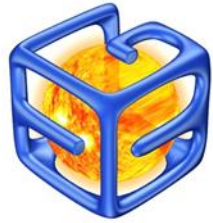
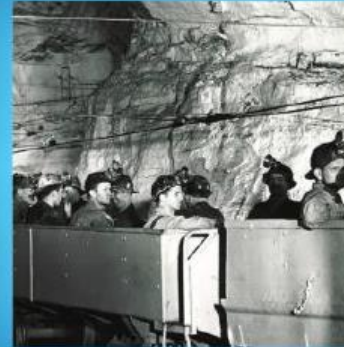


BCI 2024 CONVENTION + POWER MART EXPO

Transportation Market Forecast



ENERGY
BATTERY GROUP INC.



100
YEARS OF
INDUSTRY
LEADERSHIP



August 19, 2024



John Connell
Vice President – SLI Products Group
Crown Battery Manufacturing Co.



<https://www.linkedin.com/in/john-connell-75b507>



jconnell@crownbattery.com

Connect With Me!



Some brief introductory comments – and big thanks to...

- **Rebecca Conway, Executive Director – Marketing & Technical Services
Clarios, LLC**
- **Jeff Reeves, Vice President – Communications & Marketing
Battery Council International**
- **BCI Data Committee Team**

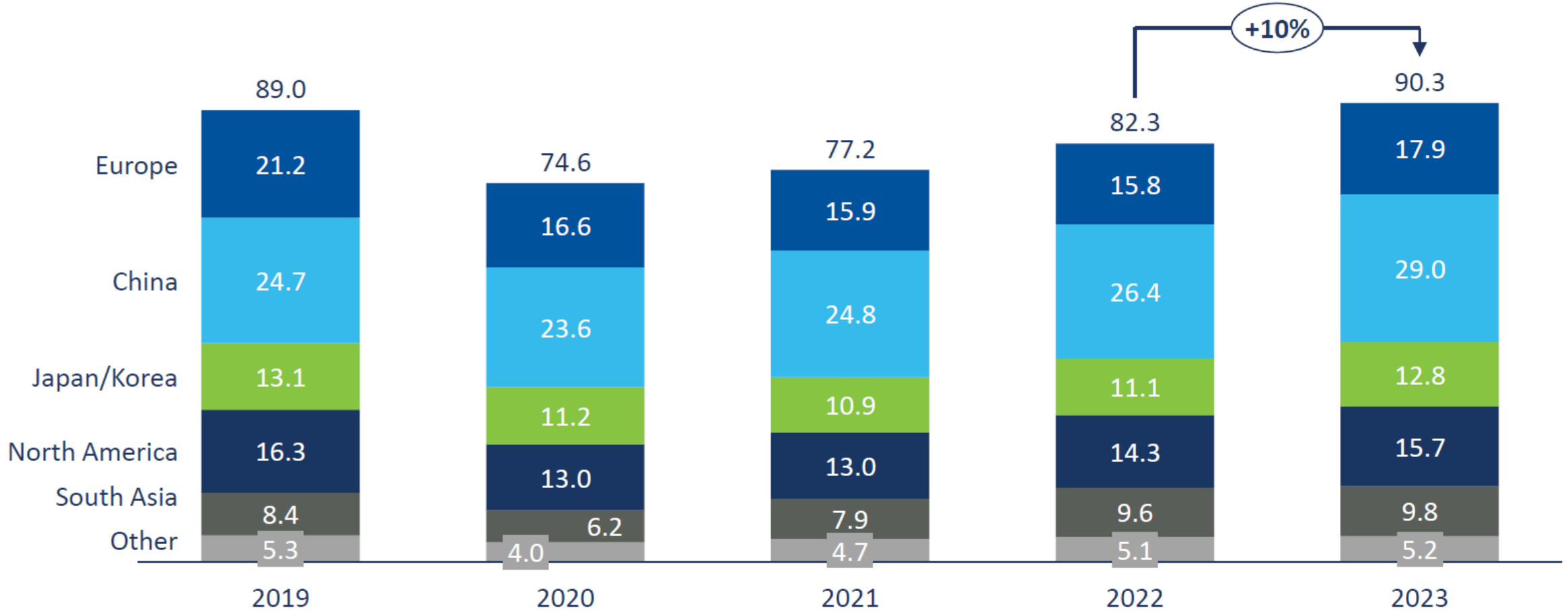
Agenda

- A Look Back – How Did the Industry Perform in 2023?
- Technology Update
- A Look Forward – Forecast for 2024-2026
- Questions

How Did the Industry Perform in 2023?

Global OE Light Vehicle Production

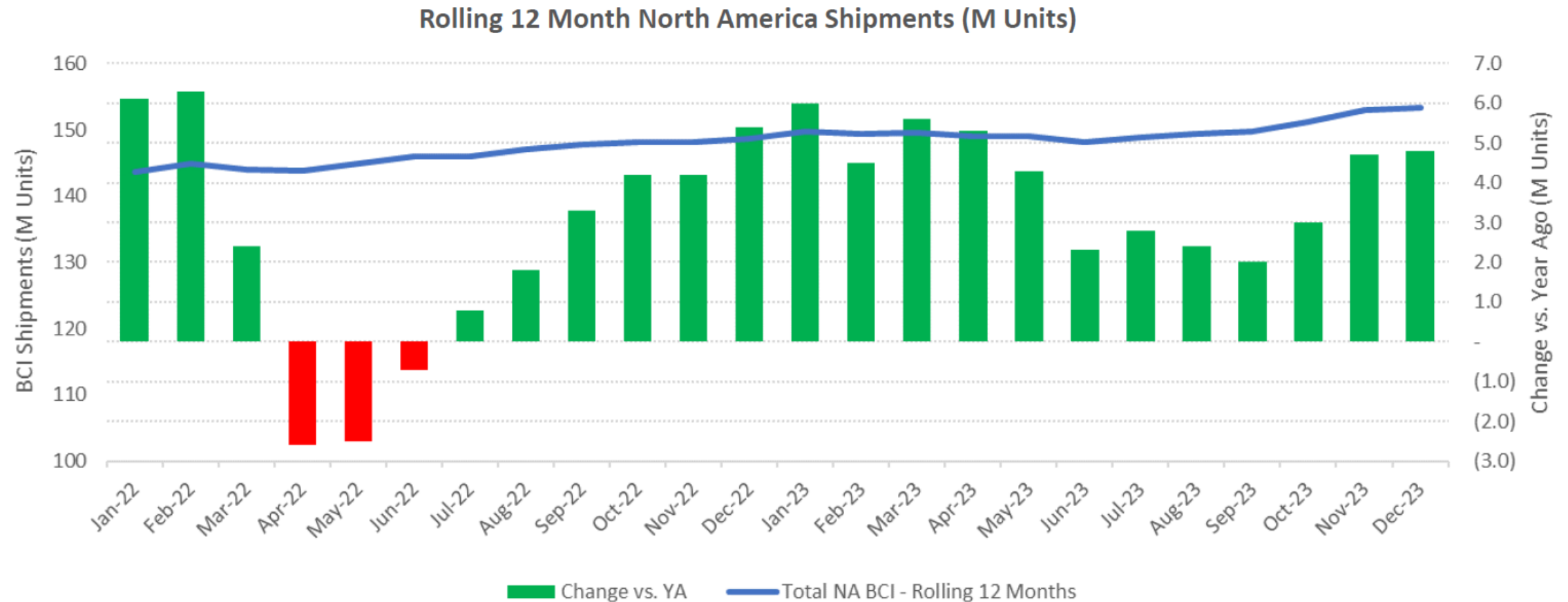
Global OE Light Vehicle Production (M Units)



Source: S&P Global

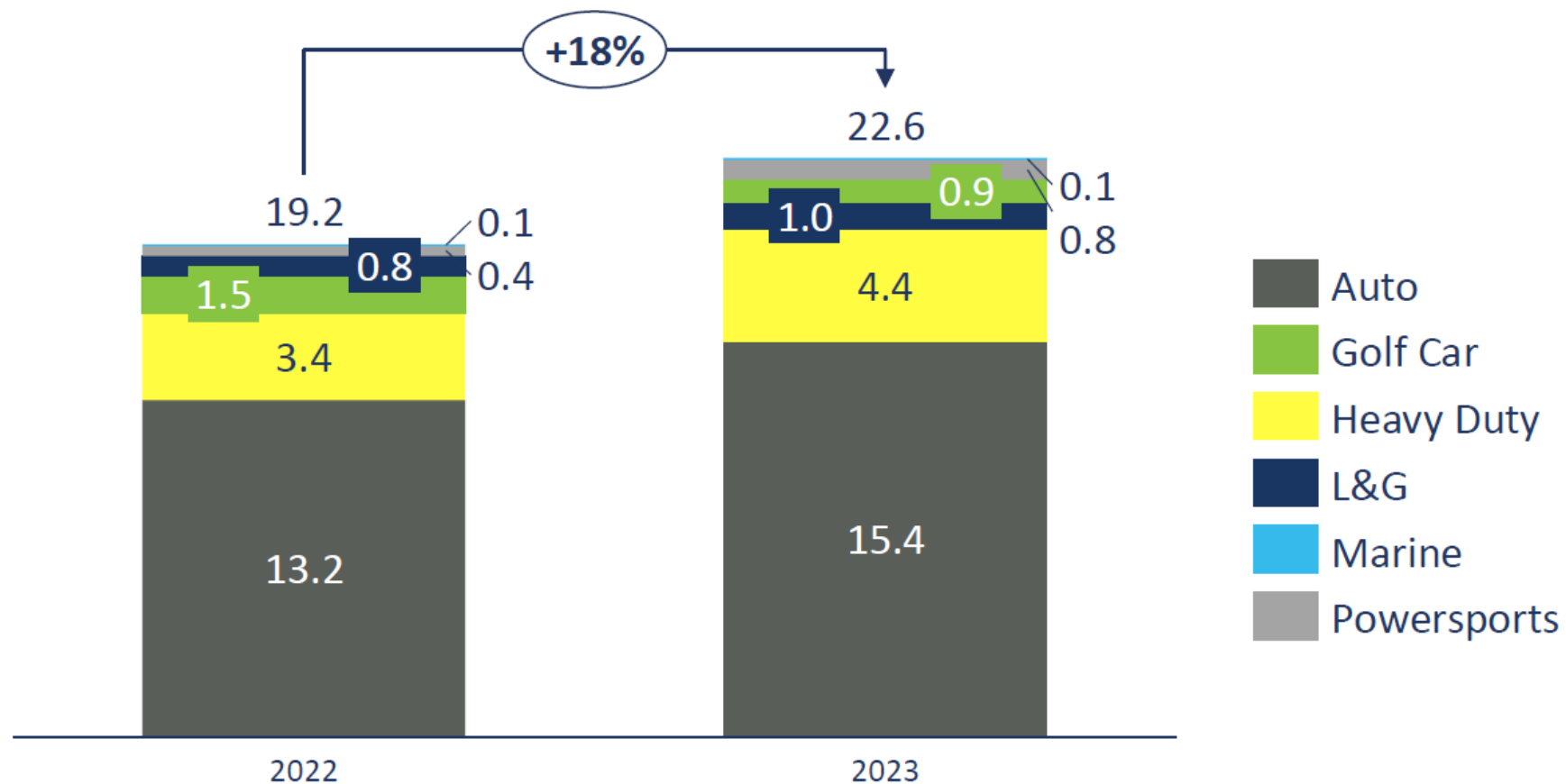
Total North America Shipment Trend

- Overall demand has been very strong, finishing 2023 at 153M units, up +3.2% (+4.8M units).



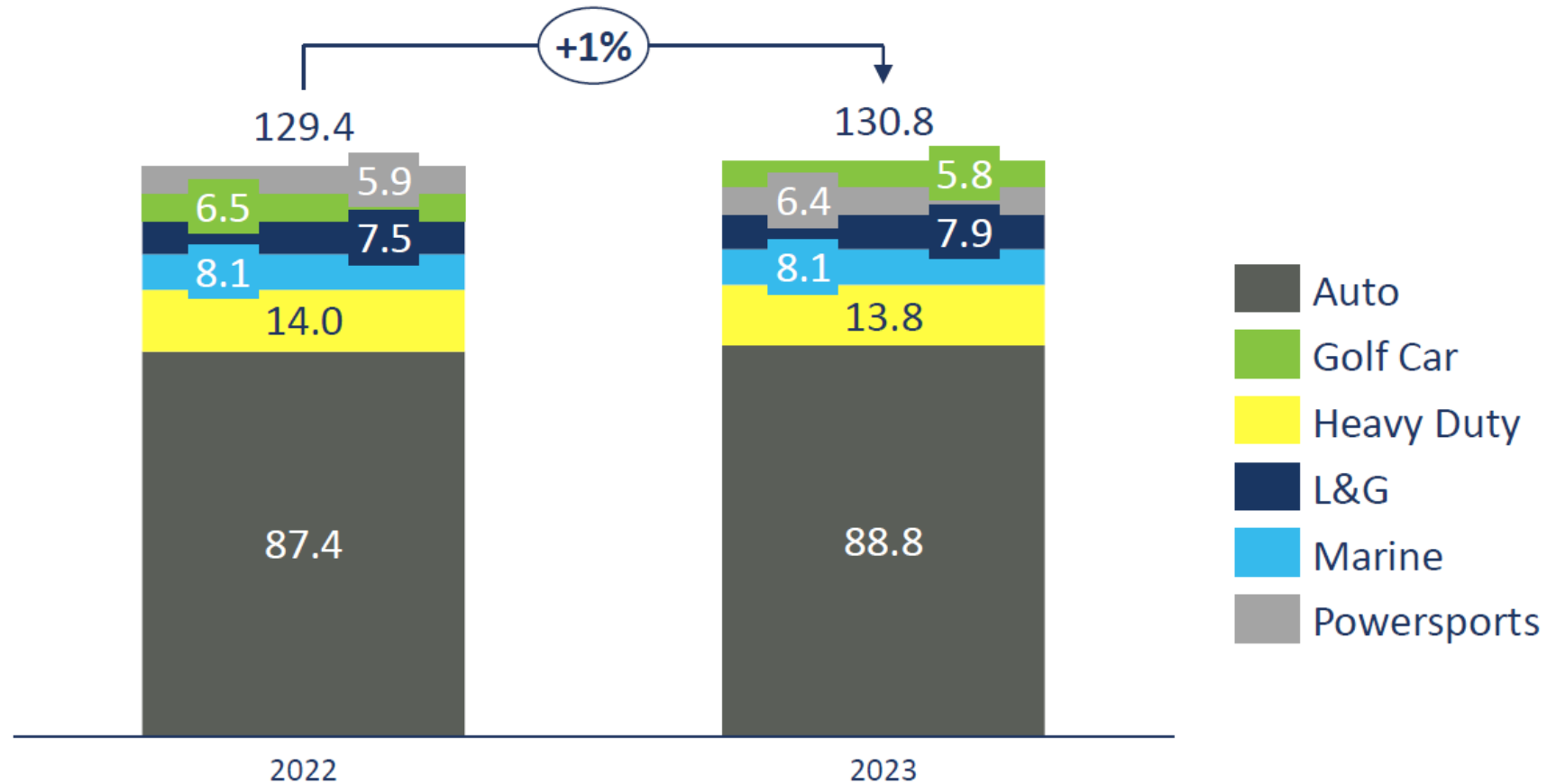
2023 Original Equipment Shipments

North America OE Shipments (M Units)



2023 Aftermarket Shipments

North America Aftermarket Shipments (M Units)



Technology Update

What's in the News?

The New York Times

EV Adoption Slows as Consumer Concerns Rise

Ford Slows Its Push Into Electric Vehicles

The automaker said it would delay new battery-powered models and shift its focus to hybrid cars, sales of which are rising fast.

THE WALL STREET JOURNAL.

The Six Months That Short-Circuited the Electric-Vehicle Revolution

Automakers went all in on battery power, but buyers have proven more hesitant

Exclusive: Tesla scraps low-cost car plans amid fierce Chinese EV competition

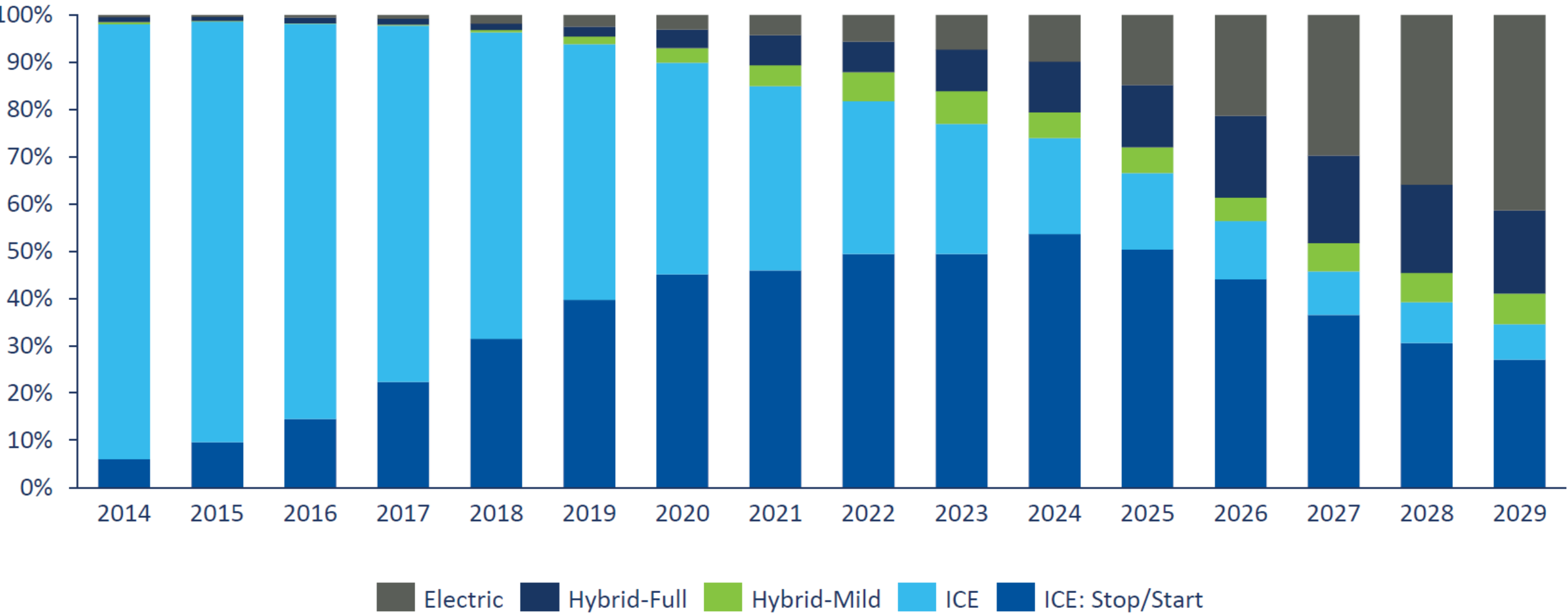
Hertz makes 'agile' decision to shift strategy and sell EVs, Teslas

Will Electric Vehicles Escape The Trough Of Disillusionment?

What Happens If You Never Charge Your Plug-In-Hybrid Car?

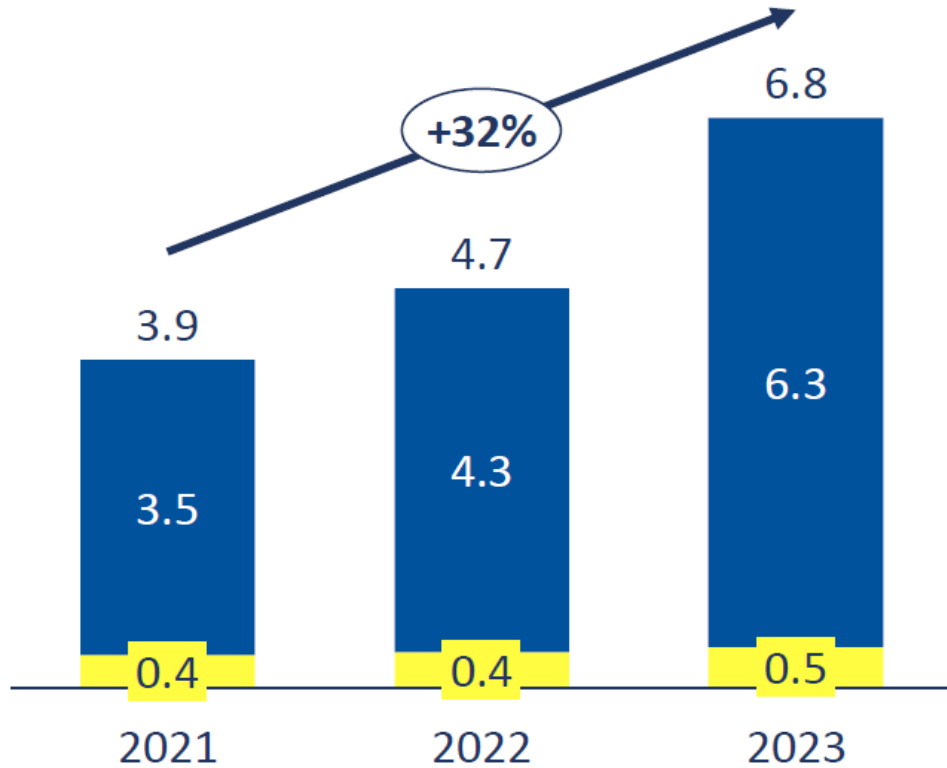
Ford to expand hybrid vehicles, push back launch of 3-row EVs to stay competitive

North America OE Production by Powertrain Forecast

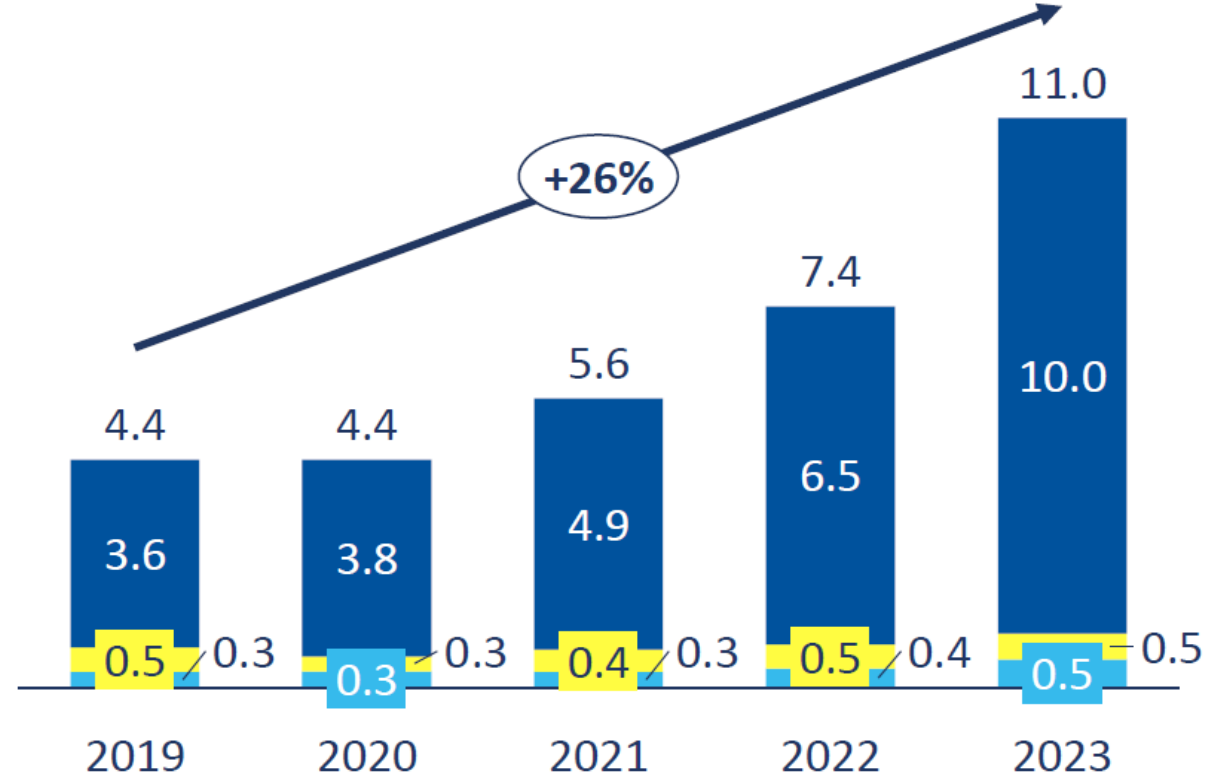


AGM Shipment Trend – OE and Aftermarket

North America OE AGM Shipments (M Units)



North America Aftermarket AGM Shipments (M Units)



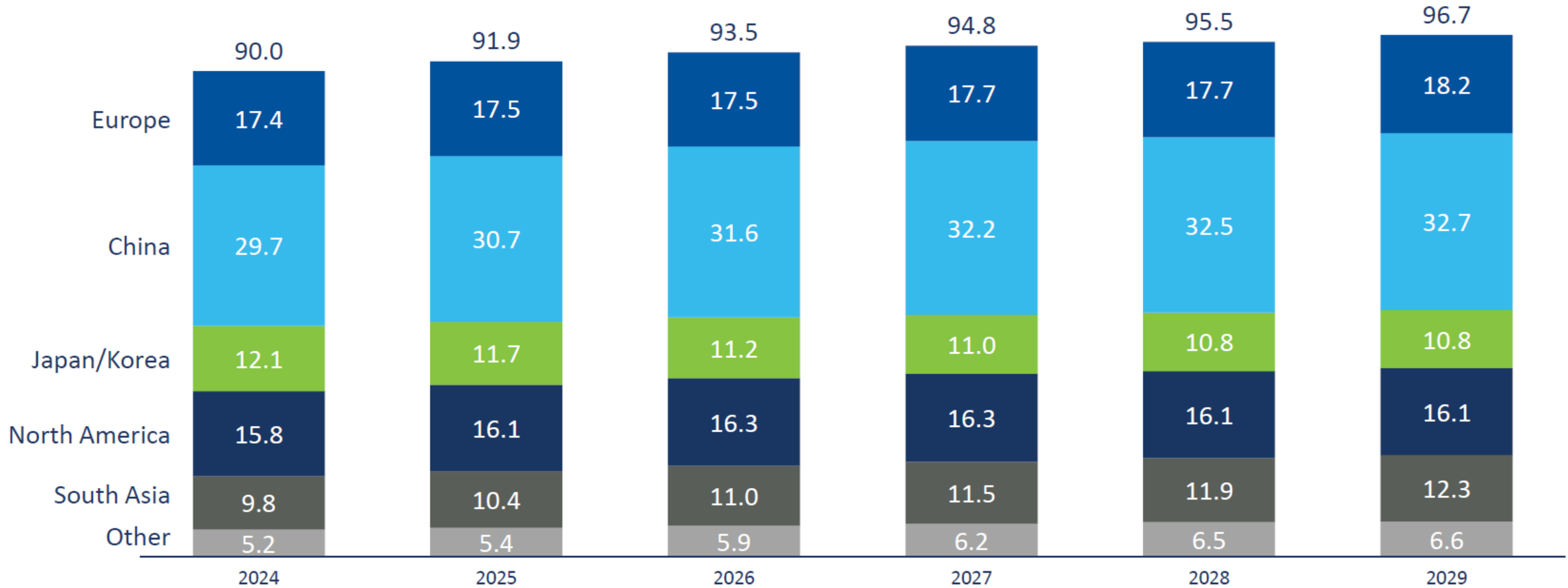
■ Auto
 ■ Heavy Duty
 ■ Marine

Source: BCI Shipments, Total North America

Market Forecast

Global OE Light Vehicle Production Forecast

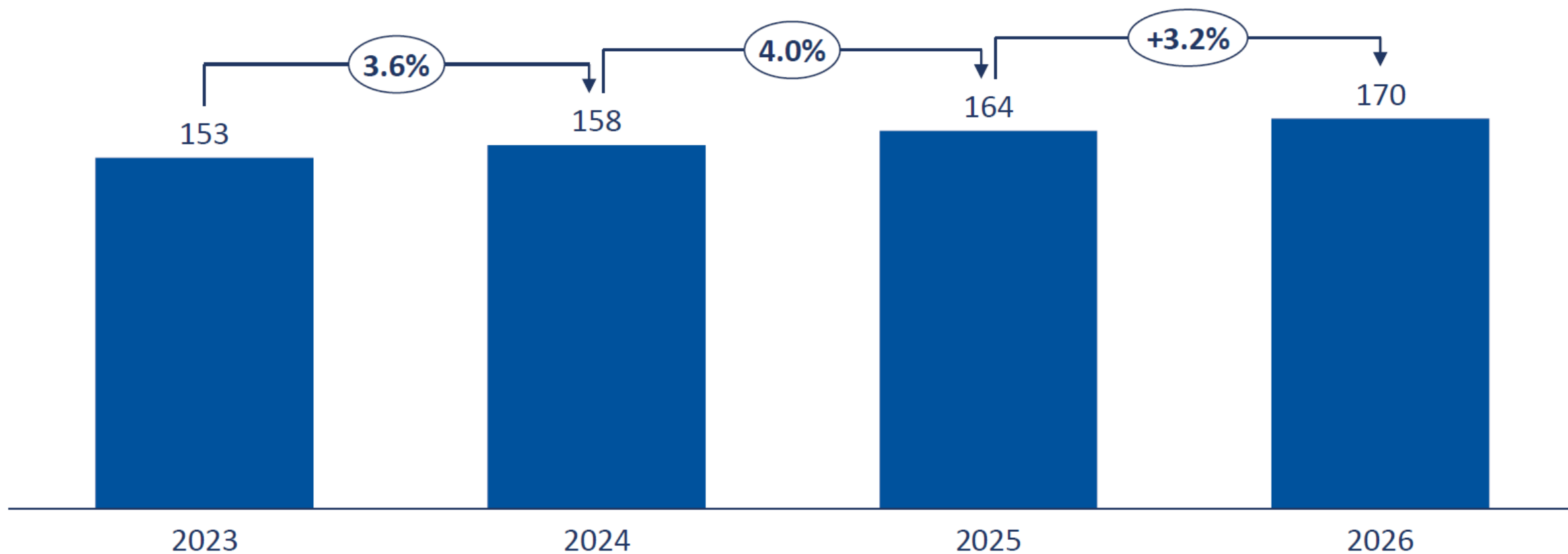
Global OE Light Vehicle Production (M Units)



Source: S&P Global

North America Shipment Forecast – Total Market

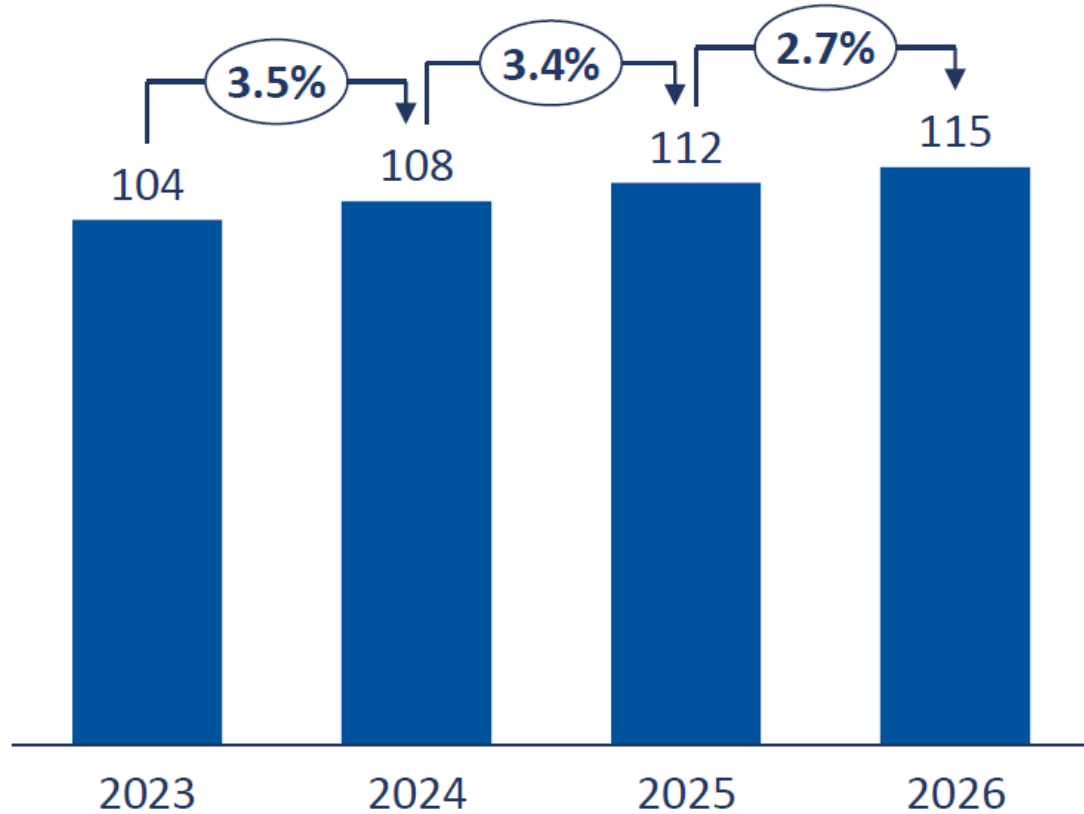
North America Shipment Forecast (M Units)



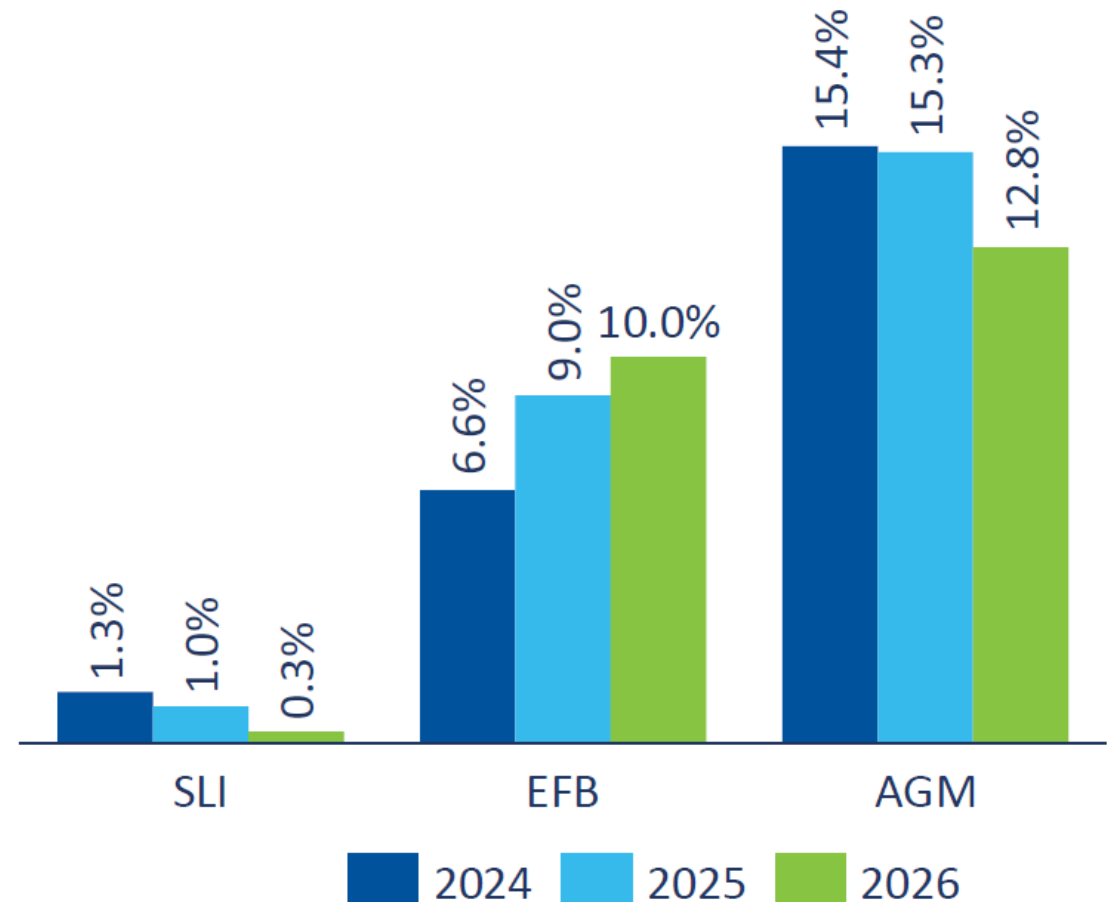
Source: BCI Member Shipment Forecast

North America Shipment Forecast – Automotive

North America Shipment Forecast (M Units)



Forecasted % Growth by Technology

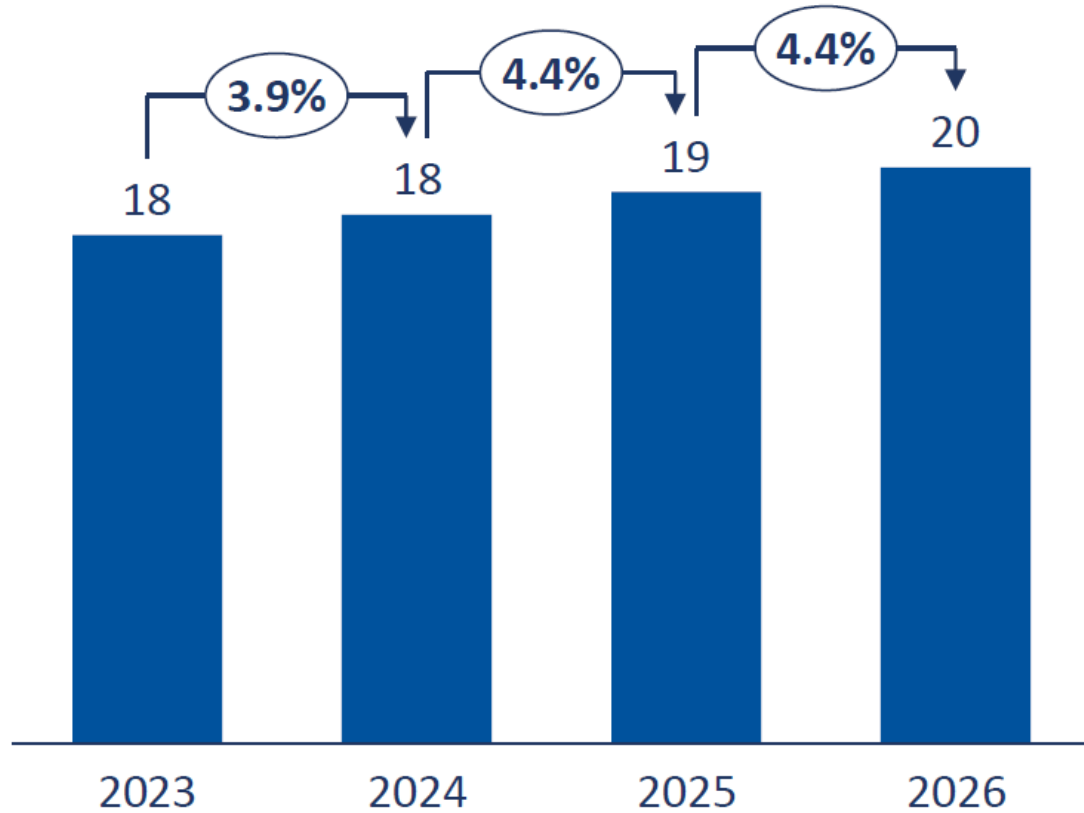


2024 2025 2026

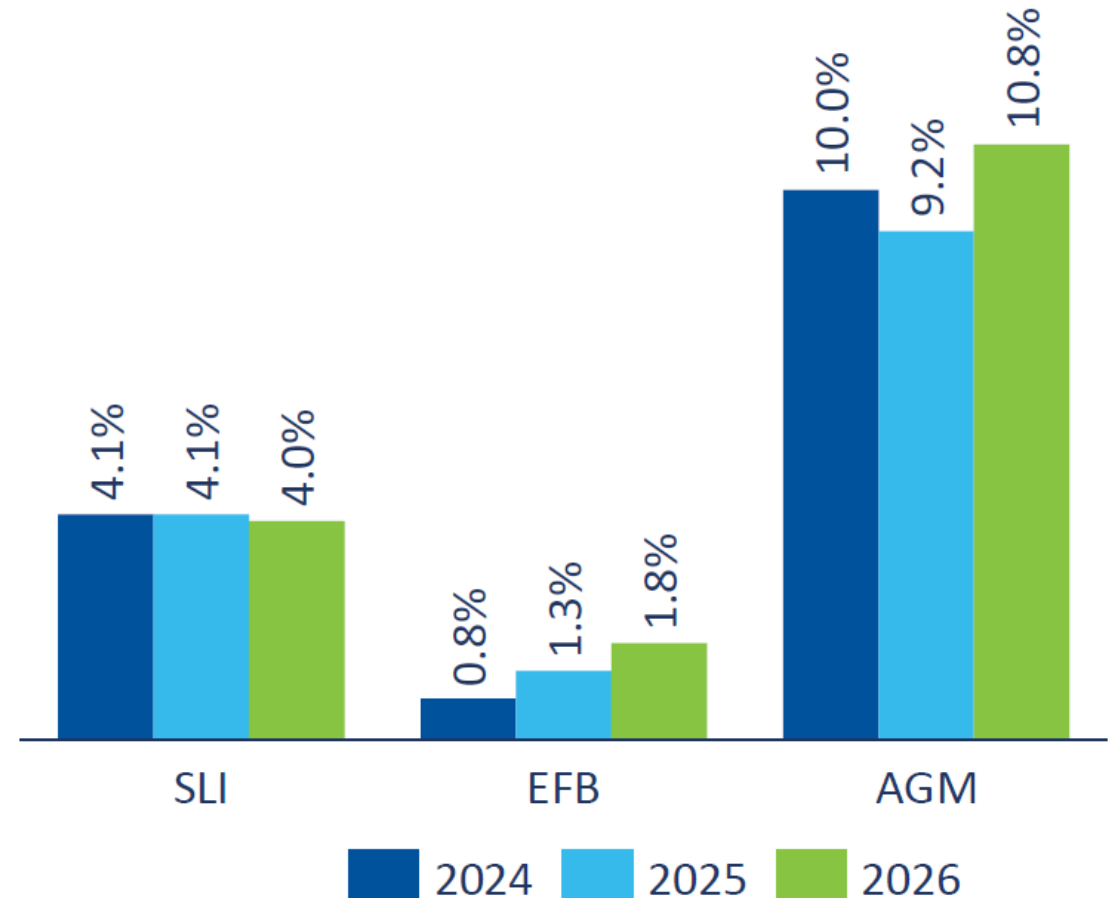
Source: BCI Member Shipment Forecast; numbers reflect average of BCI member forecast

North America Shipment Forecast – Heavy Duty

North America Shipment Forecast (M Units)



Forecasted % Growth by Technology

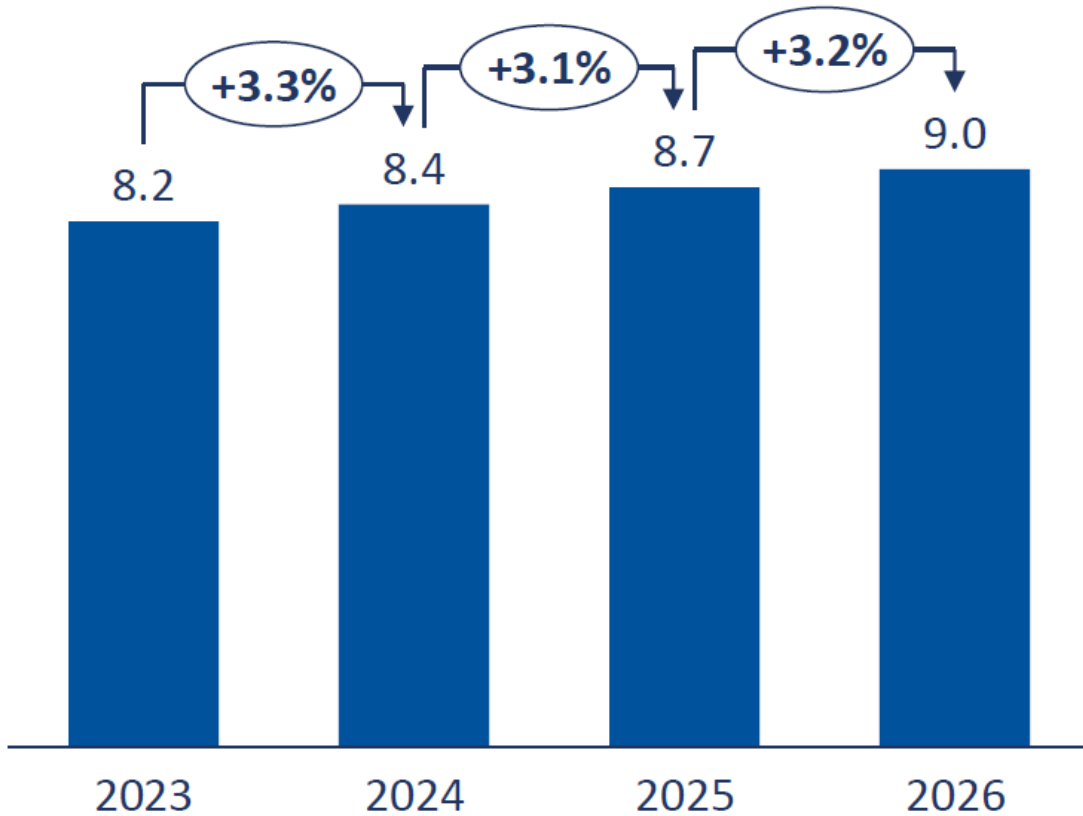


2024 2025 2026

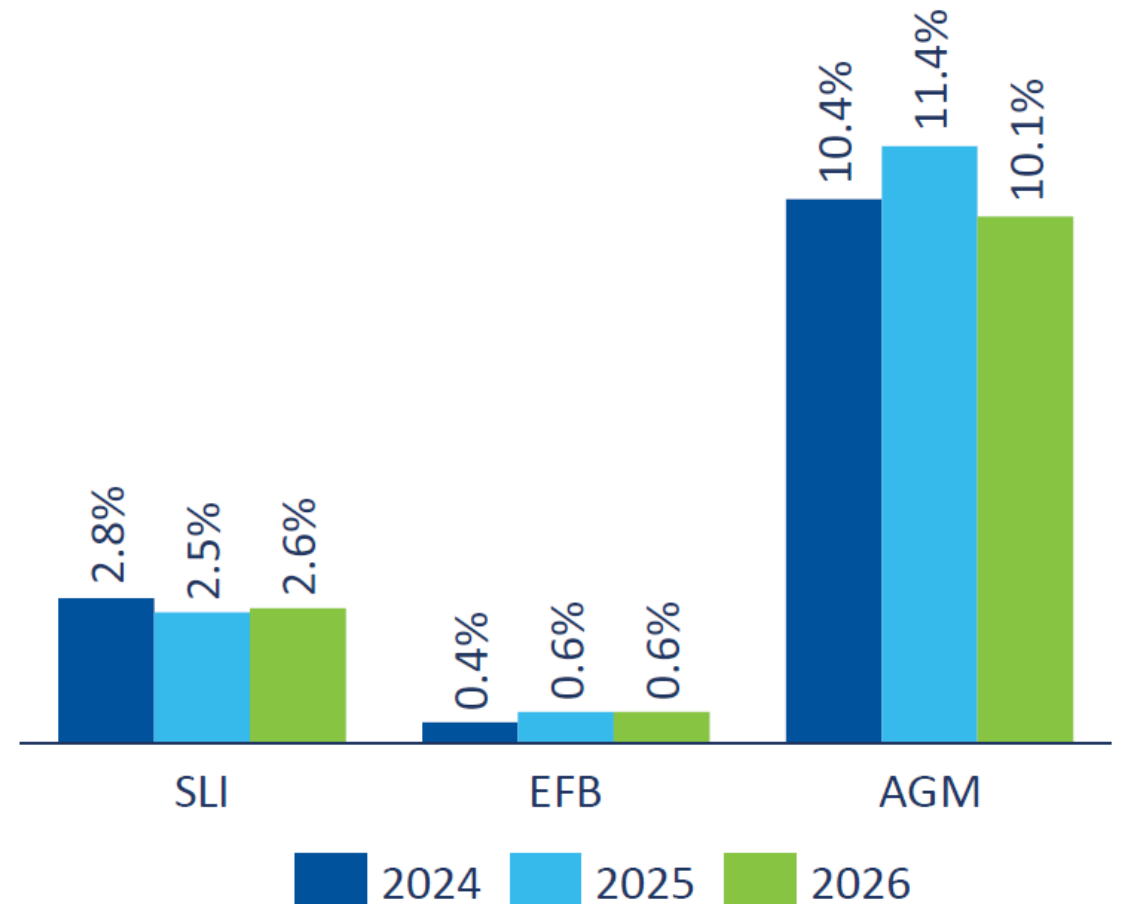
Source: BCI Member Shipment Forecast; numbers reflect average of BCI member forecast

North America Shipment Forecast – Marine

North America Shipment Forecast (M Units)



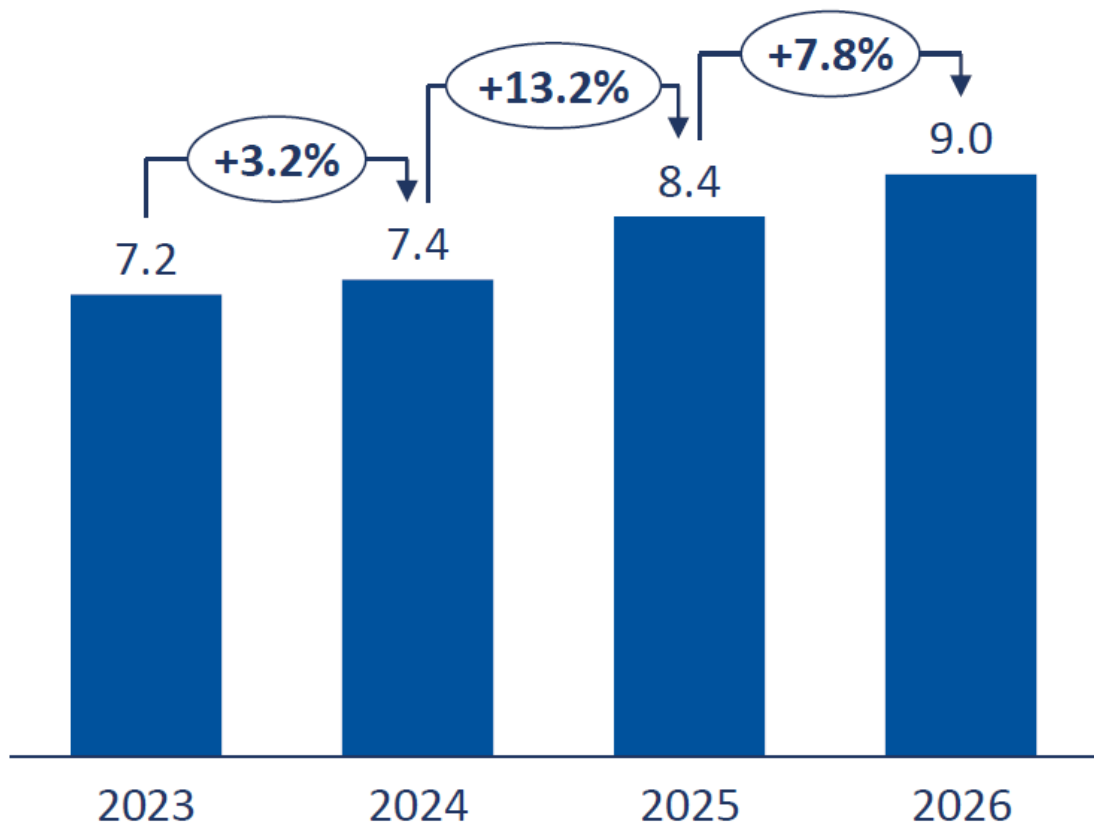
Forecasted % Growth by Technology



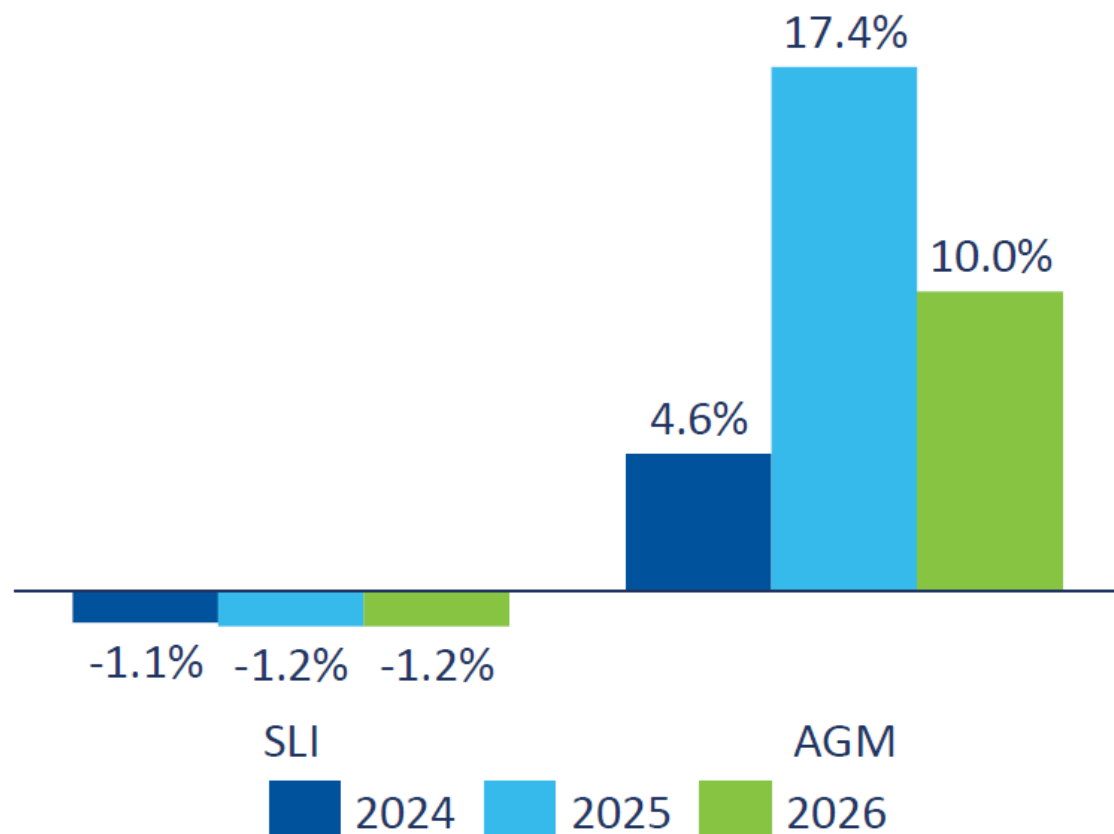
Source: BCI Member Shipment Forecast; numbers reflect average of BCI member forecast

North America Shipment Forecast – Powersports

North America Shipment Forecast (M Units)



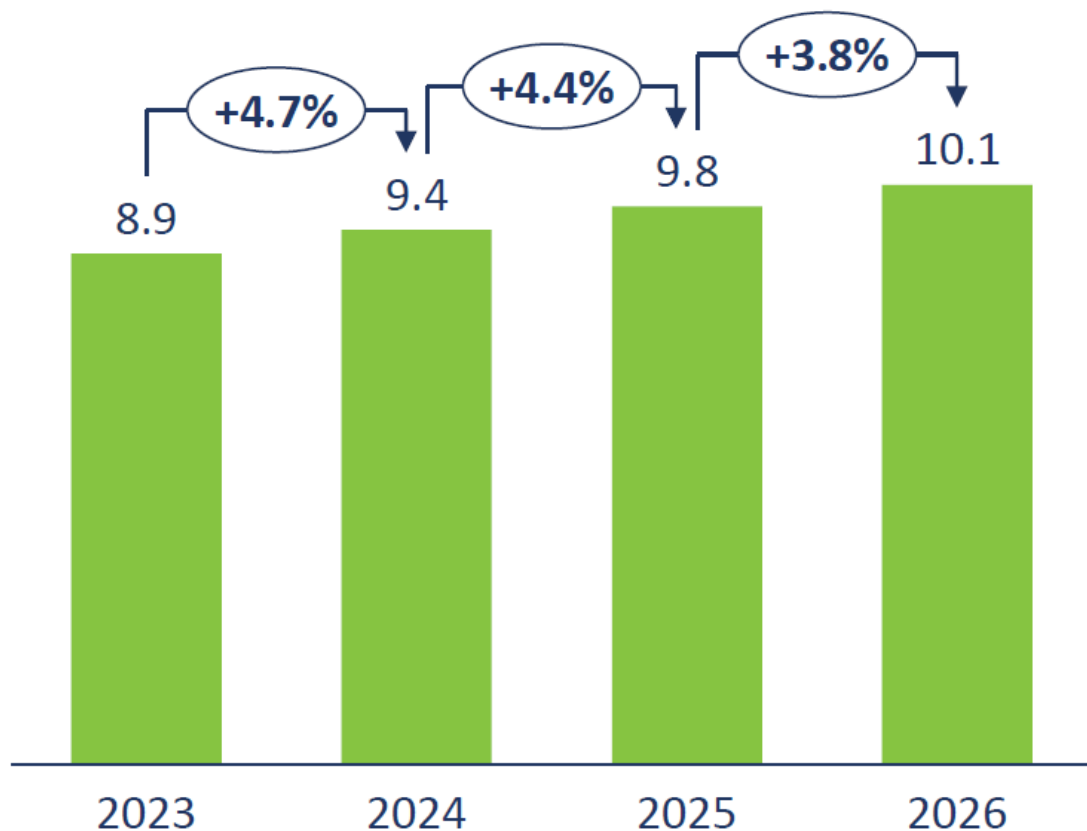
Forecasted % Growth by Technology



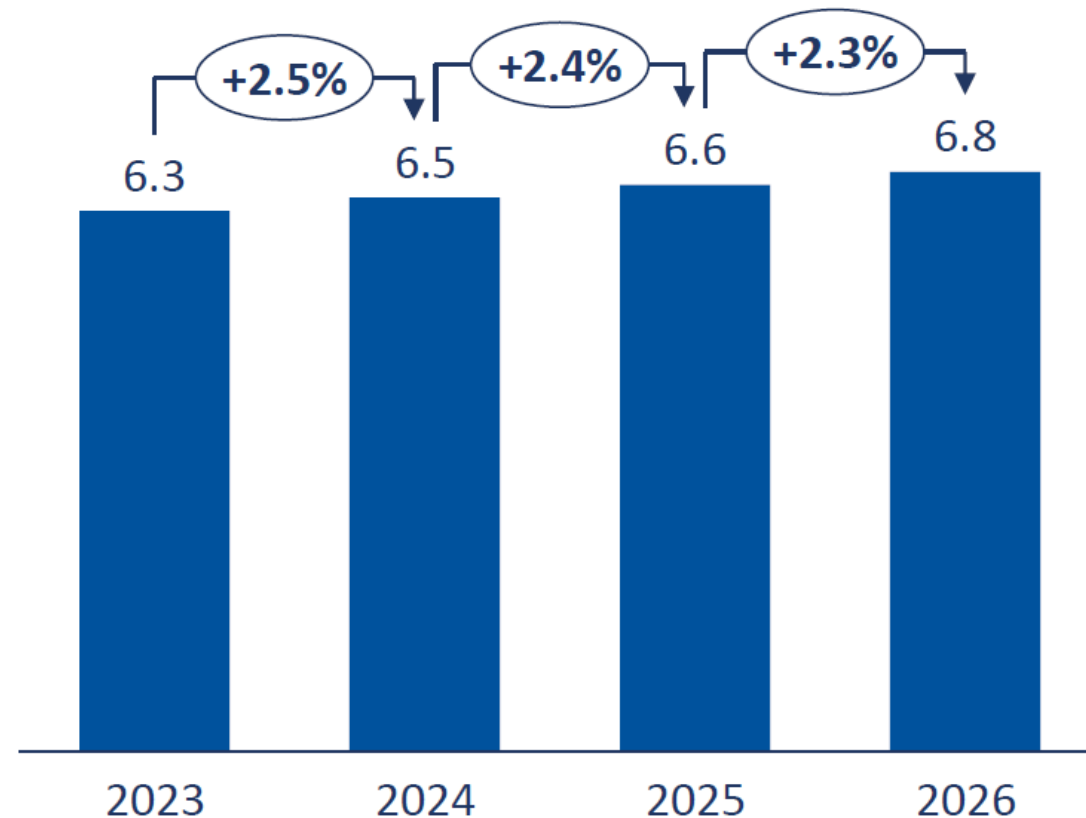
Source: BCI Member Shipment Forecast; numbers reflect average of BCI member forecast

North America Shipment Forecast – L&G and Golf Car

North America Shipment Forecast (M Units) – Lawn & Garden



North America Shipment Forecast (M Units) – Golf Car



Source: BCI Member Shipment Forecast; numbers reflect average of BCI member forecast

Summary

- 2023 was a strong year for the battery market with growth across both OE and Aftermarket.
- Our market has strong fundamentals – growing car parc, increasing vehicle age and an increasing importance of the role of the battery in vehicles.
- The battery market will continue to shift to higher performing batteries, reflecting the car parc transition to start-stop, hybrid and EV vehicles.

Thank You Energy Battery Group!

- Rick Hallock & Board of Directors
- EBG Members
- Suppliers

