



2021 Global Automotive Consumer Study (GACS)

Key Findings: Belgium

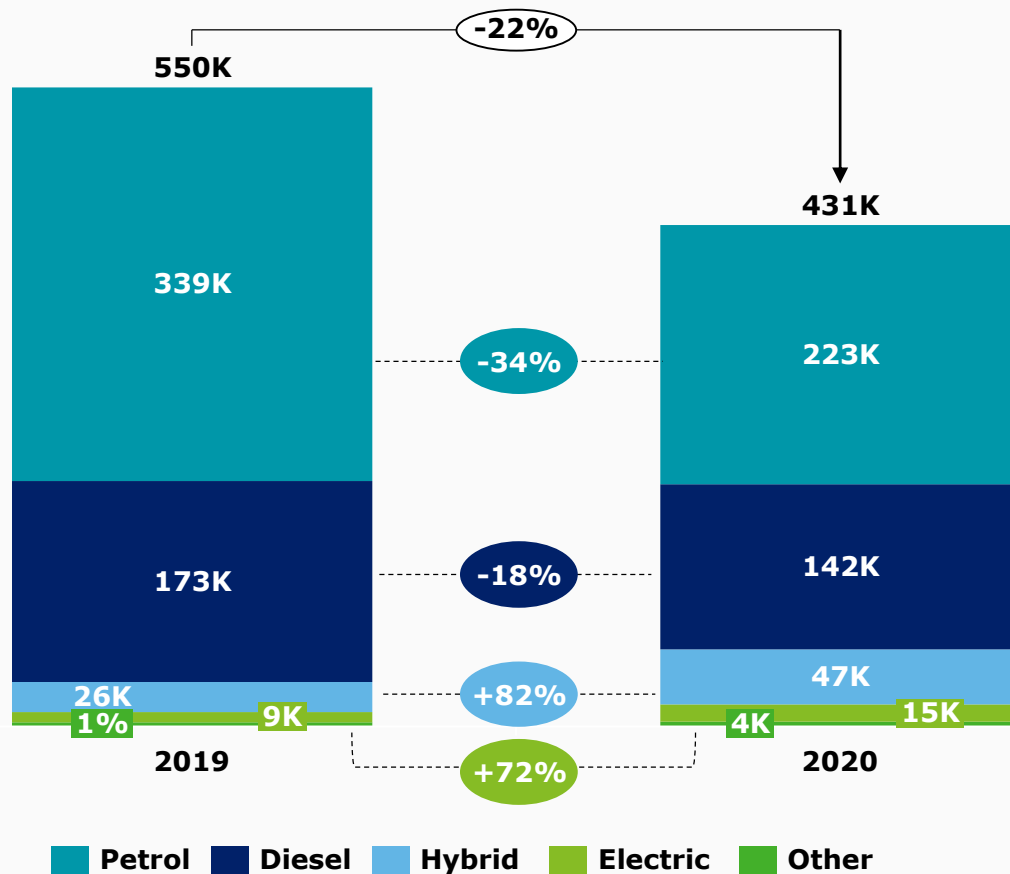
January 2021

2020 – a year like no other for everyone, including for Automotive

The Automotive Industry was hit hard in 2020 with overall sales dropping by 22%, while hybrid and electric vehicles proved their resilience with a year-on-year sales growth of 82% and 72% respectively

In numbers...

Vehicle sales Belgium
2019 vs 2020, # vehicles



Source: Febiac

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In the news...

Corona geselt geteisterde autosector

De Europese autobouwers stonden al voor de grootste uitdaging van hun bestaan. Nu ramt de coronacrisis hen midscheeps.



Een lading ingepakte auto's in Emden (Duitsland) wacht op een van de grootste autohavens ter wereld, slibben de ten

Désert économique en vue pour le secteur automobile



Europe's Coronavirus- Hammered Auto Business Stabilizes; Hopes For Healthy Recovery



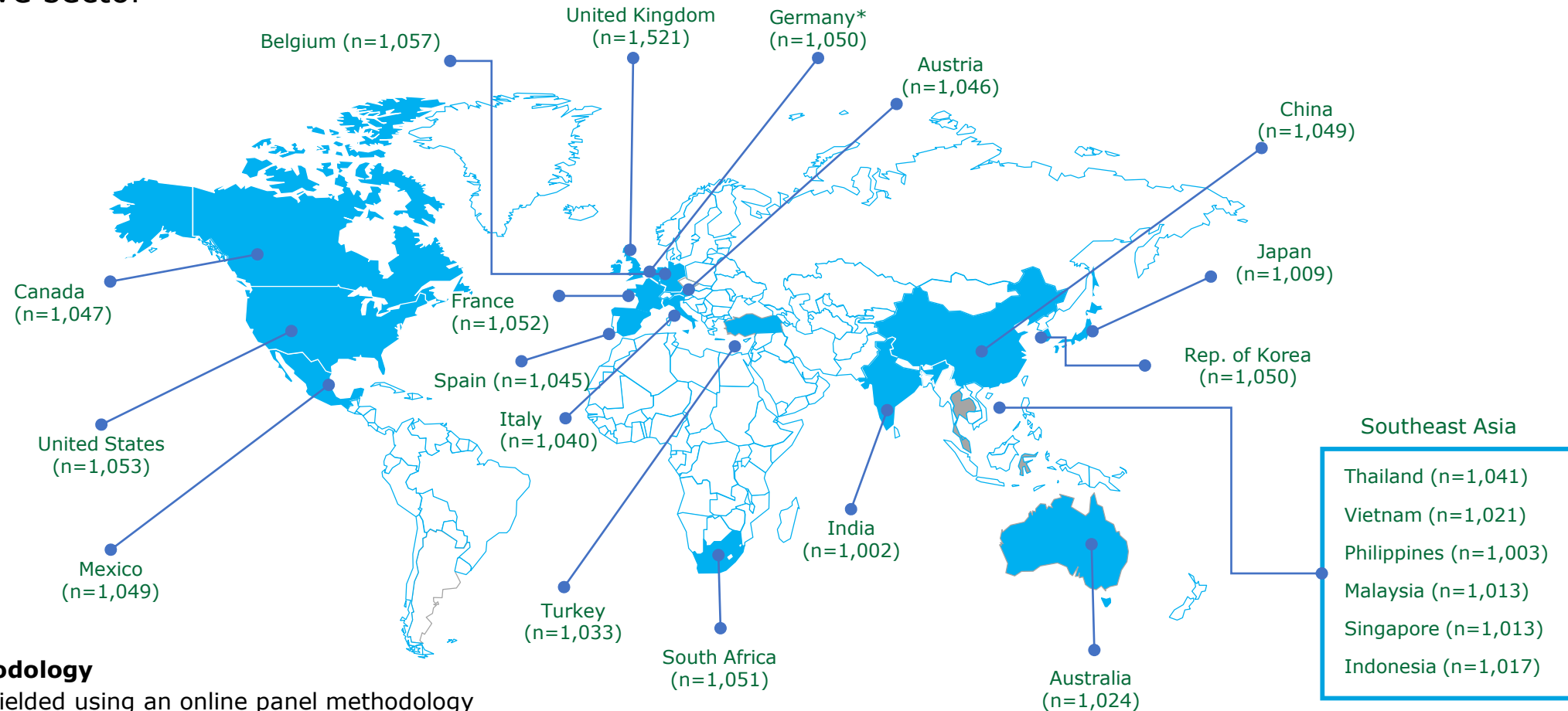
Neil Winton Contributor
Transportation



Forbes

2021 – looking forward in Automotive

The 2021 Deloitte Global Automotive Consumer Study surveys more than 24,000 consumers in 23 countries, including 1,057 Belgians, to explore opinions regarding a variety of critical issues impacting the automotive sector



Study methodology

The study is fielded using an online panel methodology where consumers of driving age are invited to complete the questionnaire (translated into local languages) via email.

*Data for Germany has been weighted by age group.

Note: "n" represents the number of survey respondents in each country.

The Global Automotive Consumer Study sets out to answer 4 key questions for the future of automotive industry



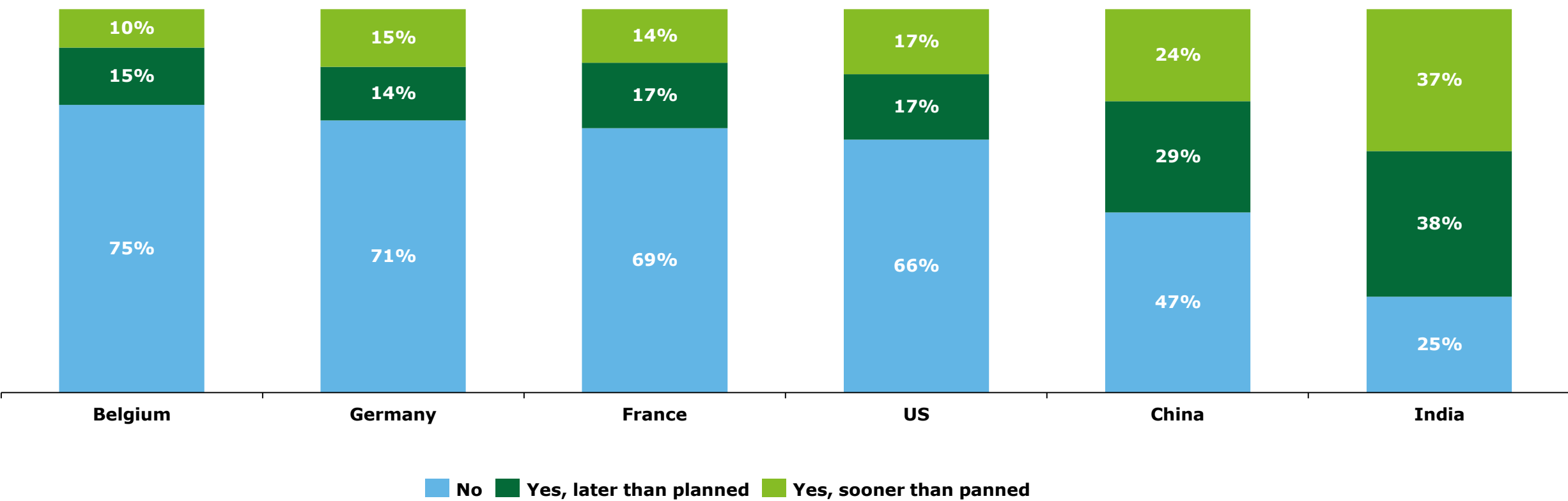
- 1** | When do consumers plan to buy their next vehicle?
- 2** | What type of vehicle will consumers prefer to buy?
- 3** | Where will consumers buy and service their next vehicle?
- 4** | How are consumers going to finance their purchase?

1| When do consumers plan to buy their next vehicle?



In line with neighbouring countries such as Germany and France, only 15% of Belgians are planning to delay the purchase of their next vehicle, while consumers in other markets around the globe are thinking differently

Percentage of consumers who altered their timeline for acquiring next vehicle because of the COVID-19 pandemic

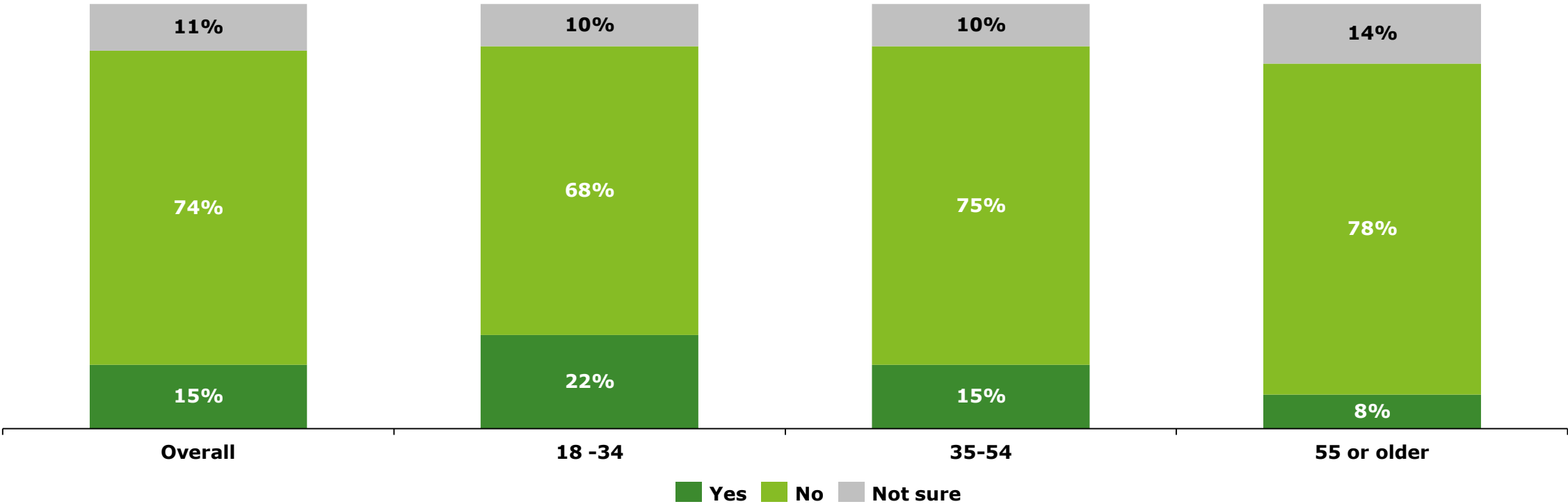


Q23. Have you altered your timeline for acquiring your next vehicle because of the COVID-19 pandemic?

Sample size: Belgium = 859; Germany = 804; France = 887; US = 901; China = 899; India = 948

Pandemic-induced social distancing is NOT a major factor for consumers to think about vehicle ownership

Percentage of consumers who are planning to acquire next vehicle primarily due to the need of maintaining social distancing



Q28. Are you planning to acquire your next vehicle primarily due to the need of maintaining social distance while traveling?

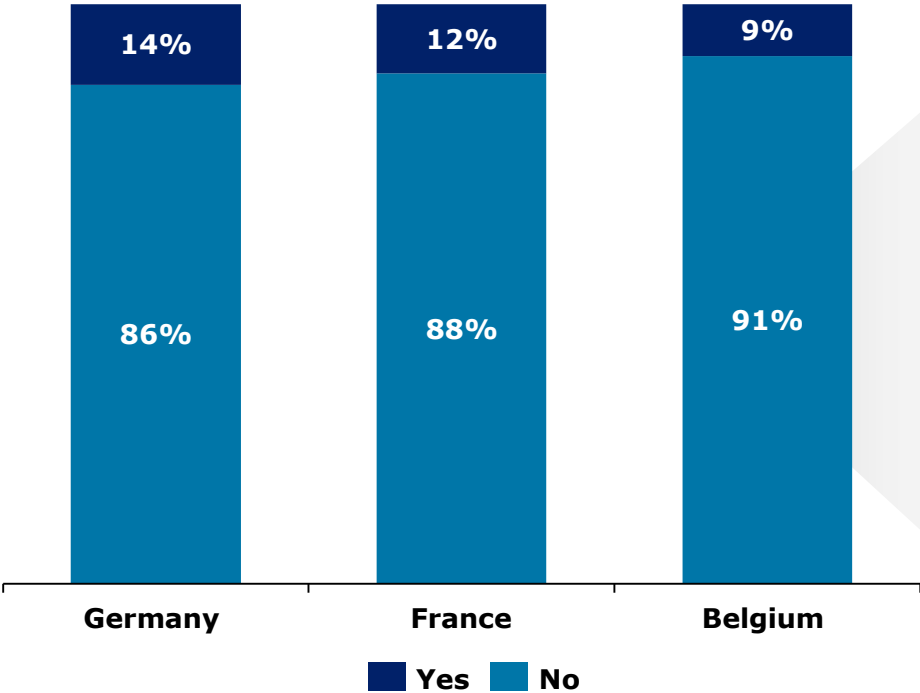
Sample size: n= 859 [overall]; 269 [18-34]; 324 [35-54]; 266 [55 or older]

2| What type of vehicle
will consumers prefer
to buy?

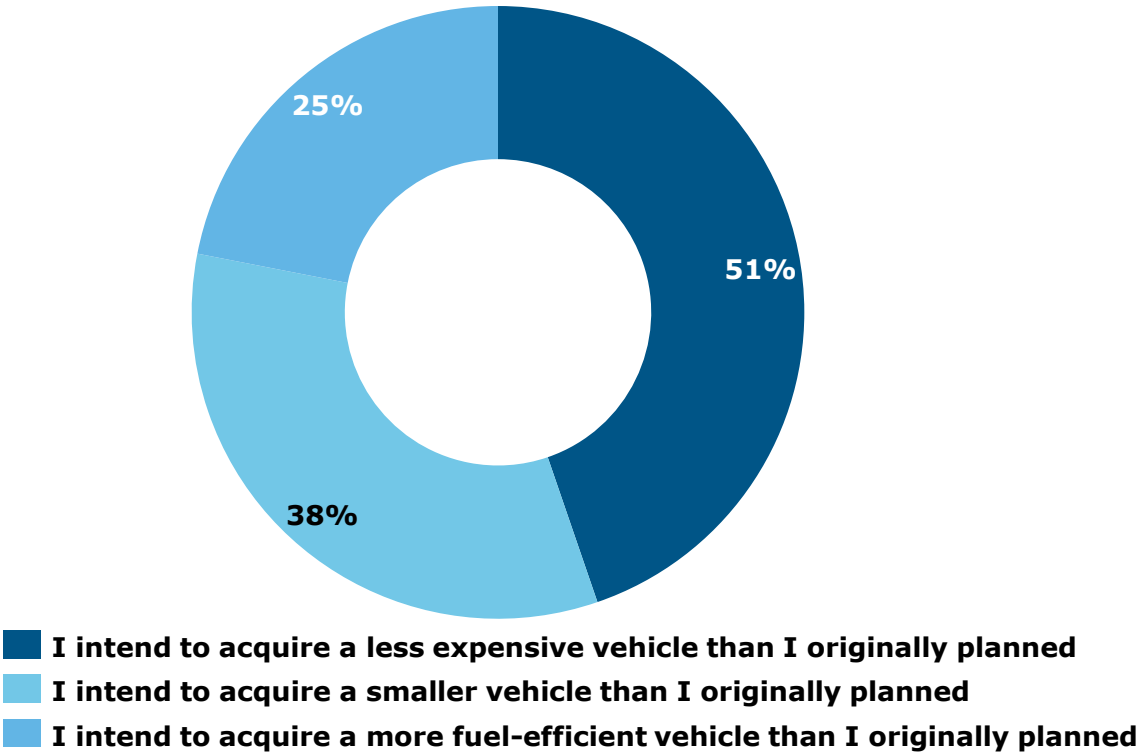


The pandemic has hardly had any impact on the kind of vehicle Belgian consumers are planning to buy, but those impacted want to spend less money

COVID-19 pandemic caused you to change your mind regarding what type of vehicle you would most like to acquire next



Kind of vehicle Belgian consumers are planning to buy now because of change of their mind due to the COVID-19 pandemic



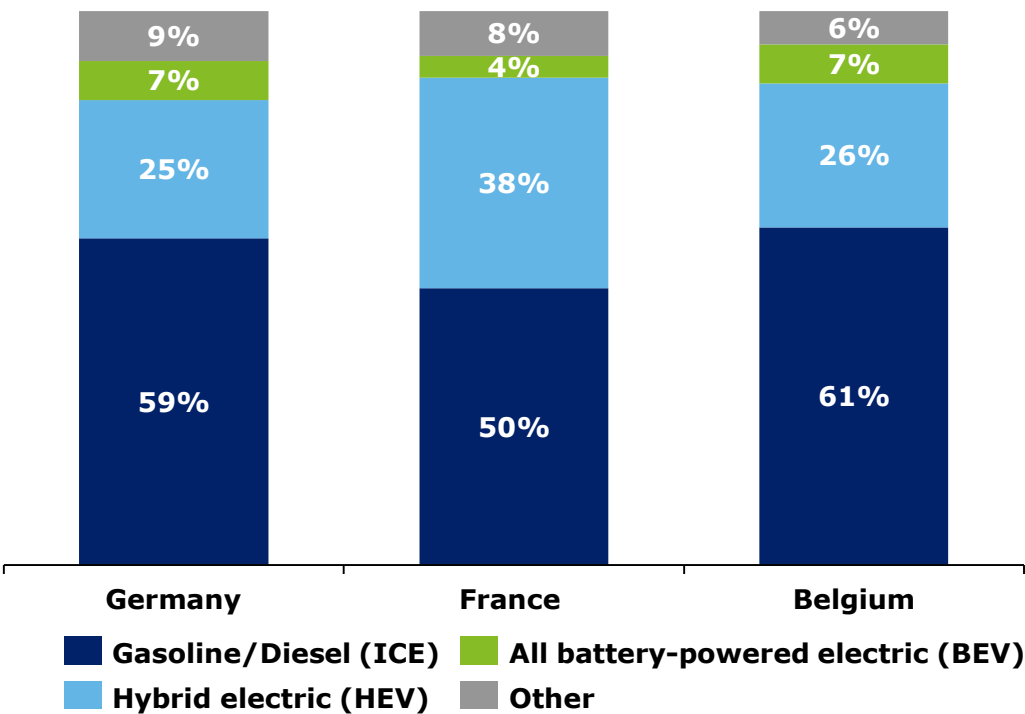
Q30. Has the COVID-19 pandemic caused you to change your mind regarding what type of vehicle you would most like to acquire next?

Q31. How have you changed your thinking about what kind of vehicle you will acquire next? (Select all that apply)

Sample size: Germany = 804; France = 887; Belgium: n= 859 [Q30]; n= 80 [Q31]

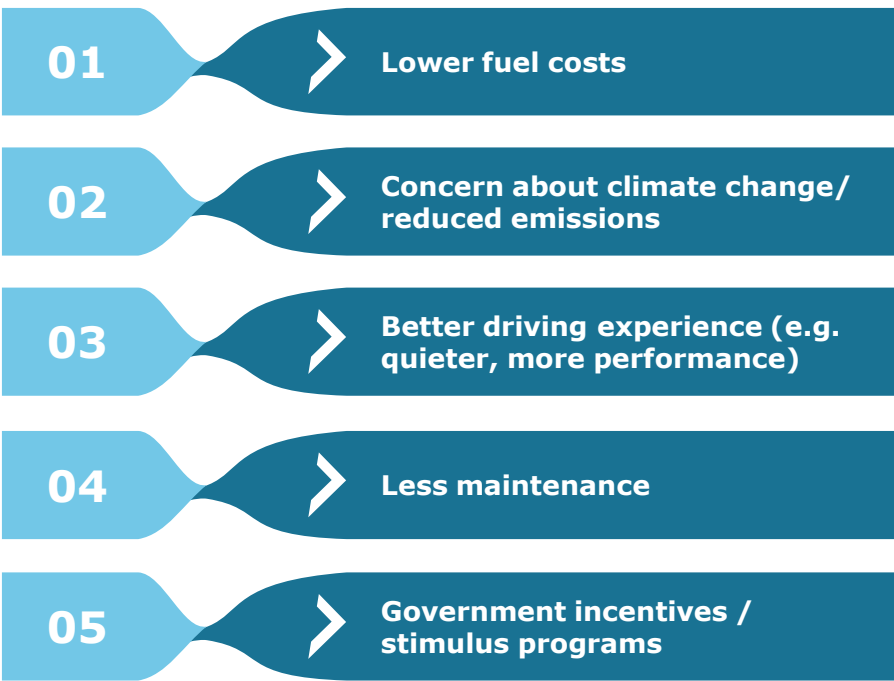
1 in 3 Belgians would prefer an electric or hybrid engine in their next vehicle, their decision being mostly impacted by lower fuel costs

Consumer powertrain preferences for their next vehicle



Note: "Other" includes engine types such as compressed natural gas, ethanol, and hydrogen fuel cells
Q42. What type of engine would you prefer in your next vehicle?
Sample size: Germany = 779; France = 867; Belgium = 825;

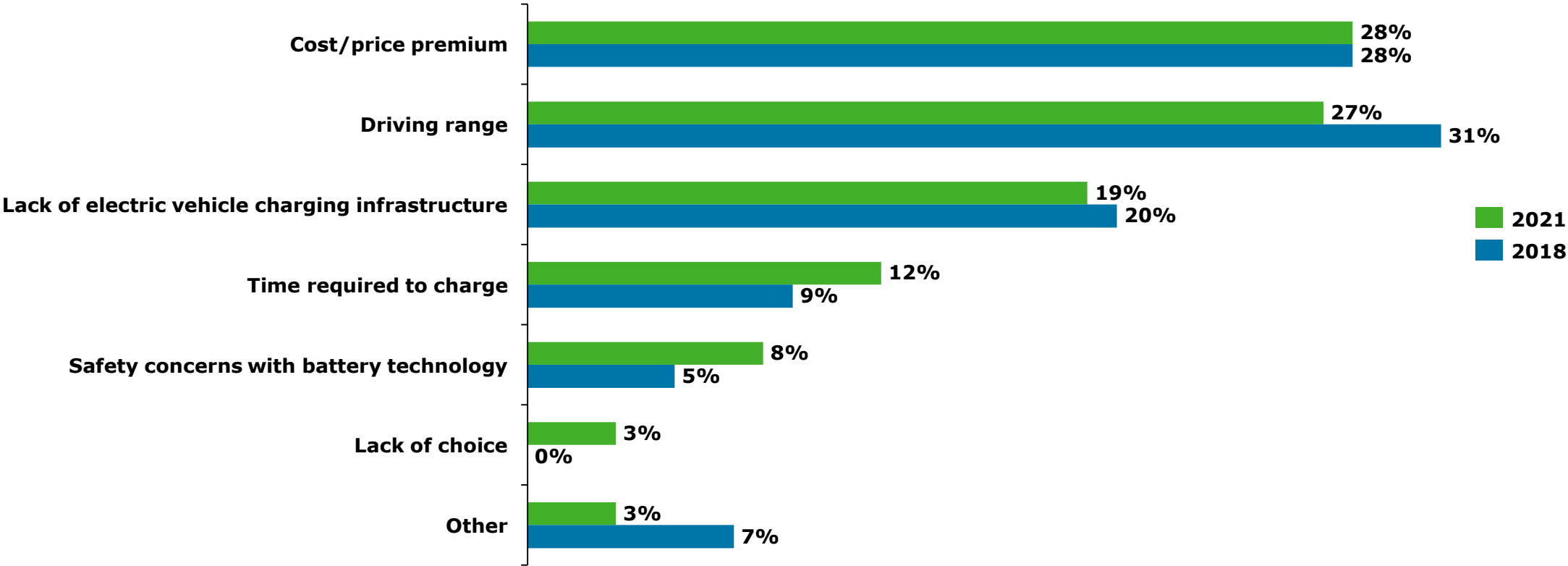
Ranking of factors in terms of their impact on Belgian consumers decision to acquire an electrified vehicle (highest to lowest)



Q43. Please rank the following factors in terms of their impact on your decision to acquire an electrified vehicle (highest to lowest).
Sample size: n= 273

Range anxiety remains a key factor but is gradually declining; cost/price premium remains a key concern for consumers

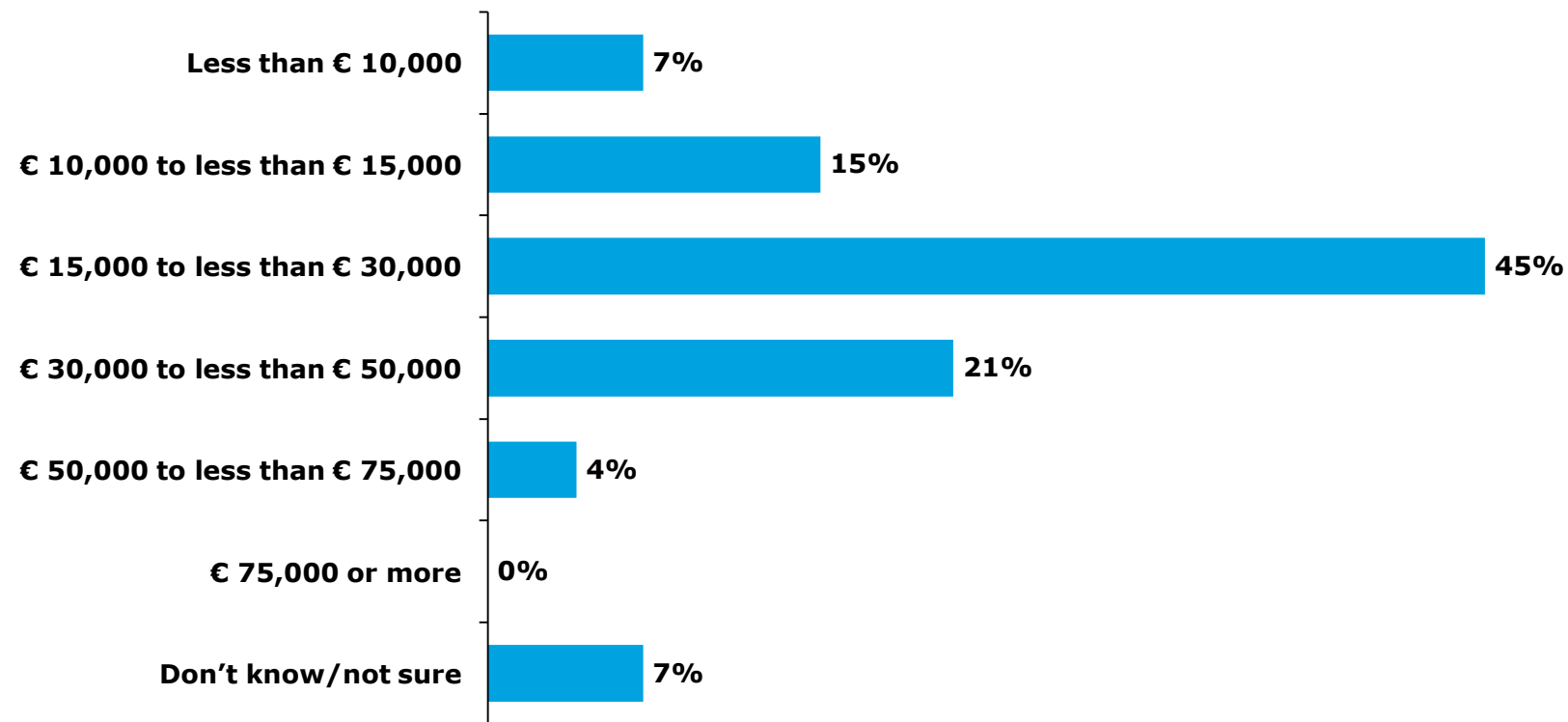
Greatest concern regarding all battery-powered electric vehicles



Note: Lack of choice is not provided as an option in the 2018 study
Q47. What is your greatest concern regarding all battery-powered electric vehicles?
Sample size: n= 825 [2021]; 1,032 [2018]

Two-thirds of EV intenders (67%) are looking to buy in the sub-€30K range, signaling a price threshold for the technology

Percentage of consumers willing to shop for an electric vehicle in the price range of...



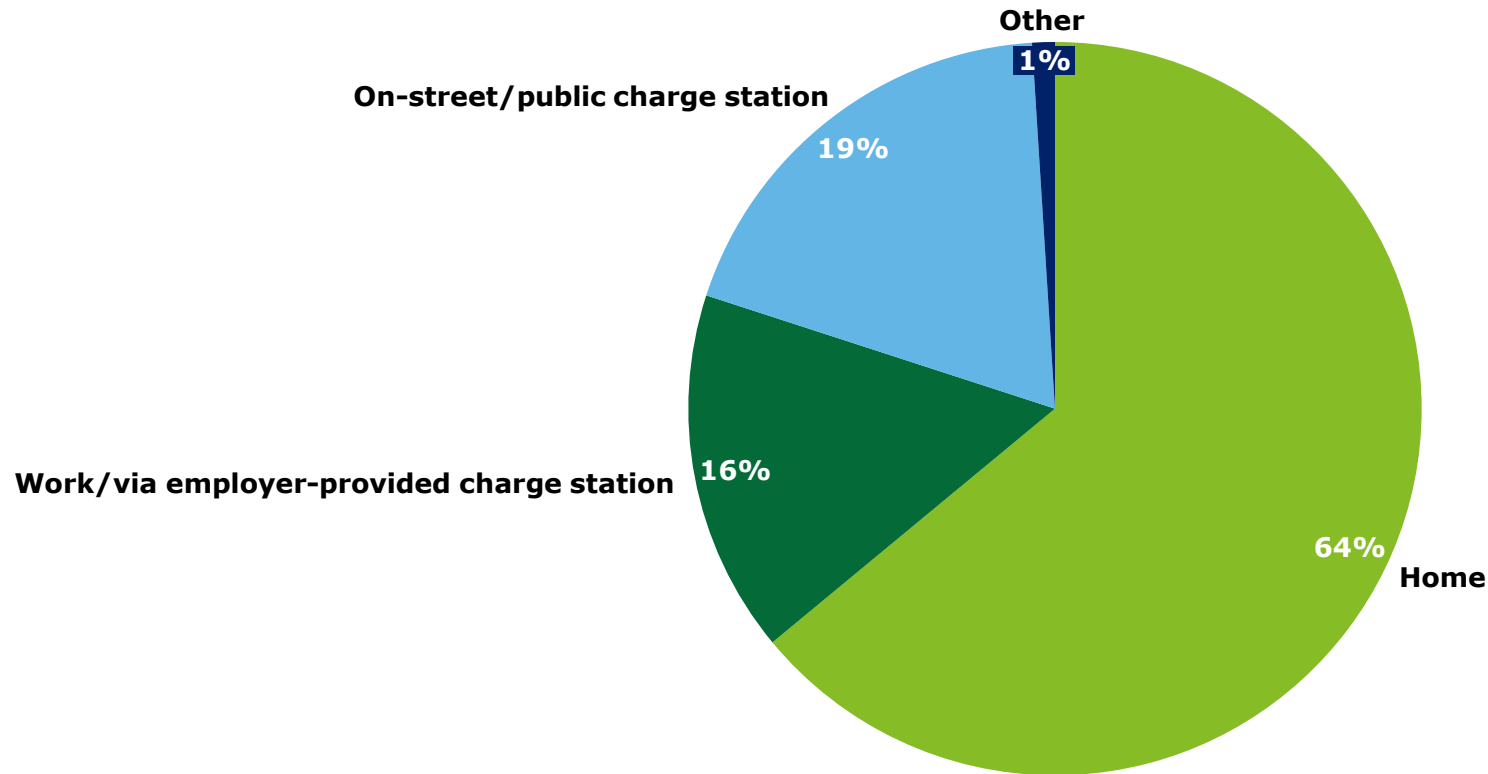
Note: Sum of %s do not add to 100% due to rounding

Q44. In which of the following price ranges will you be shopping for an electrified vehicle? (Please indicate what you would expect to pay after any dealer/brand or government incentives that might be available)

Sample size: n= 273

Most EV intenders expect to charge their EVs at home rather than to use public chargers despite the persistent, overall concern regarding the availability of a viable charging network

Expecting to charge electrified vehicle most often at...

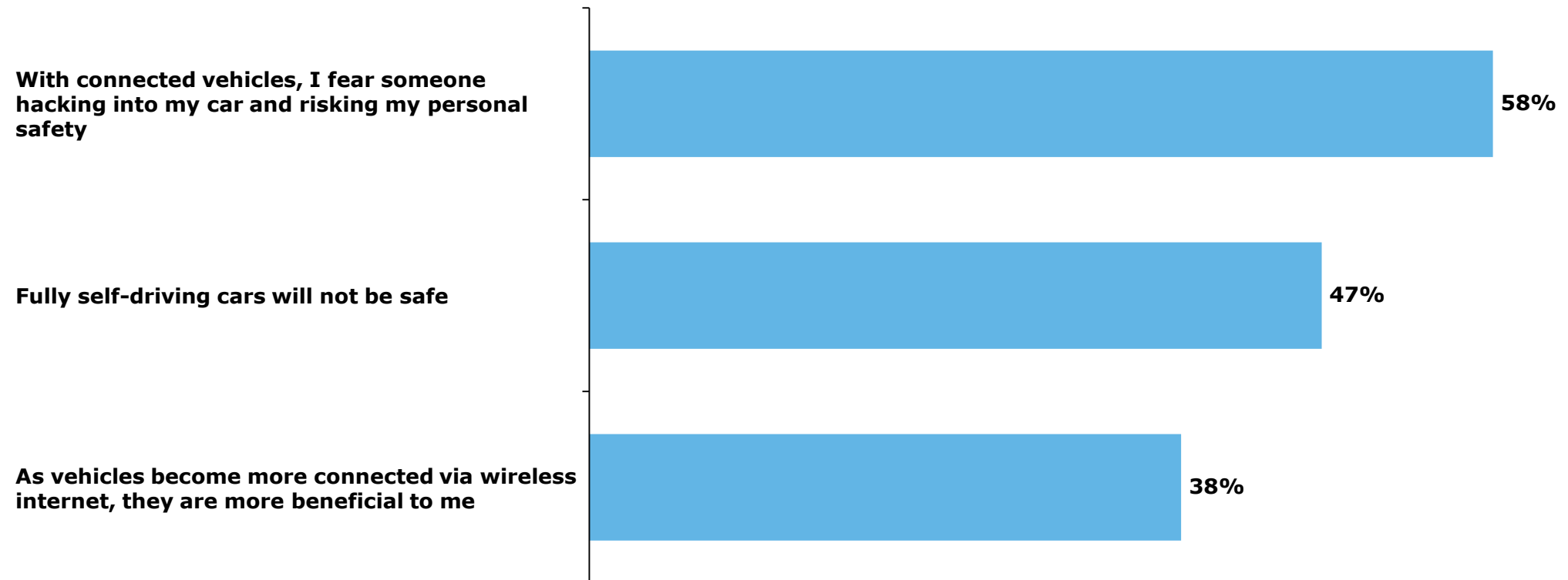


Q45. Where do you expect to charge your electrified vehicle most often?

Sample size: n= 273

Belgian consumers are more concerned about risks of someone hacking into their connected vehicle and risking their personal safety than recognize the benefits of these technologies

Percentage of consumers who agree that ...



Q3: To what extent do you agree or disagree with the following statements?

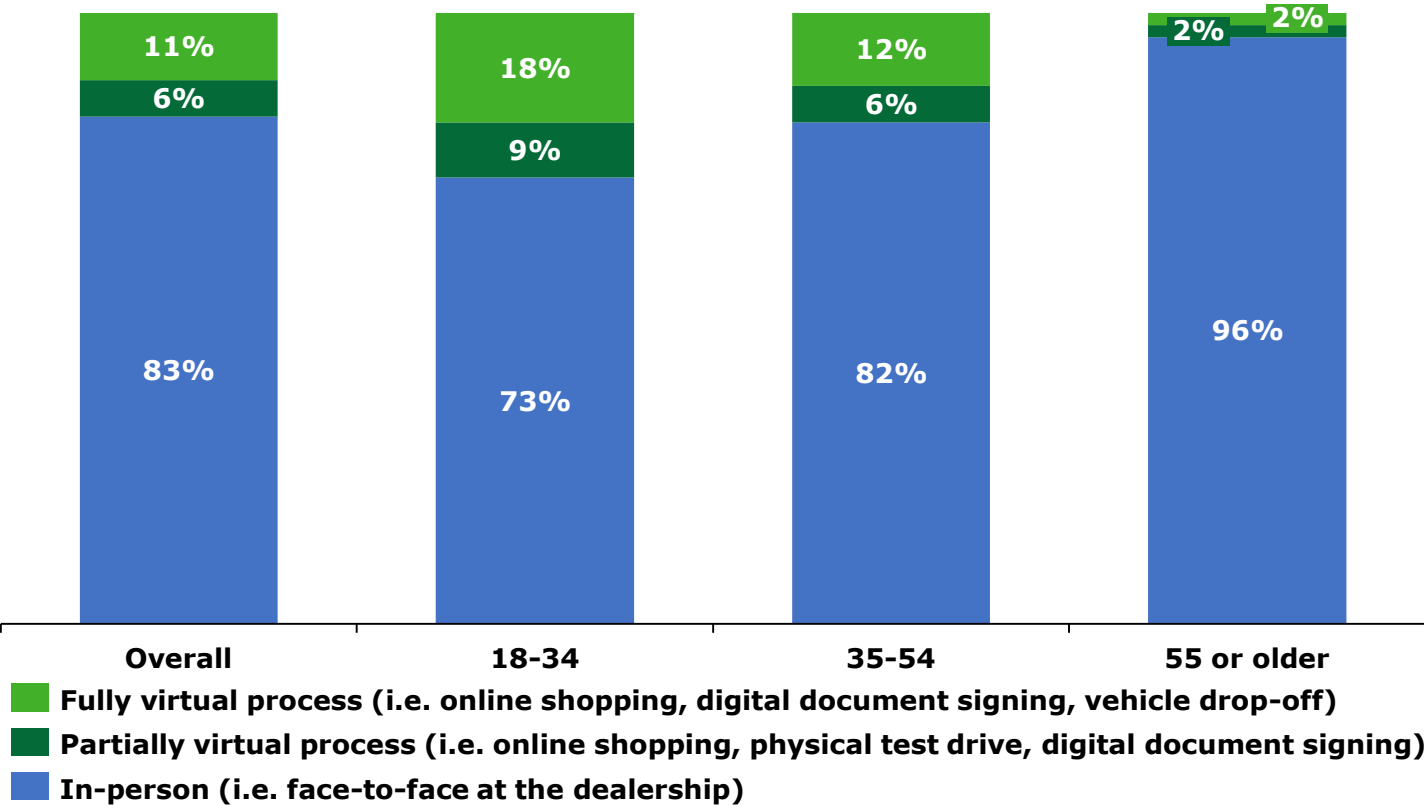
Sample size: n=1,015

3| Where will consumers buy and service their next vehicle?



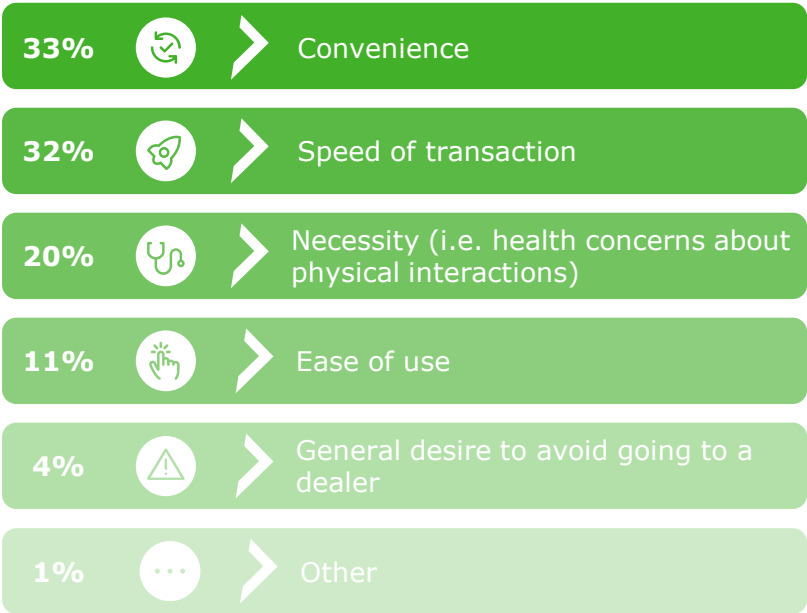
9 in 10 Belgian consumers would prefer to acquire their next vehicle physically from a dealer, although there is demand for (partially) virtual sales process, especially in younger populations

Most preferred way to acquire next vehicle



Q48. How would you most prefer to acquire your next vehicle?
Sample size: n= 825 [Overall] ; 256 [18-34]; 311 [35-54]; 258 [55 or older]

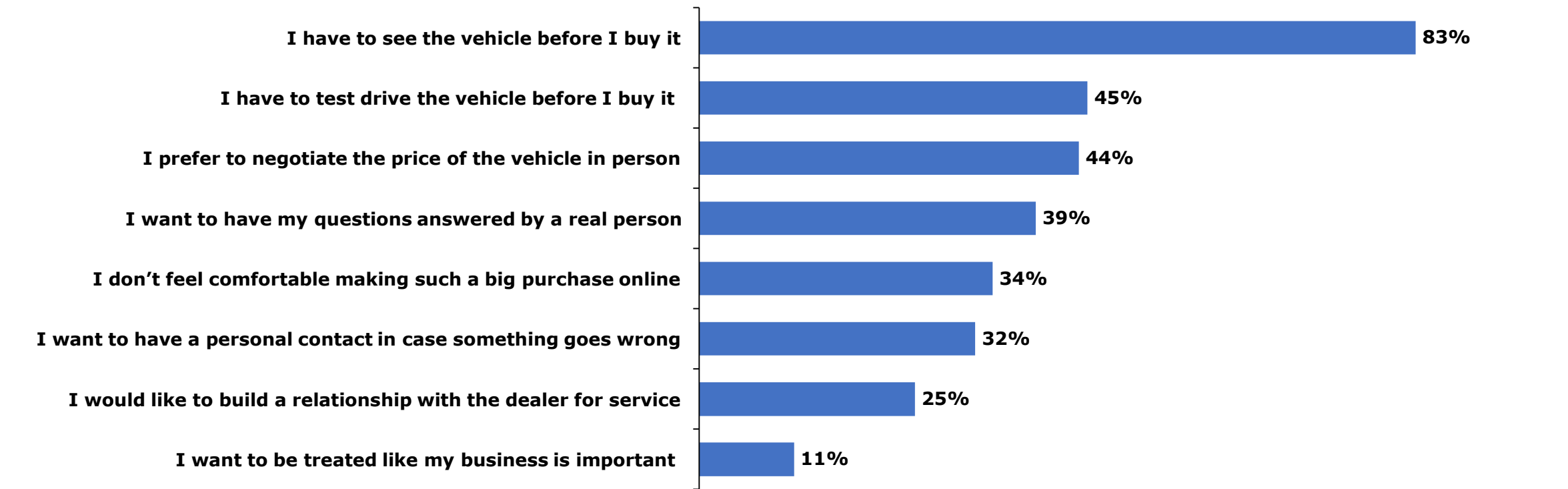
Main reason to acquire next vehicle via a virtual process



Note: Sum of %s for do not add to 100% due to rounding
Q50. What is the main reason you would prefer to acquire your next vehicle via a virtual process?
Sample size: n= 137

At the end of the day, some things are simply hard to digitize as people still need to see and drive a vehicle before they buy it

Main reasons for being not interested in acquiring next vehicle via virtual process

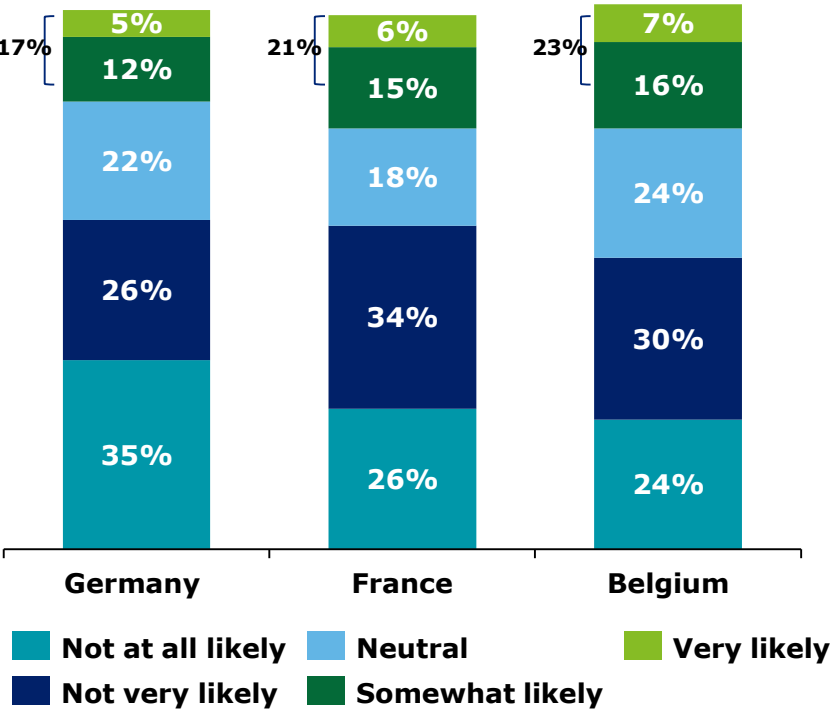


Q51. What are the main reasons you are not interested in acquiring your next vehicle via virtual process? (Select all that apply)
Sample size: n= 688

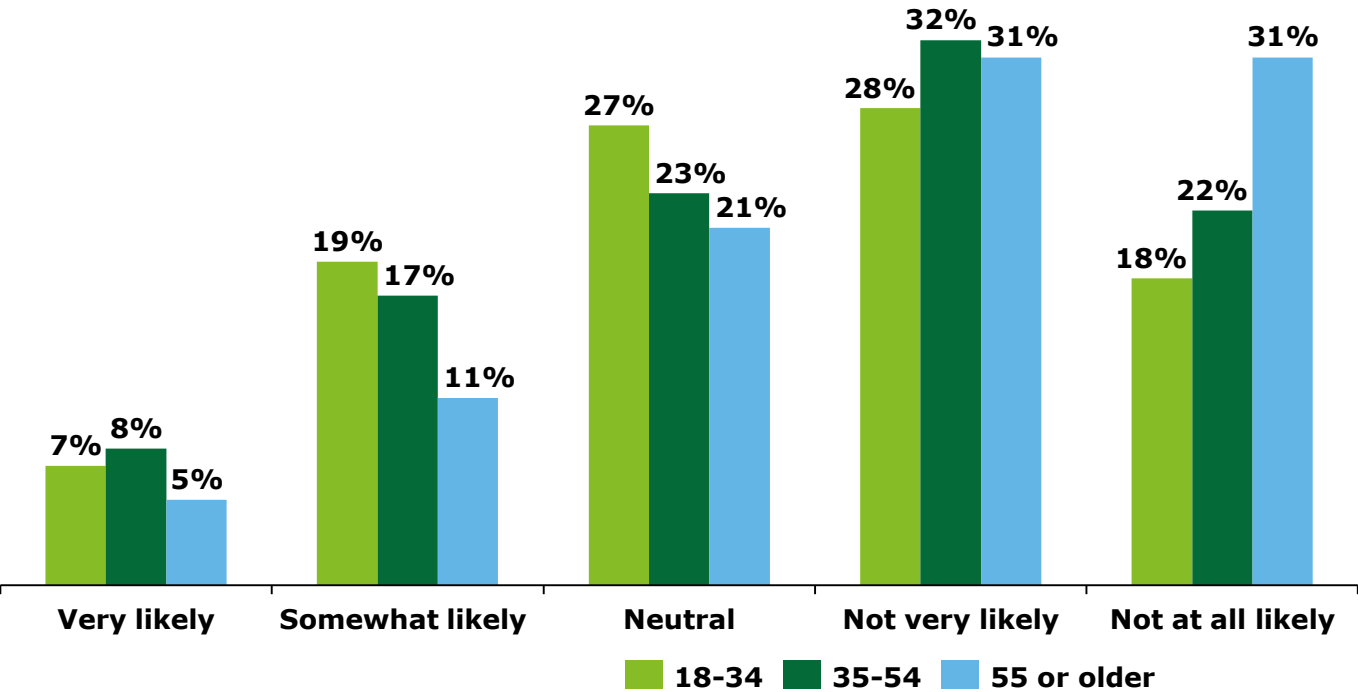
Only 23% of Belgian consumers would be prepared to acquire their next vehicle without a test drive (although still higher than other countries)

Likelihood of acquiring next vehicle without a test drive

Overall



Belgian consumers, by age groups

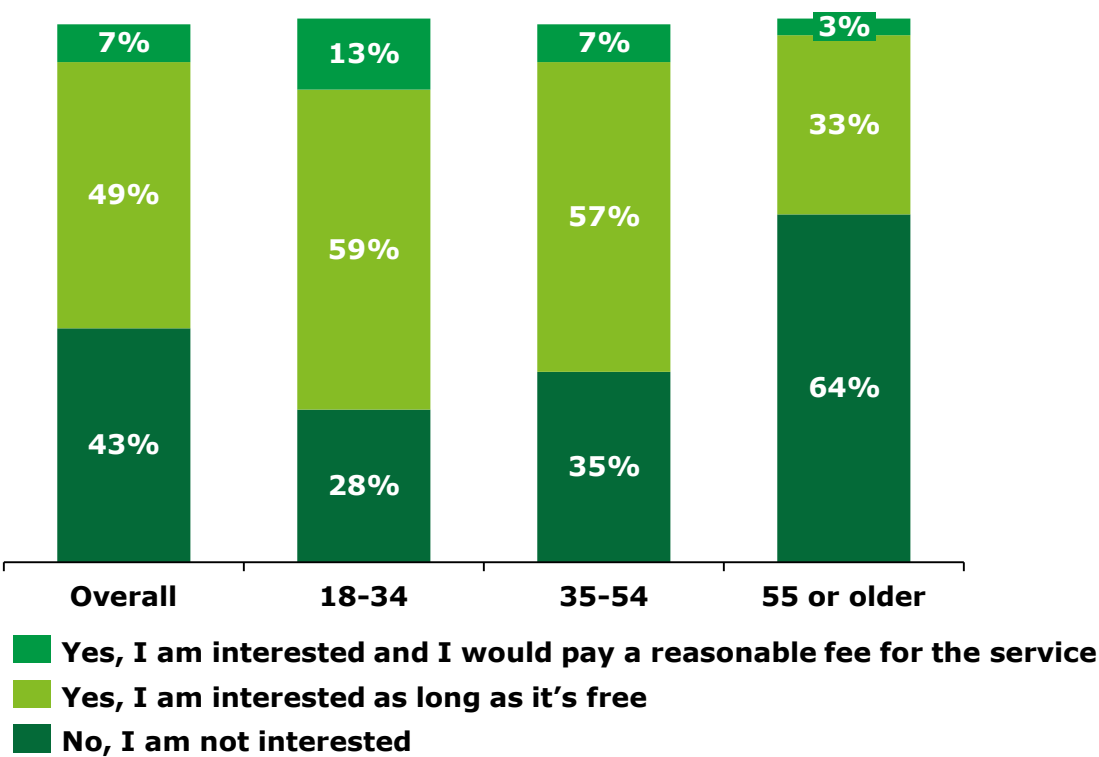


Note: Sum of %s for Overall and the age groups do not add to 100% due to rounding

Q53. How likely are you to acquire your next vehicle without a test drive?
Sample size: Germany = 779; France = 867; Belgium = 825 [Overall]; 257 [18-34]; 293 [35-54]; 329 [55 or older]
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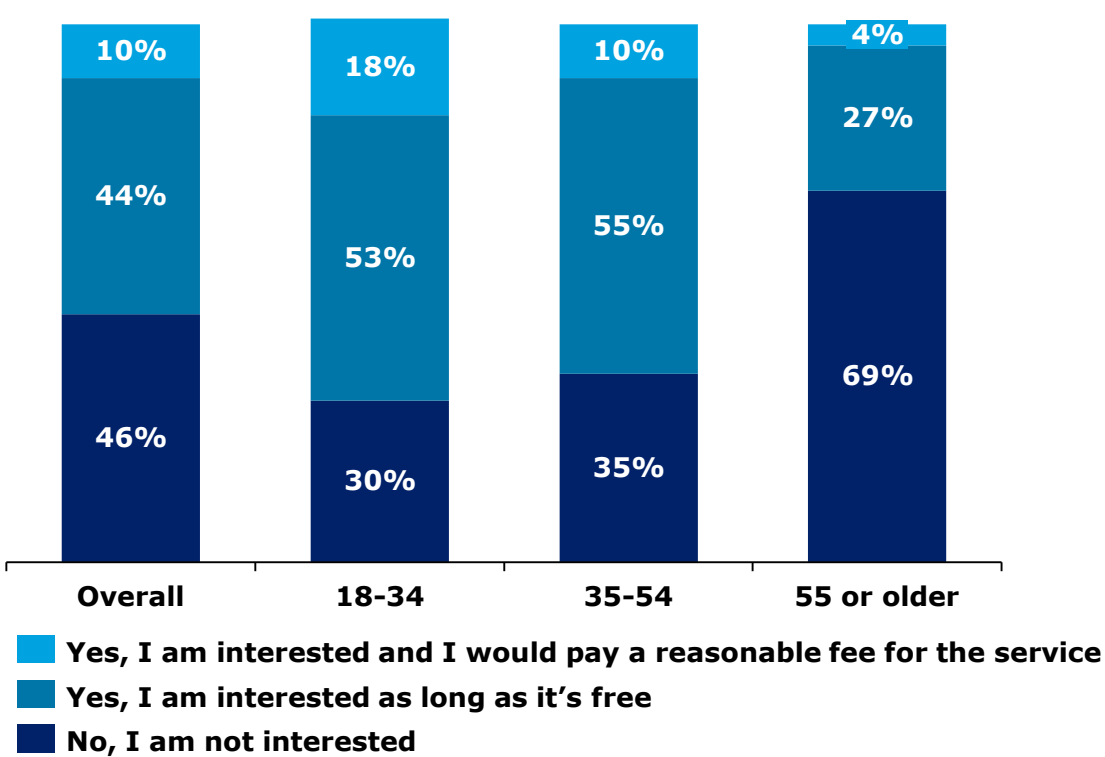
'Virtual servicing' enjoys a high level of interest, however Belgian consumers are largely in favor of the added convenience provided it comes free of charge

Percentage of consumers who are interested in having their vehicle picked up from home/office when it needs service



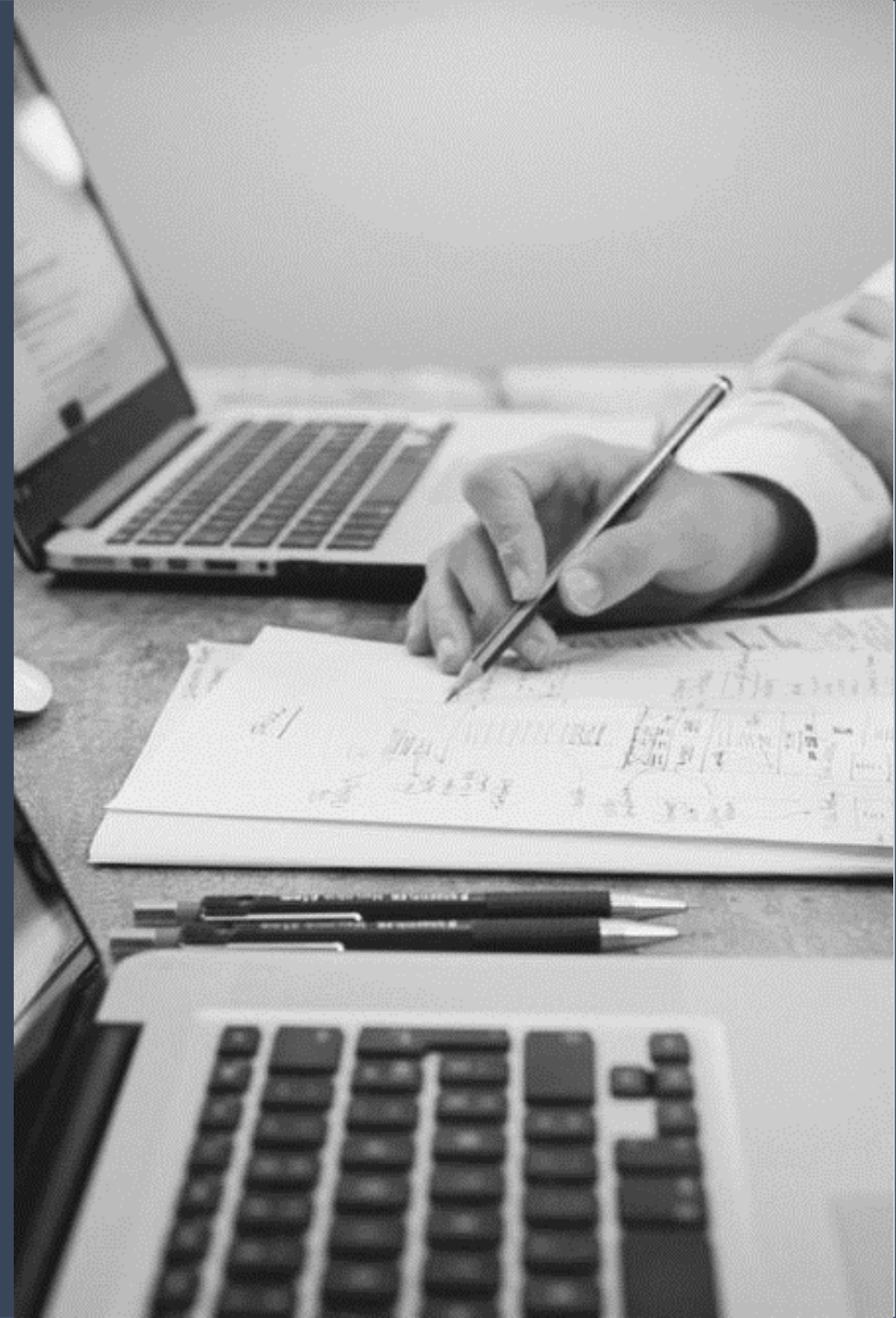
Note: Sum of %s for Overall and 35-54 age group do not add to 100% due to rounding
Q20: To what extent are you interested in the following services?
Sample size: n= 458 [Overall], 120 [18-34]; 176 [35-54]; 162 [55 or older]

Percentage of consumers who are interested in having a technician come to their home to perform required service



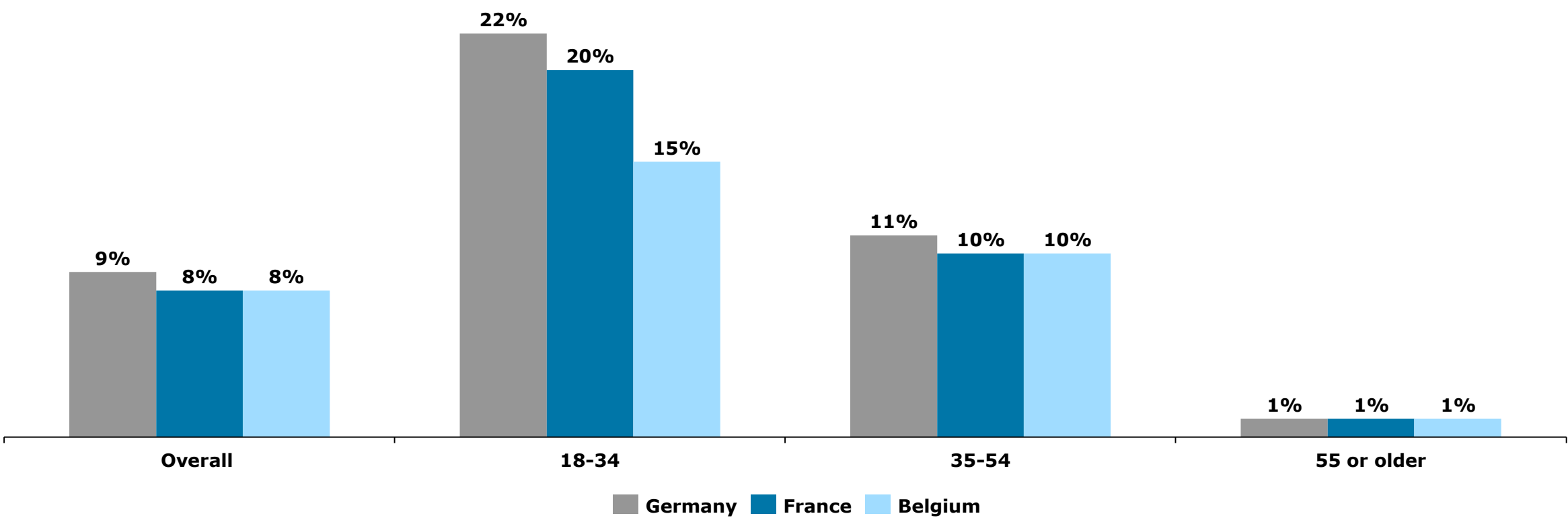
Note: Sum of %s for 18-34 age group do not add to 100% due to rounding

4| How are consumers going to finance their purchase?



Overall, less than 1 in 10 people have requested a payment deferment this year, but that number is somewhat higher among younger consumers

Percentage of consumers who requested for a payment deferment



Note: Respondents can select either "Yes", or "No", or "Not applicable"

Q16: Have you requested a payment deferment this year?

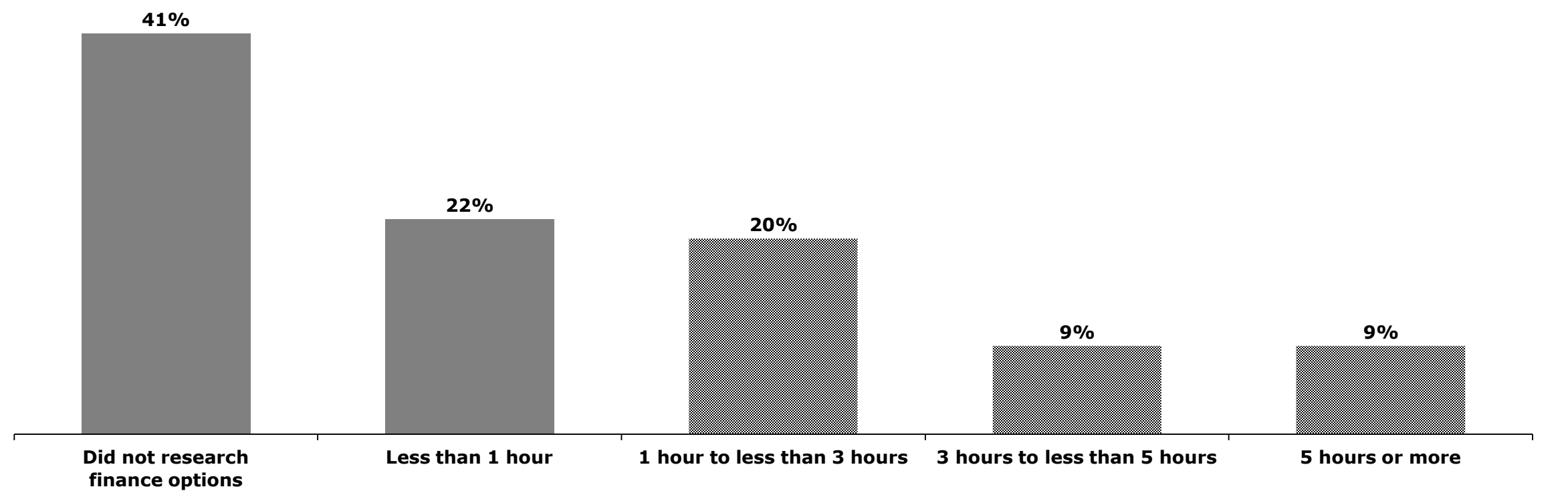
Sample size: Belgium = 609 [Overall]; 161 [18-34]; 228 [35-54]; 220 [55 or older]

France = 553 [Overall]; 117 [18-34]; 203 [35-54]; 233 [55 or older]

Germany = 746 [Overall]; 174 [18-34]; 256 [35-54]; 316 [55 or older]

Despite the current economic climate, most consumers spend limited time researching available finance options

Time spent by consumers in researching finance options prior to acquiring their current vehicle



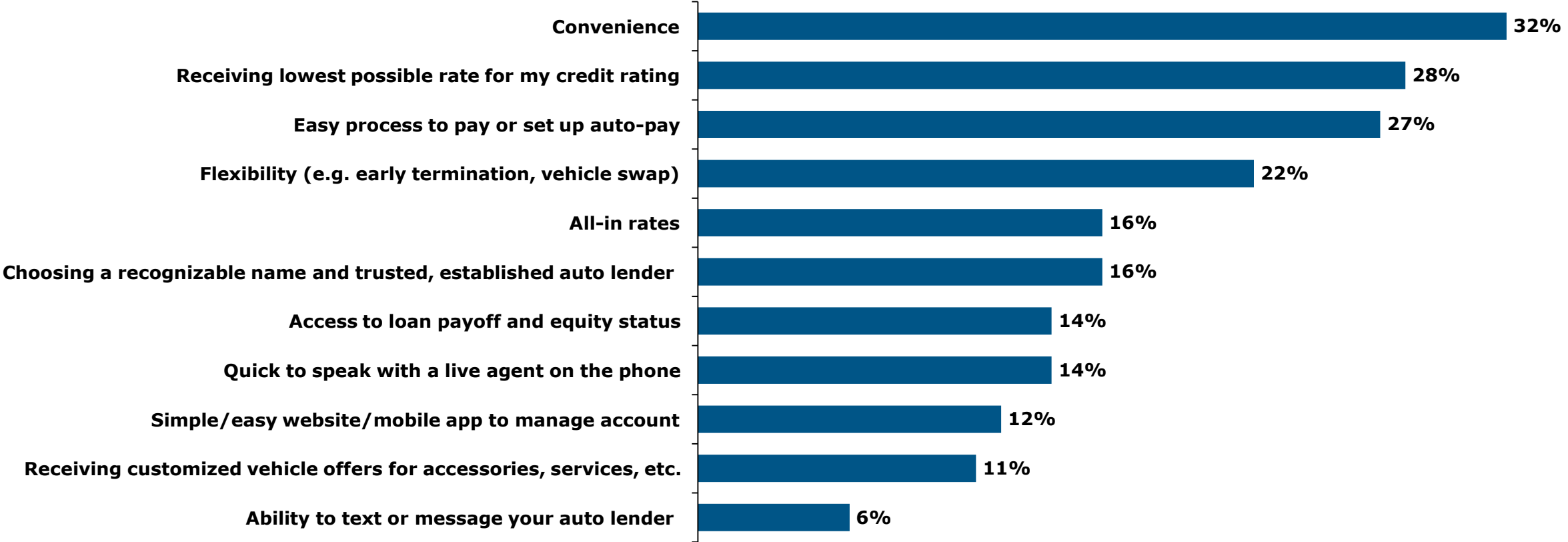
Note: Sum of %s do not add to 100% due to rounding

Q13: In total, how long did you spend researching finance options prior to acquiring your current vehicle?

Sample size: n=609

Topmost factors for financing are convenience, low rates and easy process, however younger consumers find digital features equally important

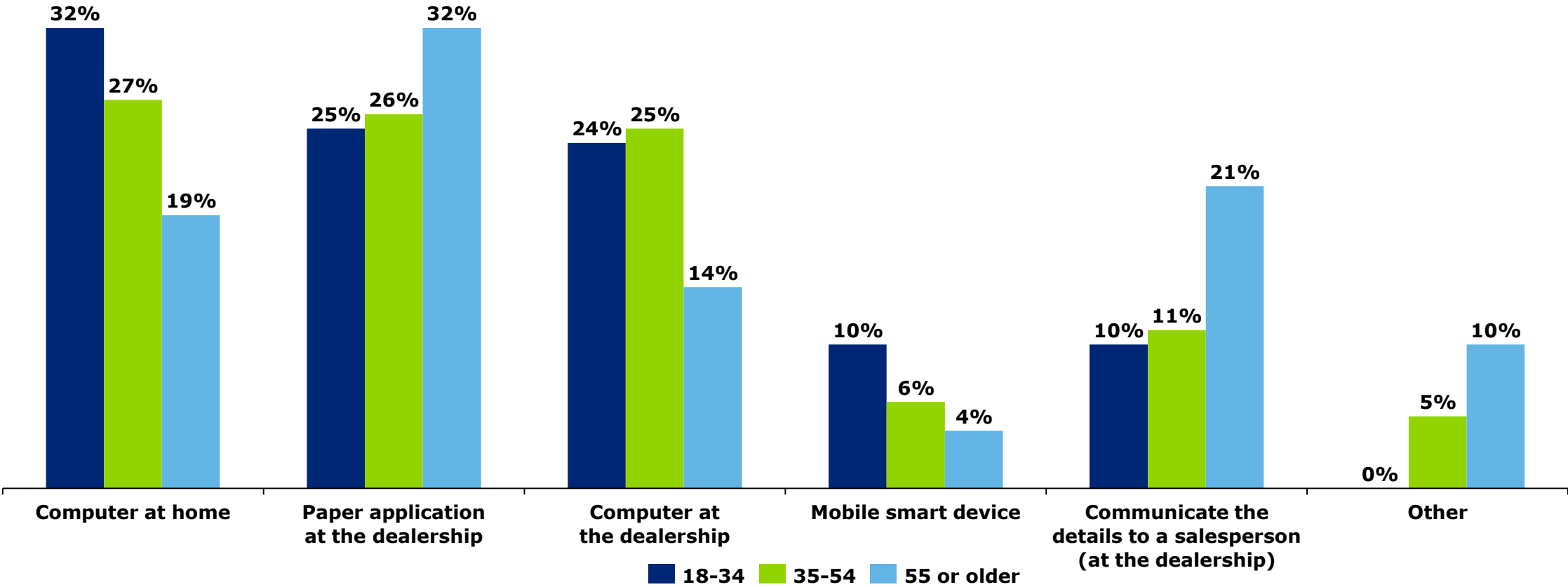
Most important things related to loan/lease/subscription account



Q14: When it comes to your loan/lease/subscription account, what is most important to you? Please select all that apply.
Sample size: n=609

Younger consumers most prefer completing a finance application online while older consumers prefer to communicate details to salesperson at the dealership

Most preferred way to complete a vehicle financing application



Note: Sum of %s for 18-34 age group do not add to 100% due to rounding

Q38. How would you most prefer to complete a vehicle financing application?
Sample size: n= 219 [18-34]; 281 [35-54]; 244 [55 or older]

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