SHOPPER TRENDS SNAPSHOT

CROSS-SHOP BEHAVIOR

CPO TO NEW ALTERNATE CONSIDERATION

As CPO sales are expected to reach a record high in 2019, Cox Automotive's recent CPO Study reveals that a majority of CPO intenders are open to upgrading to a new model. And while shoppers' projected spend on their next vehicle underscores an opportunity for automakers to upsell CPO shoppers on new vehicle offerings, model level cross-shopping demonstrates that CPO shoppers are not always considering the new model option in their shopping process.

2.75M

PROJECTED CPO SALES IN 2019

+25%

INCREASE IN TOTAL CPO SHOPPERS (2019 VS. 2016)

CPO SHOPPERS ARE OPEN TO PURCHASING A NEW VEHICLE

68%

AMONG CPO INTENDERS OVERALL

73%

AMONG LUXURY CPO INTENDERS

Although the price gap between new and CPO has hovered at a similar level over the past few years (narrowing slightly this year), CPO shoppers' planned budget for their next vehicle opens doors for automakers to inject new model options into the consideration process.

AVERAGE

CPO List Price vs. New Car Transaction Price

EXPECTED MEAN PRICE FOR NEXT VEHICLE

ALL CPO SHOPPERS

$37K

LUXURY CPO SHOPPERS

$44K

CPO TO NEW CROSS-SHOPPING: SEGMENT MODEL AVERAGES

While the Cox Automotive CPO Study revealed a high percentage of CPO intenders are open to considering a new alternative, shopping behavior demonstrates opportunities for automakers to capitalize on that sentiment. In taking a closer look at model-level cross-shopping, there are varying degrees of CPO to new alternate version cross-consideration. On average, CPO truck shoppers are more likely to shop the new alternative, whereas CPO sedan shoppers are less likely to shop the new model version.

53.4%

TRUCK SEGMENT

42.3%

NON-LUXURY SUV SEGMENT

39.4%

LUXURY SUV SEGMENT

34.0%

NON-LUXURY CAR SEGMENT

30.8%

LUXURY CAR SEGMENT

Cox Automotive

2019 Cox Automotive CPO Shopper Study
Autotrader Site Behavior; CPO Cross-Shopping, Q2-2019
CPO Average List Price: Autotrader Listing Price Data (Jan-Aug 2019)
New Car ATP: KBB Retail Transaction Data (Jan-Aug 2019)
Cox Automotive 2019 CPO Sales Projection Based on Forecasting

SHOPPER TRENDS SNAPSHOT

LUXURY SUV CROSS-SHOPPING

CPO SHOPPERS CROSS-CONSIDERING NEW MODEL VERSIONS

Model	Segment	%
*Range Rover Velar	Midsize	67%
* Q8	Midsize	65%
* Nautilus	Midsize	63%
* XT4	Compact	62%
V90	Midsize	60%
* XC40	Compact	58%
F-PACE	Compact	56%
Navigator/L	Fullsize	55%
* X2	Compact	51%
LX	Fullsize	51%
*UX 200	Compact	50%
Levante	Midsize	49%
QX80	Fullsize	48%
Discovery	Midsize	47%
G-Class	Fullsize	45%
GLS-Class	Fullsize	42%
GLC-Class	Compact	41%
XT5	Midsize	40%
* E-PACE	Compact	40%
AVERAGE		39%
V60	Midsize	39%
XC90	Midsize	39%
Q7	Midsize	39%
Range Rover Evoque	Compact	39%
Range Rover	Fullsize	38%
Envision	Compact	38%
Macan	Compact	37%
Escalade/ESV	Fullsize	37%
Range Rover Sport	Midsize	37%
Q5/SQ5	Compact	36%
GLE-Class	Midsize	36%
X6 M	Midsize	35%
X3	Compact	35%
X5 M	Midsize	35%
QX60	Midsize	34%
Discovery Sport	Compact	34%
MKT	Midsize	34%
QX30	Compact	33%
RDX	Compact	32%
X5	Midsize	32%
X4	Compact	32%
XC60	Compact	31%
GX	Fullsize	30%
Cayenne	Midsize	30%
X6	Midsize	29%
Enclave	Midsize	29%
MDX	Midsize	29%
Q3	Compact	29%
RX	Midsize	27%
GLA-Class	Compact	27%
NX	Compact	23%
QX50	Compact	22%
MKC	Compact	21%
X1	Compact	21%

CPO TO NEW MODEL ALTERNATE

OVERALL LUXURY SUV AVERAGE CROSS-SHOPPING

39.4%

AVERAGE CROSS-SHOPPING BY SEGMENT

36.8% LUXURY COMPACT SUV

40.7% LUXURY MIDSIZE SUV

43.3% LUXURY FULLSIZE SUV

*8 **NEWER MODELS LAUNCHED WITHIN THE PAST 2 YEARS** (fewer CPO model years available, narrower CPO/New price gap likely)

Cox Automotive

2019 COX Automotive CPO Shopper Study
Autotrader Site Behavior; CPO Cross-Shopping, Q2-2019
CPO to New model cross-shopping data not yet available: X3 M, X4 M, X7, Corsair, XT6, Aviator

SHOPPER TRENDS SNAPSHOT

NON-LUXURY SUV CROSS-SHOPPING

CPO SHOPPERS CROSS-CONSIDERING NEW MODEL VERSIONS

Model	Segment	%
* Expedition Max	Fullsize	75%
* Telluride	Midsize	73%
Atlas	Midsize	71%
* Passport	Midsize	63%
* Ascent	Midsize	63%
Suburban	Fullsize	60%
Land Cruiser	Fullsize	59%
Wrangler	Compact	59%
Durango	Fullsize	58%
Expedition	Fullsize	57%
Armada	Fullsize	56%
* Kona	Subcompact	55%
C-HR	Subcompact	54%
4Runner	Midsize	52%
Tahoe	Fullsize	51%
Flex	Midsize	49%
Yukon/XL	Fullsize	48%
Grand Cherokee	Midsize	47%
Niro	Subcompact	47%
Sequoia	Fullsize	47%
Explorer	Midsize	45%
* Kicks	Subcompact	45%
Santa Fe	Midsize	44%
Edge	Midsize	43%
Traverse	Midsize	43%
AVERAGE		42%
Compass	Compact	41%
CX-9	Midsize	41%
Acadia	Midsize	41%
Crosstrek	Compact	40%
* EcoSport	Subcompact	40%
Tucson	Compact	39%
Forester	Compact	38%
Cherokee	Compact	38%
Murano	Midsize	38%
Countryman	Subcompact	37%
Highlander	Midsize	37%
RAV4	Compact	36%
Sorento	Midsize	36%
Renegade	Subcompact	35%
Soul	Subcompact	35%
Tiguan	Compact	35%
CX-5	Compact	34%
Outback	Compact	34%
Journey	Compact	34%
Pathfinder	Midsize	33%
Equinox	Compact	32%
Escape	Compact	32%
Pilot	Midsize	31%
HR-V	Subcompact	31%
CX-3	Subcompact	31%
Terrain	Compact	30%
Sportage	Compact	29%
Rogue Sport	Subcompact	28%
Rogue	Compact	27%
CR-V	Compact	24%
Encore	Subcompact	22%
Trax	Subcompact	21%
500X	Subcompac	10%

CPO TO NEW MODEL ALTERNATE

OVERALL NON-LUXURY SUV AVERAGE CROSS-SHOPPING

42.3%

AVERAGE CROSS-SHOPPING BY SEGMENT

35.1% SUBCOMPACT SUV

35.4% COMPACT SUV

47.2% MIDSIZE SUV

56.9% FULLSIZE SUV

*7 **NEWER MODELS LAUNCHED WITHIN THE PAST 2 YEARS**
(fewer CPO model years available, narrower CPO/New price gap likely)

COX AUTOMOTIVE™

2019 COX Automotive CPO Shopper Study
Autotrader Site Behavior; CPO Cross-Shopping, Q2-2019
CPO to New model cross-shopping data not yet available: Blazer, Palisade

SHOPPER TRENDS SNAPSHOT

LUXURY CAR CROSS-SHOPPING

CPO SHOPPERS CROSS-CONSIDERING NEW MODEL VERSIONS

CPO TO NEW MODEL ALTERNATE

OVERALL LUXURY CAR AVERAGE CROSS-SHOPPING

30.8%

AVERAGE CROSS-SHOPPING BY SEGMENT

28.1%
LUXURY ENTRY-LEVEL CAR

32.6%
LUXURY MIDSIZE CAR

33.0%
LUXURY FULLSIZE CAR

COX AUTOMOTIVE™

2019 COX Automotive CPO Shopper Study
Autotrader Site Behavior; CPO Cross-Shopping, Q2-2019
CPO to New model cross-shopping data not yet available: A-Class

SHOPPER TRENDS SNAPSHOT

NON-LUXURY CAR CROSS-SHOPPING

CPO SHOPPERS CROSS-CONSIDERING NEW MODEL VERSIONS

CPO TO NEW MODEL ALTERNATE

OVERALL NON-LUXURY CAR AVERAGE CROSS-SHOPPING

34.0%

AVERAGE CROSS-SHOPPING BY SEGMENT

29.2% SUBCOMPACT CAR

30.3% COMPACT CAR

34.6% MIDSIZE CAR

48.5% FULLSIZE CAR

*** KIA STINGER IS THE ONLY NEWER MODEL LAUNCHED WITHIN THE PAST 2 YEARS**
(fewer CPO model years available, narrower CPO/New price gap likely)

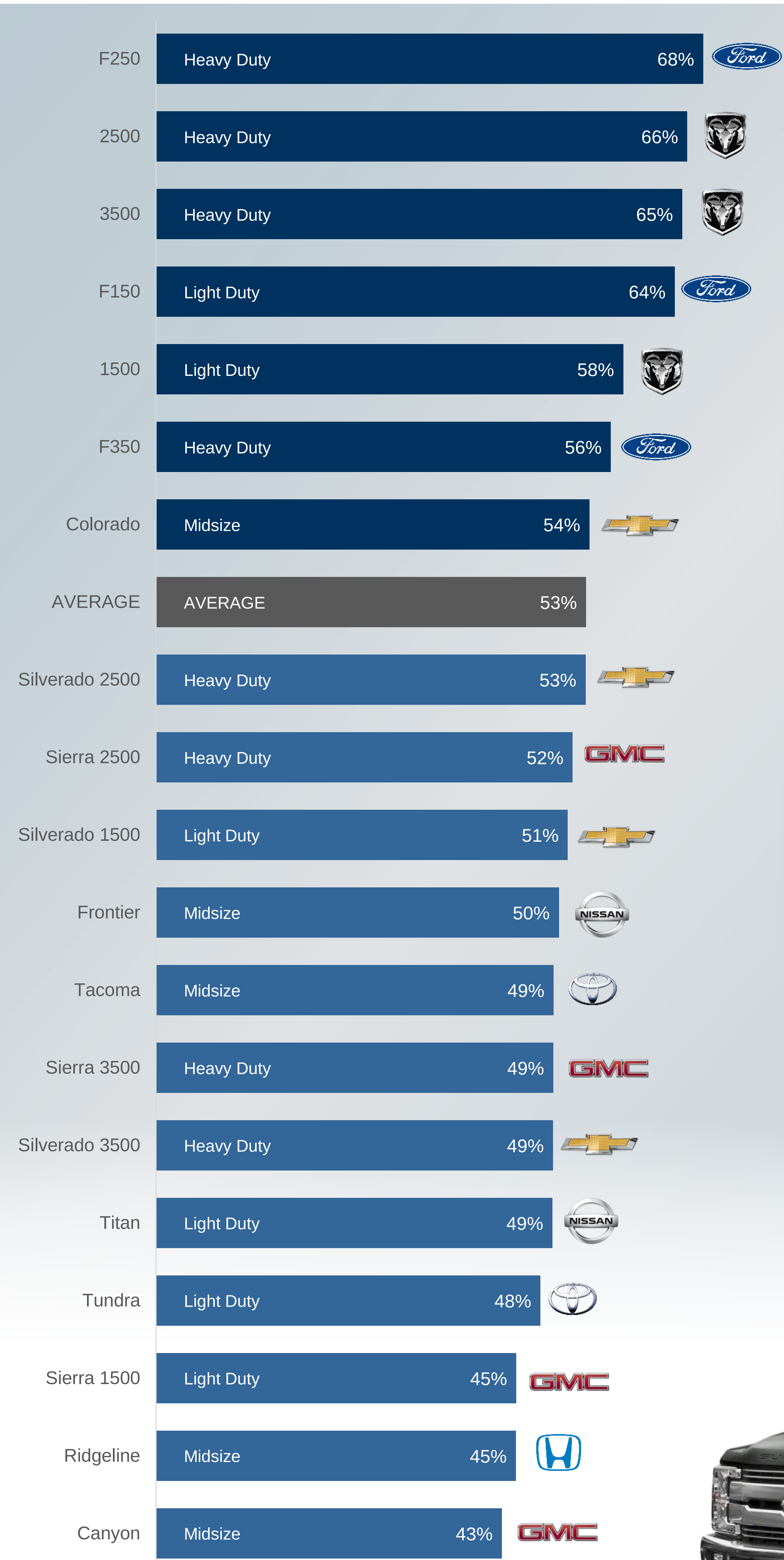
COX AUTOMOTIVE

2019 COX Automotive CPO Shopper Study
Autotrader Site Behavior; CPO Cross-Shopping, Q2-2019
CPO to New model cross-shopping data not yet available: Arteon, 500L

SHOPPER TRENDS SNAPSHOT

TRUCK CROSS-SHOPPING

CPO SHOPPERS CROSS-CONSIDERING NEW MODEL VERSIONS



CPO TO NEW MODEL ALTERNATE

OVERALL TRUCK AVERAGE CROSS-SHOPPING

53.4%

AVERAGE CROSS-SHOPPING BY SEGMENT

48.2%
MIDSIZE TRUCK

52.5%
LIGHT DUTY TRUCK

57.4%
HEAVY DUTY TRUCK

COX AUTOMOTIVE™

2019 COX Automotive CPO Shopper Study
Autotrader Site Behavior; CPO Cross-Shopping, Q2-2019
CPO to New model cross-shopping data not yet available: F450, Ranger, Gladiator