



Automotive Industry Overview

November 2008 Edition

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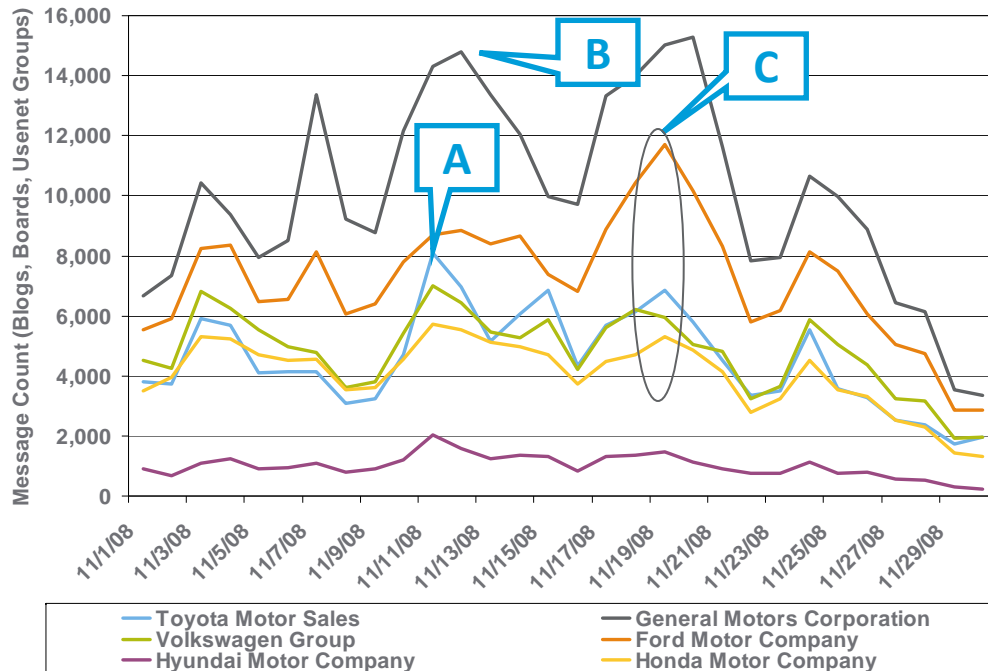
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November 2008 Automotive Category Overview

Online Brand Buzz Among Top Six Global Sales Leaders – November 2008



November Events Driving Buzz



A. Online consumers express enthusiasm about potential future Toyota hybrid models, such as a sport coupe version of the Prius or a Lexus-only hybrid compact



B. Detroit Three buzz spikes as consumers debate a potential government loan/bailout. Domestic enthusiasts generally show support, but consumers on import-centric sites may disagree, noting a bailout may not solve Detroit's issues



C. Online consumers are abuzz during the LA Auto Show, despite the Detroit Three execs not attending. Consumers express interest in alternative fuels and new versions of vehicles such as Ford Fusion and Mustang, Lexus RX, Mazda 3, Nissan 370Z and Cube



Other Key Automotive News in November

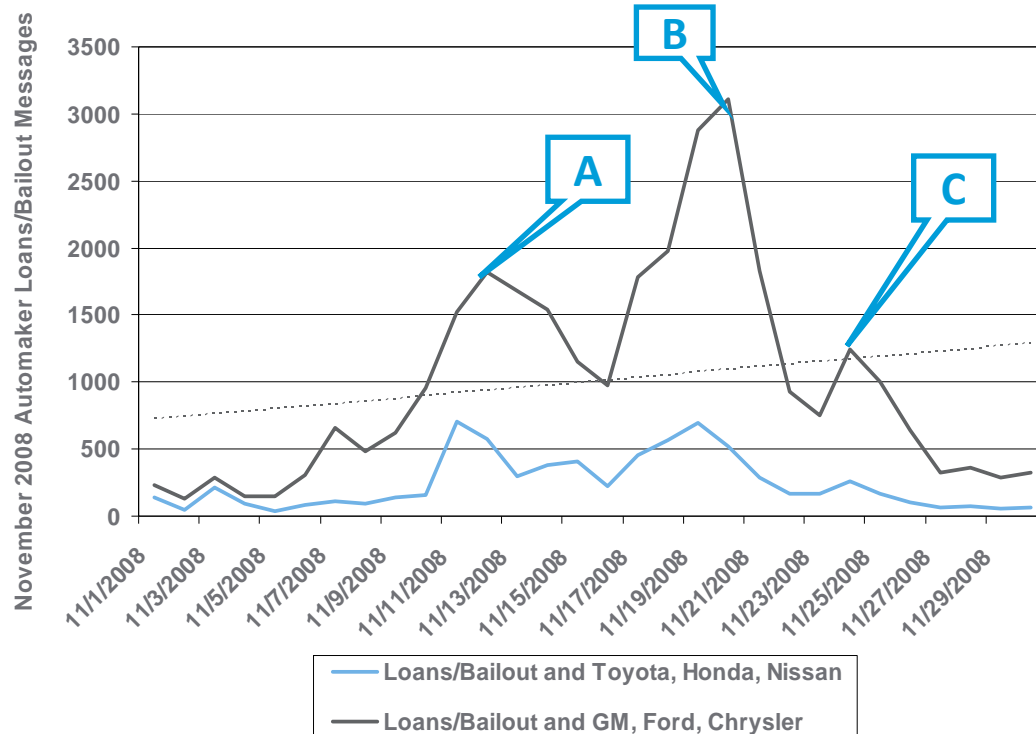
- Honda's Walking Assist Device elicits interest from consumers who find it medically innovative
- Spoofs mocking the 'Saved By Zero' ad campaign gain traction on social media sites in November
- Genesis coupe variants at SEMA and final production specifications releases spur Hyundai online interest
- News that Nissan withdrew corporate presence at the 2009 NAIAS in Detroit garners mixed reaction at November's end

Top News Articles & Blog Posts Bloggers Link to in November*
 Toyota: [Time.com - 'Saved by Zero' the Toyota Ad that won't stop](#)
 GM: [PowerLine Blog - No UAW Bailout](#)
 VW: [Autoblog - VW dropping Scirocco R32 in favor of R20t](#)
 Ford: [ABC News - Big Three CEOs Flew Private Jets](#)
 Hyundai: [Autoblog - Hyundai Genesis Coupe Tuned by HKS](#)
 Honda: [Engadget - Honda's Color Changing Speedometer](#)

Buzz trends represent the number of brand mentions within consumer conversation
 Parent company's buzz trend includes buzz for all sub-brands

Auto Industry “Bailout” Buzz Soars in Nov.

From October to November 2008, online consumer references to potential government bailout of U.S. domestic automotive manufacturers increased greater than 380%. Consumers comment on wide-ranging topics within bailout discussion, and voice strong opinions for or against a bailout/loans.



- A. Online reactions to GM's quarterly earnings report highlight the gravity of the Detroit Three's financial situation. Consumers begin making comparisons to government bailout of the financial industry or the Chapter 11 benefits/consequences of the airline industry
- B. The first Congressional bailout hearings spur consumers opinions across the internet, from auto to political to theology websites and all in between. Many question how the domestic OEMs will be held accountable for using bailout or loaned funds. Some heavily criticize Detroit 3 CEOs for flying corporate jets to the hearings
- C. News of Citigroup's bailout and loan extension influences a spike in Detroit Three automaker bailout buzz

"As the wife of a business owner - I feel so appalled at the gov't wanting to bail out automakers -- what the heck - where is the accountability?"
Weightwatchers.com, November 12, 2008

"The best thing to do with the "Big 3" automakers is give them the money in the form of loans. With this loan idea, comes Federal oversight specialists on the Boards of each corporation... as well as Federal auditors and specialists in automotive design and fuel efficiency. Since the government is worried that they will not spend the money effectively, why not have the government as part of these corporations to insure that we get our moneys worth? After the money is paid back, the Feds leave. It seems that some babysitting is needed in Detroit."
PoliticalForum.com, November 20, 2008