

# 4-step approach to assessing impact of COVID-19 on new-vehicle sales

## Epidemiology and measures

### Epidemiological situation:

- Infection rate and casualties
- Containment strategy and measures

### Governmental countermeasures:

- Restrictions and the shutdown of public life
- Restrictions and the shutdown of industry



## Macroeconomic development

- Depressed household and business confidence
- Depressed spending and investment
- Increase in insolvencies
- Rising unemployment
- Decline in gross domestic product

## Immediate and direct impact

- Immediate liquidity management
- Consumer lockdown
- Deferral of car purchases
- Forced closure of car dealerships
- Closure of factories

## Long-term effect

## Short-term effect



## Automotive demand

### Demand simulation:

- Correlation with GDP
- Short-term impact with deferred purchases

### Different situation and impact in each region:

- China
- Europe
- U.S.