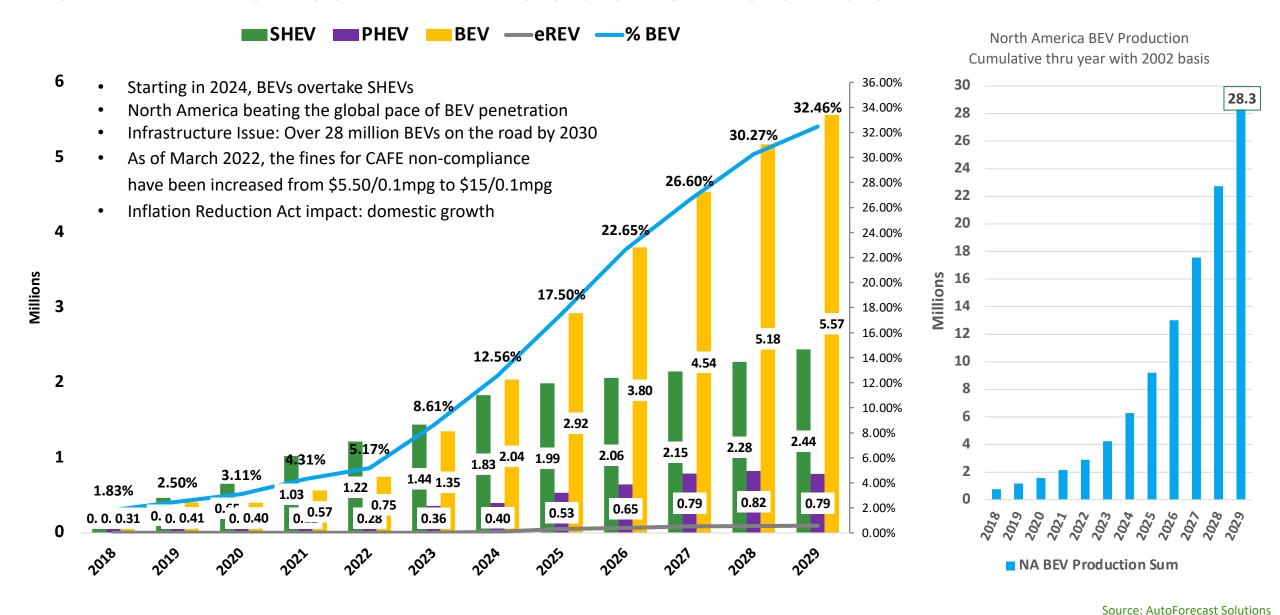


### Global xEV Production Outlook



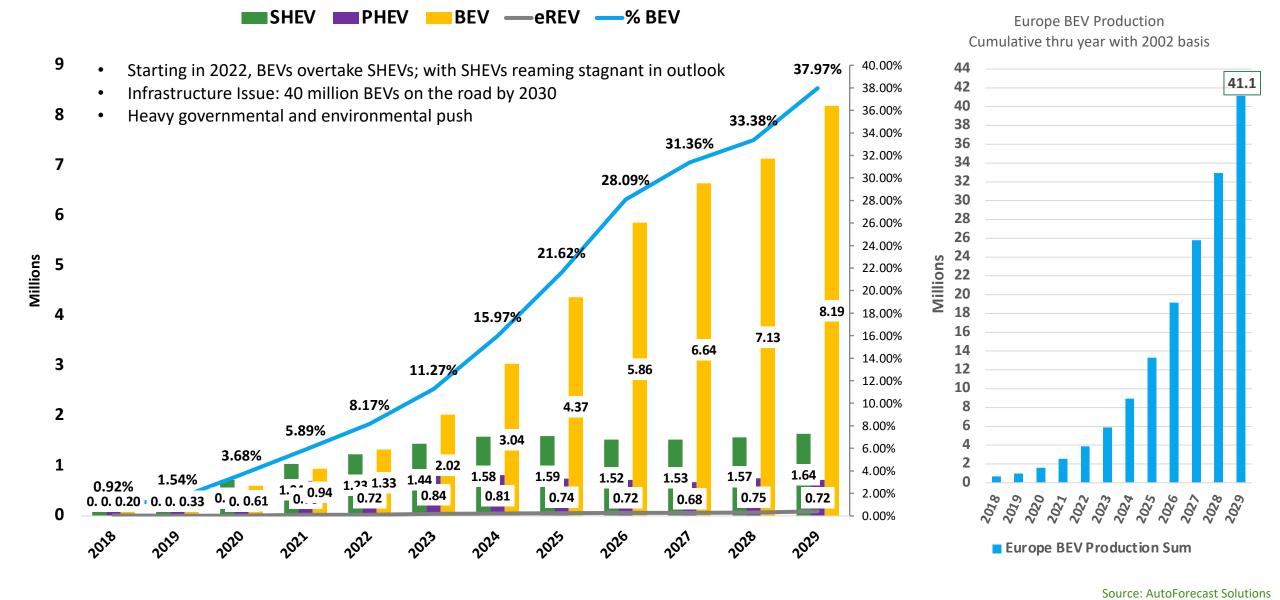


### North America xEV Production Outlook



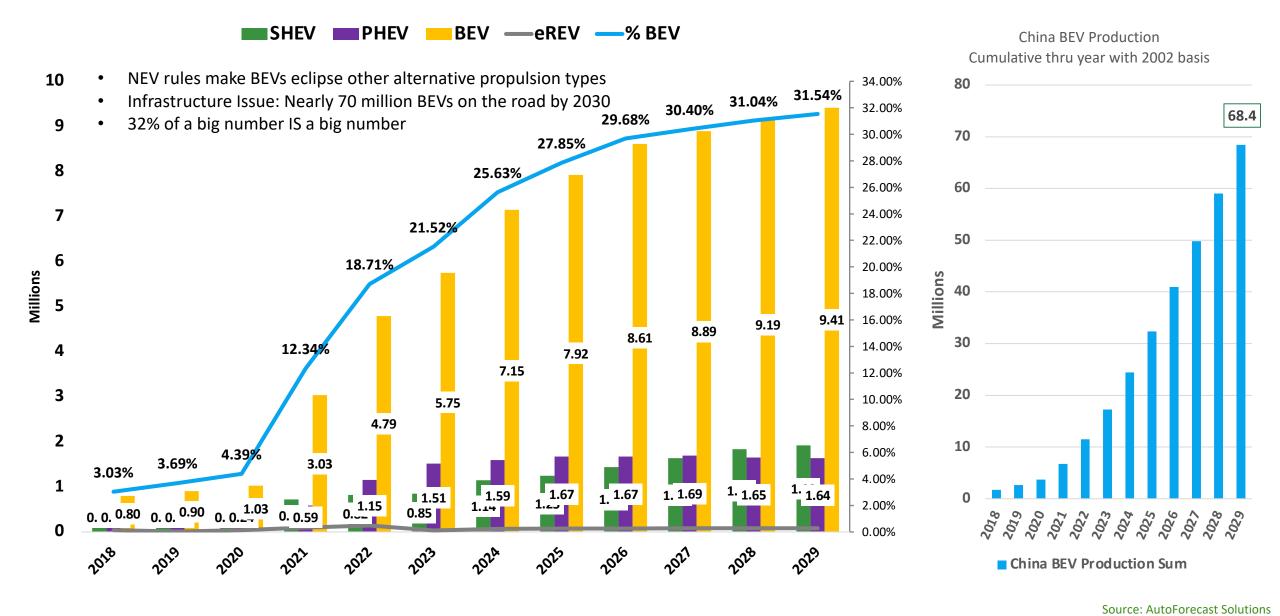


## Europe xEV Production Outlook



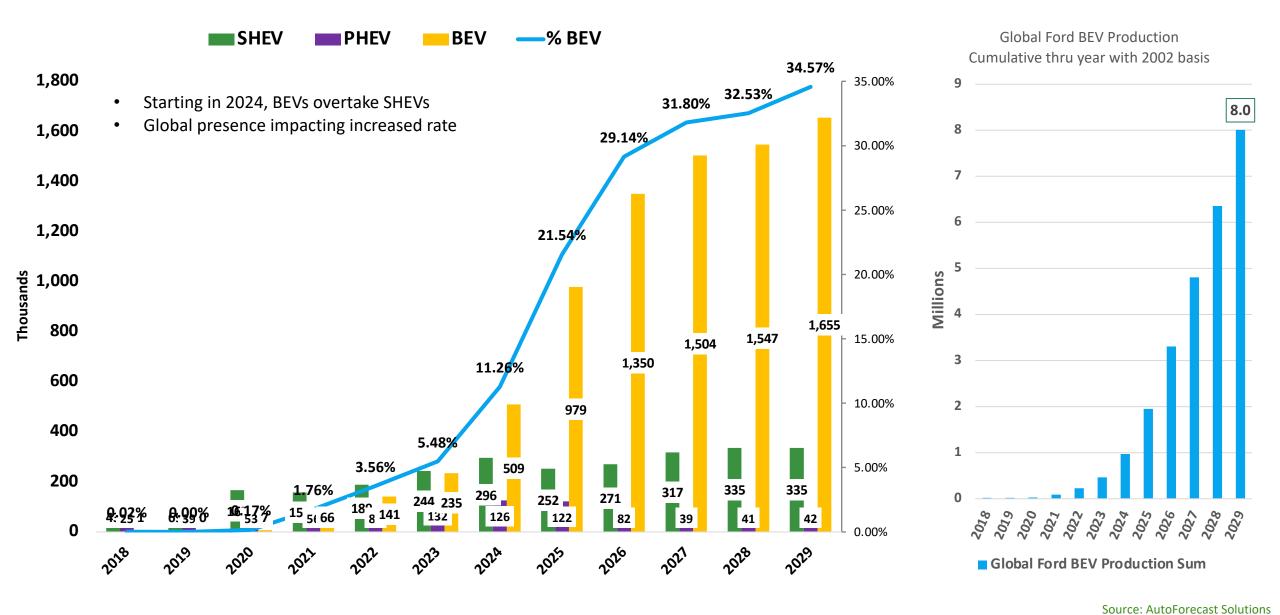


### China xEV Production Outlook



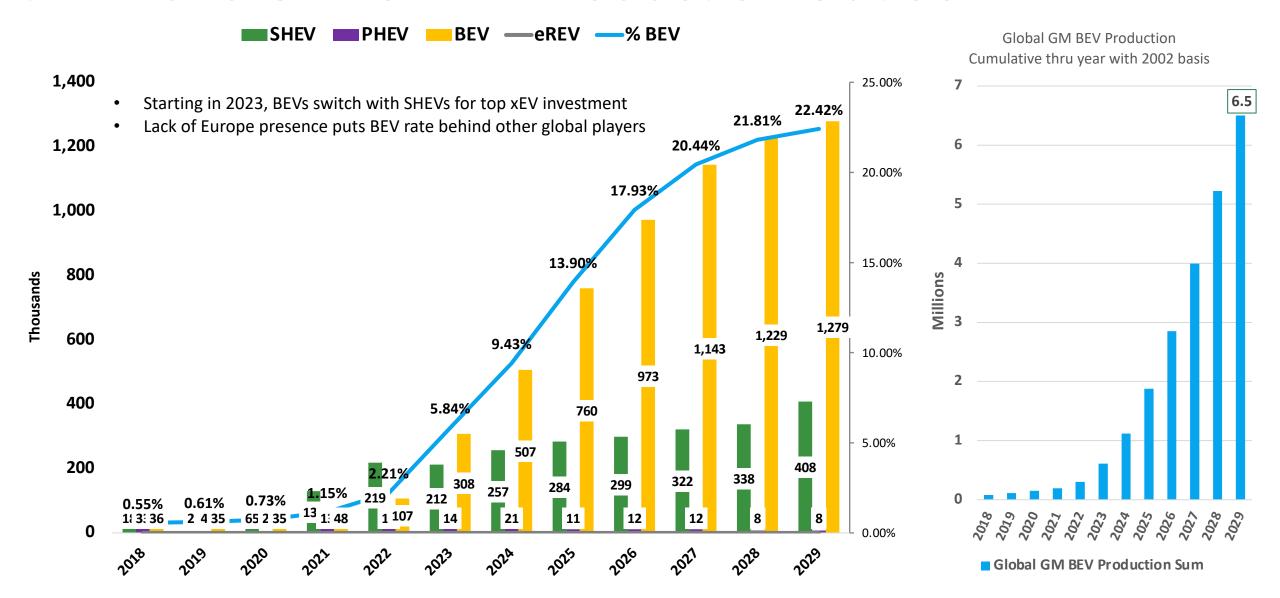


### Ford Brand Owner xEV Production Outlook



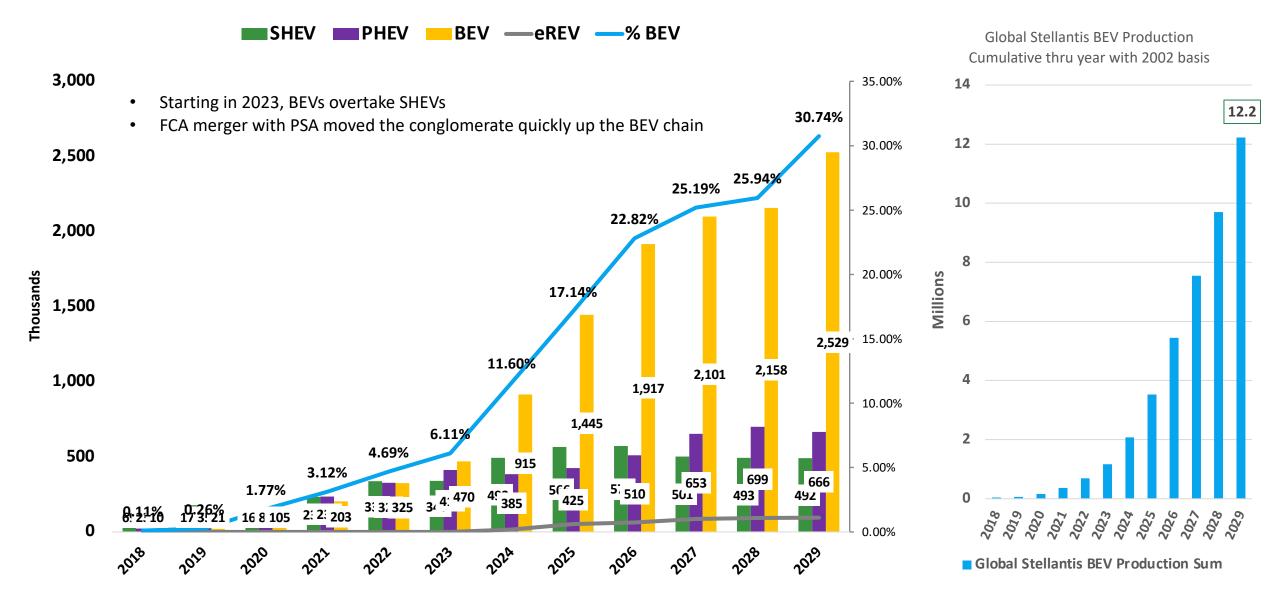


### GM Brand Owner xEV Production Outlook



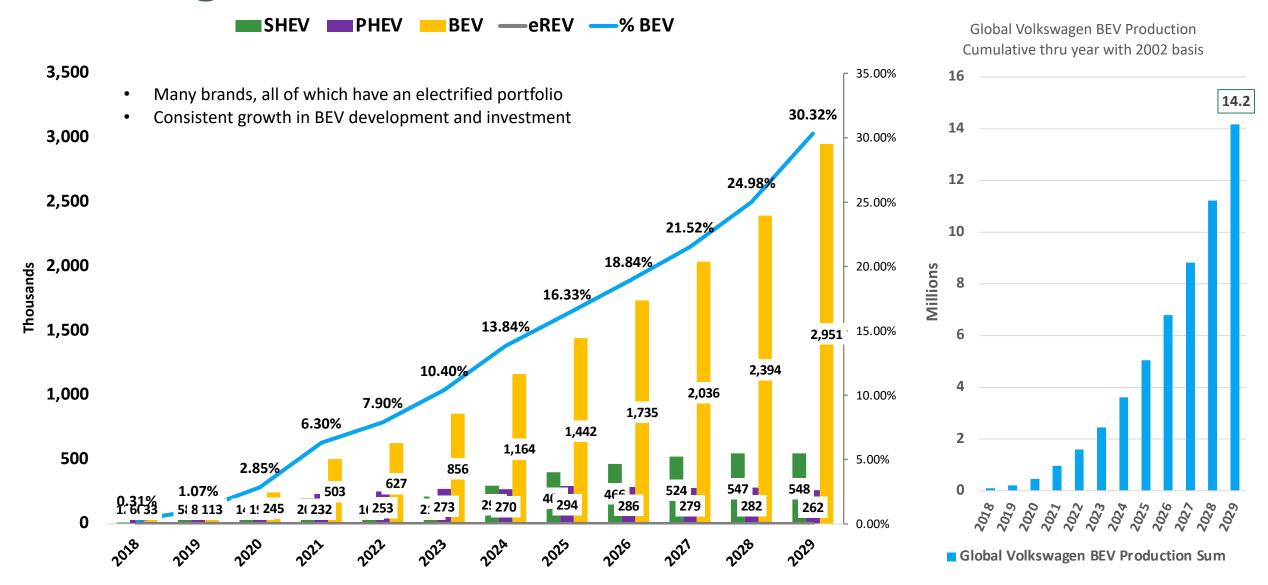


### Stellantis Brand Owner xEV Production Outlook



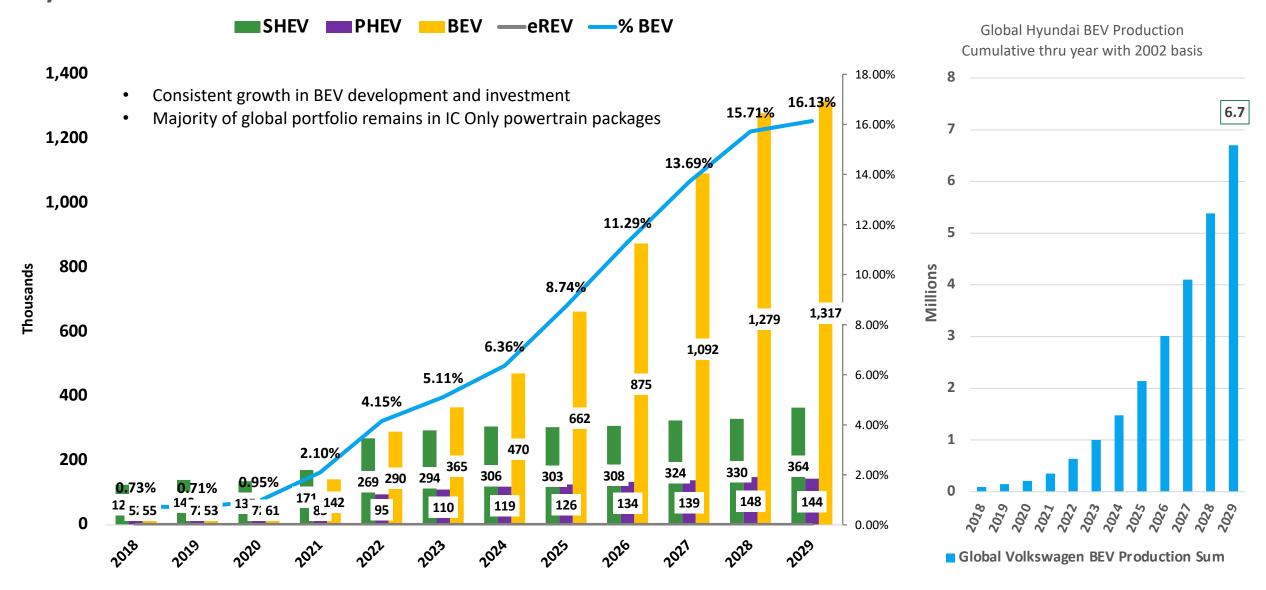


# Volkswagen Brand Owner xEV Production Outlook



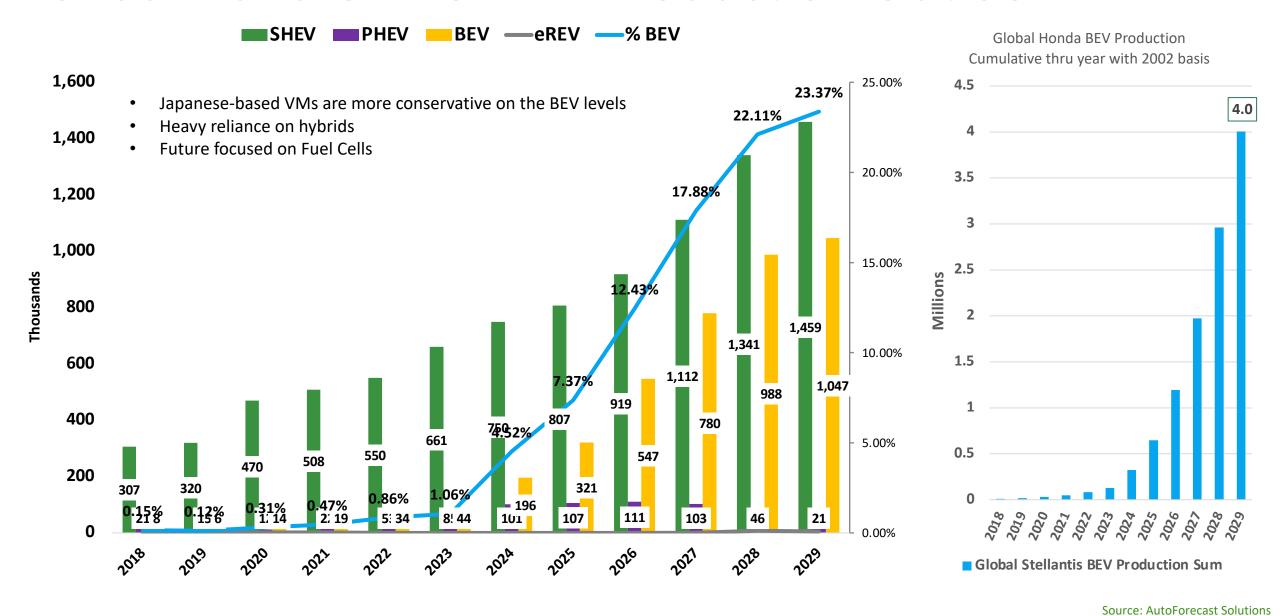


# Hyundai Brand Owner xEV Production Outlook



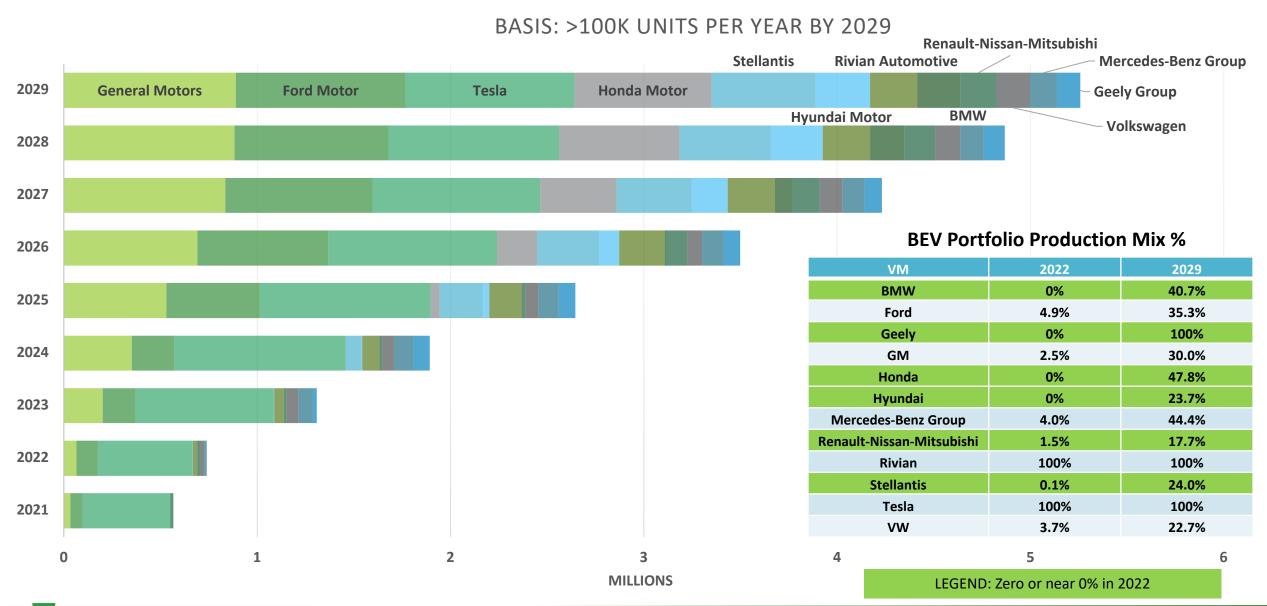


### Honda Brand Owner xEV Production Outlook



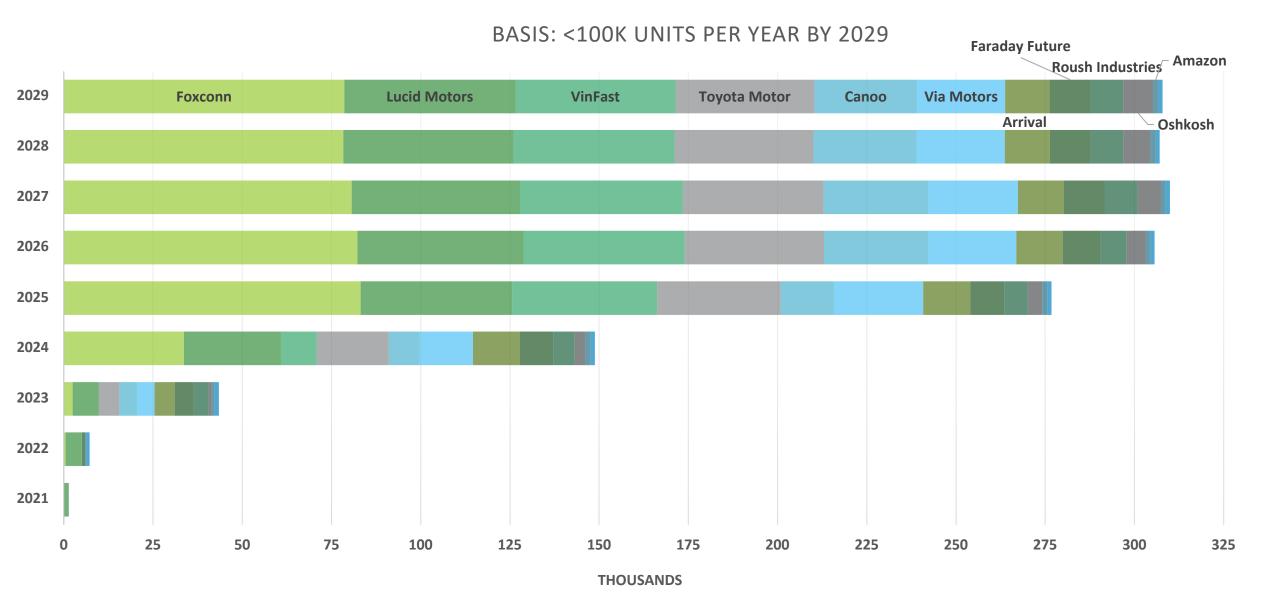


### North America BEV Production By Vehicle Manufacturer





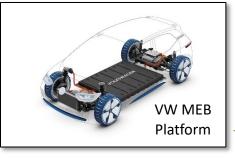
### North America BEV Production By Vehicle Manufacturer (cont'd)

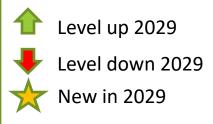




# Top 10 BEV Brand Owner Production Comparison

Brand Owner	2019 Production	Volume	
Tesla	365K		
Renault-Nissan-Mitsubishi	190K		
BYD	145K		IL
Beijing Automotive Group	138K		Γ
Volkswagen	113K		
SAIC-GM-Wuling	71K	71%	
Geely Group	60K		
SAIC Motor	55K		
Hyundai	53K		
Chery	47K		
Other	495K		
TOTAL	1.73M		ı







Brand Owner	2029 Production \	/olume
Volkswagen	3.0M	
Tesla	2.7M	
Stellantis	2.5M	
Geely Group	1.7M	
Ford	1.7M	
Hyundai	1.3M	70%
GM	1.3M	
Mercedes-Benz Group	1.2M	
Renault-Nissan-Mitsubishi	1.2M	
BMW	1.1M	
Other	7.5M	
TOTAL	25.2M	

### Market leaders constantly changing

# AFS Global Production Scenario: Long-term Outlook

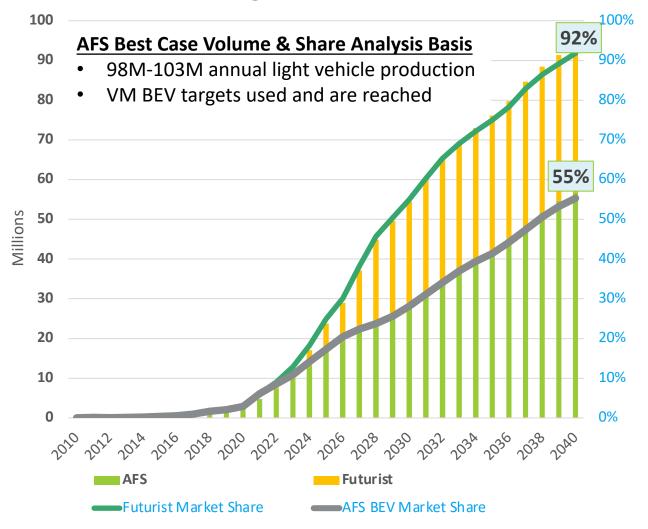
#### **Best Case: Potential Winners**

- General Motors, Ford, Volkswagen
  - Aggressive targets are achievable
  - Consumer buying habits inline with VM investment strategies;
     mitigating financial losses
- Commercial Vehicle Startups
  - Delivery and fleet truck buyers are uniquely positioned to benefit from low-cost operation
- Government
  - Strong investment pays off politically

#### Base Case: Potential Winners

- Toyota, Mazda, Honda
  - Focusing on hybrids and fuel cells delays large investments on BEVs until the market is proven, saving billions of dollars
  - Recent Honda plans pushing for a significant conversion to BEVs

#### VM EV Targets, Best Case Scenario



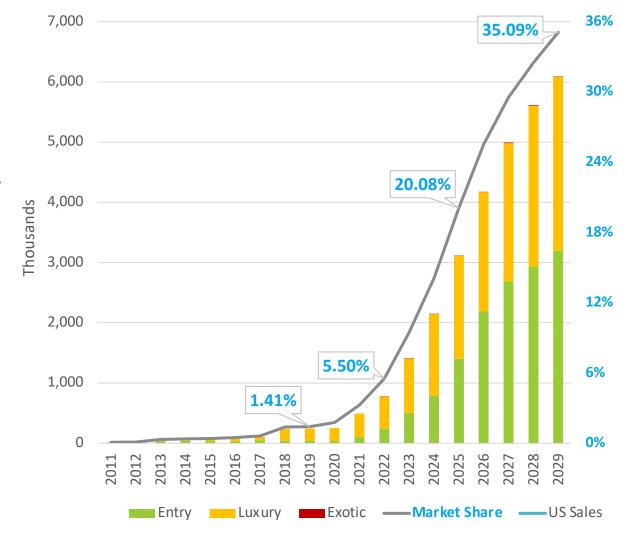


### BEV Sales Outlook: United States

### **Analysis Assumptions:**

- Significant uptick starting in 2023
- Growth needs to accelerate to hit any VM-announced BEV targets in 2030+
- Nearly 100% of domestically-built BEVs are sold domestically
  - Production and sales alignment
  - Recycling and capturing the "battery value"
  - Proposed U.S. incentives for domestically-produced BEVs will make imports more expensive
  - The list of "known" players with a firm U.S. production footprint is volatile
- Imports largely limited to luxury/low-volume models
  - Existing imported BEVs will grow, potentially to the point where they will may be built domestically

#### **United States BEV Sales Outlook**

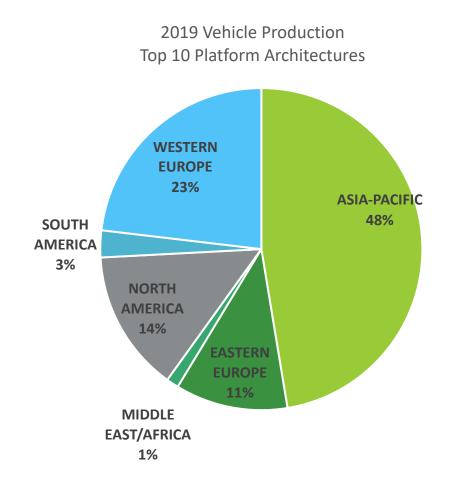




# Top 10 Global Vehicle Platform Architectures: 2019

#### Production in 36 Countries representing over 28% of global output

Platform Architecture	Platform Architecture Owner	2019 Vehicle Volume	% of Total Production
MQB	Volkswagen	7.0 million	7.8%
TNGA	Toyota Motor	4.0 million	4.4%
CMF	Renault-Nissan-Mitsubishi	3.0 million	3.3%
KP2	Hyundai Motor	1.9 million	2.1%
CCA	Honda Motor	1.7 million	1.9%
EMP2	Groupe PSA	1.6 million	1.8%
GSP	Honda Motors	1.6 million	1.7%
N	Hyundai Motors	1.5 million	1.7%
MLB	Volkswagen	1.4 million	1.5%
35up	BMW	1.4 million	1.5%
	TOTAL	25.0 million	27.8%

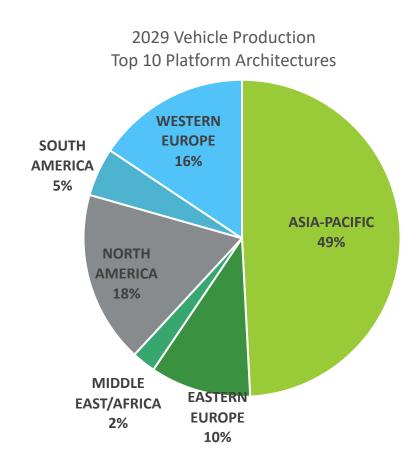




# Top 10 Global Vehicle Platform Architectures: 2029

#### Production in 43 Countries representing over 40% of global output

Platform Architecture	Platform Architecture Owner	2029 Vehicle Volume	% of Total Production	% Electrified	% BEV
TNGA	Toyota Motor	8.9 million	9.2%	30.3%	2.3%
MQB	Volkswagen	5.8 million	5.9%	8.3%	0.3%
CMF	Renault-Nissan- Mitsubishi	5.6 million	5.8%	25.7%	17.3%
Honda Architecture	Honda Motors	4.3 million	4.4%	54.1%	19.1%
STLA	Stellantis	4.1 million	4.2%	73.4%	56.0%
GEN III	Tesla	2.4 million	2.5%	100%	100%
KP2	Hyundai	2.4 million	2.5%	3.5%	3.2%
VSS-F	GM	2.3 million	2.3%	9.4%	0%
N	Hyundai	2.1 million	2.2%	13.5%	0%
SSP	Volkswagen	1.8 million	1.8%	100%	100%
	TOTAL	39.7 million	41.0%		



All have electrified applications - but only two at 100% BEV



# Final Thoughts

### The Changing Landscape

Evaluate current methodologies & rethink how to plan for the future

#### The Changing Consumer

- Brand loyalty erosion
- Build-to-order strategy: minimize need for trim level pre-builds and inventorybased selling
- Subscription-based vs. transactional-based purchases
- Socially motivated buying decisions

#### The China Effect

- It's not "if" but when there will be a North America presence
- Electrification and collaboration
- Inflation Reduction Act designed to mitigate reliance by North America

#### The Supply Chain / Logistics

- Evaluating and rethinking just-in-time processes
- Vertical integration of key materials and products
- Investigating secondary & tertiary supply sources
- Import and domestic logistics to be impacted due to IRA
- New customers looking to the U.S. will need guidance to succeed

#### Electrification

- Shareholder Value: a too-big-to-fail strategy
- Reduction in parts and manufacturing complexity
  - Labor & volume reduction; more automation

#### The Existing Players

- GM and Ford electrifying entire line
  - How to improve margin through changing "car ownership" and battery reuse
- Partnerships & new brands indicate contract manufacturing direction
  - GM & Honda / Ford & VW
  - GM BrightDrop
  - Mercedes & Rivian

#### The New Players

- EVs and SPAC money provides easier entry of new, unexperienced VMs; all looking for help
  - Elimination of ICE greatly reduces cost and time to market entry
  - Compressed time to market when you can eliminate the ICE components is a game changer
  - Time to be proactive in your planning reactive approach can limit growth and competitiveness

### Disruption creates opportunity



Thank You,

Joseph McCabe

**President & CEO** 

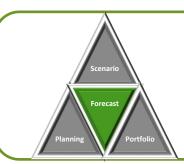
Office: 855.734.4590 ext. 1001

Mobile: 610.662.1441

jmccabe@autoforecastsolutions.com



Driving Data into Decisions. www.AutoForecastSolutions.com



**AFS Forecast** is a <u>comprehensive automotive production forecast database</u> and at the heart of the AFS value proposition. Detailed monthly vehicle data: *Light Vehicle, Powertrain, Drivetrain, and Alternative Propulsion*. Updated and provided in a user-friendly, webbased, solution; on a monthly basis. Historical production volumes and an eight-year planning window of forecast volumes are updated every month on a global basis – with proven automotive subject matter expertise and support. Supplemental weekly and monthly market reports analyze and pinpoint changes that help improve your company's competitive position.



**AFS Planning** is a fully integrated quote management and <u>revenue planning solution</u> specifically designed for an automotive supplier. Track and analyze your sales, customers, products, production capacity, and more at a detailed monthly part number level. Used also by the financial and investment community for due diligence and revenue performance analysis.

Your company's global footprint in a live database - integrated directly with the AFS Forecast database for accurate and timely planning, analysis, and opportunity identification. For further intelligence, add-on AFS Scenario.



**AFS Scenario** is the only tool available in the industry designed to <u>create custom light vehicle and powertrain forecasts</u>; on a regional basis for the global automotive market. Adjustments to annual, quarterly, and monthly production volumes can be done from the top down (total region) to the Vehicle/plant level – and all levels in-between (OEM, Platform, Program, etc.). Supported by a full suite of analysis reports to understand forecast changes over time.



**AFS Portfolio** is designed to allow an organization <u>understand and track their competitive landscape</u>. Customize around your products and services; track your product mix, volumes, competitive position, and identify your market share both from a volume and revenue perspective in the global automotive marketplace. Automatically updated every month to support a proactive approach in strengthening your core operations while identifying opportunities for growth.

# Detailed Global Automotive Coverage

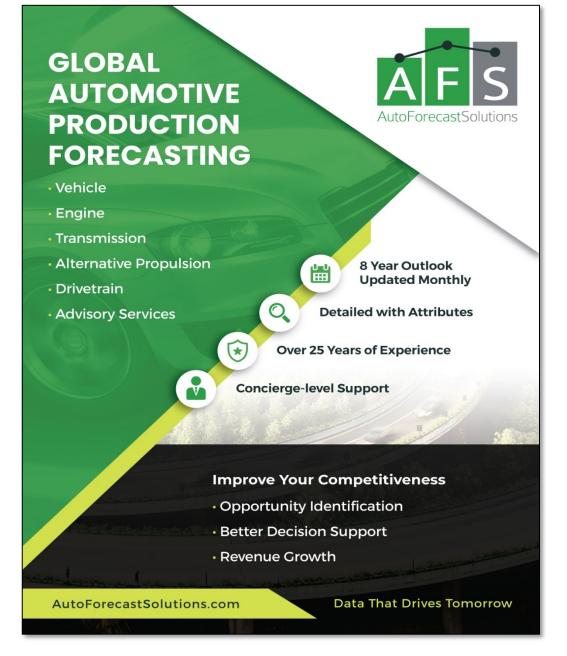
- ➤ Global light vehicle & powertrain coverage: 6 regions 60 countries
- >Complete light vehicle, engine, transmission, electric motor, & alternative propulsion detail updated monthly
- ➤ Historical production volumes PLUS an eight-year outlook at a monthly level.
- >Special reports on a weekly and monthly basis highlighting production timing changes, industry issues, opportunities & risks, and much more

Note: Many other attribute and code fields provided to customers for system integration

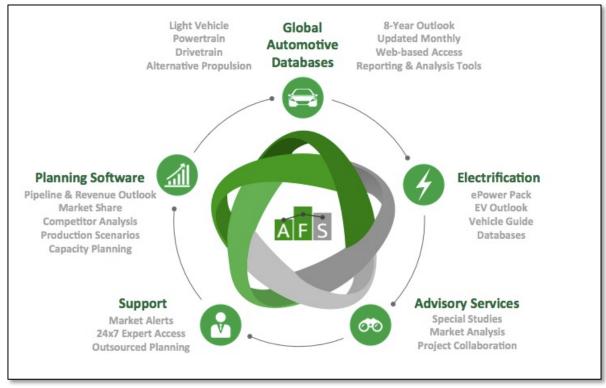
- Dozens of fields updated monthly for the entire production outlook.
- > Web-based interface to enhance and accelerate forecasting and planning efforts
- >Concierge Support: Direct access to the AFS subject matter experts to ask the key questions to improve your competitiveness. Our team becomes an extension of your team.

Vehicle	Engine	Transmission	Electric Motor
Region		Family, RPO Codes, * Other Description Fields	
Country	Тур	e (IC Only, BEV, eREV, PHEV, SHEV, and Fuel Ce	ell)
Assembly Plant & Location	Pro	duction Manufacturer, Region, Country, & Pla	nt
Vehicle Manufacturer		Vehicle Application Detail	
Brand Owner	Start,	End of Powertrain Package Application to Veh	icle
Nameplate	Displacement (L, CC, CI)	Number of Forward Gears	Motor Type
Vehicle Type & Segment	Cylinder Configuration	Transmission Type	Motor Location
Platform Architecture	Number of Cylinders	Transmission Design	Max Voltage
Platform	Fuel Types / Flex Fuel	Clutch Actuation	Number of Phases
Program	Valvetrain	Case Material	Voltage Type
Start/End of Production	Aspiration	Transaxle	
Plant Coordinates	Fuel Delivery Types	Torque Converter	
	Valves per Cylinder / Valve Timing		

AutoForecastSolutions



AutoForecast Solutions (AFS) is the only fully integrated solutions provider of vehicle, powertrain, and drivetrain production forecasting, business planning software, and advisory services to the global automotive industry.



### AFS helps our customer...

**Develop** a value proposition to defend core operations **Identify** areas for growth.

