



CRU Automotive

A green, transparent future.

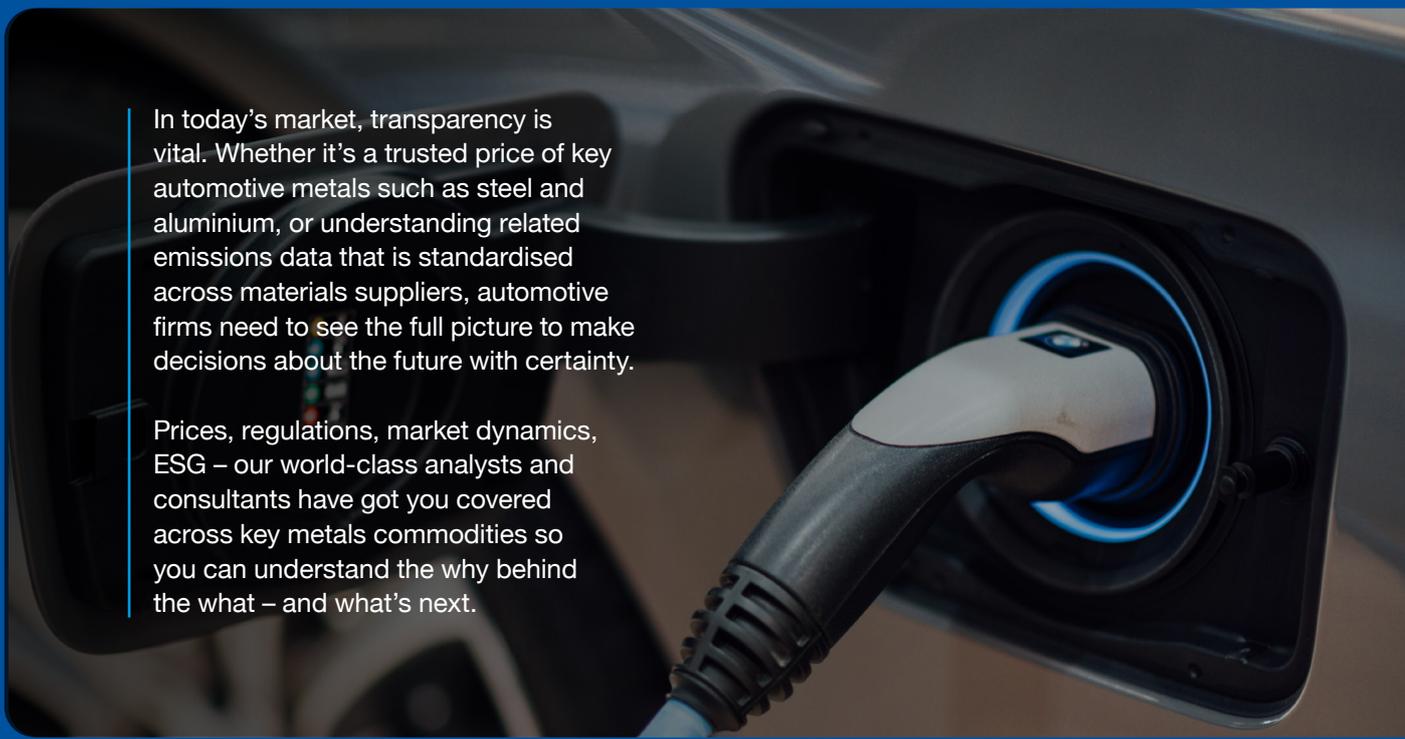
For automotive companies, the road ahead is paved with complexities and opportunities in equal measure. Against the backdrop of geopolitical events impacting supply chain dynamics, forging accelerated sustainability pathways is essential to mitigate climate change, meet end-customer and investor demand, and ultimately future-proof the business bottom line.

Against this backdrop, many important decisions need to be made, and transparency in comparable data sets is essential.

CRU Group demystifies pricing, emissions and future trends with direct access to world-class analysts and consultants so that automotive teams can navigate the journey ahead proactively, commercially, and with certainty.

The automotive industry: Challenges, opportunities and *change*.

1. **Global urgency regarding climate change**
2. **Consumer and business interest in sustainable transport**
3. **ESG investment pressures**
4. **Regulatory movements**
5. **Multi-commodity supply chain complexity**
6. **Sustainable and profitable progress**



In today's market, transparency is vital. Whether it's a trusted price of key automotive metals such as steel and aluminium, or understanding related emissions data that is standardised across materials suppliers, automotive firms need to see the full picture to make decisions about the future with certainty.

Prices, regulations, market dynamics, ESG – our world-class analysts and consultants have got you covered across key metals commodities so you can understand the why behind the what – and what's next.

Commodity showcase

A multi-commodity suite of expertise allows you to dial into what your business needs to know now and in the future.

CRU's analysts work across commodity teams, using in-house centralised macroeconomic data and forecasts to ensure a detailed and consistent view on the automotive sector and transportation industry as well as developments in automotive material use.

This means, for example, that our views on lightweighting are reflected equally in both steel and aluminium forecasts. Similarly, our electric vehicle (EV) uptake forecasts are driven by a robust model analysing policy, consumer preference and technology developments. This model is also what determines holistic forecasts for battery demand in the sector.

Production metals:

Steel

The CRU is North America's steel benchmark and is used in the settlement of futures and options on the CME. No other company has a deeper or wider understanding of the steel market.

Aluminium

CRU's aluminium analysts are highly regarded worldwide, using best-in-class expertise to offer detailed data and insights on key smelters and rolling mills, as well as smelter power tariffs, for a clear understanding of emerging cost trends and the competitive landscape.

Copper

Our analysis covers 100% of global copper supply including detailed coverage based on mine visits carried out by our teams around the world, with specialists on the ground major hubs such as in Chile and China.

Battery metals:

Cobalt

Despite attempts to engineer alternative battery chemistries, cobalt remains a mainstay battery metal for EVs worldwide. CRU has deep rooted experience covering key cobalt projects and prices.

Lithium

Lithium demand has never been higher as EVs add to the already considerable demand for Li-ion batteries. CRU is regarded as one of the world's leading providers of global coverage for key existing and prospective lithium markets.

Nickel

With the rise of nickel-intensive battery technologies, nickel sulphate demand is accelerating. CRU analysts provide a detailed understanding of nickel sulphate value chains and production costs, delivering a trusted price forecast and supply/demand balance predictions.

An aerial photograph of a two-lane asphalt road that curves through a dense forest. The road is flanked by a concrete curb and a grassy shoulder. A red car is driving on the road, and a white boat is parked on the shoulder. The text box is a solid blue rectangle with rounded corners, positioned in the upper left quadrant of the image.

A one-stop solution for expertise

CRU combines the best market-specific analysts in the business with multi-commodity consultants. This combination of granular detail and expert directional guidance on future market drivers gives a holistic, front-foot view of the industry so customers can stay ahead of competitors and protect commercial prosperity in an uncertain and ever-changing market.

CRU also now adds rigorous emissions data to the industry's go-to costs and pricing data for a comprehensive view of impact factors in today's ESG focused environment. In turn, automotive manufacturers can plan, manage and hedge materials sourcing with risk-minimised, data-based decision making.

Regional spotlights

USA:

Automotive market deep dive



Aaron Pollock
Vice President of Sales, Americas



The motor industry is integral to America’s culture and history, but manufacturers are facing a changing world. Alternative powertrains are shaking up long-established supply chains and vehicle design. President Biden is pushing to onshore more of the battery supply chain, but how far will this go? What is feasible? How must US downstream automotive players adapt? And with the US home to venerable giants like GM and Ford, as well as the likes of Tesla, who will the winners be between the old guard and the vanguard?

The market and its commodity supply chain is rapidly evolving, raising major questions about what the future looks like. With CRU, you'll have direct access to transparent and trusted pricing and emissions data alongside trend mapping, so you can move forward with certainty.

Regional spotlights

Europe:

Automotive market deep dive



Arthur Wang
End Use Economist

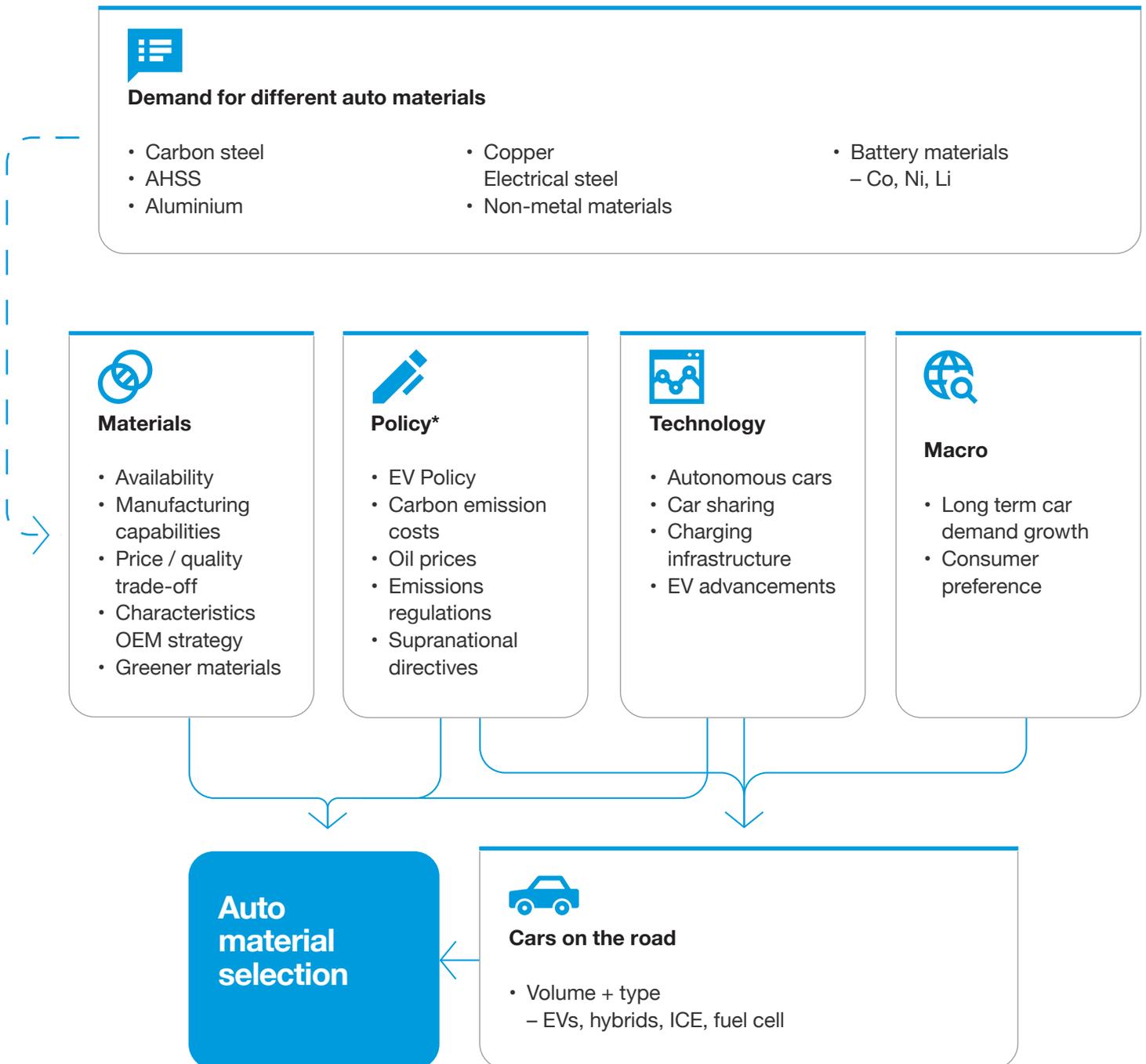


Europe's major auto-groups have been quick off the mark in response to the electric revolution. However, with high energy prices, a mandate to onshore production and an eco-conscious customer-base, a funding conundrum is posed. Demand is rapidly rising for EV availability and faster charging – and who will bear that infrastructure cost is a topic of frequent debate. In addition, we will likely see a reduction in government EV purchase subsidy schemes and it's clear to see that heavy purchase and supply chain fluctuations could be on the horizon for manufacturers. How much impact will this have? And how can companies prepare for commercial success in a potentially erratic market?

The future is bright for a sustainable evolution in European transport, but for automotive players the road to that destination is fraught with international supply chain complexity and risk. CRU can help guide commercial and progressive decision making with direct access to analysts and consultants who provide the data and insights needed to navigate sustainable opportunities with commercial success.

CRU has a finger on the pulse of numerous interlinked factors determining demand for auto materials.

Our customers have access to the full picture - from macro to micro influencers - so they can navigate materials selection with confidence.



*Environmental legislation is key driver of changes to this flowchart



Get in touch

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