



## Press Release

### SHOCK OF THE ITALIAN CAR MARKET IN ITALY: -85.4%

*Turin, April 1<sup>st</sup> 2020* - According to the data published today by the Ministry of Infrastructure and Transport, in March the Italian car market totaled 28,326 registrations, in decrease of 85.4% respect to the same month in 2019.

Volumes registered in the first two months of 2020 reached 318,545 units, the 7.3% less respect to the volumes of the same period in 2019, while in the cumulate from January to March are registered 347,193 units, (-35.5%).

*"The automotive supply chain is today in front of an unprecedented situation, in the context of the heaviest economic crisis since the second World War in which this pandemic lash us out - says Paolo Scudieri, President of ANFIA.*

*Numbers of the car market in March, show the seriousness and the exceptionality of the moment we are living, with a double shock: on the offer, with the stop of factories - for the UE extended to the United Kingdom, ACEA estimated for a closing of 16 days a loss of over 1.2 million of vehicles, among them 78,000 in Italy, not considering the strong impact on the components sector - and on the demand, with the restrictions of consumptions given by the closing of the sales network. Since now, there is the necessity to dealing with the big concerns of consumers about the impact of this crisis will have on the employment- it is important to remind that the automotive supply chain alone counts, in Italy, over 270,000 workers - how it shows the climate of confidence further in decrease in March, after the slowdown in February.*

*So, the comparison with March 2019 is unequal, when even if it was registered a slowdown in the market of 9.6%, given also by criticality for the application of the bonus for vehicles with low CO<sub>2</sub> emissions, registrations overtook 194,000 units and the production reached more than 53.000 cars, half of them addressed to the foreign markets.*

*The urgent matter in this moment - adds Scudieri - is to give a concrete help to the companies to go beyond the impasse, to be able to the gradual opening of all activities, structuring in the same time, a bigger plan to relaunch the whole sector - like other countries are doing - to whom the current crisis is included in the context of an already challenging industrial transition. Actions in support of liquid money are necessary to make companies able to dealing with the fall of the demand and of the income: among them, what is requested is the conversion of the tax losses for the tax credits, the introduction of concessional loans of the working capital with the duration of 10 years guaranteed by the State, the suspension of taxes, duties and social contributions until the end of the emergency and a reduction of the time needed to obtain the refund of*

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*tax credits. It is also fundamental to support research, develop and innovation activities, drive research of the country system, increasing the related tax credits postponing them to 2025, and also, the investments of instrumental goods, acting in the same way on the tax credit entered into force with the Budget Law 2020.*

*Among the useful measures to restart when dealers will reopen, there are the strengthening of the already existing bonus for electrified vehicles until 60 g/km of CO<sub>2</sub>, with bigger resources addressed to it, and with the inclusion of an another slot for alternative powered cars until 95 g/km of CO<sub>2</sub>, to address it to a wider audience, making it a tool to lift up again the demand already in the next months. For the strategic sector of business cars, however, it would be useful equalize the Italian taxes to the one of the EU Countries, raising the VAT deductibility from 40% to 100%”.*

According to ISTAT survey, in March the **consumer confidence climate index** (basis 2010=100) is in strongly slowdown, from 110.9 to 101.0. Also the **index of the company confidence climate** (lesi), registers a decrease passing from 97.8 to 81.7.

Referring to the consumer confidence climate, in the field of the purchase of the long-lasting goods, and among them there is the car, the balance regarding the current opportunity is decreasing respect to February (from -49.1 to -85.9).

According to the last ISTAT data available, in March the **national index of consumer prices** registers an increase of 0.1% both per month and per year (from +0.3% during the previous month). The slowing down of the inflation is given by the dynamics of the prices of the services (which slow down their growth) and by the prices of the energetic goods not regulated (which registered a trend reversal from +1.2% to -2.7%).

In this last sector, looking at the trend of the fuels prices, **Diesel** ( from +0.5% to -4.9% in terms trend, -2.9% per month) and **Petrol** (from +3.7% to -1.3%, -2.5% the situation) reverse it, while the **other fuels** prices registered a strongly slowdown (from -2.6% to -4.3%, +1.7% the situation variation).

**National brands**, in the overall totalize during the month 4.787 registrations (-90.1%), with a market share of 16.9%. In the first two month of 2020, the overall of registrations reached 82,201 units (-3.5%), with a market share of 25.8%, while in the cumulate from January to March are registered 87,015 units (-35%).

In the **top ten of March** there are four models, with Fiat Panda (1,171 units) always in the first place, followed by at the fourth by Jeep Renegade (667), which gains two places and at the sixth there is Lancia Ypsilon (514). In the end, the eighth place belongs to Fiat 500X (456).



The second-hand market totalize 143,230 754 ownerships transfers, including the mini-transfer operations to car dealers during March 2020, registering a slowdown of 62.3% respect to March 2019. In the first two months of 2020, the ownerships transfers were 75.388, the 8.8% less respect to the same period of 2019, while from January to March are registered 818,618 units (-27%).

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ANFIA - Italian Association of the Automotive Industry - is one of the leading Italian Trade Associations, members of CONFINDUSTRIA.

Born in March 1912, over these one hundred years, ANFIA mission has always been to represent the interests of its associate members and ensure effective communication between the Italian motor vehicle industries on the one hand, and the Public Administration and Italian political bodies on the other, with regard to all technical, economic, fiscal, legal, statistical and quality-related issues referred to the automotive sector. The Association is structured in three product-based Groups, each one chaired by a President. Components: motor vehicle parts and components manufacturers; Car Coachbuilders and Designers: companies working in the sector of design, engineering and style of motor vehicles and/or parts and components for the automotive sector; Motor vehicles: motor vehicles manufacturers in general, including trucks, trailers, camper vans, special means of transport.

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Italian Association of Automotive Industry (ANFIA)

ITALIA - IMMATRICOLAZIONI AUTOVETTURE - Top ten  
ITALY - NEW CAR REGISTRATIONS - Top ten

dati provvisori/provisional data

**TOP 10**

N.	MARCA <i>Make</i>	MODELLO <sup>1</sup> <i>Model</i>	MARZO 2020 <i>MARCH 2020</i>
1	FIAT	PANDA	1.171
2	RENAULT	CLIO	797
3	DACIA	DUSTER	749
4	JEEP	RENEGADE	667
5	VOLKSWAGEN	T-ROC	599
6	LANCIA	YPSILON	514
7	PEUGEOT	3008	504
8	FIAT	500X	456
9	VOLKSWAGEN	T-CROSS	448
10	RENAULT	CAPTUR	437

Fonte: CED - Ministero dei Trasporti

I dati rappresentano le risultanze dell'archivio nazionale dei veicoli al 31/03/2020

<sup>1</sup> Con la versione Abarth, non compresa nella top10 del Ministero, Fiat 500 occuperebbe l'ottava po

**ITALIA - TRASFERIMENTI DI PROPRIETA' AUTOVETTURE**  
**ITALY - USED CARS: CHANGES IN OWNERSHIP**

*dati provvisori /provisional data*

MARCA/MAKE	MARZO MARCH				VAR. % % CHG.	GENNAIO/MARZO JANUARY/MARCH				VAR. % % CHG.
	2020		2019		20/19	2020		2019		20/19
FIAT	31.862	22,25	83.744	22,02	-61,95	187.634	22,92	249.218	22,23	-24,71
FORD	9.603	6,70	26.632	7,00	-63,94	54.588	6,67	78.587	7,01	-30,54
VOLKSWAGEN	8.367	5,84	23.119	6,08	-63,81	48.100	5,88	67.279	6,00	-28,51
OPEL	7.905	5,52	20.436	5,37	-61,32	44.934	5,49	60.522	5,40	-25,76
MERCEDES	7.532	5,26	19.696	5,18	-61,76	41.676	5,09	57.470	5,13	-27,48
LANCIA	6.851	4,78	17.447	4,59	-60,73	38.841	4,74	51.682	4,61	-24,85
RENAULT	6.716	4,69	17.510	4,61	-61,64	37.824	4,62	52.135	4,65	-27,45
CITROEN	6.358	4,44	16.818	4,42	-62,20	36.404	4,45	49.941	4,45	-27,11
TOYOTA/LEXUS	6.021	4,20	15.431	4,06	-60,98	34.166	4,17	45.318	4,04	-24,61
PEUGEOT	5.989	4,18	15.786	4,15	-62,06	34.126	4,17	46.324	4,13	-26,33
BMW	5.137	3,59	15.057	3,96	-65,88	28.569	3,49	43.193	3,85	-33,86
AUDI	4.943	3,45	13.476	3,54	-63,32	28.281	3,45	39.389	3,51	-28,20
NISSAN	4.615	3,22	12.660	3,33	-63,55	25.626	3,13	37.793	3,37	-32,19
ALFA ROMEO	4.060	2,83	10.891	2,86	-62,72	23.574	2,88	32.934	2,94	-28,42
SMART	3.573	2,49	10.192	2,68	-64,94	20.891	2,55	29.731	2,65	-29,73
HYUNDAI	2.694	1,88	6.506	1,71	-58,59	14.471	1,77	19.301	1,72	-25,02
MINI	2.393	1,67	5.980	1,57	-59,98	13.018	1,59	17.443	1,56	-25,37
SUZUKI	2.085	1,46	5.444	1,43	-61,70	12.312	1,50	16.205	1,45	-24,02
LAND ROVER	2.224	1,55	4.926	1,30	-54,85	11.828	1,44	14.174	1,26	-16,55
CHRYSLER	1.563	1,09	4.155	1,09	-62,38	8.914	1,09	11.950	1,07	-25,41
KIA	1.533	1,07	3.926	1,03	-60,95	8.363	1,02	11.606	1,04	-27,94
VOLVO	1.249	0,87	3.228	0,85	-61,31	6.820	0,83	9.849	0,88	-30,75
DACIA	1.046	0,73	2.814	0,74	-62,83	5.963	0,73	8.067	0,72	-26,08
SEAT	1.044	0,73	2.809	0,74	-62,83	5.810	0,71	8.341	0,74	-30,34
MITSUBISHI	627	0,44	1.779	0,47	-64,76	3.650	0,45	5.185	0,46	-29,60
MAZDA	598	0,42	1.790	0,47	-66,59	3.552	0,43	5.141	0,46	-30,91
PORSCHE	568	0,40	1.571	0,41	-63,84	3.280	0,40	4.441	0,40	-26,14
HONDA	557	0,39	1.635	0,43	-65,93	3.235	0,40	4.826	0,43	-32,97
JAGUAR	607	0,42	1.463	0,38	-58,51	3.213	0,39	4.113	0,37	-21,88
SKODA	496	0,35	1.329	0,35	-62,68	2.787	0,34	3.962	0,35	-29,66
SUBARU	245	0,17	617	0,16	-60,29	1.415	0,17	1.894	0,17	-25,29
DR	170	0,12	10	0,00	1600,00	1.156	0,14	250	0,02	362,40
SSANGYONG	176	0,12	569	0,15	-69,07	963	0,12	1.548	0,14	-37,79
TESLA MOTORS	18	0,01	22	0,01	-18,18	82	0,01	53	0,00	54,72
ALTRE	3.805	2,66	10.759	2,83	-64,63	22.552	2,75	31.233	2,79	-27,79
<b>TOTALE</b>	<b>143.230</b>	<b>100,0</b>	<b>380.227</b>	<b>100,0</b>	<b>-62,33</b>	<b>818.618</b>	<b>100,0</b>	<b>1.121.098</b>	<b>100,0</b>	<b>-26,98</b>

I dati si riferiscono alle certificazioni di avvenuto trasferimento di proprietà rilasciate dagli uffici della Motorizzazione nel mese di riferimento e rappresentano le risultanze dell'Archivio Nazionale dei Veicoli alla data del 31/12/2019