REV THE ENGINES OF ONLINE AUTO RESEARCHERS* WITH ENGAGING CONTENT

A DIVERSE AND ATTRACTIVE SEGMENT

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Index</th>
<th>Actual Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boomers</td>
<td>152</td>
<td>130</td>
</tr>
<tr>
<td>Gen X</td>
<td>162</td>
<td>135</td>
</tr>
<tr>
<td>Millennials</td>
<td>159</td>
<td>156</td>
</tr>
</tbody>
</table>

HIHLD INCOME $17,000 HIGHER

30% bought a vehicle on the internet past 12 months

PLAN TO SPEND $4,700 MORE ON A NEW VEHICLE PURCHASE

TOP 5 DMAs FOR ONLINE AUTO RESEARCHERS (INDEX)

AUSTIN, TX
SALT LAKE CITY, UT
ALBUQUERQUE/SANTA FE, NM
GREENSBORO/HIGH POINT/WINSTON-SALEM, NC
COLUMBUS, OH

DRIVEN BY ADVANCES IN TECHNOLOGY

FEATURES IN ANY HIHLD VEHICLE (INDEX)

Wi-Fi capability (143)
GPS (145)
Backup camera (138)
Blu-ray capability (144)/Satellite radio (144)
Subscription based safety (168)

73% agree they look forward to technological advances in new vehicles

FEATURES AND MODELS TO TALK ABOUT

TOP REASONS USED A DEALERSHIP (INDEX)

Selection of makes/models (125)
Price/value (122)
Financing through dealer (121)
Warranty (120)

TOP 5 VEHICLE MODELS MORE LIKELY TO OWN (INDEX)

1. Foreign luxury – 158
2. Foreign subcompact – 134
3. Domestic subcompact – 134
4. Foreign SUV – 129
5. Foreign compact – 122

118% more likely to plan to purchase a new SUV in the next 12 months

107% more likely to plan to purchase a new full size car in the next 12 months

151
130
102
155
151

*Online Auto Researchers = Adult 18+ who agree they research and compare as many vehicles as possible before making their final purchase decision and say they have shopped for a vehicle on the internet during past 12 months.

Source: Scarborough USA+ GfK MRI Module Release 1, 2017

Copyright © 2019 The Nielsen Company (US), LLC. All Rights Reserved.