



THE FIVA 2020/21 SOCIO-ECONOMIC HISTORIC VEHICLE SURVEY

2020/21

FACT FILE

HISTORIC VEHICLE OWNERS & ENTHUSIASTS

Keeping yesterday's vehicles on today's roads



SOUTH AMERICA

HEADLINES RESULTS

HISTORIC VEHICLE OWNERS

HISTORIC VEHICLE FLEET



PROTECT, PRESERVE & PROMOTE

Keeping Yesterday's Vehicles on Today's Roads



Welcome to the South America Fact File from the **FIVA 2020/21 Socio-Economic Historic Vehicle Survey**. The aim of FIVA is to Protect, Preserve and Promote the use of historic vehicles on today's roads and this Fact File provides critical insights to support that aim.

The FIVA survey generated nearly 55 000 responses Worldwide and collected nearly 128 000 detailed evaluations of historic vehicles. This summary report outlines the key findings for **South America** and is based on 2 048 surveys with owners and enthusiasts, and 5 153 evaluations of the historic vehicles they own.

AIM OF THIS FACT FILE

The aim of this Fact File is to provide FIVA stakeholders with a usable overview of survey findings based upon European member countries. This has been presented across across 3 key sections.

We have used survey results to build this report and to help generate relevant and appropriate narratives to support the stated aims of FIVA.

Every care has been taken to do this in a consistent way although survey findings remain reliant on the sampling within each country.

HEADLINES RESULTS

- purchasing power
- distances travelled per annum
- culture and heritage involvement
- owner characteristics (age, income)
- club membership
- youngtimer ownership
- historic vehicle characteristics
- usage & frequency patterns
- originality & modification

HISTORIC VEHICLE OWNERS

HISTORIC VEHICLE FLEET

NOTES TO THE READER

The survey was conducted online between August and November 2020 with the assistance of FIVA member organisations to promote the survey to historic vehicle owners and enthusiasts within their own countries. All members across 74 different countries were encouraged to participate in the process.

The survey was translated into 24 language versions to enable participation from as many owner enthusiasts as possible. Every care has been taken during this process to ensure a good representation within each country, although the reader should review these findings with a critical eye as the profile of vehicle types and makes that are represented is reliant on those owners that participated in the survey.

Survey participants were asked to complete a range of questions relating to themselves and their vehicles. There was an opportunity for participants to stop the survey half way through, or opt not respond to certain questions if they didn't want to. The sample size indicated represents the maximum response to questions, but base sizes will vary and we indicate where these are too small to report. Questions relating to vehicle usage and associated vehicle spending were asked on the basis of the 12 month period to December 2019. This was in order to collect a realistic measure that was unaffected by the 2020/21 Covid-19 pandemic.

VEHICLE DEFINITIONS

The FIVA definition of Historic vehicles is based on vehicles that fit the following criteria: *are a mechanically propelled road vehicle; which is at least 30 years old; which is preserved and maintained in a historically correct condition; which is not used as a means of daily transport and which is therefore a part of our technical and cultural heritage.*

We acknowledge that this definition does not cover all vehicles that are 30 years or older, but it has been applied as the common denominator for all country results within the FIVA survey.

The FIVA definition of Youngtimer vehicle is as follows: a mechanically propelled road vehicle which is between 20 and 29 years of age; which is in good condition and preservation; which is usually used during leisure time; and may become eligible for a FIVA Identity Card upon reaching 30 years of age.

ABOUT JDA

www.jdaresearch.co.uk

JDA is a research consultancy that works with market research data to develop strategic thinking for industry. We design, manage, execute, analyse and deliver projects across multiple sectors including Automotive, Sport, Manufacturing and Energy.

HEADLINE RESULTS: SOUTH AMERICA



This Fact File provides the key headline results from the 2020/21 FIVA Socio-Economic Historic Vehicle survey. It is based on 2 048 surveys with owners and enthusiasts across **South America** (see spread of countries below), who have provided 5 153 historic vehicle evaluations (see Historic Vehicle Fleet section for more info).

PURCHASING POWER: ANNUAL SPENDING BY OWNERS

The average historic vehicle owner spends an estimated **3,646 €** per annum on the maintenance and running of their vehicle(s), **246 €** on attending historic vehicle events (entry, accommodation, food etc), and a further **499 €** on other items related to their interest in historic vehicles e.g. club membership, magazines etc. This adds to a total expenditure of **4,391 €** per owner, per annum.

DIRECT SPENDING on historic vehicles

Direct spending includes expenditure directly on historic vehicles including insurance, upkeep, repairs, storage, the cost of fuel, servicing and restoration. (note: it is spending across all historic vehicles owned)



The average amount an owner spends per annum directly on their historic vehicle(s)

TOTAL SPENDING on historic vehicles



Total owner expenditure per annum on their interest in historic vehicles

Total spending includes all direct spending, plus all other related activity including event attendance, overnight stays and other items related to an interest in historic vehicles. It excludes expenditure on vehicles. (note: calculated on a per capita basis).

DISTANCES TRAVELLED PER ANNUM

On average, historic cars travel 802 km per annum and historic motorcycles travel 550 km per annum. The average distance that historic vehicle owners say they travel in their historic vehicles is 2 442 km per annum.

CARS



Vehicle distances based on registered vehicles only.



per car, per annum

MOTORCYCLES



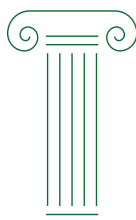
per motorcycle, per annum

HERITAGE AND CULTURE

1 in 3 owners (33%) visit museums relating to historic vehicles each year, and on average spend 64 € on entrance fees.

In addition, more than 8 in 10 (82%) attend historic vehicle events (spending around 300 € per annum). This includes 2 in 3 (65%) that stay overnight - on average a total of 4.3 nights per annum.

MUSEUMS



33% OF HISTORIC VEHICLE OWNERS VISIT MUSEUMS

64 € per annum

HISTORIC VEHICLE EVENTS

300 € Annual spending from event attenders

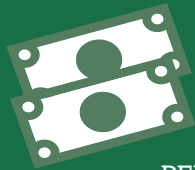


The FIVA definition of Historic vehicles is based on vehicles that fit the following criteria: are a mechanically propelled road vehicle; which is at least 30 years old, which is preserved and maintained in a historically correct condition, which is not used as a means of daily transport and which is therefore a part of our technical and cultural heritage. Note: Direct spending is across all vehicles owned (on average owners own 4 historic vehicles each in South America). Total spending is based on a 'per owner' basis to be able to provide an overall spend estimate associated with an interest in historic vehicles. Owner and vehicle distances travelled are derived from different questions. All results presented in this document are based on the survey sample and reflect historic vehicle owners that participated in the research.

The results in this FIVA Fact File primarily reflect the individual survey samples for the following countries: Argentina, Brasil, Chile and Uruguay, but also small numbers of completed surveys from owners in Columbia, Ecuador, Paraguay and Peru. Country samples have been combined and may not be proportional to the number of owners or historic vehicles in each country.

DIRECT SPENDING

ON HISTORIC VEHICLES



3.646 €

PER OWNER, PER ANNUM

Average 'per owner' spend on insurance, upkeep, repairs, storage, fuel, servicing and restoration across all historic vehicles owned.

TOTAL SPEND

ON HISTORIC VEHICLES INTEREST



4.391 €

PER OWNER, PER ANNUM

Includes direct spending, event attendance (ticket), overnight stays (inc food & drink) and other items related to an interest in historic vehicles. Note: excludes expenditure associated with vehicle purchase.

DISTANCES TRAVELLED PER ANNUM

Based on all licensed historic vehicles in the survey



CARS

802 km

PER ANNUM, PER VEHICLE



MOTORCYCLES

550 km

BUYING HISTORIC VEHICLES

AVERAGE VALUE OF VEHICLES PURCHASED (2019)



18.9K €

CARS

74% of car purchases are less than 10K €



7.1K €

MOTORCYCLES

62% of motorcycle purchases are less than 3K €

VISITING MUSEUMS



33%

of historic vehicle owners visit museums related to their interest.

They spend an average 64€ per annum.

HISTORIC VEHICLES EVENTS



82%

OF OWNERS ATTEND HISTORIC VEHICLE EVENTS

AVERAGE OF 6 EVENTS PER ANNUM

OVERNIGHT STAYS

65% OF EVENT ATTENDERS STAY OVERNIGHT AT HISTORIC VEHICLE EVENTS



4.3 NIGHTS

PER ANNUM

HISTORIC VEHICLE OWNERS: SOUTH AMERICA



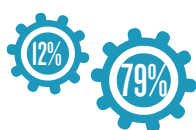
The FIVA 2020/21 Socio-Economic Historic Vehicle survey collected 2 048 surveys from owners and enthusiasts of historic vehicles across South America. We have used that base to provide an overview on historic vehicle owners. Results for car owners are based on a 1 583 surveys, and for motorcycle owners are based on 183 surveys.

HISTORIC VEHICLE OWNERS

More than 9 in 10 owners are male (98%) with an average age of 53. Around 4 in 10 owners (43%) are aged 50 or younger. Nearly 8 in 10 (79%) of owners are working, most in full time (42%), or self-employed roles (34%), 12% are retired and 9% other. The average household income of a historic vehicle owner is 43.2K € per annum - around 3 in 4 (77%) have an annual household income of 40K € or less. More than 9 in 10 (95%) owners live in an urban city setting (40% capital city), compared to 4% that live in a town or rural location.



The average age of an owner is 53 years
53yrs Car / 50yrs Motorcycle



Nearly 8 in 10 (79%) owners are working, 12% are retired
Car 79% working / 12% retired
Motorcycle 85% working / 7% retired



Average household income (77% less than 40K €)
Car 44K € |
Motorcycle 34.9K €



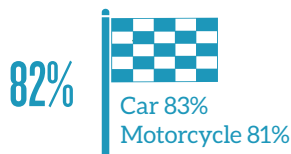
95% of historic vehicle owners live in a urban city setting
Car 96% city vs 4% rural
Motorcycle 95% city vs 5% rural

CLUBS & EVENTS

Nearly 7 in 10 (69%) owners are members of historic vehicle clubs (on average 1.4 national clubs). Around 1 in 7 owners that are members of clubs are members of international clubs (15%).



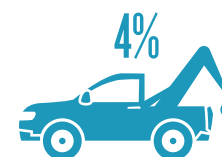
Nearly 7 in 10 owners are club members
Car 71% / 69% Motorcycle



8 in 10 owners attend historic vehicle events (on average 6 events each year)



The average amount owners spend at events per annum
Car 300 € / Motorcycle 300 €



1 in 25 owners had an accident in their historic vehicle(s) in 2019

8 in 10 (82%) owners attend events, on average 6 events each year (6.1 for both car owners and motorcycle owners). Owners travel an average of 717 km to be at their favourite event (741 km for car owners | 639 km for motorcycle owners).

Owners say that National (39%) and Regional events (24%) are the most enjoyable to attend (car owners 39% and 24% and motorcycle owners 43% and 25% respectively). More than half (65%) stay overnight at events (on average 4.3 nights per annum). Of these, most stay in hotels (90%), with 7% staying with friends / family.

SOCIAL MEDIA USE

Facebook is the most frequently used social media platform (81% car owners | 84% motorcycle owners) with nearly 2 in 3 historic vehicle owners (65%) using it on a daily basis. YouTube is used by more owners (87%), but less frequently than Facebook (46% use Youtube daily).

YOUNGTIMERS

4 in 10 historic vehicle owners (40%) say they own a youngtimer vehicle (an average of 1.7 youngtimer vehicles). These are mostly passenger cars (88%) and motorcycles (6%). The main marques for youngtimer cars are Chevrolet (15%), Mercedes-Benz (10%), BMW (9%), VW Br (9%) and Ford USA (6%). The main marques for youngtimer motorcycles are Honda (44%), Yamaha (12%), Suzuki (7%), BMW (5%) and Harley-Davidson (5%). The average age of these vehicles is 25 years i.e. manufactured in 1995.

8 in 10 (80%) youngtimer vehicles are licensed for road use (81% cars | 74% motorcycles) and they are driven/ridden an average of 3 831 km per annum (cars an average 3 921 km and motorcycles an average 3030 km). The majority of youngtimer vehicles are described as being in original (76%), restored (11%) or authentic (7%) condition.

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OWNER AGE



53 YRS

AVERAGE AGE OF
A HISTORIC VEHICLE OWNER



53 YRS



50 YRS

AVERAGE HH INCOME



43.2K €

AVERAGE HOUSEHOLD INCOME
HISTORIC VEHICLE OWNERS
(47% < 40K €)



44K €



34.9K €

YOUNGTIMER OWNERSHIP



40%

ALSO OWN A YONGTIMER
VEHICLE (1.7 VEHICLES)



Chevrolet,
Mercedes-Benz,
VW (Br), BMW,
Ford USA



Honda,
Yamaha, Suzuki

SOCIAL MEDIA



81%

OF OWNERS ARE USING
FACEBOOK
65% At least once a day

87% use YouTube | 68% use Instagram |
32% use Pinterest | 26% use Twitter

HV CLUBS



69%

OF OWNERS BELONG
TO AN HISTORIC
VEHICLE CLUB
189 € SUBSCRIPTION



71%
CAR OWNERS



69%
MOTORCYCLE OWNERS



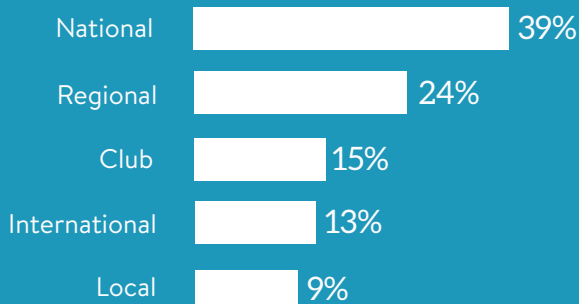
82%

OF OWNERS ATTEND
HISTORIC VEHICLE EVENTS

300 € PER ANNUM ON EVENTS

Includes expenditure on ticket entry, accommodation
and food and drink whilst at the event
(per owner equivalent = 246 €).

TYPES OF EVENTS ATTENDED



FAVOURITE TYPE OF HISTORIC VEHICLE EVENT

ACCIDENTS IN HISTORIC VEHICLES



4%

THE PROPORTION OF HISTORIC VEHICLE
OWNERS THAT HAD AN ACCIDENT IN 2019

Car owners 4% | Motorcycle owners 5%

TYPE OF ACCIDENT

54% small bump | 40% damage to panels | 4% major
structural damage | 1% write off

HISTORIC VEHICLE FLEET: SOUTH AMERICA



The FIVA 2020/21 Socio-Economic Historic Vehicle survey collected 5 153 detailed evaluations of the historic vehicle fleet in South America (4 228 cars and 356 motorcycles). We have used this base of historic vehicles to provide an overview of the historic vehicle fleet across South America.

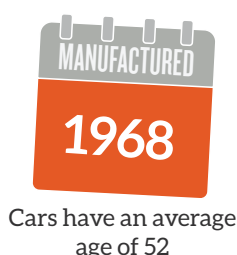
THE HISTORIC VEHICLE FLEET

The survey indicates that 82% are cars, 7% are motorcycles and 11% are other types of historic vehicles (mopeds, commercial vehicles, ex-military vehicles etc).

There is a wide mix of marques for historic cars and motorcycles including Chevrolet, VW (Br), Ford (USA), Mercedes-Benz and VW for cars and Honda, Lambretta, Yamaha, BMW, Vespa and Piaggio for motorcycles. The average historic vehicle is 52 years old, having been manufactured in 1968. Historic cars tend to be slightly younger (52 years) than motorcycles (54 years).



Chevrolet, VW (Br) and Ford (USA) account for an estimated 4 in 10 historic cars



HONDA

Honda, Lambretta and Yamaha account for an estimated 4 in 10 historic motorcycles



HISTORIC VEHICLE VALUES

The average value of an historic vehicle is 25.6K € with cars being considerably more valuable than motorcycles (28.3K € vs 7.3K €). More than half (56%) historic vehicles are valued < 10K €.

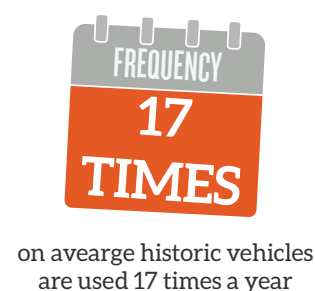
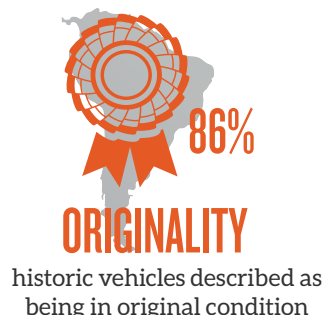
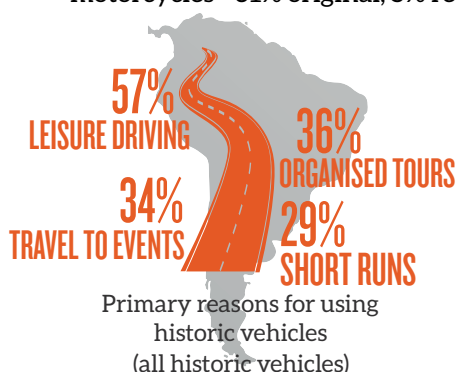
The value of the most common car marques include Chevrolet (17.2K €), VW Br (11.1K €), Ford USA (21.7K €) and Mercedes-Benz (46.5K €). For motorcycles the value of the most common marques include Honda (4.3K €), Lambretta (3.9K €), BMW (24.2K €) and Yamaha (4.2K €). Note: these are based on owner estimates and some small samples for motorcycles. Findings should be treated as indicative of real values.

HISTORIC VEHICLE CONDITION AND USE

More than 8 in 10 (81%) historic vehicles are licensed for road use (cars 83% | motorcycles 74%). On average, historic vehicles travel 778 km each year, with cars travelling further than motorcycles (802 km compared to 550 km).

On average, historic vehicles are taken out 17 times a year (17 times for cars and 15 times for motorcycles). Historic vehicles are used for a wide combination of reasons. For example, for those that have been used in the last 12 months, 57% have been used for leisure driving (58% cars and 48% motorcycles), 36% have been used on organised tours (39% cars and 15% motorcycles), 34% travel to events (36% cars and 19% motorcycles) and 29% for short runs (28% cars and 40% motorcycles). No historic vehicles were used on a daily basis for routine travel.

Nearly 9 in 10 (86%) historic vehicles are described as being in an original state compared to 14% that are modified. Around 1 in 3 historic vehicles (31%) are described as original condition, 44% restored, 6% rebuilt, 9% authentic and 11% in need of restoration. For cars - 31% original, 44% restored, 5% rebuilt, 9% authentic and 10% needing restoration. For motorcycles - 31% original, 5% rebuilt, 6% authentic, 42% restored and 16% needing restoration.



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HISTORIC VEHICLE PROFILE



CARS

82%



MOTORCYCLES

7%

Based on survey vehicle sample

KEY MAKES OF VEHICLE

CARS

Based on survey vehicle sample

CHEVROLET	15%
VW (BR)	13%
FORD (USA)	10%
MERCEDES-BENZ	7%
VW	5%
ALFA ROMEO	4%
FIAT	4%

MOTORCYCLES

Based on survey vehicle sample

HONDA	22%
LAMBRETTA	8%
YAMAHA	8%
BMW	6%
VESPA	5%
PIAGGIO	4%

AVERAGE DISTANCE TRAVELLED BY HISTORIC VEHICLES PER ANNUM



CARS

802 Km



MOTORCYCLES

550 Km

Based on all licensed historic vehicles in the survey



1968

AVERAGE YEAR OF MANUFACTURE



1968



1966



12 YEARS

AVERAGE NUMBER OF YEARS A HISTORIC VEHICLE HAS BEEN OWNED



12 YEARS



13 YEARS

AVERAGE HISTORIC VEHICLE VALUE

25.6K €



CAR

28.3K €



MOTORCYCLE

7.3K €

(Owner valuations)



81%

OF HISTORIC VEHICLES ARE LICENSED FOR ROAD USE

Based on survey vehicle sample



86% ORIGINAL

More than 8 in 10 historic vehicles are described as 'original'. 14% have been modified.

17 TIMES A YEAR



ON AVERAGE, AN HISTORIC VEHICLE IS TAKEN OUT 17 TIMES A YEAR



(17 times a year)



(15 times a year)



11%

NEED RESTORATION

PROPORTION OF HISTORIC VEHICLES THAT REQUIRE RESTORATION



(10%)



(16%)



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