

## Vehicle registrations - August 2024

### The automotive market declines again

- **PCV registrations in the red for the fourth month running (-24%)**
  - **Hybrids remain stable**
    - **Used vehicle market up slightly (+0.1%)**
  - **FOCUS: Which regions buy the most and least VPNs?**

**In August, registrations of new passenger cars (PCVs) were down on the same period in 2023 (-24%), putting the market in the red for the fourth month running. On a year-to-date basis (January to August), the gain over the same period last year has now been wiped out (0%).**

AAA DATA, the augmented data expert, has recorded 85,977 registrations of new MPVs over the past month, down on August 2023. As a reminder, 113,599 units were sold in August 2023, up +24% on August 2022.

Purchases by private individuals were down by -22% compared with August 2023, and those by non-automotive companies by -32%. *"The uncertain political context is impacting the economic sphere, with households already faced with persistently high prices and interest rates, and businesses adopting a wait-and-see posture regarding their investments,"* says **Marie-Laure Nivot, Head of Automotive Market Analysis at AAA DATA.**

#### Hybrids are the No. 1 motorization among VPNs

After several months of growth, sales of hybrid cars in France are stabilizing. Hybrids now account for 43% of the PCV market, 11 points more than in August 2023. In detail, light hybrids (MHEVs) jumped by 21% and non-rechargeable hybrids (HEVs) by 7%, accounting for 15% and 20% of the market respectively. Plug-in hybrids (PHEV), on the other hand, are down -35% (7% of the market). Sales of combustion engines are also down, and significantly so: -37% for petrol (32% of the market), and -43% for diesel (7% of the market).

While CAFE regulations will be tightened in January 2025, lowering the CO2 emissions threshold for all vehicles sold by automakers from 95g/km to 81g/km, sales of electric cars seem to be marking time: -33% over the past month, with market share down to 15% from 18% in August 2023. This regulatory change could prove problematic for automakers if market demand fails to keep pace. However, the situation seems to differ from brand to brand in the electric segment: while registrations of the market's stars in 2023, Tesla (-53%) and Dacia Spring (-93%), plummet in August 2024, those of Renault (+13%) and BMW (+29%) are progressing in this powertrain.

### TOP 3 electrified car models, August 2024

	BEV	HEV	MHEV	PHEV
1	Tesla - Model Y 2,096 units	Toyota - Yaris Cro 2,190 units	Peugeot - 3008 III 1,609 units	BMW - X1 420 units
2	Peugeot - 208 II 919 units	Renault - Clio V 1,958 units	Peugeot - 208 II 1,203 units	Mercedes - GLC 384 units
3	Renault - Scenic V 668 units	Toyota - Yaris 1,664 units	Dacia - Duster 3 764 units	Peugeot 308 - III 294 units

#### Used cars: more than 1 in 3 transactions concern Crit'Air 1 and 0

After rebounding in July, the second-hand market stagnates (+0.1%) with 373,210 units sold.

Are we witnessing a shift in purchases from new to used cars in the electric segment? The question arises, with 39% of transactions involving electrified Crit'Air 0 cars (100% electric) and recent Crit'Air 1 cars. In detail, sales of Crit'Air 0 cars jumped by +58%, those of Crit'Air 1 by +13%, while transactions involving other used cars fell: -4% for Crit'Air 2, -9% for Crit'Air 3, -17% for Crit'Air 4 and -21% for Crit'Air 5.

Business-to-business (B2B) transactions are up +8% compared with August 2023. Business-to-consumer (B2C) transactions declined slightly by -2%, as did those from individuals to individuals (C2C, -1%).

While sales of cars over 10 years old declined by -1% and still dominate the market (48%), sales of cars between 5 and 10 years old made the biggest leap (+5%, 22% of the market). Sales of cars less than 5 years old fell by -2%, representing 30% of the market.

#### **FOCUS: TOP 3 regions buying the most VPNs - August 2024**

Region	Volume	Market share
Paris Region	17 947	21%
Auvergne Rhône-Alpes	10 009	12%
Hauts de France	8 752	10%

## TOP 3 regions buying the fewest VPNs - August 2024

Region	Volume	Market share
Corsica	701	1%
Centre-Val-De-Loire	2 537	3%
Burgundy Franche-Comté	3 036	4%

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