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2021 EV Adoption Rates

Battery Storage and Electrification of NM Transportation
January 5, 2021

Kevin Tynan

Bloomberg Intelligence

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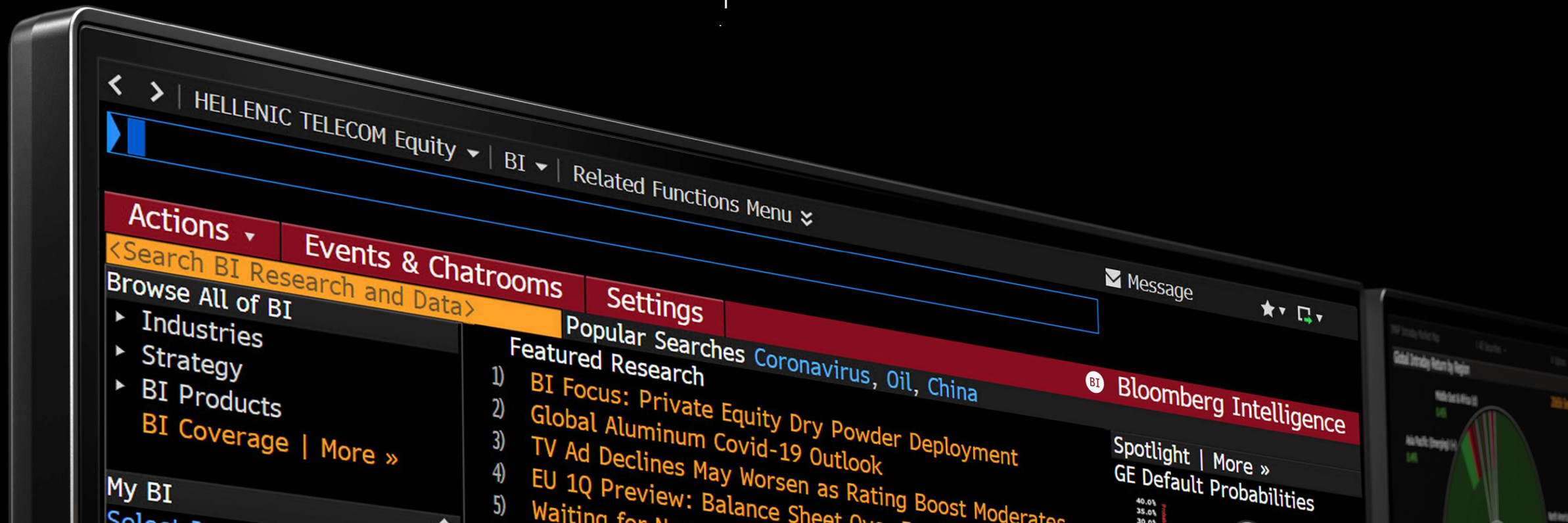

Key messages

- Mix shift to truck from car maximizing
  - *Offsets losses during technology transition*
  - *Clears production capacity for EV tech*
- Electrification urgency is different than Europe or Asia
  - *Regulatory climate less punitive than Europe*
  - *Subsidy benefits help some consumers, but not automakers*
- Adoption ramps as legacy pickup truck business threatened
  - *U.S. automakers have successfully defended the segment*
  - *Already a brand loyal customer base – plus distribution and aftersales support*

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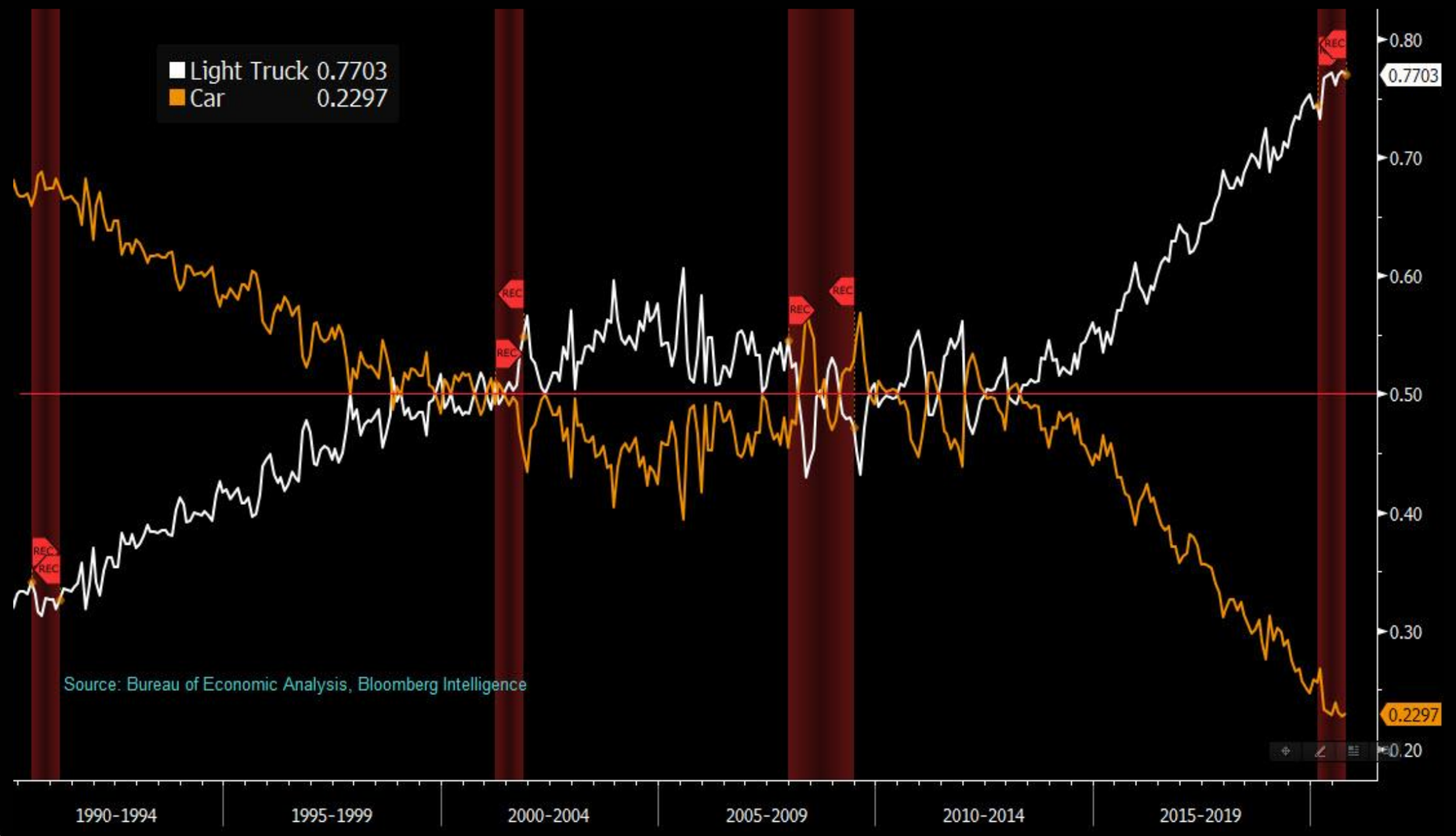
Truck Mix in U.S.



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U.S. Segments by Retail Revenue

	Retail Revenue	ATP	Units
Truck Mix	81.4%		76.0%
Car Mix	18.6%		24.0%
Vehicle Sales by Segment	362,146,153,489	38,179	9,485,472
Trucks	294,858,557,245	40,896	7,209,970
Pickups	*84,705,145,500*	*50,439*	*1,679,362*
SUVs	*192,606,621,672*	*38,085*	*5,057,304*
Cargo/Passenger Vans	*10,175,475,932*	*37,102*	*274,257*
Minivans	*7,371,314,143*	*37,033*	*199,048*
Cars	67,287,596,242	29,570	2,275,501
Small Car (Compact, Subcompact)	*19,093,595,773*	*20,845*	*915,980*
Mid-Size	*19,982,833,924*	*26,431*	*756,031*
Large	*4,534,267,526*	*39,533*	*114,695*
All Luxury	*15,935,739,697*	*52,692*	*302,434*
Exotics/Sport	*7,741,159,322*	*41,539*	*186,361*
Green	*1,690,577,229*	*24,000*	*70,442*

Inventory Mix in U.S.

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Discontinued Car Nameplates

2016 (U.S. volume peak) production total

General Motors	663,983
Ford	596,457
	1,260,440

BEV Production

In North America YTD through November 2020

General Motors	26,605
Ford	3,588
	30,193
Tesla	309,754

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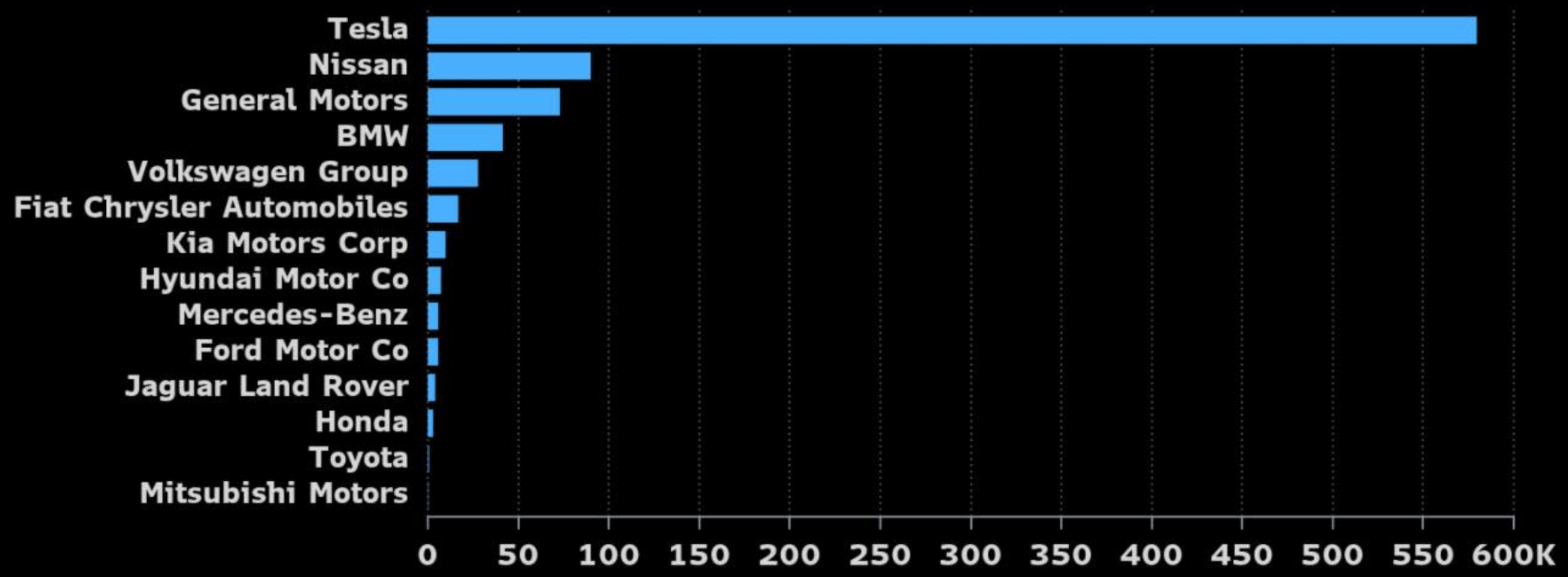
BEV Totals in U.S.



Source: Marklines, BNEF
Note: Cumulative total of BEVs sold in U.S. since 2014

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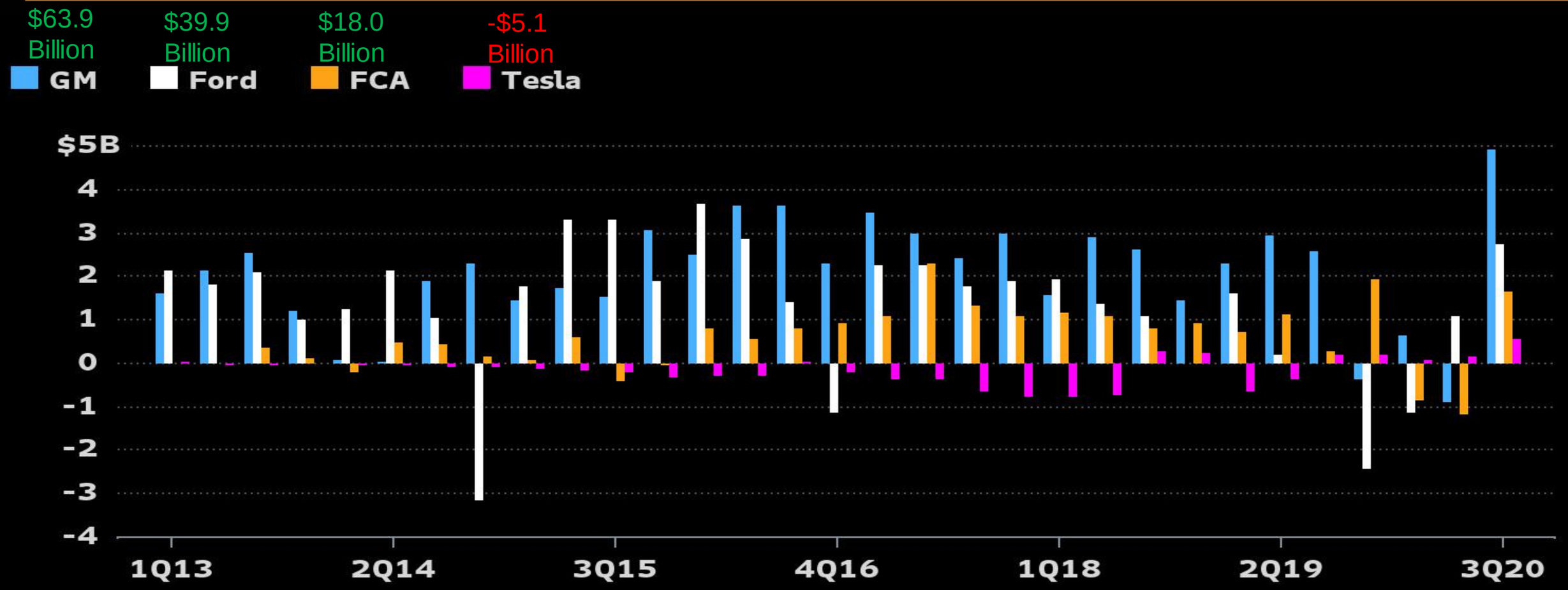
Pretax Profit of U.S. Automakers



Source: Company Filings

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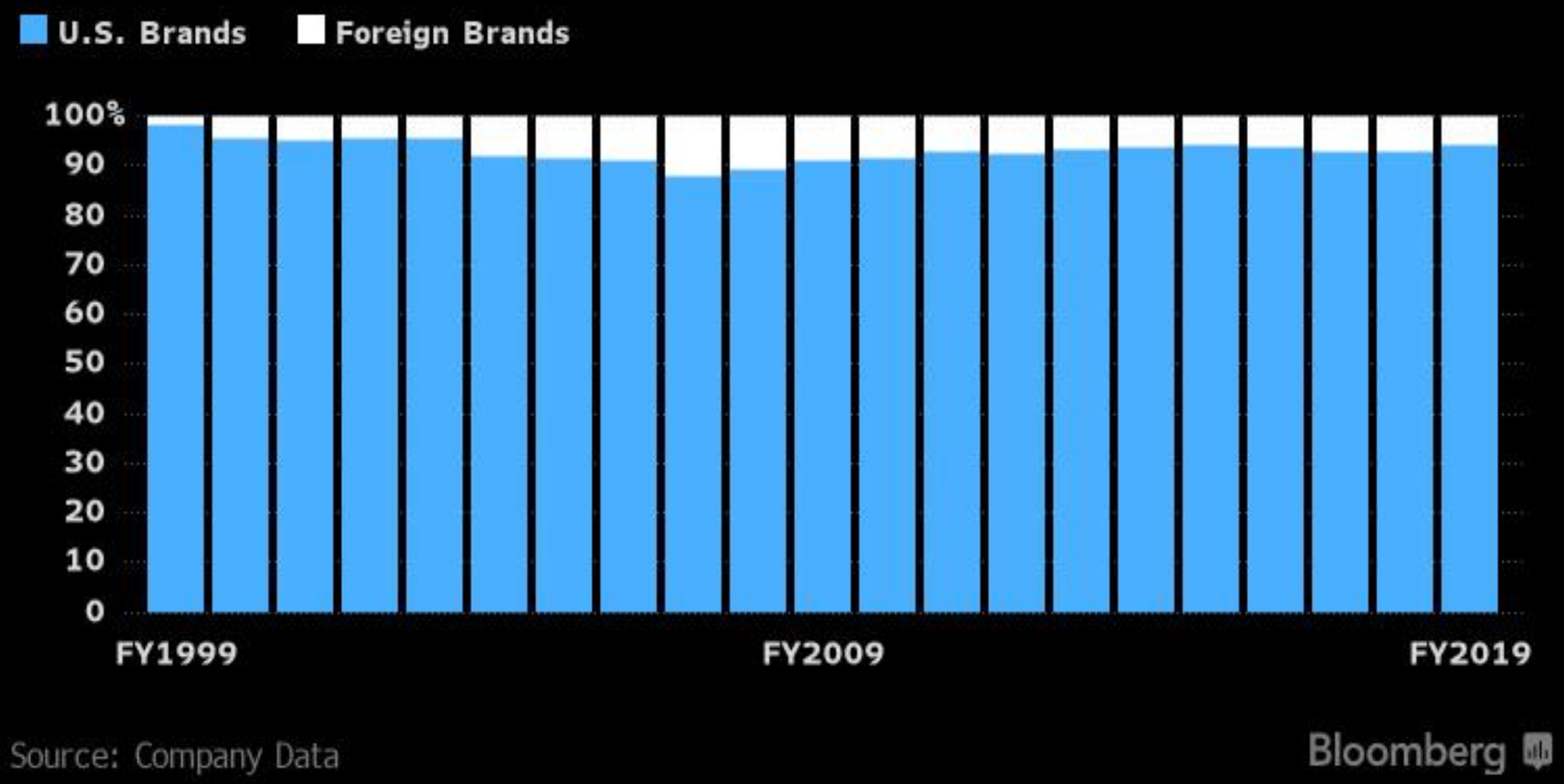
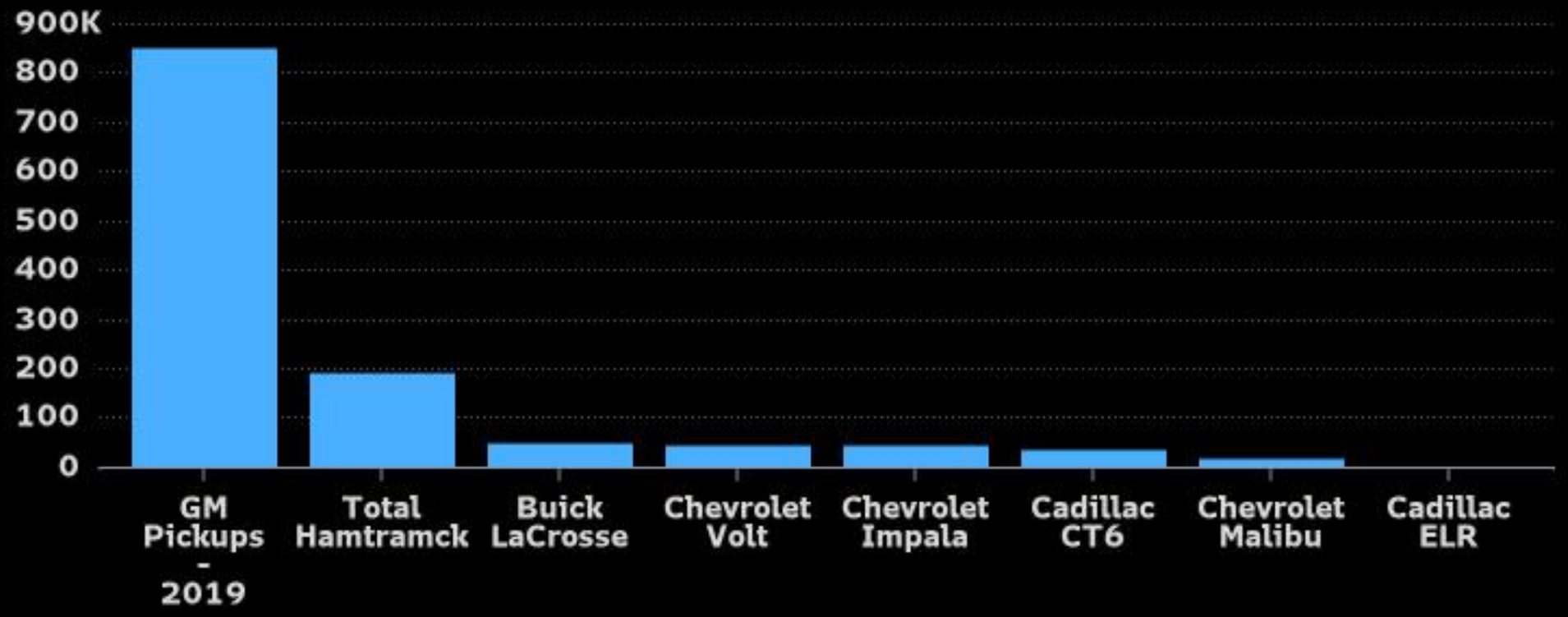
Fullsize Pickup Truck Mix in U.S.



GM Hamtramck Converting To EV



Source: Company Data, Crain Communications
Note: Hamtramck total and nameplate volume at 2016 peak

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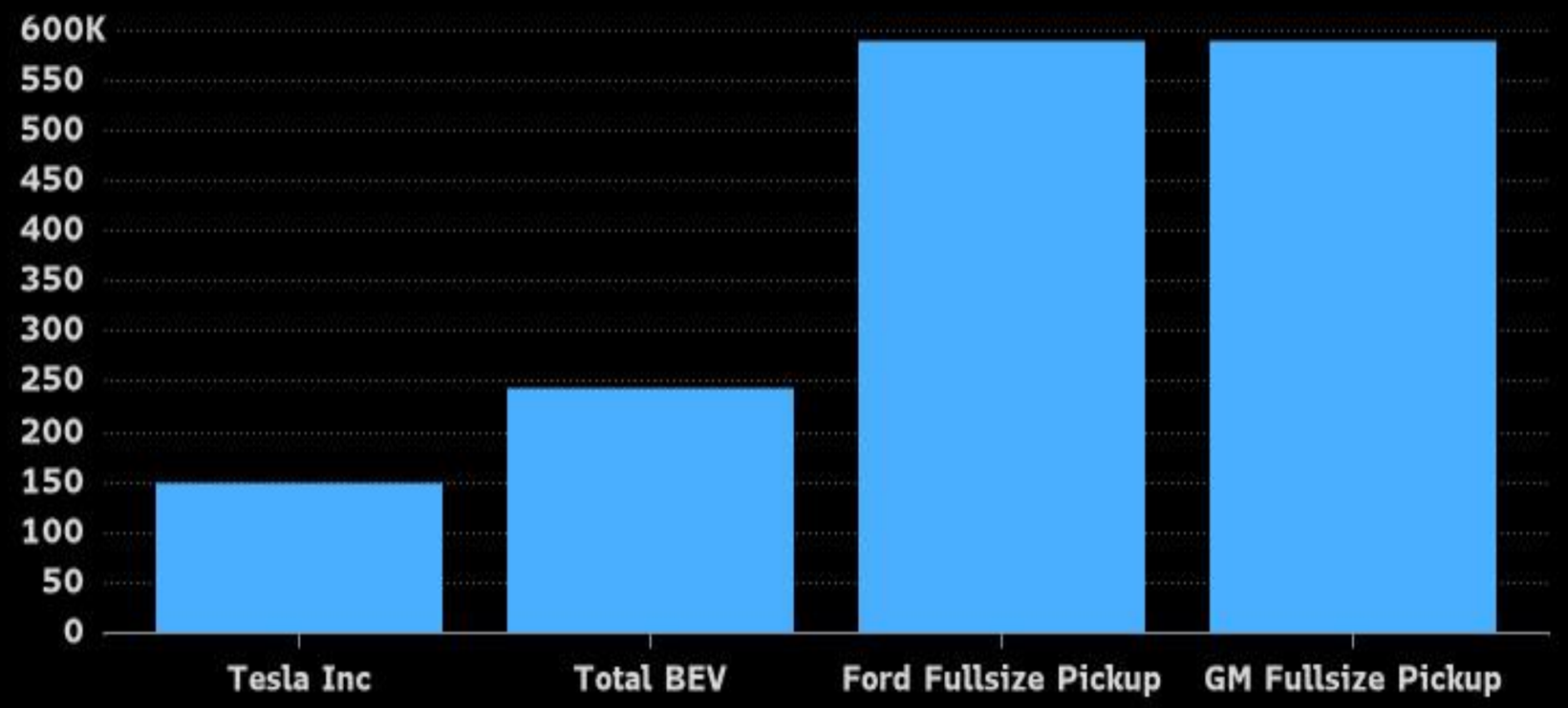
Established Pickup Truck Base



Source: Company Data, Marklines, BNEF
Note: Year to date through 3Q20

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