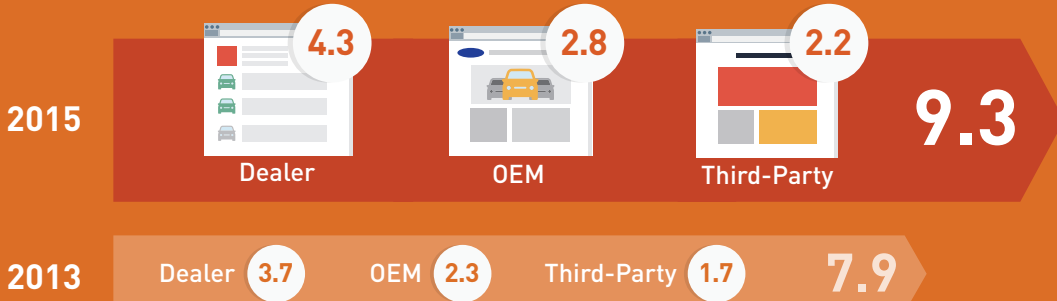


2015 AUTOMOTIVE BUYER INFLUENCE STUDY

KEY CAR BUYER STATS

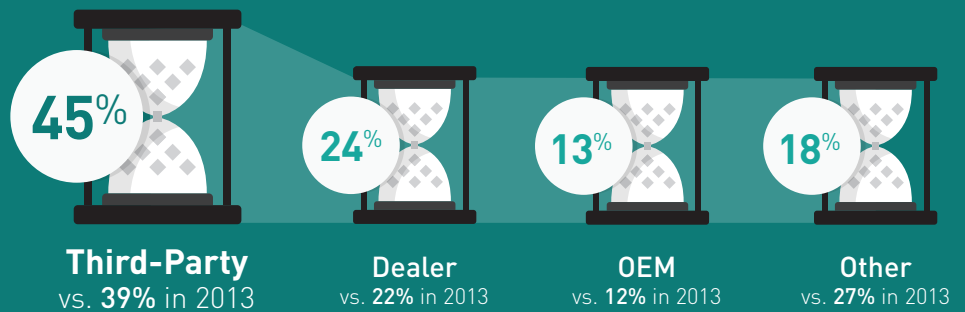


Time spent shopping online continues to grow.



Buyers visit more sites than ever before.

Buyers spend the largest share of their online time on Third-Party.



Third-Party



59%

Research Pricing

Dealer



59%

Find Cars for Sale

OEM



59%

Compare Models

Different sites address different needs.

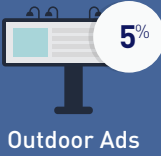
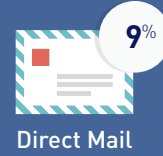
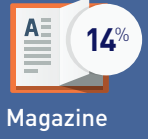
Consumers visit all sites throughout the process.

	Dream	Explore	Select	Buy
OEM	52%	44%	51%	57%
Third-Party	51%	55%	59%	48%
Dealer	32%	39%	45%	58%

2015 AUTOMOTIVE BUYER INFLUENCE STUDY

KEY NEW CAR BUYER STATS

Internet remains the #1 source for new vehicle buyers.*

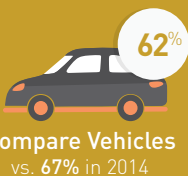


Online new car buyers' overall shopping time remains stable.

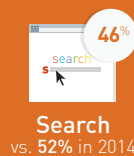
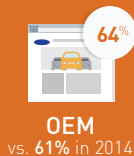
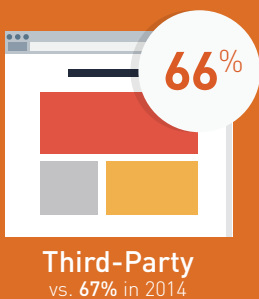


Amount of time online new car buyers allocate to Internet remains flat year over year.

Top 3 Reasons Car Buyers Use the Internet to Shop

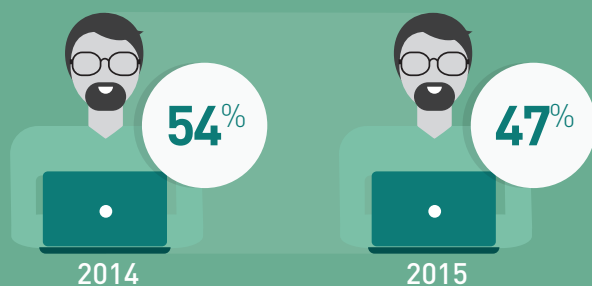


Most new buyers use the Internet to compare vehicles and research car pricing.



Of the 75% who use the Internet to shop, $\frac{2}{3}$ use third-party sites.

Autotrader.com and KBB.com reach almost half of online new car buyers.



2015 AUTOMOTIVE BUYER INFLUENCE STUDY

KEY USED CAR BUYER STATS

Internet remains the #1 source for used vehicle buyers.*



Internet



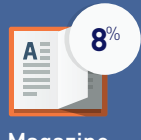
Referral



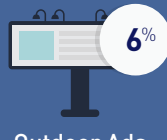
Television



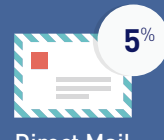
Newspaper



Magazine



Outdoor Ads



Direct Mail



Radio

Online used car buyers are spending more time shopping overall.



2014

2015



2014

2015

Amount of time online used car buyers allocate to Internet continues to grow.

Top 3 Reasons Car Buyers Use the Internet to Shop



Research Pricing
vs. 61% in 2014

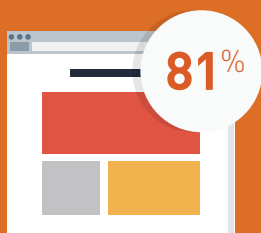


Find Cars for Sale
vs. 58% in 2014



Compare Vehicles
vs. 56% in 2014

Most used car buyers use the Internet to research car pricing.



Third-Party
vs. 82% in 2014



Dealer
vs. 57% in 2014



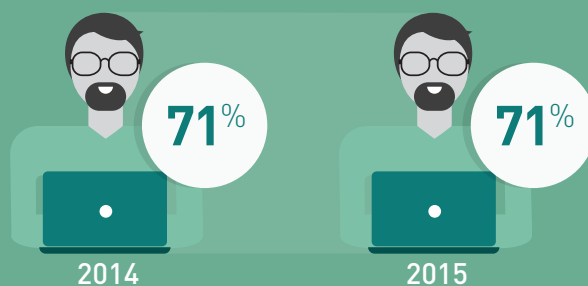
Search
vs. 45% in 2014



OEM
vs. 39% in 2014

Of the 77% who use the Internet to shop, more than 8 out of 10 use third-party sites.

Autotrader.com and KBB.com reach remains stable year-over-year among online used car buyers.



2014

2015