



# Lockdown and beyond: navigating the new normal

Customer webinar, May 2020

*dynamics* (daɪ'næmɪks)

The social, intellectual, or moral forces that *produce activity and change*.

The *dynamics* of international trade have *influenced business decisions* on this matter.

*Variation in force or intensity.*

# Introductions

01

# Your hosts



**David Di Girolamo**  
Head of Sales,  
Europe



**Matt Trommer**  
Head of Global  
Analysis & Reporting



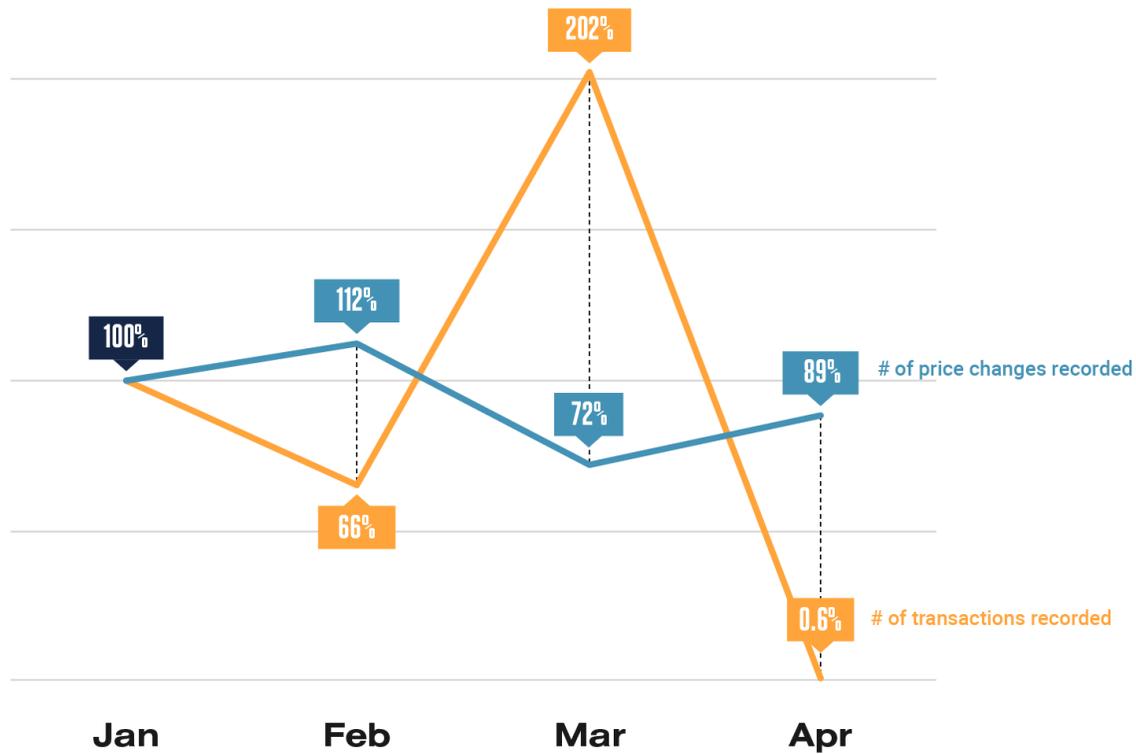
**Tomasz Czystczon**  
Head of Business  
Development, Europe

# Setting the scene 2020 so far

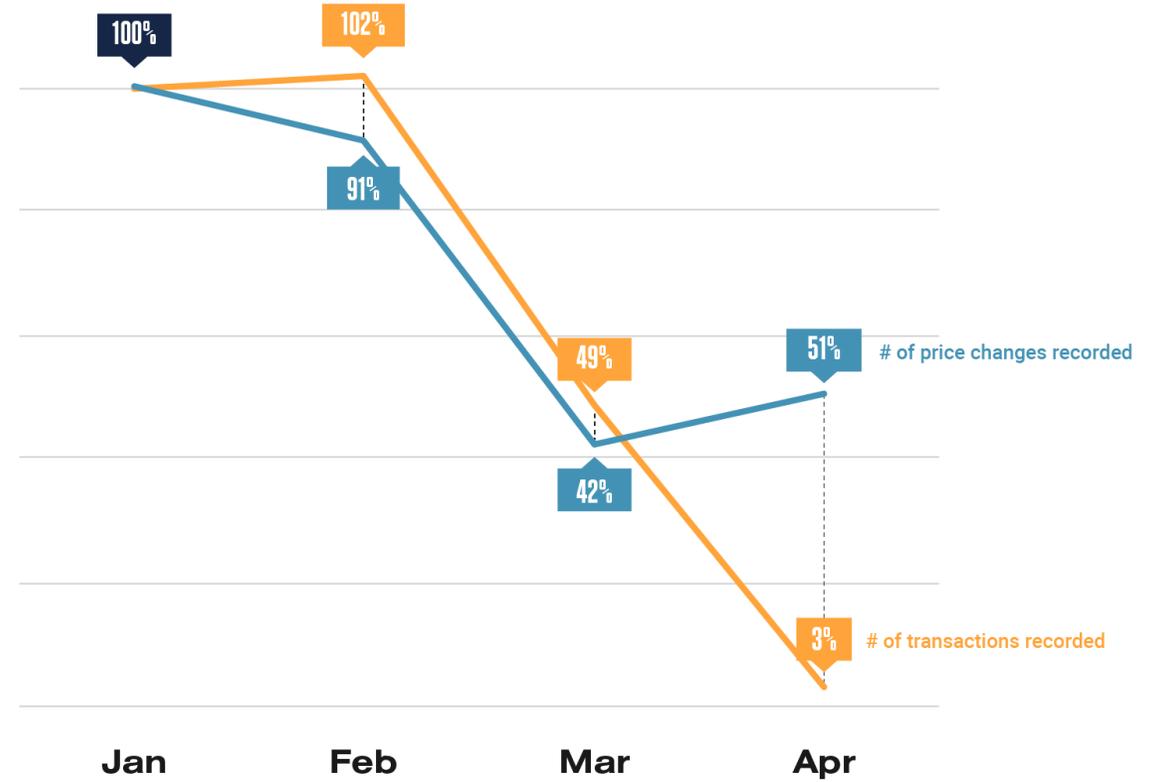
# 02

# Transactions are down – but pricing activity continues

## UK: Transactions vs. Price Changes



## FR: Transactions vs. Price Changes



**Q2 – buying time**

**03**



81%

of incentives  
extended from March  
into April 2020

## Incentives

Manufacturers have been extending campaigns from March into April.

This is helping to buy time during lockdowns across Europe and support dealer networks at this uncertain time.

# Buying time across the industry



## Dealers

Stock  
support



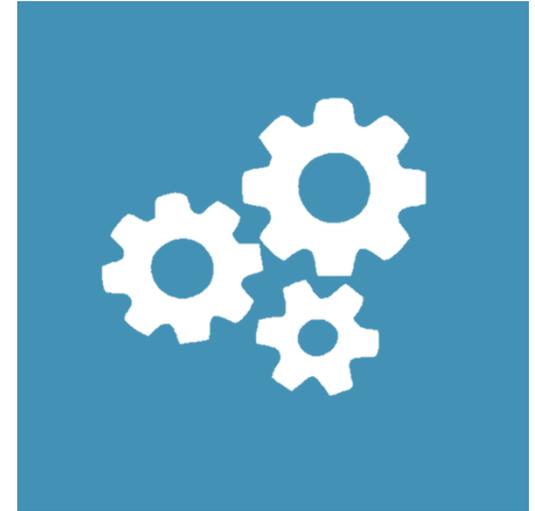
## Customers

Vehicle finance  
options



## Leasing

Extended  
contracts



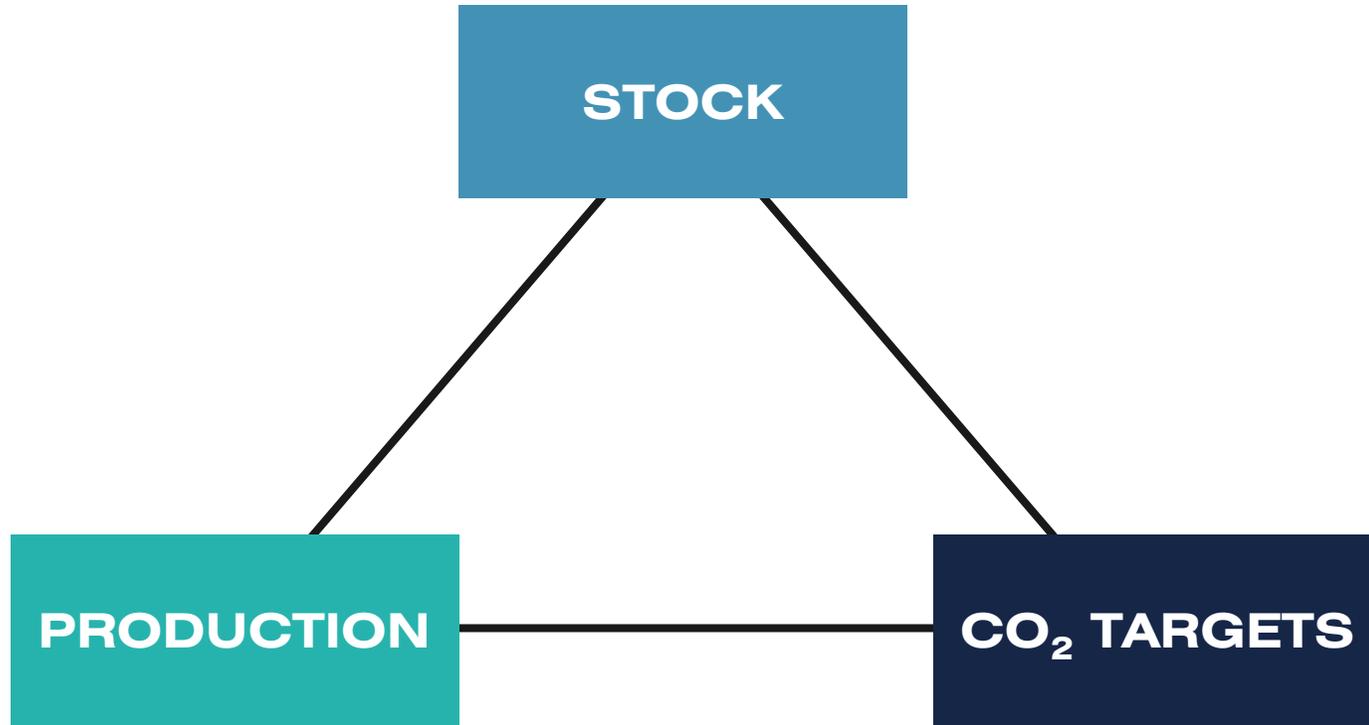
## Manufacturers

Launch delays  
Requests for CO2  
target delay  
Call for government  
support

# Preparing for the new normal

# 04

# Turbulent tactical re-alignment ahead



Unprecedented scale, synchronisation and severity of disruption caused by COVID-19.

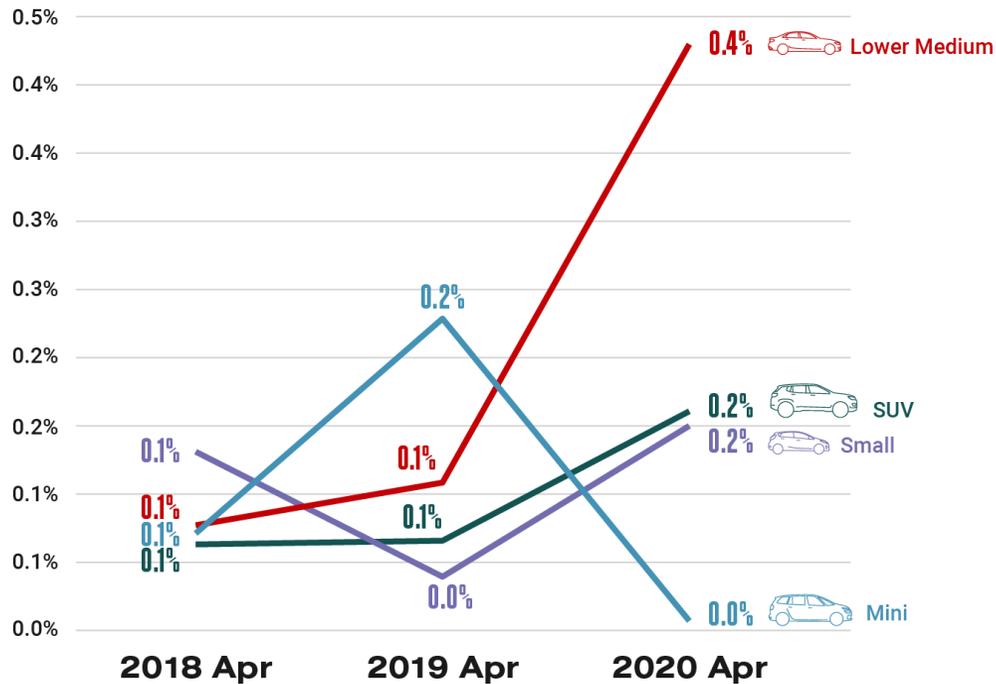
All market players will need to simultaneously address the three key issues of: stock, production disruption and adherence to CO<sub>2</sub> targets.

We expect tactical rebalancing period in the next months.

# Stock incentives already increasing

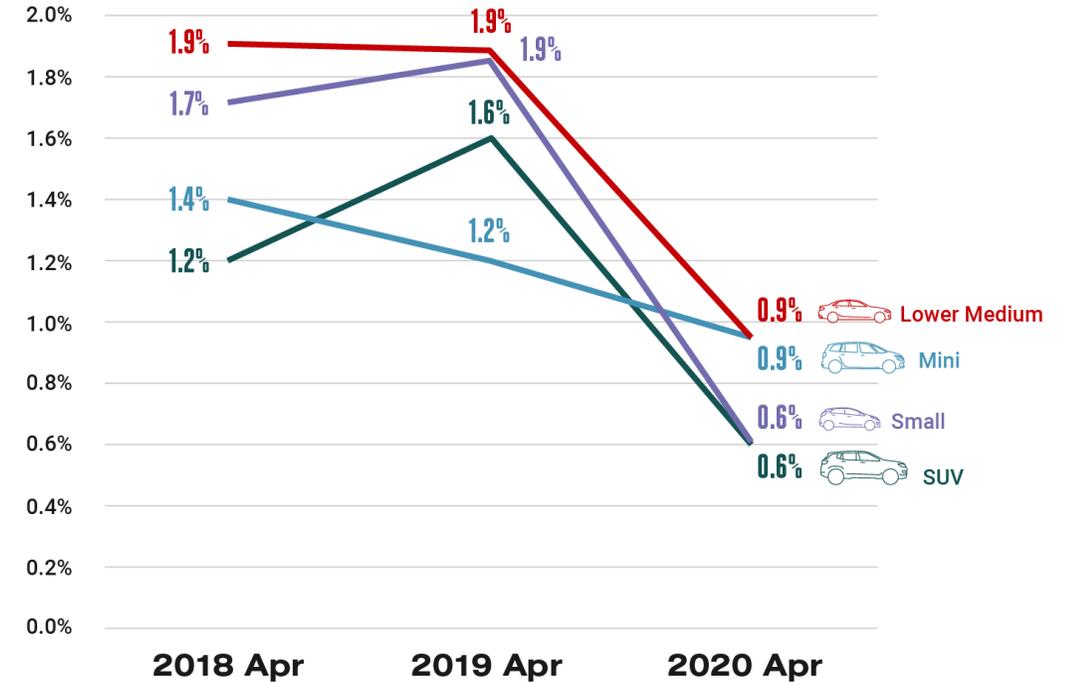
## Stock discounts

Stock Incentives value  
y-o-y trend for April EU5

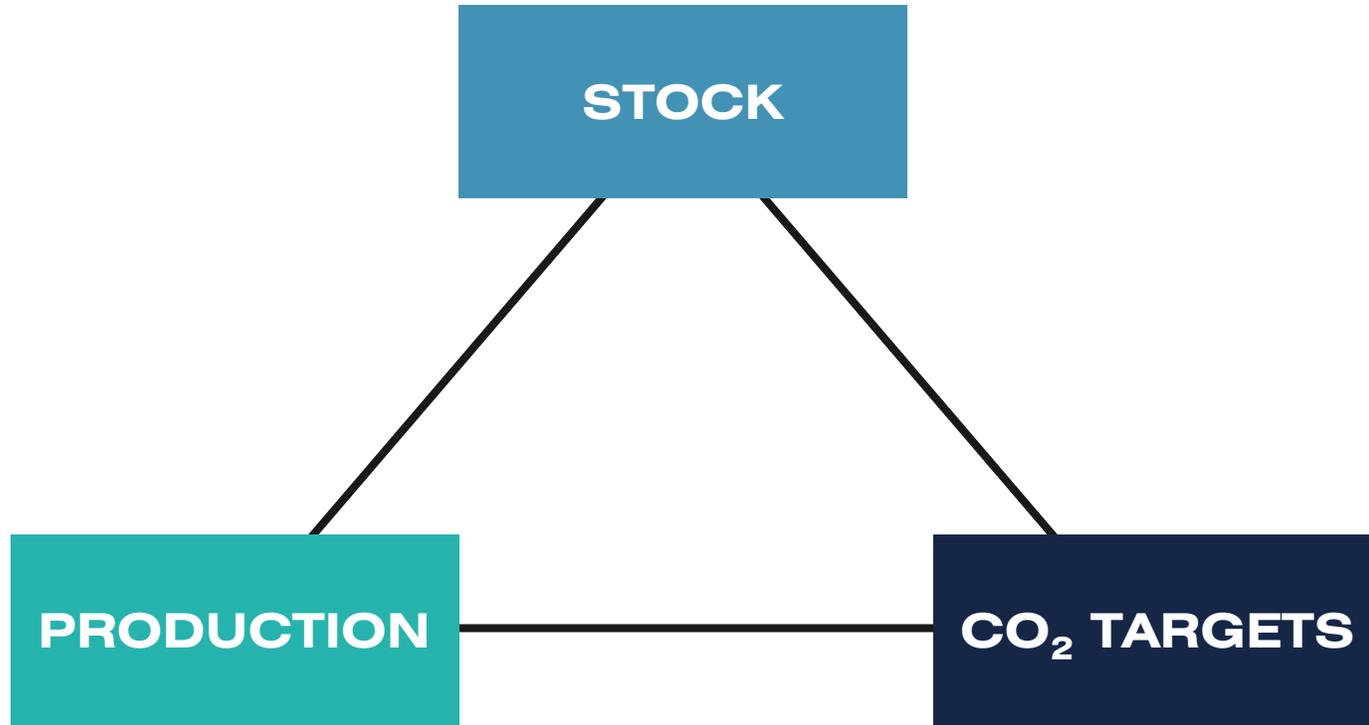


## Trade-in discounts

Trade-in Incentives value  
y-o-y trend for April EU5



# Turbulent tactical re-alignment ahead



Production will need to balance order backlog with COVID-19 adjusted manufacturing – and future demand is uncertain.

2020 CO<sub>2</sub> targets for vehicle fleets remain unchanged.

Response to this situation will require a considerate mix of strategic and tactical actions.

Precise and timely market information will be key.

# Summary

05

# Summary

01

Lockdowns across Europe have hit hard

02

The industry has been buying time – particularly via incentives

03

Strategic and tactical changes vital to navigate the new normal

04

Data will be key to make informed and fast decisions

# Contact us



**David Di Girolamo**  
Head of Sales,  
Europe

**david.digirolamo@  
jato.com**



**Matt Trommer**  
Head of Global  
Analysis & Reporting

**matt.trommer@  
jato.com**



**Tomasz Czystczon**  
Head of Business  
Development, Europe

**tomasz.czystczon@  
jato.com**

# Thank you