

# Setting the Stage: The CASE for the Future of the Automotive Industry

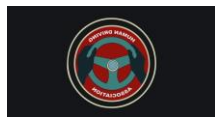


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Automotive Consulting and Analytics

**J.D. POWER**



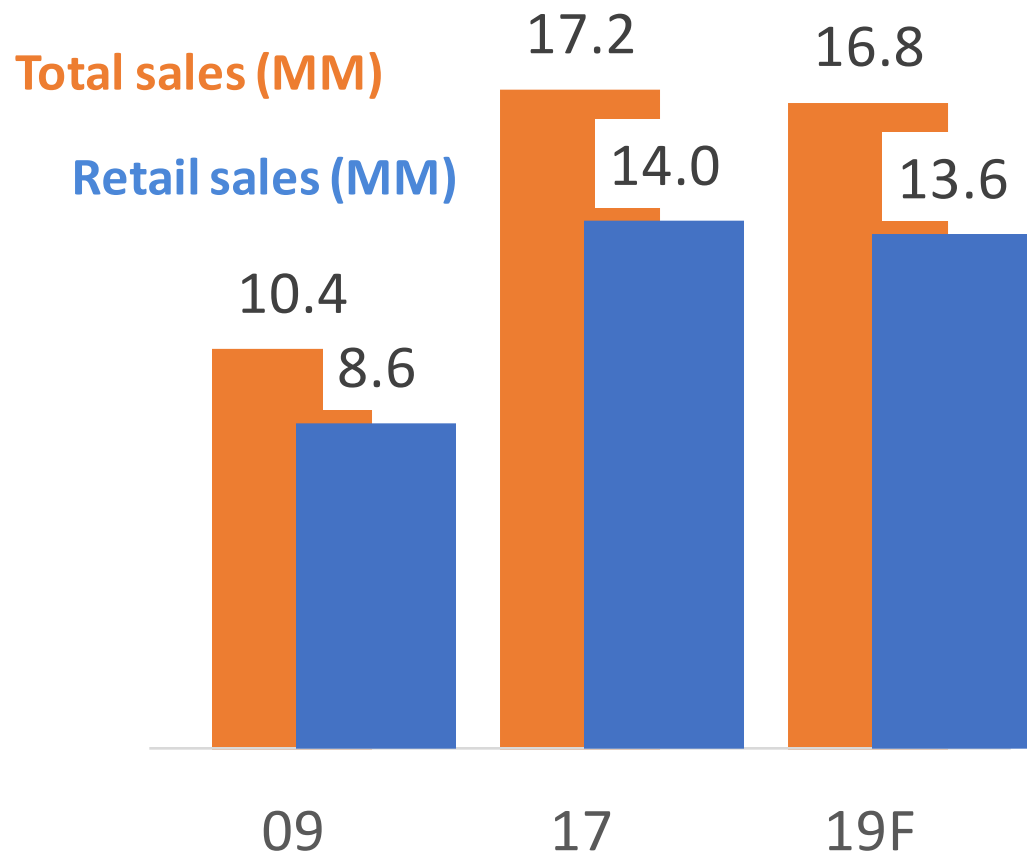
Alex Roy  
Editor-at-Large





# The state of the industry in 2018

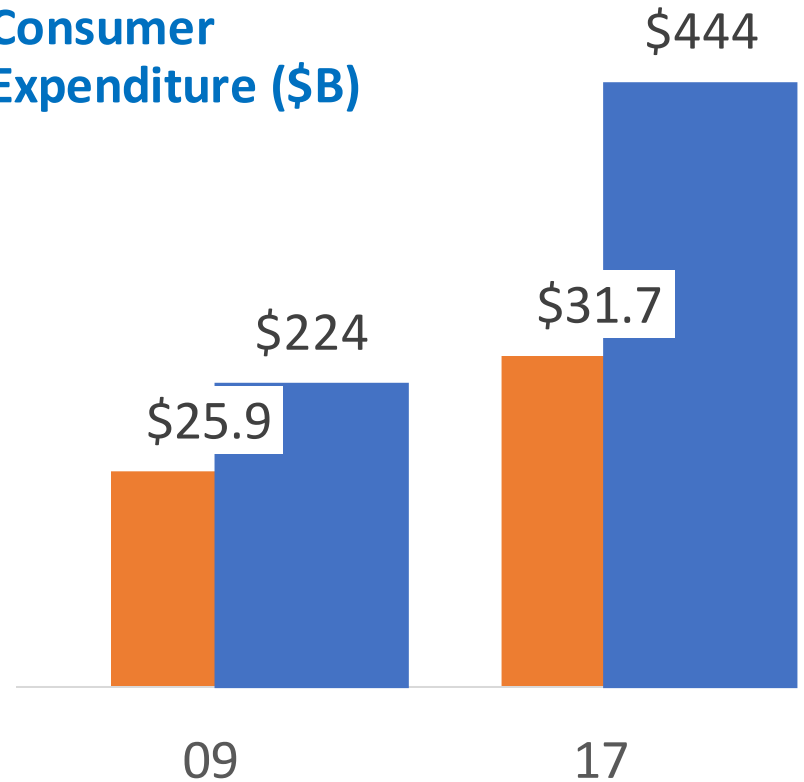
# Industry sales



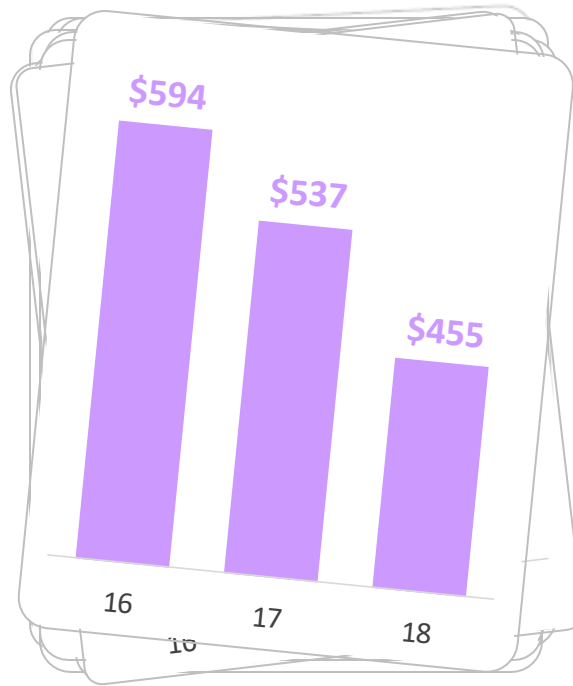
# Prices & Consumer spend

Transaction prices (\$K)

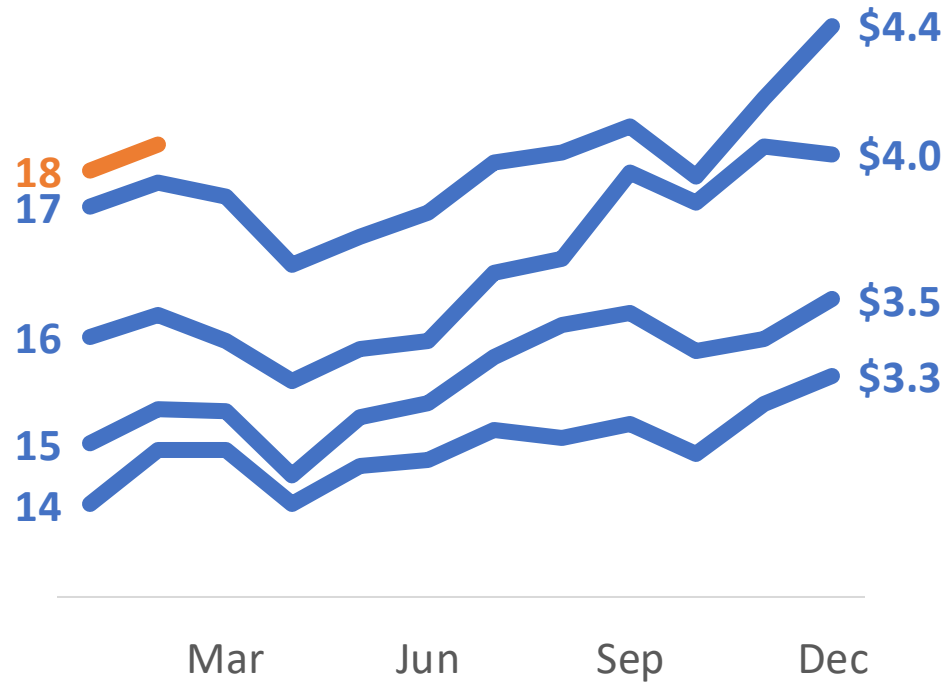
Consumer  
Expenditure (\$B)



# Pressure is building



# Incentive spending per unit (\$K)





# The future of the automotive industry ... ?



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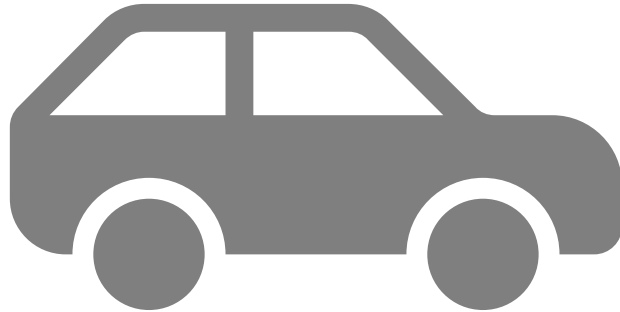


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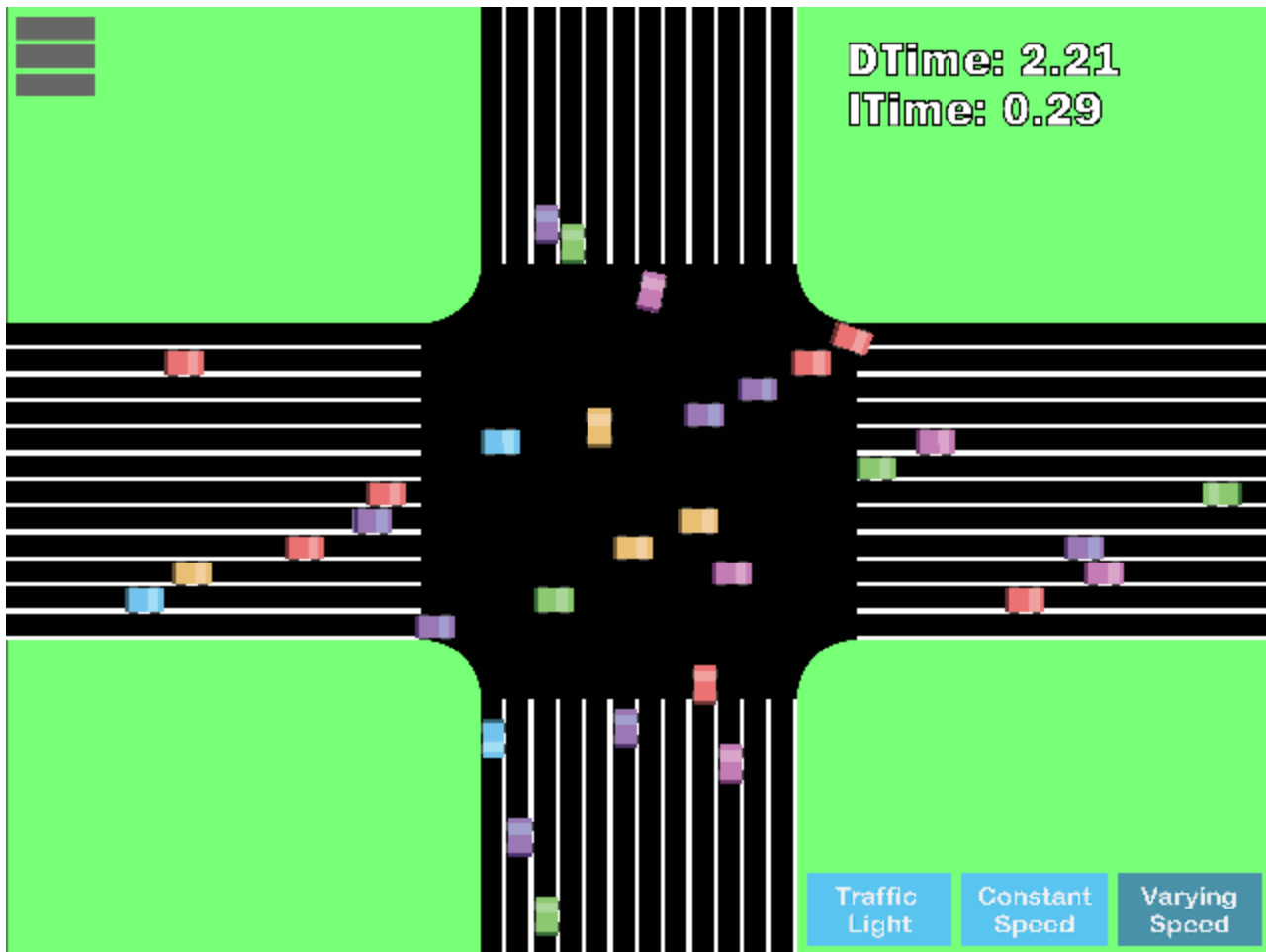


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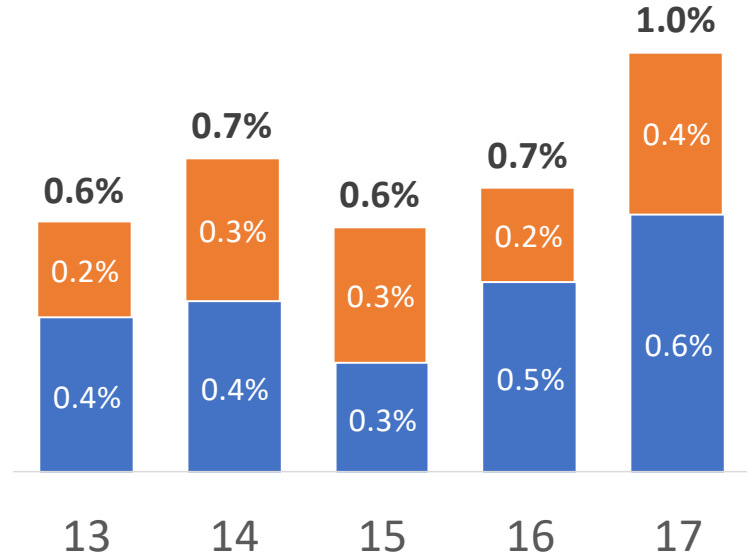


# Last things first: State of BEVs

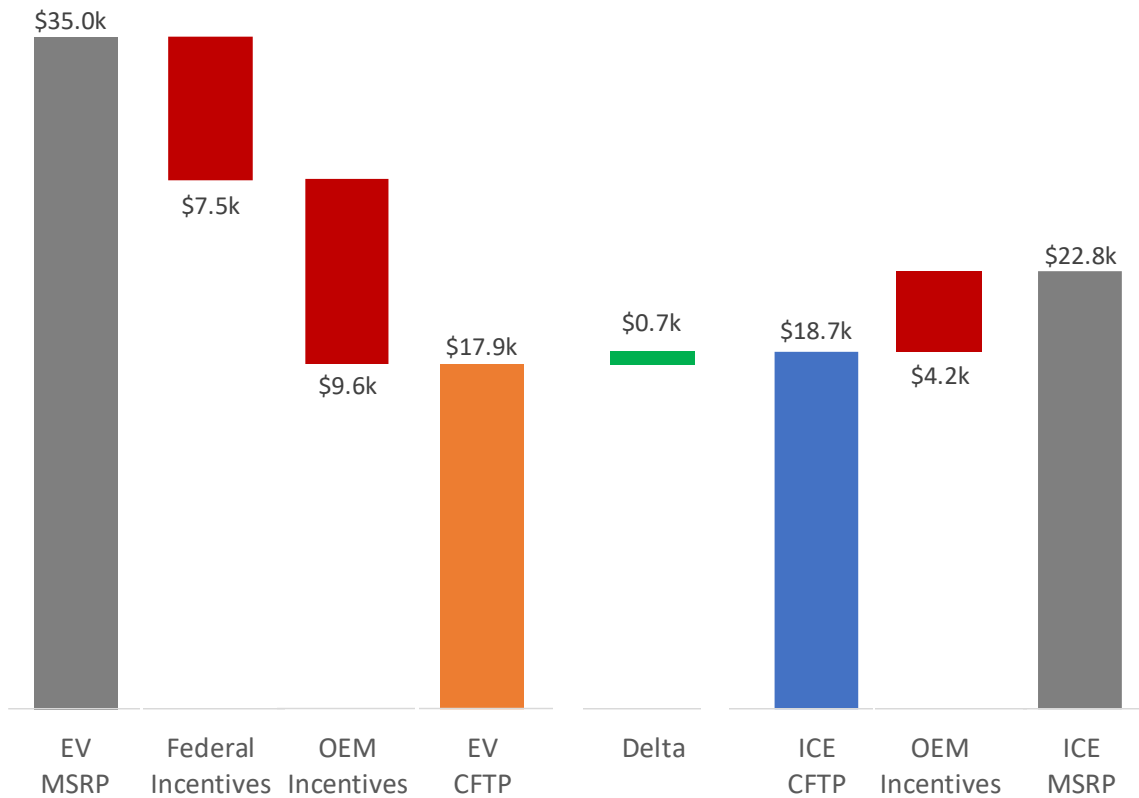
# EV share

Plug-In Electric (PHEV)

Battery Electric (BEV)



# Are EVs overpriced?

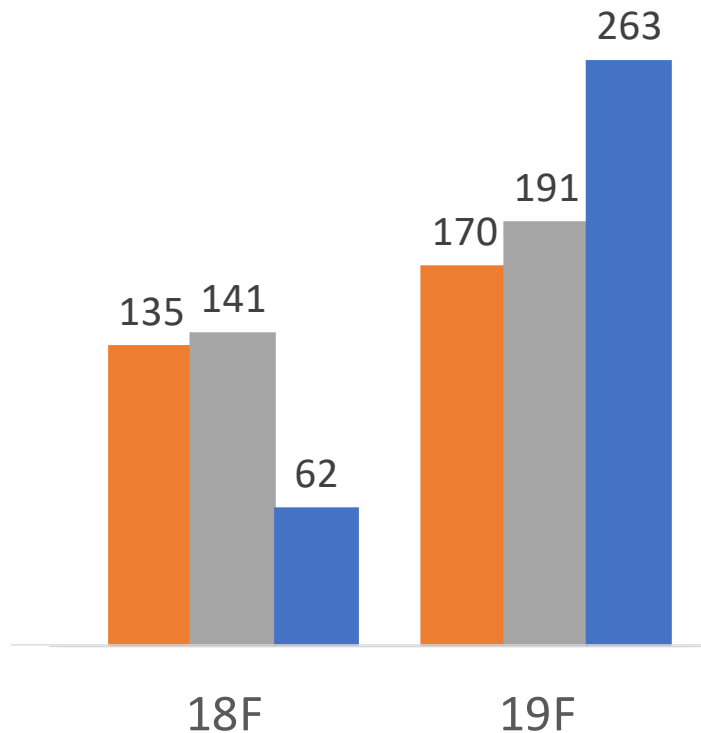


**Near-term  
is mild, not  
wild**

**Battery Electric (BEV)**

Plug-In Hybrid Electric

**Mild Hybrid Electric (MHEV – 48V)**





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