Contents – September 21, 2023

Forecast Meter.................................................................................................................................................. 2
  Sales & Production Summary and Forecast (Updated 9/21)........................................................................... 2
  U.S. Light Vehicle Sales Outlook (Updated 9/21)......................................................................................... 3
  North American Production & Inventory Outlook (Updated 9/21)............................................................. 4

Market Meter.................................................................................................................................................. 5
  U.S. Light Vehicle Sales (Updated 9/7)........................................................................................................... 5
  Segments vs. Gas Prices (Updated 9/7).......................................................................................................... 6
  EV Powertrain Sales (Updated 9/7).............................................................................................................. 7
  Seasonally Adjusted Annual Rates (Updated 9/7)......................................................................................... 8
  Average Transaction Price (Updated 9/21).................................................................................................. 9
  Auto Loan Financing (Updated 9/21)........................................................................................................ 11
  Crude Oil and Gas Prices (Updated 9/21).................................................................................................. 12

Production Meter......................................................................................................................................... 13
  U.S. Light Vehicle Inventory and Days’ Supply (Updated 9/7).................................................................... 13
  North American Production (Updated 9/21)............................................................................................ 14
  U.S. Light Vehicle Production (Updated 9/21).......................................................................................... 15

Global Meter............................................................................................................................................... 16
  Global Light Vehicle Sales (Updated 9/7).................................................................................................... 16
  Global Light Vehicle Production (Updated 9/21)....................................................................................... 17

Recovery Meter........................................................................................................................................... 19
  Roadway Travel (Updated 9/21).................................................................................................................. 19
  Economic News (Updated 9/21).................................................................................................................. 20
  Consumer Confidence and Sales (Updated 9/21)...................................................................................... 20
  Employment (Updated 9/21)...................................................................................................................... 21

Sources......................................................................................................................................................... 23
**Forecast Meter**

**Sales & Production Summary and Forecast (Updated 9/21)**

<table>
<thead>
<tr>
<th>2022-2023 Sales, ¹ Extended Sales Forecast,² and Production Forecasts.³</th>
<th>U.S. Sales &amp; Forecasts</th>
<th>North American Production</th>
</tr>
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<tbody>
<tr>
<td>January '22</td>
<td>991,156 (-10% YoY)</td>
<td>1,113,930 (-4% YoY)</td>
</tr>
<tr>
<td>February '22</td>
<td>1,052,524 (+11.8% YoY)</td>
<td>1,112,429 (-1% YoY)</td>
</tr>
<tr>
<td>March '22</td>
<td>1,246,336 (-22% YoY)</td>
<td>1,350,102 (-1% YoY)</td>
</tr>
<tr>
<td>April '22</td>
<td>1,226,950 (-22% YoY)</td>
<td>1,177,851 (+8% YoY)</td>
</tr>
<tr>
<td>May '22</td>
<td>1,104,993 (-23.8% YoY)</td>
<td>1,215,000 (+20.4% YoY)</td>
</tr>
<tr>
<td>June '22</td>
<td>1,126,724 (-16.8% YoY)</td>
<td>1,259,515 (+13.8% YoY)</td>
</tr>
<tr>
<td>July '22</td>
<td>1,129,371 (-8.4% YoY)</td>
<td>977,485 (+7% YoY)</td>
</tr>
<tr>
<td>August '22</td>
<td>1,128,200 (+7.9% YoY)</td>
<td>1,413,262 (+29%)</td>
</tr>
<tr>
<td>September '22</td>
<td>1,112,245 (+3.9% YoY)</td>
<td>1,258,501 (+38% YoY)</td>
</tr>
<tr>
<td>October '22</td>
<td>1,151,774 (+13.8% YoY)</td>
<td>1,299,707 (+12.4% YoY)</td>
</tr>
<tr>
<td>November '22</td>
<td>1,120,067 (+6% YoY)</td>
<td>1,200,244 (+5.5% YoY)</td>
</tr>
<tr>
<td>December '22</td>
<td>1,263,268 (+4.9% YoY)</td>
<td>1,074,938 (+3.4% YoY)</td>
</tr>
<tr>
<td>January '23</td>
<td>1,033,002 (+4.2% YoY)</td>
<td>1,195,548 (+12.9% YoY)</td>
</tr>
<tr>
<td>February '23</td>
<td>1,136,332 (+8.7% YoY)</td>
<td>1,257,482 (+15% YoY)</td>
</tr>
<tr>
<td>March '23</td>
<td>1,365,966 (+8.6% YoY)</td>
<td>1,442,991 (+6.7% YoY)</td>
</tr>
<tr>
<td>April '23</td>
<td>1,347,159 (+13.1% YoY)</td>
<td>1,281,626 (+8.6% YoY)</td>
</tr>
<tr>
<td>May '23</td>
<td>1,362,019 (+18.0% YoY)</td>
<td>1,462,273 (+25.5% YoY)</td>
</tr>
<tr>
<td>June '23</td>
<td>1,370,976 (+19.9% YoY)</td>
<td>1,387,090 (+13.8% YoY)</td>
</tr>
<tr>
<td>July '23</td>
<td>1,299,199 (+19.9% YoY)</td>
<td>1,173,342 (+15.6 YoY)</td>
</tr>
<tr>
<td>August '23</td>
<td>1,328,526 (+12.8% YoY)</td>
<td>1,467,284 (+4.5% YoY)</td>
</tr>
<tr>
<td>2022 Full Year</td>
<td>15.4 million units (Wards Intelligence)</td>
<td>14,721,053 (+9.8% YoY) (U.S. 10,019,791)</td>
</tr>
</tbody>
</table>
U.S. Light Vehicle Sales Outlook (Updated 9/21)

Wards Intelligence Outlook (9/7): “U.S. light-vehicle sales in September are tracking to a 15.4 million-unit seasonally adjusted annual rate, though that outlook is dicey as inventory losses from the current labor-related plant shutdowns create a certain level of uncertainty. . . . Assuming some impact from the strike losses, the sales forecast for entire-2023 has been lowered to 15.3 million units from 15.4 million. The outlook for 2024 remains the same at 16.0 million. September’s raw volume is pegged at 1.310 million units for a daily selling rate over the month’s 26 selling days of 50,385, 12.0% above the year-ago total of 44,972 – 25 selling days.
North American Production & Inventory Outlook (Updated 9/21)

Wards Intelligence Production Outlook (9/21): “With four plants down – two in Toledo covered by one union local – so far, and a fifth reportedly soon to shutter, North American manufacturers have lost an estimated 9,000 units in September due to the strikes by the United Auto Workers at Ford, General Motors and Stellantis. The losses are estimates through Sept. 19 and assume no other plants are added to the list by the end of that day. The shutdowns are expected to continue for days, and possibly weeks, with more closures likely while negotiations continue.

“Furthermore, Unifor, the union in Canada representing the same three automakers, which also is negotiating new national contracts, could call for strikes as soon as Sept. 20 - after extending its deadline one day - cutting production in that country. If Unifor sticks to just closing its chosen negotiating target, Ford, daily production losses in Canada would be an estimated 530 units. Strikes also could impact production in Mexico if shortages arise of U.S.- or Canada-sourced parts and components.

“Based on the four shuttered plants – Ford’s Michigan Assembly in Wayne, MI; Wentzville, MO, at GM; and the Toledo complex at Stellantis – estimated production losses are 3,000 units per day. GM’s Fairfax, KS, plant reportedly could close soon because of a shortage of parts sourced from the Wentzville facility. A shutdown at Fairfax adds 700 units to the daily losses.

“Including light vehicles and medium- and heavy-duty trucks, Wards Intelligence’s North America production tracker is projecting output in September of 1.351 million units. The total assumes each currently strike-impacted plant, plus Fairfax, is down for one week.

“Third-quarter production is tracking to 4.051 million units 7.1% above like-2022’s 3.706 million. Excluding medium-/heavy-duty trucks, light-vehicle output is tracking to 3.901 million units, 7.3% above Q3-2022.

“In a first look at Q4, assuming no strike losses, the outlook for October-December production is 3.885 million units, 4.8% above like-2022. The projection is also within 99% of pre-pandemic Q4-2019’s 3.897 million.”

Wards Intelligence Inventory Outlook (9/21): “Inventory is forecast to end September at 1.933 million units, though the likelihood is the final total will be lower as strike losses mount. Any lost sales will come at Ford, GM and Stellantis. The possibility that in September other automakers will benefit from buyers defec ting from the Detroit 3 brands is negligible.

The vehicles currently impacted by shutdowns either are products with high brand loyalty, in segments dominated by the three strike-impacted manufacturers or have plenty of inventory.

Also, production losses through an expansion of the number of light vehicles impacted by strikes mostly will be felt in the final week of the month, and that lost inventory will be more of a hit to October’s results.”

S&P Global Mobility Outlook (9/21): “North America: The outlook for North America light vehicle production was reduced by 315,000 units and increased by 468,000 units for 2023 and 2024, respectively (and reduced by 21,000 units for 2025). The UAW is making history by simultaneously striking at GM, Ford, and Stellantis for the first time. The UAW plans to use an unconventional strategy by targeting specific sites, adding new sites as time progresses. As a result, the ability to predict the volume implications in the forecast is significantly
more challenging. The September 2023 forecast release reflects the initial targeted plants including GM-Wentzville, Ford-Michigan Assembly and Stellantis-Toledo Assembly. Further, the forecast reflects a staggered strike strategy impacting all three manufacturers with incremental downtime added over our initial five-week strike scenario. As a result, explicit downtime remains isolated to UAW plants in the US with factories in Canada and Mexico continuing to operate at a reduced rate to compensate for the eventual impact at those plants. This strike scenario contributes to the loss of 2.0% with the year totaling 15.15 million units. While the forecast was revised higher by 3.0% to total 16.32 million units in 2024, concern surrounds the ability of the suppliers to meet expected increases in demand from OEMs as they struggle with the effects of the strike. The Biden administration is considering aid for suppliers in the event of a protracted strike.”

Market Meter

U.S. Light Vehicle Sales (Updated 9/7)

**Monthly Sales (Updated 9/7)**

This chart helps to put into context the monthly retail sales due to the COVID pandemic and showing the relative drop in sales compared to the 2008 financial crisis.

![Retail Sales: January 2008 - August 2023](image)

**August Sales (Updated 9/7)**
WardsIntelligence®: “U.S. light-vehicle sales apparently petered out at the end of August and the month’s final results finished below expectations.

“August sales equated to a 15.0 million-unit seasonally adjusted annual rate, down from the forecast of 15.3 million, July’s 15.7 million and lowest since 14.9 million in March. It was well above like-2022’s 13.2 million and the highest for the month in three years.

“Consumers could be pushing back more on the strong mix of higher-priced vehicles in the still historically low level of inventory that is available and exacerbated by higher interest rates causing higher monthly payments on financed purchases. Although inventory has been rising over the past year, and incentives are beginning to creep up – though also still at historic lows – the lack of vehicles on dealer lots continues to create an environment where pricing power remains more with the seller than the buyer.

“Potential buyers could also be waiting to see if automakers or dealers offer up some additional price discounting as was often the pattern in the summer months in most years prior to the pandemic’s start in 2020.

“Deliveries in August totaled 1.329 million units, up 17.1% from same-month 2022’s 1.134 million. The daily selling rate of 49,205 over the month’s 27 selling days was 12.8% above August 2022’s 43,626 – 26 selling days.”

Segments vs. Gas Prices (Updated 9/7)
**Monthly Sales For August**: Light trucks accounted for 79.9 percent of sales in August, nearly flat with the market share a year ago. Compared to the same period in 2022, sales of cars are up about 27,000, and down more than 166,000 from August 2019, when cars comprised 26% of the market as opposed to the 20.1 percent of the market passenger cars have now.

**Historic Perspective**: The upward trend in the popularity of light trucks over cars has been steady since 2013, when only 2% of annual market share separated the two segments.\(^9\) and gas was over $3.00.\(^{10}\) a gallon. As fuel prices dropped below the $3.00 mark in mid-September 2014, light truck sales began to take off. Gas prices since have averaged only $2.83 a gallon (through December 2022) and when combined with increased fuel economy for light trucks, an increase of 4 mpg since 2013, the perfect conditions existed to continue fueling light truck market growth.\(^{11}\)

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![Market Share Of Light Trucks And Cars vs. Gas Prices: January 2014 - August2023](image)

**EV Powertrain Sales (Updated 9/7)**

Sales of electric vehicles (BEV, PHEV, & Fuel Cell) accounted for 9.5 percent of total vehicle sales in August 2023 (126,599) – the highest monthly market share to date, per Wards estimates. Market share increased 0.27 percentage points from July 2023. July’s EV market share is up 3.25 pp from a year ago. Sales of battery
electric vehicles led the way for EVs, accounting for 7.5 percent of total sales, up 2.4 pp from August 2022. Plug-in hybrids accounted for 2 percent, up 0.9 pp from the same time last year.  

**Seasonally Adjusted Annual Rates (Updated 9/7)**

Wards Intelligence: “August sales equated to a 15.0 million-unit seasonally adjusted annual rate, down from the forecast of 15.3 million, July’s 15.7 million and lowest since 14.9 million in March. It was well above like-2022’s 13.2 million and the highest for the month in three years.”
Average Transaction Price (Updated 9/21)

Kelley Blue Book (August) (Updated 9/21): “The average price Americans paid for a new vehicle in August 2023 was virtually flat compared to one year ago, as higher inventory levels and increased incentives held year-over-year price gains in check. The average transaction price of a new vehicle in August was $48,451, up only $42 from one year ago, according to Kelley Blue Book, a Cox Automotive company. Prices increased 0.6% ($286) from July’s revised ATP of $48,165. Transaction prices are now down 2.4%, or $1,212, from the start of the year, the largest decrease in the past decade.

“Led mostly by aggressive price cuts from Tesla, luxury vehicle prices last month were down 3.3% year over year. Tesla ATPs have plummeted 19.5% compared to August 2022 as the brand pushes for higher volume. Tesla Model 3 prices are down more than 2% year over year. Luxury vehicle incentive levels also have significantly increased year over year, rising from an estimated 1.9% of ATP to 5.3% last month. Luxury vehicle sales in August were up 23% year over year, helping to push overall industry volume higher by more than 16%. During the same timeframe, non-luxury sales were higher by 15%.

“EV prices continue to fall, led again by market leader Tesla. In August, the average price paid for an electric vehicle was $53,376, down from $53,633 in July and down from more than $65,000 one year ago. Incentives for EVs in August were 8.1% of ATP, or $4,298. Tesla price declines are driving market prices lower. In August, Model 3 transaction prices were down 21% year over year, while Model S was down 17%, Model Y dropped 16%, and Model X was down 13%.

“At the start of September, EV availability (as measured by days’ supply) was well above the industry average as product availability and EV production rapidly increases. According to the Q3 2023 Cox Automotive
Dealers Sentiment Index, franchised automobile dealers have declining expectations for EV sales in the coming months.

“Cox Automotive Chief Economist Jonathan Smoke notes, ‘Dealers are realizing this is not going to be an easy road in the short term, especially for some brands. However, the pressure dealers feel is from over-supply rather than a lack of demand. I see this as a natural speed bump and an expected part of growth. The No. 1 issue for consumers is price, and that’s a barrier even to considering an electric vehicle. As an economist, I can confidently predict that surplus inventory and increased competition will eventually drive down prices, which will help with EV consideration and adoption.’”

J.D. Power (Updated 9/7): “As sales volumes improve, the average new-vehicle retail transaction price is declining modestly, trending down $566 or 1.2% from August 2022, to $45,537. The decline mostly is due to an increase in sales of smaller vehicle segments that have inherently lower transaction prices.”
Auto Loan Financing (Updated 9/21)

**Interest Rates (updated 9/7):** Interest rates continued their steady increase on the 60-month, 48-month and 36-month used car loans. Rates now stand at 7.49%, 7.39%, and 8.04%, respectively. Since the beginning of 2020, 60-month rates are up 2.89 pp, and are up 2.47 pp since the same time a year ago.  

**JD Power (9/7)**: “The average monthly finance payment in August is on pace to be $729, up $19 from August 2022. That translates to a 2.7% increase in monthly payments from a year ago. The average interest rate for new-vehicle loans is expected to be 7.3%, an increase of 182 basis points from a year ago.”

<table>
<thead>
<tr>
<th>Dates</th>
<th>60-month new car</th>
<th>48-month new car</th>
<th>36-month used car</th>
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</thead>
<tbody>
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<td>1/2/2020</td>
<td>4.60%</td>
<td>4.55%</td>
<td>5.10%</td>
</tr>
<tr>
<td>9/21/2022</td>
<td>5.02%</td>
<td>5.01%</td>
<td>5.29%</td>
</tr>
<tr>
<td>9/6/2023</td>
<td>7.45%</td>
<td>7.35%</td>
<td>7.98%</td>
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<tr>
<td>9/20/2023</td>
<td>7.49%</td>
<td>7.39%</td>
<td>8.04%</td>
</tr>
<tr>
<td>Two Week Change</td>
<td>0.04%</td>
<td>0.04%</td>
<td>0.06%</td>
</tr>
<tr>
<td>Change since 1/3/20</td>
<td>2.89%</td>
<td>2.84%</td>
<td>2.94%</td>
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<tr>
<td>One Year Change</td>
<td>2.47%</td>
<td>2.38%</td>
<td>2.75%</td>
</tr>
</tbody>
</table>
Crude Oil and Gas Prices (Updated 9/21)

**EIA Outlook For Oil (9/21):** Crude oil prices. We expect the Brent crude oil price to average $93 per barrel (b) during 4Q23, up from $86/b in August. A decline in global oil inventories in the coming months supports the Brent price in our forecast. The price eases to an average of $87/b by the second half of 2024 because we expect global oil inventories to rise during that period.  

**EIA Outlook For Gasoline (9/21):** “We reduced our vehicle miles traveled (VMT) forecast—which directly affects motor gasoline consumption—following the release of new population estimates from the U.S. Census Bureau. The revision increased the share of the U.S. population over 65, which reduced our forecast for VMT and gasoline consumption because it decreased our estimate of the working-age population commuters. In our September STEO forecast, the share of the U.S. population that will be over 65 is 18.2% in 2024, up from our August STEO forecast of 18.0%. This seemingly small increase adds 0.7 million individuals to the population of adults over 65. Although the total population remained unchanged, the U.S. Census Bureau revised the population under the age of 15 down by 0.5 million and the working-age population down by 0.2 million people. We define the working-age population as ages 15–64 because this group accounts for the bulk of the workforce and regular commuting.
“In our September STEO, we forecast U.S. gasoline consumption will average 8.9 million barrels per day (b/d) in 2023 and 8.7 million b/d in 2024 (down from our August STEO forecast of 8.9 million b/d in 2024). As a result of the revisions, we forecast that gasoline consumption will decline by 1.6% in 2024 compared with this year.”

**Gas And Oil Creeping Up (9/21):** Oil prices, as benchmarked at West Texas Intermediate increased $1.97 to $89.14 a barrel. Since election day 2020, oil prices are $53 a barrel higher. Gas prices are up $0.06 from last week. Gas is 50% higher than the beginning of 2020...^20

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**Weekly Prices For Crude Oil And Regular Gasoline**

- **Crude Oil Prices: West Texas Intermediate**
- **Regular Gasoline**

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**Production Meter**

**U.S. Light Vehicle Inventory and Days’ Supply (Updated 9/7)**

**WardsIntelligence Inventory Update (9/7)...**^21: “As expected, inventory rose from July, after undergoing a typical seasonal decline from June, ending August at 1.926 million units, 52.1% above like-2022, and the highest for any month since April 2021’s 1.973 million.

“Aug. 31 days’ supply rose to 39 from the prior month’s 24 and like-2022’s 29. The total is well below the 64 days’ supply averaged in the five years through 2019, the year prior to the onset of the pandemic two years before the beginning of the chip shortage in 2021.
“The mix of more affordable vehicles – mainly non-luxury small and midsize cars and CUVs - continues to slowly increase. The Aug. 31 inventory share of those vehicles increased year-over-year for the fourth consecutive month, totaling 36.2% vs like-2022’s 35.3%. Prior to May, the inventory mix for affordable vehicles had declined 24 straight months.

“Sales market-share for those vehicles also has risen four straight months, totaling 46.1% in August, up from same-month-2022’s 45.6%.

“Breaking down the affordable-vehicle sector further, sales in entry-level segments – small cars and CUVs – jumped to 17.4% of the market in August from like-2022’s 15.7%.

“With the industry heading toward Q4, usually the strongest quarter in most years for fullsize trucks, inventory of large CUVs, pickups, SUVs and vans – including luxury makes – stood at 714,685 units, 47.0% above August 2022. Inventory of fullsize pickups, which make up the majority of large-truck stocks, and have seen demand somewhat weaken in recent months, totaled 463,518 units, 58.4% above same-month 2022.”

North American Production (Updated 9/21)

Wards Intelligence22; “August totaled 1,526 million units, 4.9% above same-month 2022’s 1,455 million. Interestingly, GM and Ford were mostly behind the August underbuild with shortfalls of 30,500 and 29,100
units, respectively. They were partially offset by overbuilds at several manufacturers, especially at Nissan – up 15,700 - and Toyota (14,000).”

**U.S. Light Vehicle Production (Updated 9/21)**

**Monthly Production** (Upodated 9/21)

U.S. Light vehicle production for August 2023 increased month-over-month by 38 percent, totaling 991,903 vehicles (176,467 cars, 815,436 light trucks), year-over-year, production is up 1.7 percent from 2022.  

![U.S. Light Vehicle Production: Monthly 2019-2023](chart.png)
Global Light Vehicle Sales (Updated 9/7)

Wards Intelligence: Global vehicle sales started second-half 2023 with solid growth as combined volume of light vehicles and medium-/heavy-duty trucks in July rose 7.7% above the same year-ago month to 7.52 million units.

*The gain was slightly below the first-half 2023 year-over-year increase of 11.2% but not necessarily indicative of widespread weakening in all global regions, though China, the biggest global market, recorded its first decline since January.*

*China volume of 2.45 million units in July was down 1.9% from like-2022. Through the first six months of 2023, year-over-year sales increased 9.4%, but July’s results lowered the year-to-date comparison to an increase of 7.5%.*

*Less China, which accounts for roughly one-third of global vehicle sales, the rest of the world was up 13.1% year-over-year in July. In fact, all other major regions recorded gains in July, including South America, with its first year-over-year increase in four months.*

*However, while volume is showing solid strength in the rest of the world, with China in a period of greater economic uncertainty, global growth could continue to weaken in the short term compared with the double-digit growth in first-half 2023.*
“If weakness continues in China through the end of the year, it could be somewhat masked in the fourth quarter because deliveries took a temporary dive in November and December of last year due to a resurgence in Covid-19 cases, which caused government-mandated lockdowns – since rescinded – to kick in. Thus, if demand continues to weaken in China, year-over-year comparisons at face value might still look healthy despite underlying softness.”

**Global Light Vehicle Production (Updated 9/21)**

**S&P Global Mobility Forecast (9/21)**: “Light vehicle production continues to demonstrate resiliency in the immediate near-term with output increasing in several regions contributing to inventory restocking. In addition, the release of pent-up demand continues to play a role in supporting production. The state of consumer demand remains a key consideration given elevated vehicle pricing and still challenging credit conditions; yet, consumers remain fairly well-engaged in the light vehicle market in many regions. Looking beyond 2023, we continue to see a general production outlook that is shifting toward a more traditional demand-driven model as inventory levels approach equilibrium in several markets. The September 2023 forecast update reflects some noteworthy upgrades in the near-term, particularly for Europe and Japan/Korea on continued production recovery supporting demand, as well as inventory backfill, and Greater China given ongoing strength in export activity. This was only partially offset by a fairly meaningful near-term downgrade for North America on UAW strike impacts. Regarding North America, the recent strike activity initiated by the
UAW is an evolving situation with the full impact not necessarily fully reflected in a single forecast update. To that end, S&P Global Mobility will be releasing a periodic tracker to help clients navigate the ongoing impacts of strike actions as they evolve. The more noteworthy regional adjustments with the latest forecast update are detailed below:

**Europe:** The outlook for Europe light vehicle production was increased by 285,000 units and by 169,000 units for 2023 and 2024, respectively (and increased by 72,000 units for 2025). The near-term upgrade for Europe reflects both improved production actuals as well as an upgraded outlook for demand in both Western/Central Europe and Eastern Europe. While order activity for areas like Germany and France has started to improve, we continue to expect a realignment of production to support underlying demand to emerge in the next couple of quarters, yet at a somewhat stronger demand level than previously anticipated given the recent improvement in backlogs. As inventory approaches equilibrium and given the impact of a material growth in imports, production is expected to contract in 2024 relative to 2023. The region continues to adjust to the fact that it has become a net importer of vehicles after historically being a net exporter. Notwithstanding the nearly 2% reduction in volumes for 2024 relative to 2023, the outlook for 2024 has been boosted early in the year as we expect order backlogs to eventually fade by next spring. The upgrades are focused on ICE-based vehicles as automakers appear more willing to modulate BEV share before the next CO2 reduction step occurs in 2025. The positive adjustments made to the forecast beyond 2024 are centered around Russia where Chinese CKD activity continues to develop as a substitute for OEMs that left the market in 2022.

**Greater China:** The outlook for Greater China light vehicle production was increased by 297,000 units and reduced by 105,000 for 2023 and 2024, respectively (and reduced by 111,000 units for 2025). Robust export activity continues to be a strong driver of light vehicle production growth in the region. In addition, further support is provided by reduced summer shutdown activity. With the ongoing strength regarding exports, we upgraded July and August by 250,000 units and 185,000 units, respectively. However, with the NEV tax reduction policy extension, Q4-2023 has been downgraded by 125,000 units. Overall Greater China light vehicle production now reflects growth of 2.0% for 2023 (1.1 percentage points higher than the August release). Given the risk of slowing economic growth, local currency depreciation and private demand destruction, the production outlook for 2024 and 2025 has been modestly downgraded, yet still represents a post-COVID rebound of 3.8% and 5.3%, respectively.

**Japan/Korea:** Full-year 2023 Japan production was increased by 52,000 units. The near-term outlook was upgraded given the steady recovery pace extending through 2023. We expect internal combustion engine vehicle export volume to North America will continue to recover, particularly for Toyota, Subaru and Mazda, as we see reduced recessionary risks for the US economy. The long-term forecast was downgraded over 150,000 units per year. There are two negative factors at play. One is related to concerns that Toyota BEV volumes will have downside risks due to lagging development around a dedicated BEV platform. According to our research, overall BEV project developments are slowing. Another factor is that Subaru is expected to lose momentum in Japan as it retains BEV production in Japan rather than localizing in North America to comply with IRA program requirements. Full-year 2023 South Korea production was increased by 55,000 units relative to the previous forecast as exports continue to drive overall output supporting global demand and given stable plant operations, although domestic sales were slightly reduced relative to last year as mid-sized OEMs such as KG Mobility and Renault Korea face difficulties in the market due to the absence of new models. As demand from the United States, the largest export destination, continues to be strong, production in 2024 and 2025 has been increased by around 100,000 units respectively. Long-term output was boosted by around 130,000 units per year primarily due to a sourcing change from the US to South Korea for the Hyundai Avante, Ioniq 5 and Ioniq 6. Additionally, minor volume fluctuations reflect timing changes for some models, such as the Hyundai Tucson and the Kia Sportage.
“North America:” The outlook for North America light vehicle production was reduced by 315,000 units and increased by 468,000 units for 2023 and 2024, respectively (and reduced by 21,000 units for 2025). The UAW is making history by simultaneously striking at GM, Ford, and Stellantis for the first time. The UAW plans to use an unconventional strategy by targeting specific sites, adding new sites as time progresses. As a result, the ability to predict the volume implications in the forecast is significantly more challenging. The September 2023 forecast release reflects the initial targeted plants including GM-Wentzville, Ford-Michigan Assembly and Stellantis-Toledo Assembly. Further, the forecast reflects a staggered strike strategy impacting all three manufacturers with incremental downtime added over our initial five-week strike scenario. As a result, explicit downtime remains isolated to UAW plants in the US with factories in Canada and Mexico continuing to operate at a reduced rate to compensate for the eventual impact at those plants. This strike scenario contributes to the loss of 2.0% with the year totaling 15.15 million units. While the forecast was revised higher by 3.0% to total 16.32 million units in 2024, concern surrounds the ability of the suppliers to meet expected increases in demand from OEMs as they struggle with the effects of the strike. The Biden administration is considering aid for suppliers in the event of a protracted strike.

“South America:” The outlook for South America light vehicle production was increased by 67,000 units and reduced by 10,000 units for 2023 and 2024, respectively (and reduced by 28,000 units for 2025). The near-term outlook for the region was boosted based on stronger production results for Brazil and Argentina. Our general production outlook continues to reflect an earlier return to inventory normalization and consequently is more reliant on demand fundamentals going forward. The production downgrade over the 2024 through 2025 timeframe primarily reflects cuts in Brazilian output to avoid inventories getting too high in the medium term. Further, it generally mirrors previous revisions adopted on the demand side.

“South Asia:” The outlook for South Asia light vehicle production was increased by 21,000 units and by 129,000 units for 2023 and 2024, respectively (and increased by 103,000 units for 2025). In the near-term, India subcontinent production was reduced rather modestly by 16,000 units to better align with current market conditions. Looking beyond 2023, production was boosted to reflect an improved demand outlook for the market. With regard to the ASEAN market, upgrades are focused on improved outlooks for Thailand and Indonesia, among others. Thailand production benefits particularly from increased localization efforts of several Chinese OEMs including BYD, SAIC Motor and Great Wall Motor to capitalize on the Thai government’s electric vehicle subsidy program.”

Recovery Meter

Roadway Travel (Updated 9/21)

According to the U.S. Department of Transportation, seasonally-adjusted vehicle miles traveled in July increased 2.9 percent from the same time a year ago. The cumulative travel estimate for 2023 is 1,8662.2 billion vehicle miles.26

- Travel on all roads and streets changed by +2.9% (+8.0 billion vehicle miles) for July 2023 as compared with July 2022. Travel for the month is estimated to be 287.3 billion vehicle miles.
- The seasonally adjusted vehicle miles traveled for July 2023 is 270.1 billion miles, a 3.60% (9.3 billion vehicle miles) change over July 2022. It also represents a 0.4% change (1.1 billion vehicle miles) compared with June 2023.
• Cumulative Travel for 2023 changed by +2.4% (+43.1 billion vehicle miles). The cumulative estimate for the year is 1,866.2 billion vehicle miles of travel.

Economic News (Updated 9/21)

The ISM Index Hits 47.6 Percent In August – Tenth Consecutive Month of Contraction. “The U.S. manufacturing sector grappled with ongoing challenges in August 2023, as detailed in the ISM Manufacturing Report On Business. The Manufacturing PMI registered at 47.6%, marking the 10th consecutive month of contraction—a trend initiated in June 2022. None of the five subindexes contributing to the Manufacturing PMI showed signs of growth. Nevertheless, three of the six major manufacturing industries reported growth.”

Consumer Confidence and Sales (Updated 9/21)

Surveys of Consumers Director Joanne Hsu28. “Consumer sentiment inched down a scant 1.8 index points this month and has been essentially flat for the past two months. At 67.7 points, sentiment is currently about 35% above the all-time historic low reached in June of 2022 but remains shy of the historical average reading of 86. Sentiment this month was characterized by divergent movements across index components and across demographic groups with little net change from last month. Notably, though, both short-run and long-run expectations for economic conditions improved modestly this month, though on net consumers remain relatively tentative about the trajectory of the economy. So far, few consumers mentioned the potential federal government shutdown, but if the shutdown comes to bear, consumer views on the economy will likely slide, as was the case just a few months ago when the debt ceiling neared a breach.
“Throughout the survey, consumers have taken note of the stalling slowdown in inflation, but they do expect the slowdown to resume. Year-ahead inflation expectations moderated from 3.5% last month to 3.1% this month. The current reading is the lowest since March 2021 and is just above the 2.3-3.0% range seen in the two years prior to the pandemic. Long-run inflation expectations came in at 2.7%, falling below the narrow 2.9-3.1% range for only the second time in the last 26 months. In comparison, long-run inflation expectations ranged between 2.2 and 2.6% in the two years pre-pandemic.”

**Employment (Updated 9/21)**

**Motor Vehicle And Parts Manufacturing Lost 100 Jobs In August.**

After a loss of nearly 350,000 employees (about 35% of the workforce) in the height of the pandemic, employment in the Automobile Manufacturing and Parts sectors raced back but is now fighting losses due to supply chain disruptions with semiconductors...
After the recession in 2009, the auto industry was credited with being on the leading edge of the recovery, which began a ripple effect through other parts of the country. Additionally, the chart below shows how the recovery of jobs in motor vehicle manufacturing alone and motor vehicle and parts manufacturing far outpaced the recovery of manufacturing and total jobs.
Employment Growth: 2009 - 2022

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