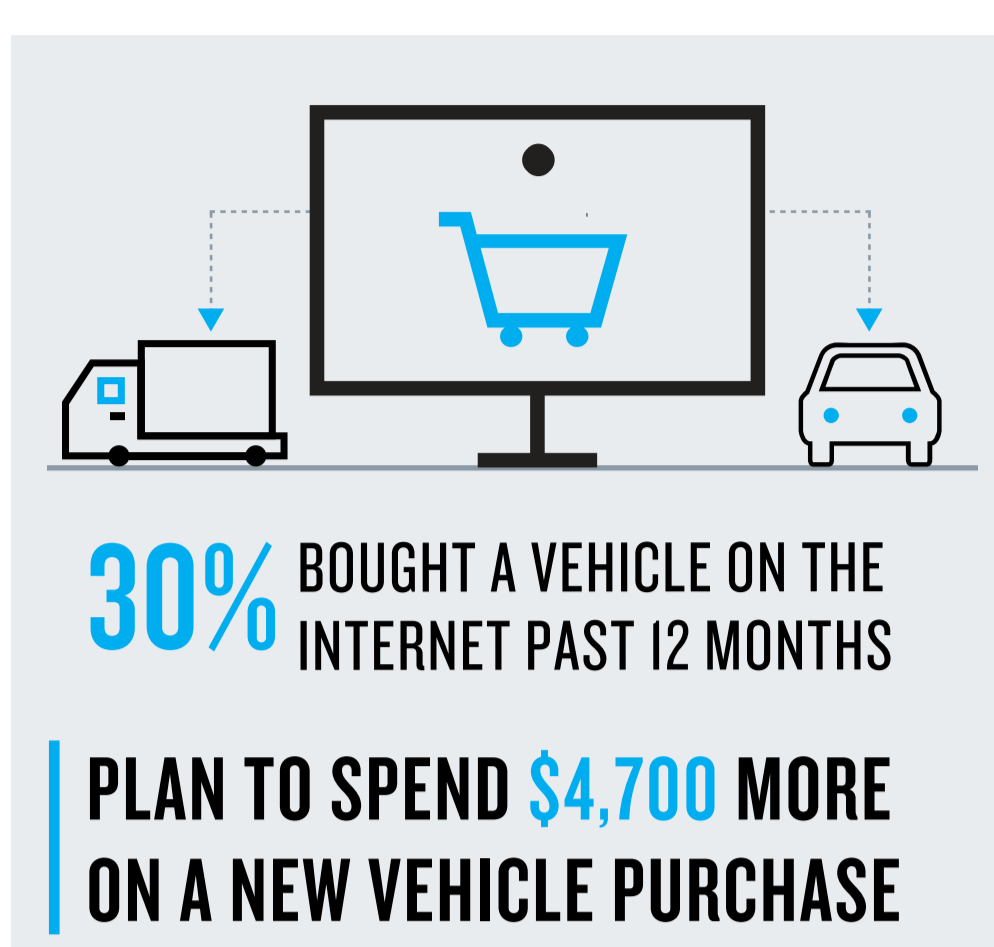
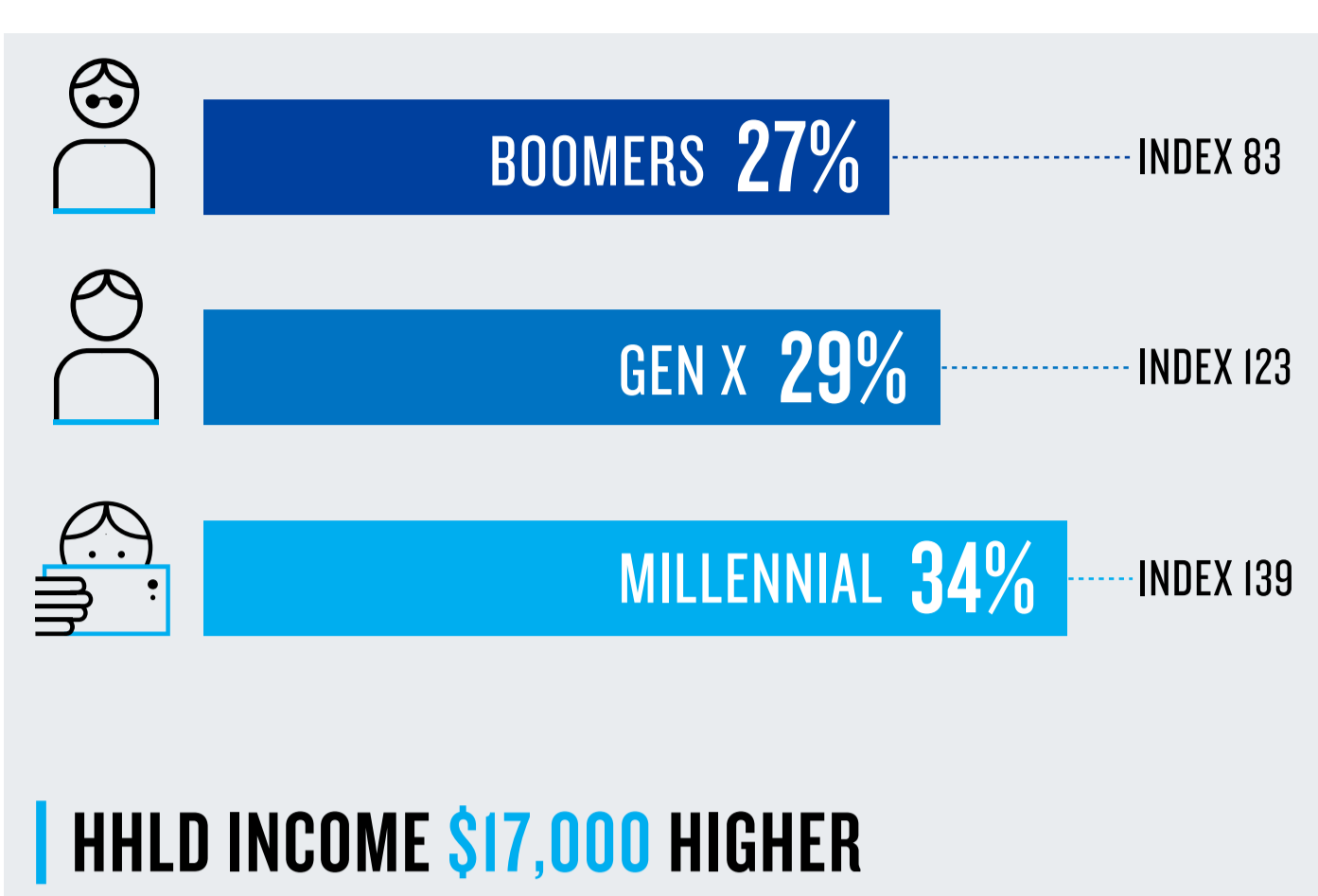
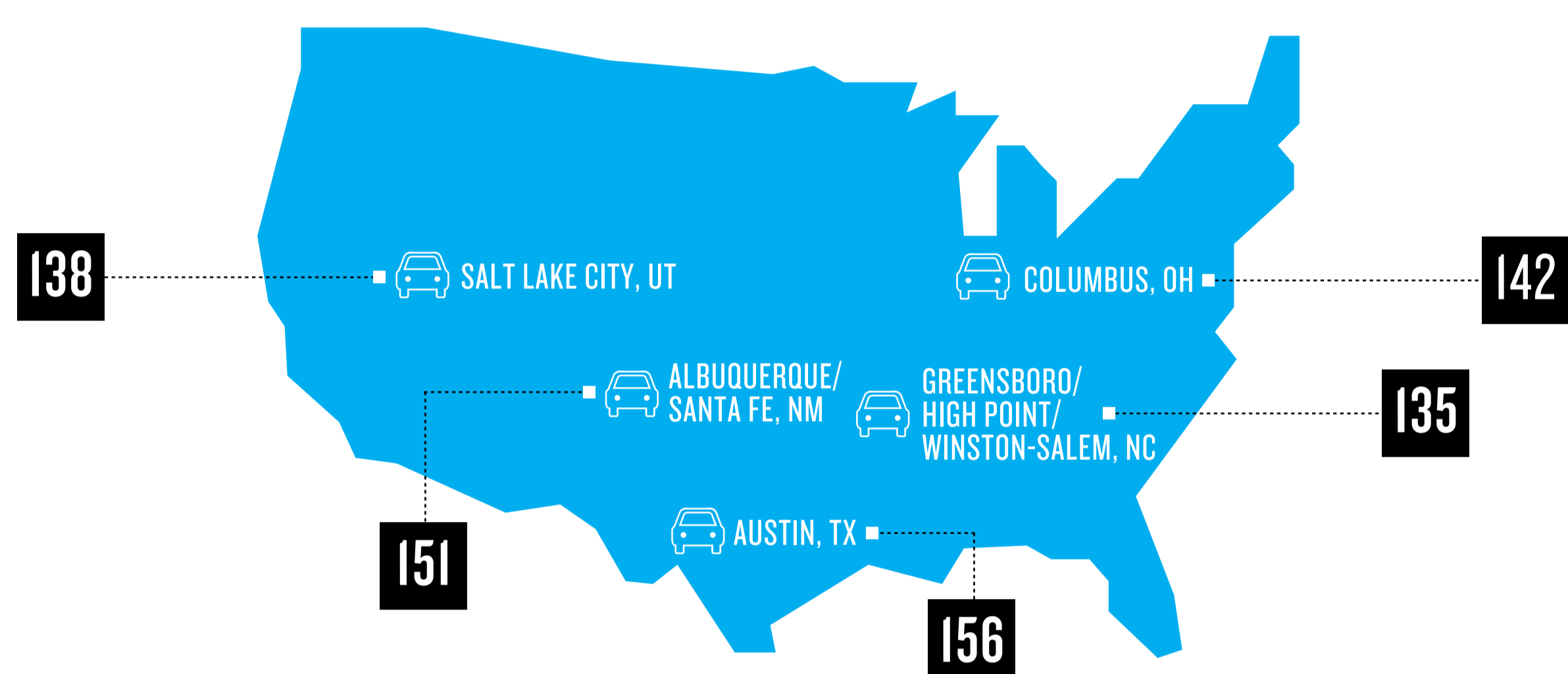


REV THE ENGINES OF ONLINE AUTO RESEARCHERS* WITH ENGAGING CONTENT

A DIVERSE AND ATTRACTIVE SEGMENT

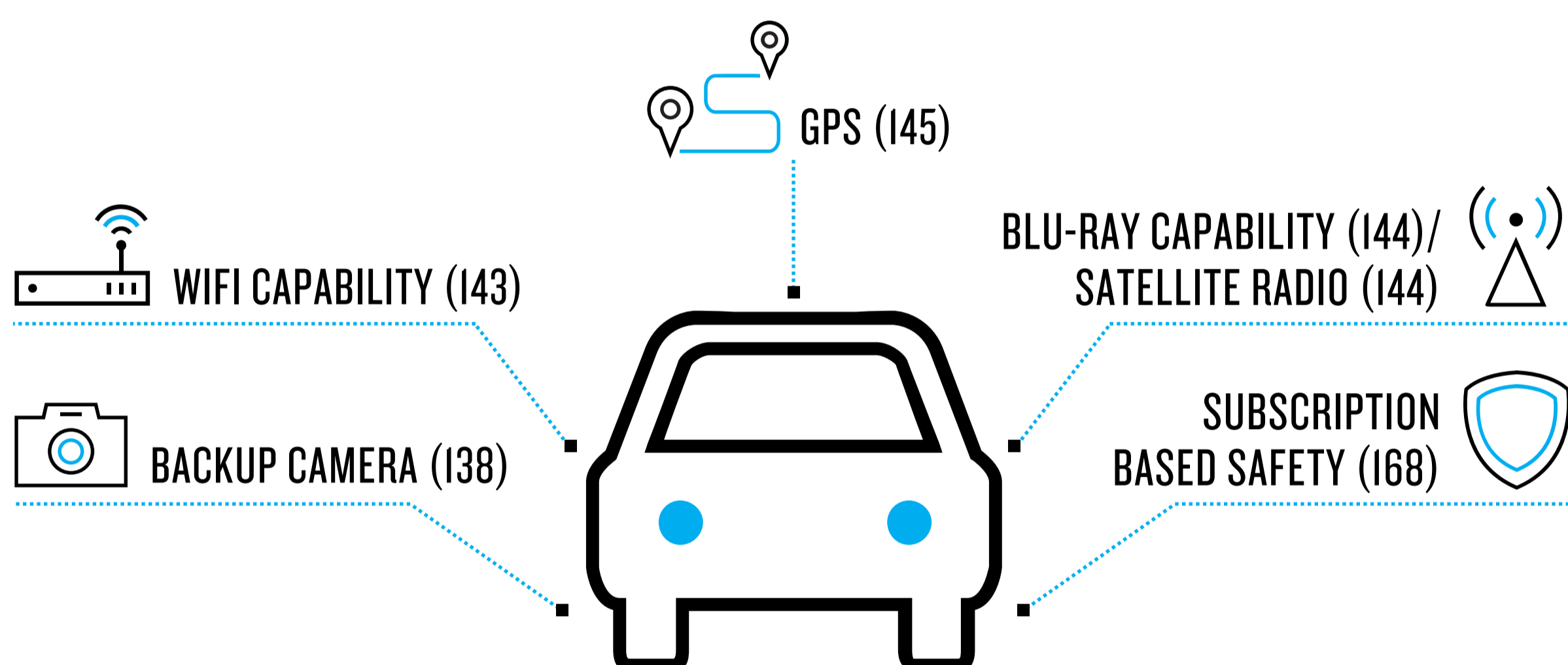


TOP 5 DMAs FOR ONLINE AUTO RESEARCHERS (INDEX)



DRIVEN BY ADVANCES IN TECHNOLOGY

FEATURES IN ANY HHL D VEHICLE (INDEX)



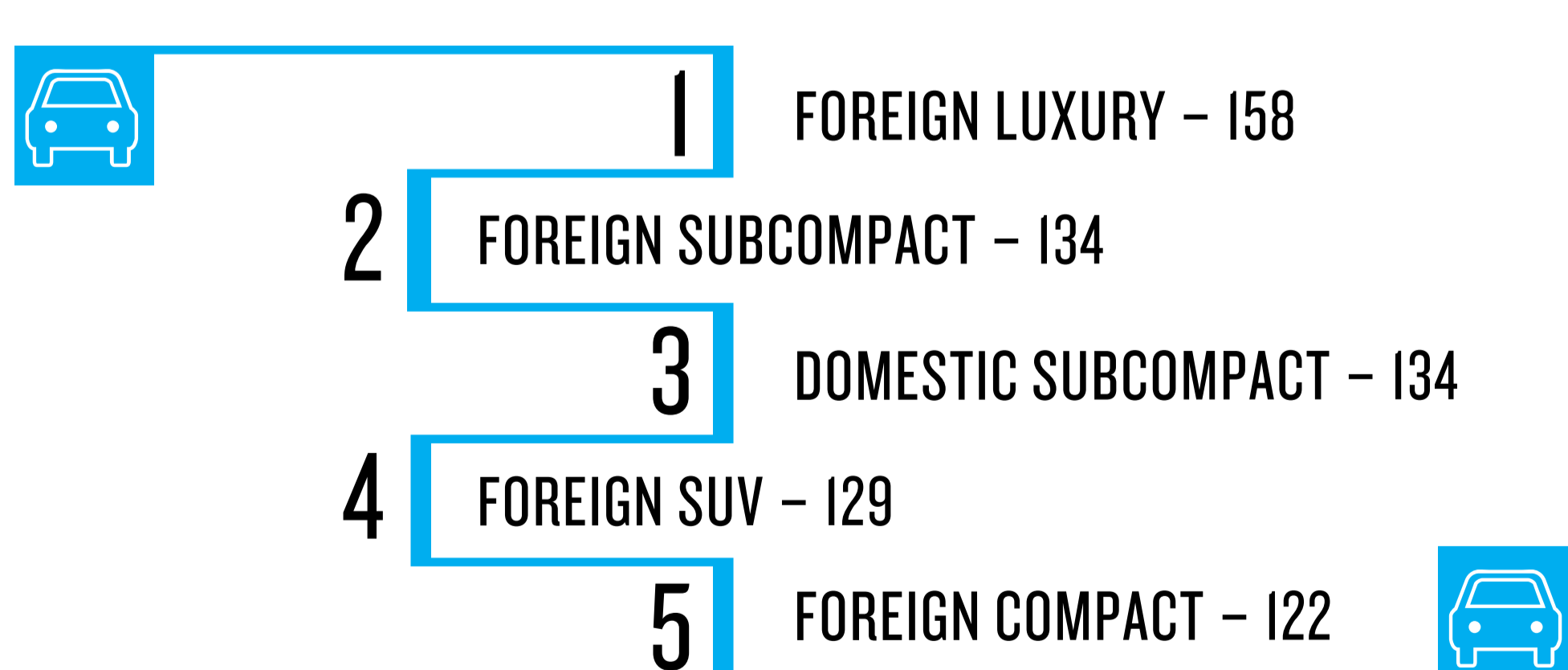
73% AGREE THEY LOOK FORWARD TO TECHNOLOGICAL ADVANCES IN NEW VEHICLES

FEATURES AND MODELS TO TALK ABOUT

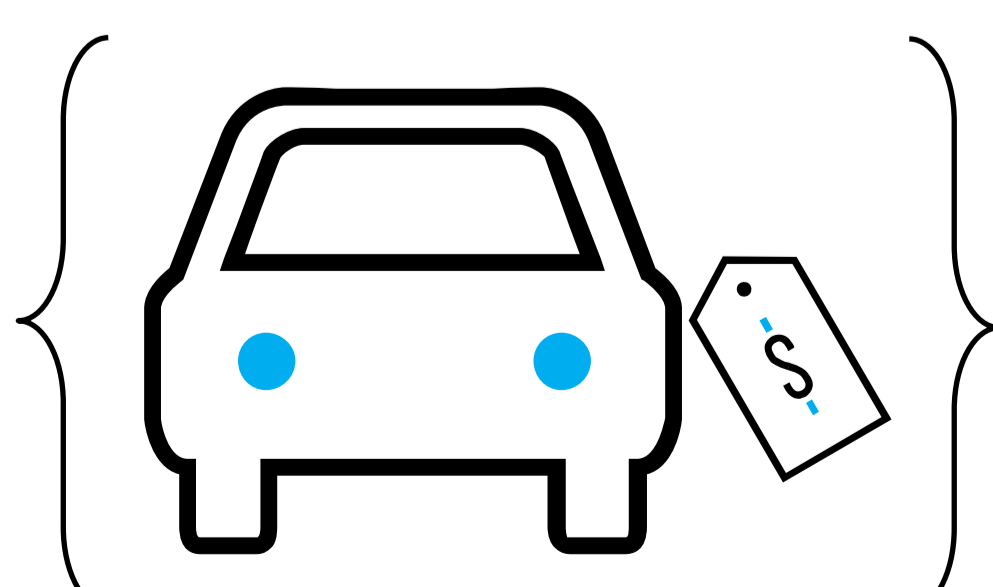
TOP REASONS USED A DEALERSHIP (INDEX)



TOP 5 VEHICLE MODELS MORE LIKELY TO OWN (INDEX)



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

*Online Auto Researchers—Adult 18+ who agrees 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

All estimates are indexed to Adults 18+

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

Copyright © 2018 The Nielsen Company (US), LLC. All Rights Reserved.