



THE FIVA 2020/21 SOCIO-ECONOMIC HISTORIC VEHICLE SURVEY

2020/21

FACT FILE

HISTORIC VEHICLE OWNERS

Keeping yesterday's vehicles on today's roads



WORLDWIDE

HEADLINES RESULTS

HISTORIC VEHICLE OWNERS

HISTORIC VEHICLE FLEET



PROTECT, PRESERVE & PROMOTE

Keeping Yesterday's Vehicles on Today's Roads



Welcome to the Worldwide Fact File from the **FIVA 2020/21 Socio-Economic 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 from a combined Worldwide and is based on 54,948 surveys with owners and enthusiasts, and 127,855 evaluations of the historic vehicles they own.

AIM OF THIS FACT FILE

The aim of this Fact File is to provide FIVA with a usable overview of survey findings based upon Worldwide owners of historic vehicles. This has been presented across across 3 key sections; Headline Results, Owners and Fleet.

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.

HEADLINE 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.

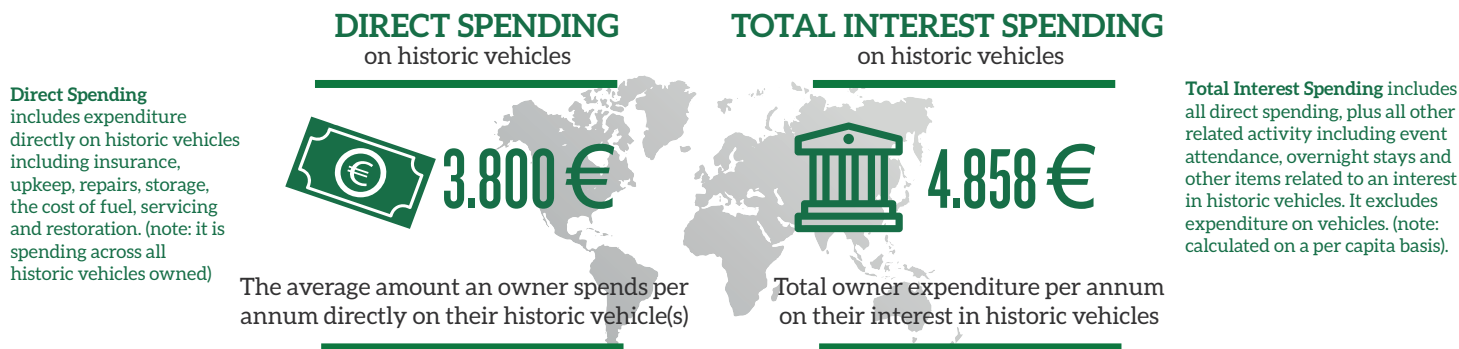
HEADLINE RESULTS: WORLDWIDE



This Fact File provides the key headline results from the 2020/21 FIVA Socio-Economic Historic Vehicle Survey. It is based on 54,948 surveys with owners and enthusiasts from around the world (see spread of key participating countries below), who have provided 127 855 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 **3.800 €** per annum on the maintenance and running of their vehicle(s), **702 €** on attending historic vehicle events (entry, accommodation, food etc), and a further **356 €** on other items related to their wider interest in historic vehicles e.g. club membership, magazines etc. This adds to a total expenditure of **4.858 €** per owner, per annum.



DISTANCES TRAVELLED PER ANNUM

On average, historic cars travel 1 413 km per annum and historic motorcycles travel 877 km per annum. The average distance that historic vehicle owners say they travel in their historic vehicles is 2 566 km per annum.



HERITAGE AND CULTURE

4 in 10 owners (40%) visit museums relating to historic vehicles each year, and on average spend 63 € on entrance fees.

In addition, nearly 8 in 10 (79%) attend historic vehicle events each year (spending around 888 € per annum). This includes more than half (53%) that stay overnight - on average a total of 4.1 nights per annum.

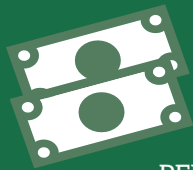


The FIVA definition of Historic vehicles is based on vehicles that fit the following criteria: are a mechanically propelled road vehicle; which is at least 30 years old, which is preserved and maintained in a historically correct condition, which is not used as a means of daily transport and which is therefore a part of our technical and cultural heritage. Note: Direct spending is across all vehicles owned (on average owners own 3.1 historic vehicles across the world). 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, Australia, Austria, Belgium, Brasil, Canada, Chile, Czech Rep, Denmark, Finland, France, Germany, Greece, India, Ireland, Italy, Luxembourg, Netherlands, Norway, Poland, Portugal, Romania, Slovenia, Spain, Sweden, Switzerland, Turkey and the United Kingdom. Many other countries participated in the survey and are included in this report, but samples are too small to report on. Note to reader: The reader should review the findings with some caution as country samples have been combined and may not be proportional to the number of owners or historic vehicles in each participating country. There was also no control on participation meaning that vehicle type and make may not be reflective of true profiles within each country.

DIRECT SPENDING

ON HISTORIC VEHICLES



3.800 €

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



4.858 €

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

1 413 km



MOTORCYCLES

877 km

PER ANNUM, PER VEHICLE

BUYING HISTORIC VEHICLES

AVERAGE VALUE OF VEHICLES PURCHASED (2019)



21.3K €

CARS

58% of car purchases are less than 10K €



5.2K €

MOTORCYCLES

57% of motorcycle purchases are less than 3K €

VISITING MUSEUMS



40%

of historic vehicle owners visit museums related to their interest.

They spend an average 63€ per annum.

HISTORIC VEHICLES EVENTS



79%

OF OWNERS ATTEND HISTORIC VEHICLE EVENTS

AVERAGE OF 6.1 EVENTS PER ANNUM

OVERNIGHT STAYS

53% OF EVENT ATTENDERS STAY OVERNIGHT AT HISTORIC VEHICLE EVENTS



4.1 NIGHTS

PER ANNUM

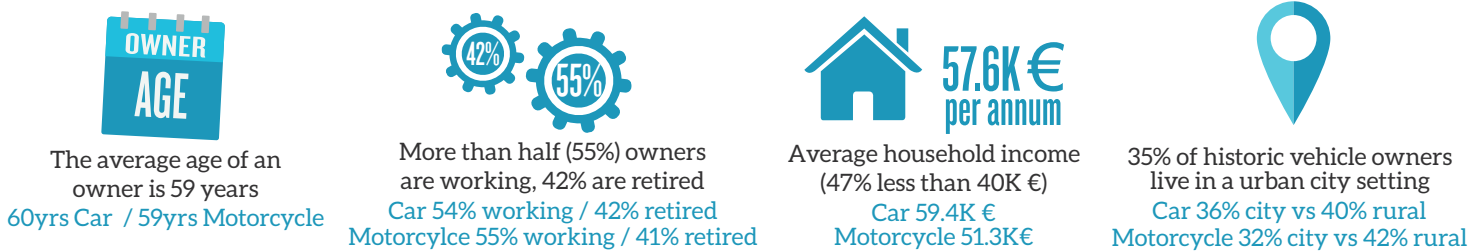
HISTORIC VEHICLE OWNERS: WORLDWIDE



The FIVA 2020/21 Socio-Economic Historic Vehicle survey collected 54,948 surveys from owners and enthusiasts of historic vehicles from around the world. We have used that base to provide an overview on historic vehicle owners. Results for car owners are based on a 44,026 surveys, and for motorcycle owners are based on 10,034 surveys.

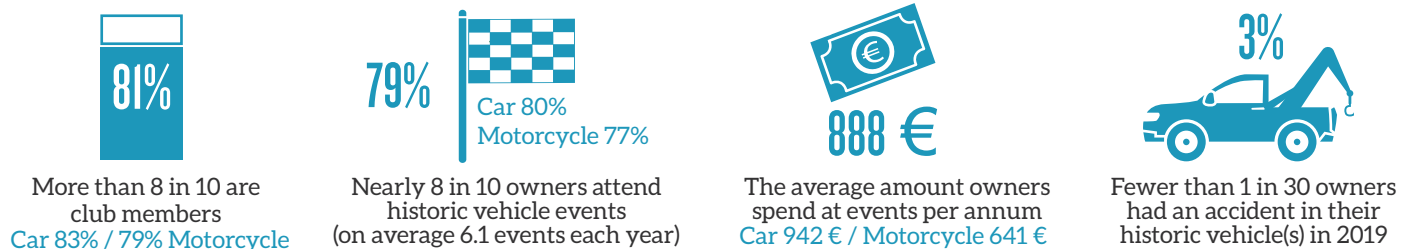
HISTORIC VEHICLE OWNERS

More than 9 in 10 owners are male (97%) with an average age of 59. Around 1 in 5 owners (22%) are aged 50 or younger. More than half of owners (55%) are working, most in full time (37%), or self-employed roles (14%), 42% are retired and 3% other. The average household income of a historic vehicle owner is 57.6K € per annum - around half (47%) have an annual household income of 40K € or less. Around 1 in 3 (35%) owners live in an urban city setting compared to 40% that live in a rural location. Around 1 in 4 (24%) live in a town.



CLUBS & EVENTS

More than 8 in 10 (81%) owners are members of historic vehicle clubs (on average 1.7 national clubs). Around 1 in 7 owners (15%) that are members of clubs are members of international clubs.



Nearly 8 in 10 (79%) owners attend events, on average 6.1 events each year (6.2 for car owners | 5.9 for motorcycle owners). Owners travel an average of 327 km to be at their favourite event (336 km for car owners | 294 km for motorcycle owners).

Owners say that National (26%) and Club events (25%) are the most enjoyable to attend (car owners 27% and 25%) and motorcycle owners 26% and 23% respectively). More than half (53%) stay overnight at events (on average 4.1 nights per annum). Of these, most stay in hotels (66%), camping/caravanning accommodation (18%) or Bed & Breakfast (14%), with fewer staying with friends (7%), or in a motorhome/camper van (5%).

SOCIAL MEDIA USE

Facebook is the most frequently used social media platform (61% car owners | 62% motorcycle owners) with nearly half of historic vehicle owners (46%) using it on a daily basis (45% car owners | 46% motorcycle owners). YouTube is used by more owners (76%), but less frequently than Facebook (22% use YouTube daily).

YOUNGTIMERS

Around 1 in 3 historic vehicle owners (30%) say they own a youngtimer vehicle (an average of 1.6 youngtimer vehicles). These are mostly passenger cars (81%) and motorcycles (13%). The main marques for youngtimer cars are Mercedes-Benz (11%), BMW (8%), Jaguar (5%), Porsche (5%), VW (5%), Renault (4%), Peugeot (4%) and Volvo (4%). The main marques for youngtimer motorcycles are Honda (21%), Yamaha (14%), BMW (13%), Kawasaki (9%), Suzuki (8%), Triumph GB (6%), Ducati (6%) and Harley Davidson (6%). The average age of these vehicles is 24 years i.e. manufactured in 1996 (cars 1996 | motorcycles 1995).

More than 8 in 10 (82%) youngtimer vehicles are licensed for road use and they are driven/ridden an average of 4 010 km per annum (cars 4 300 km per annum | motorcycles 2 019 km). The majority of youngtimer vehicles are described as being in original (74%) or authentic (12%) condition.

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: some base sizes vary due to non-response.

OWNER AGE



59 YRS

AVERAGE AGE OF
A HISTORIC VEHICLE OWNER



60 YRS



59 YRS

AVERAGE HH INCOME



57.6K €

AVERAGE HOUSEHOLD INCOME
HISTORIC VEHICLE OWNERS



59.4K €



51.3K €

YOUNGTIMER OWNERSHIP



30%

ALSO OWN A YONGTIMER
VEHICLE (1.6 VEHICLES)



Mercedes-Benz,
BMW, Jaguar,
Porsche, VW



Honda, Yamaha,
BMW, Kawasaki,
Suzuki

SOCIAL MEDIA



62%

OF OWNERS ARE USING
FACEBOOK

46% At least once a day

76% use YouTube | 24% use Instagram |
17% use Pinterest | 12% use Twitter

HV CLUBS



81%

OF OWNERS BELONG
TO AN HISTORIC
VEHICLE CLUB

93 € SUBSCRIPTION



83%
CAR OWNERS



79%
MOTORCYCLE OWNERS



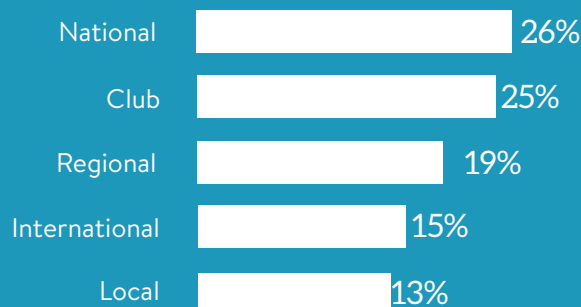
79%

OF OWNERS ATTEND
HISTORIC VEHICLE EVENTS

888 € PER ANNUM ON EVENTS

Includes expenditure on ticket entry, accommodation
and food and drink whilst at the event
(per owner equivalent = 702 €).

TYPES OF EVENTS ATTENDED



FAVOURITE TYPE OF HISTORIC VEHICLE EVENT

ACCIDENTS IN HISTORIC VEHICLES



3%

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

Car owners 4% | Motorcycle owners 3%

TYPE OF ACCIDENT

48% small bump | 43% damage to panels |
5% major structural damage | 3% write off

HISTORIC VEHICLE FLEET: WORLDWIDE



The FIVA 2020/21 Socio-Economic Historic Vehicle Survey collected 127 855 detailed evaluations of the historic vehicle fleet from around the world (92 288 cars and 21 914 motorcycles). We have used this base of historic vehicles to provide an overview of the worldwide fleet.

THE HISTORIC VEHICLE FLEET

The survey indicates that 72% are cars, 17% 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 Citroen, MG, Mercedes-Benz, Triumph, VW, and Jaguar for cars, and Honda, BMW, BSA, Triumph and Yamaha for motorcycles. The average historic vehicle is 53 years old, having been manufactured in 1967. Historic cars tend to be slightly younger (53 years) than motorcycles (56 years).



Citroen, MG, Mercedes-Benz and Triumph account for an estimated 1 in 4 historic cars

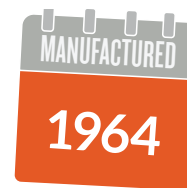


Cars have an average age of 53

HONDA



Honda, BMW and BSA account for around 1 in 4 historic motorcycles



Motorcycles have an average age of 56

HISTORIC VEHICLE VALUES

The average value of an historic vehicle is 23.7K € with cars being considerably more valuable than motorcycles (29.2K € vs 6.7K €).

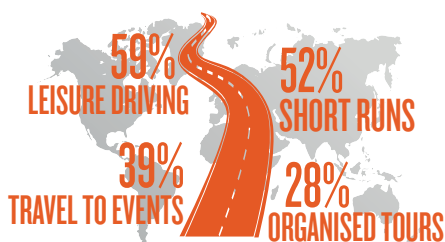
The value of the most common car marques include Citroen (14.9K €), MG (20.8K €), Mercedes-Benz (44.5K €), Triumph (18.6K €), VW (14.7K €) and Jaguar (60.9K €). For motorcycles the value of the most common marques include Honda (4K €), BMW (7.2K €), BSA (5.9K €), Triumph (7.7K €) and Yamaha (3.7K €). Note: these are based on owner estimates and should be treated as indicative of real values.

HISTORIC VEHICLE CONDITION AND USE

8 in 10 (80%) historic vehicles are licensed for road use (cars 83% | motorcycles 74%). On average, historic vehicles travel 1 274 km each year, with cars travelling further than motorcycles (1 413 km compared to 877 km).

On average, historic vehicles are taken out 15 times a year (16 times for cars and 13 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, 59% have been used for leisure driving (61% cars and 55% motorcycles), 52% have been used for short runs (52% cars and 55% motorcycles) and 39% for travel to events (43% cars and 26% motorcycles). In addition, a further 3 in 10 were used for organised tours (30% cars and 18% motorcycles). No historic vehicles are used on a daily basis for routine travel.

More than 8 in 10 (81%) historic vehicles are described as being in an original state compared to 19% that are modified. Around 3 in 10 historic vehicles (31%) are described as being in original condition, 34% restored, 7% rebuilt, 17% authentic and 11% in need of restoration. For cars - 30% original, 35% restored, 7% rebuilt, 17% authentic and 11% needing restoration. For motorcycles - 33% original, 9% rebuilt, 16% authentic, 32% restored and 10% needing restoration.



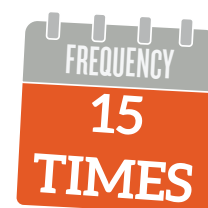
Primary reasons for using historic vehicles (all historic vehicles)



the average value of a historic vehicle



historic vehicles described as being in original condition



on average historic vehicles are used 15 times a year

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HISTORIC VEHICLE PROFILE



CARS

72%

Based on survey vehicle sample



MOTORCYCLES

17%

KEY MAKES OF VEHICLE

CARS

Based on survey vehicle sample

CITROEN	7%
MG	7%
MERCEDES-BENZ	6%
TRIUMPH	6%
VW	5%
JAGUAR	4%
Ford (USA), Renault, Fiat, Alfa Romeo, Porsche	3% each

MOTORCYCLES

Based on survey vehicle sample

HONDA	12%
BMW	8%
BSA	7%
TRIUMPH	6%
YAMAHA	6%
SUZUKI	4%
Norton, Kawasaki, Harley Davidson, Moto Guzzi, Vespa	3% each

AVERAGE DISTANCE TRAVELLED BY HISTORIC VEHICLES PER ANNUM



CARS

1 413 Km



MOTORCYCLES

877 Km

Based on all licensed historic vehicles in the survey



1967

AVERAGE YEAR OF MANUFACTURE



1967



1964



14 YEARS

AVERAGE NUMBER OF YEARS A HISTORIC VEHICLE HAS BEEN OWNED



14 YEARS



15 YEARS

AVERAGE HISTORIC VEHICLE VALUE

23.7K €



CAR

29.2K €



MOTORCYCLE

6.7K €

(Owner valuations)



80%

OF HISTORIC VEHICLES ARE LICENSED FOR ROAD USE

Based on survey vehicle sample



81% ORIGINAL

More than 8 in 10 historic vehicles are described as 'original'. 19% have been modified.

15 TIMES A YEAR



ON AVERAGE, AN HISTORIC VEHICLE IS TAKEN OUT 15 TIMES A YEAR



(16 times a year)



(13 times a year)



11%

NEED RESTORATION

PROPORTION OF HISTORIC VEHICLES THAT REQUIRE RESTORATION



(11%)



(10%)



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