

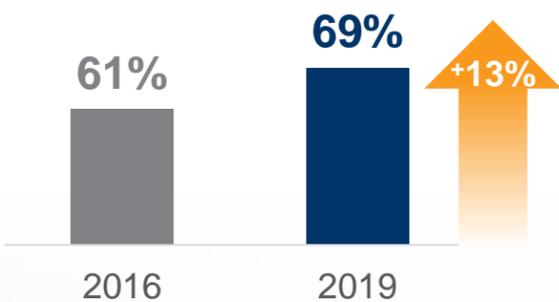
USED TO CPO CROSS-SHOPPING

SUVS & TRUCKS: CPO UPSELL OPPORTUNITIES

Amid a growing percentage of used vehicle shoppers and heightened interest in SUVs and trucks, perceptions and shopping behavior among used car shoppers was studied relative to certified pre-owned consideration. While roughly half of used shoppers indicate they are open to considering CPO, model level cross-shopping within the popular SUV and truck segments demonstrates potential for CPO upsell among active shoppers as well as opportunity for influencing more shoppers to consider CPO (both in-brand and in steering attention away from competitive models).

USED CAR SHOPPERS ARE WILLING TO CONSIDER CPO

Used vehicle intenders (CPO or non-CPO) are up among active car shoppers



Used vehicle shoppers are open to purchasing CPO

49% ARE OPEN TO UPGRADING TO A CPO VEHICLE

91% VIEW CPO VEHICLES AS "GOOD AS NEW"

CPO benefits most likely to influence used shoppers to purchase or lease CPO

- LOWER MILEAGE
- NEWER THAN TYPICAL USED CAR
- LIKE-NEW INTERIOR
- INSPECTION/WARRANTY
- MECHANICALLY PERFECT
- BETTER CONDITION THAN USED

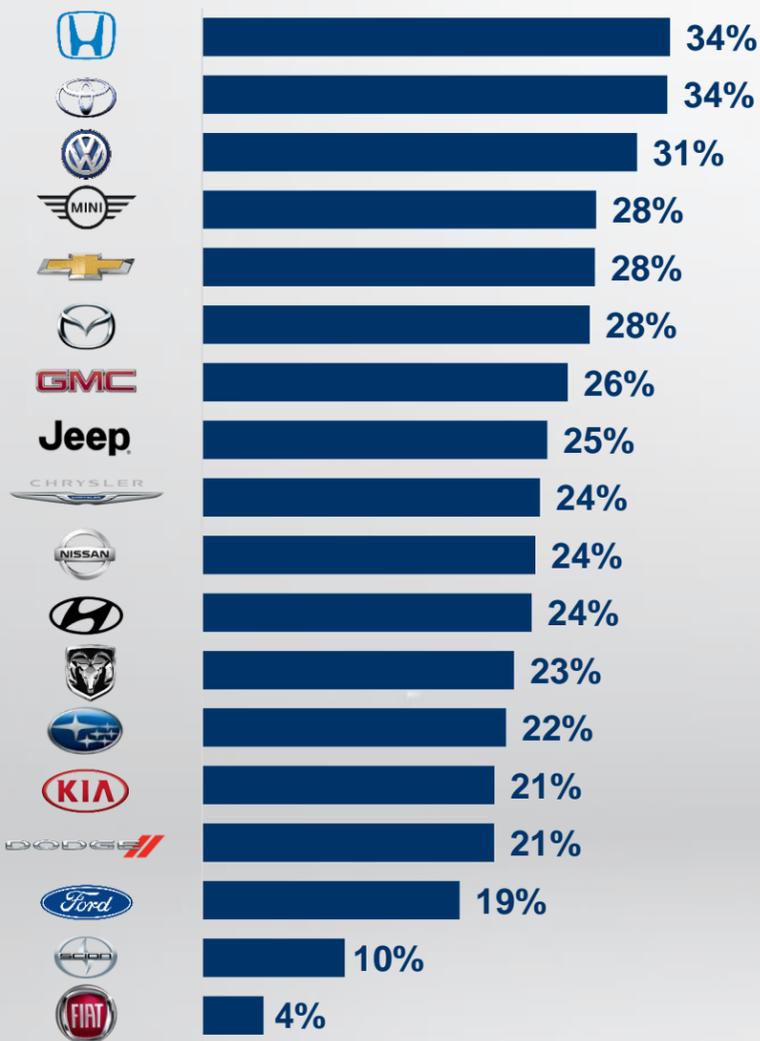
Among savings opportunities offered by dealers on CPO vehicles, incentives have the strongest appeal to used car intenders. Those used shoppers are also significantly more likely to be influenced by finance offers on CPO vehicles (33%) than CPO intenders (21%).



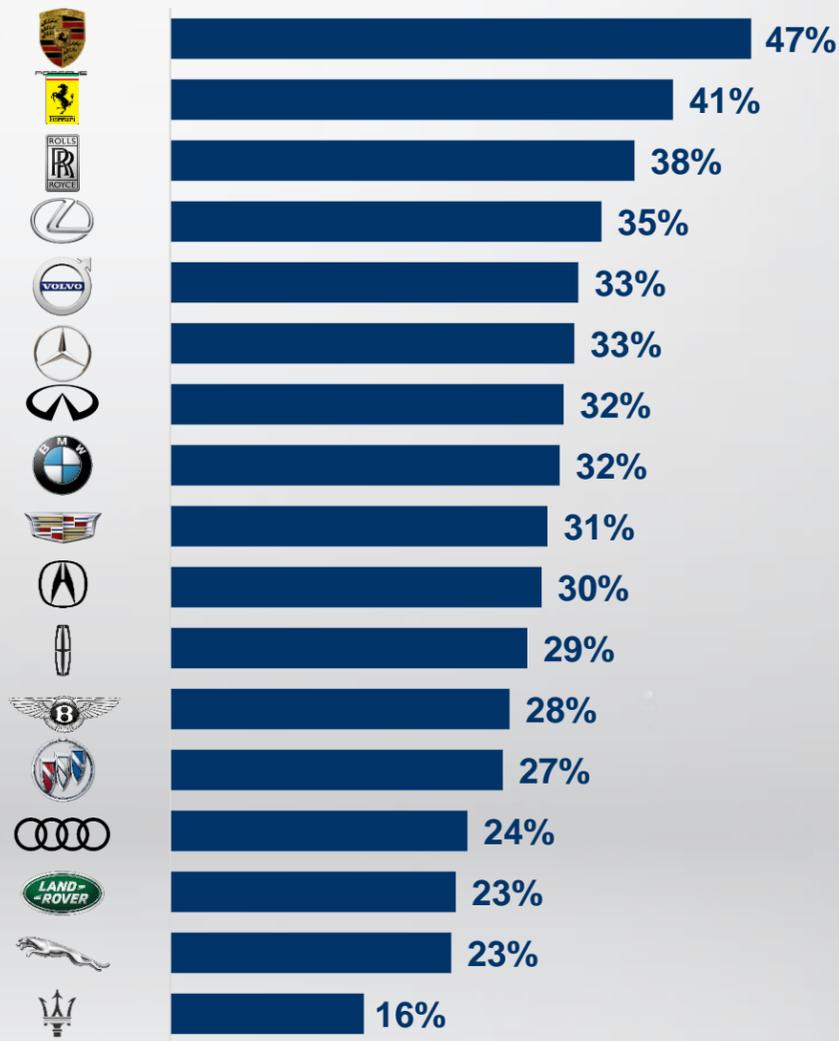
WHICH BRANDS ARE LEADING IN CPO CROSS-SHOPPING

% OF BRAND'S USED SHOPPERS CROSS-SHOPPING CPO

NON-LUXURY



LUXURY

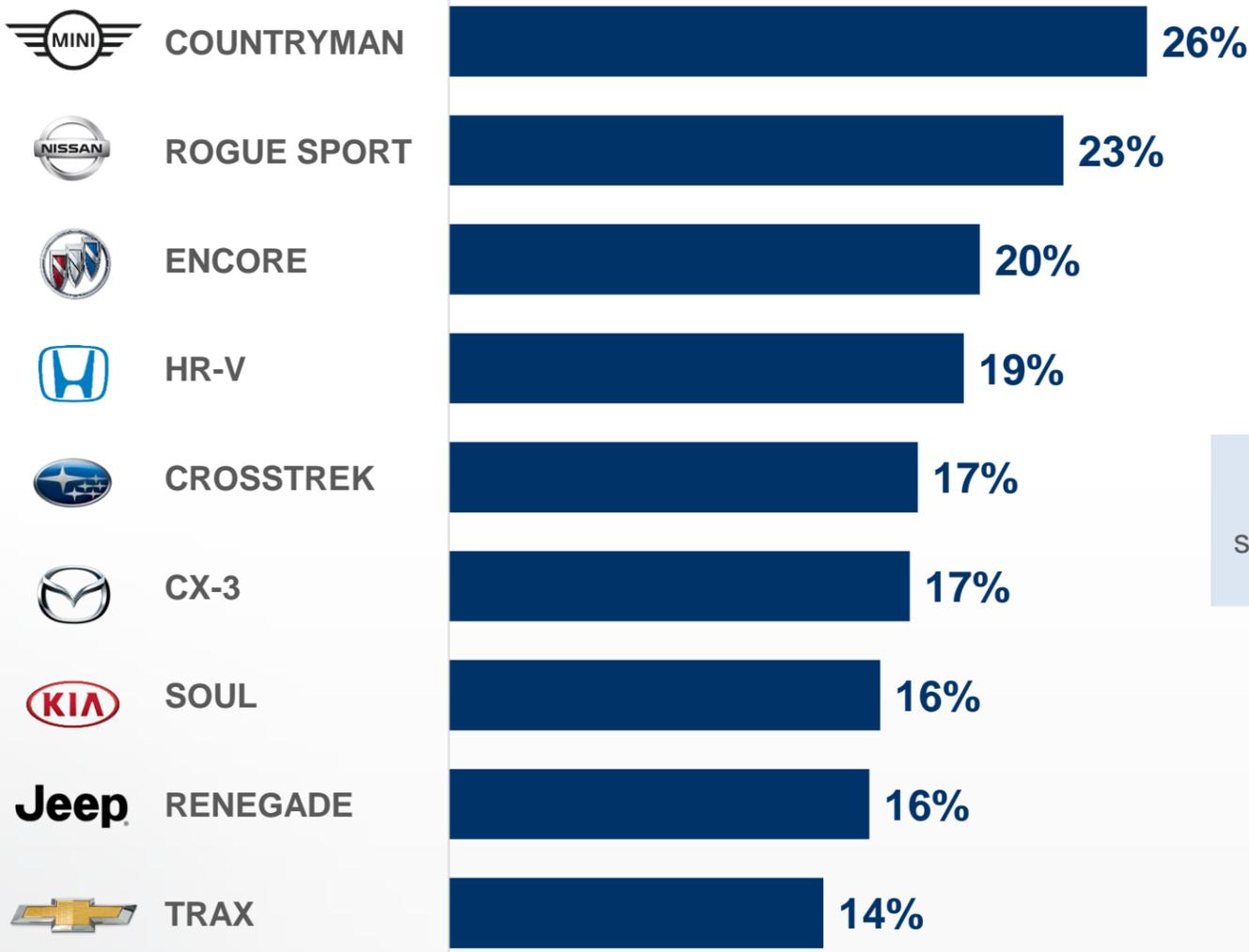


NON-LUXURY SUBCOMPACT SUV USED TO CPO CROSS-SHOPPING

How many used shoppers are cross-considering the CPO model version, and what other CPO models are sources of competitive pressure?

CPO UPGRADE OPPORTUNITY: AMONG TOP USED TRAFFIC SEGMENT MODELS

% OF USED SHOPPERS CROSS-SHOPPING CPO VERSION OF MODEL



EXAMPLE:
26% of used Countryman shoppers are cross-shopping the CPO Countryman

COMPETITIVE PRESSURE: TOP 3 ALTERNATE BRAND CPO MODELS CROSS-SHOPPED

Example: Among used Countryman shoppers, the #1 cross-shopped competitive CPO model is the Honda Civic.

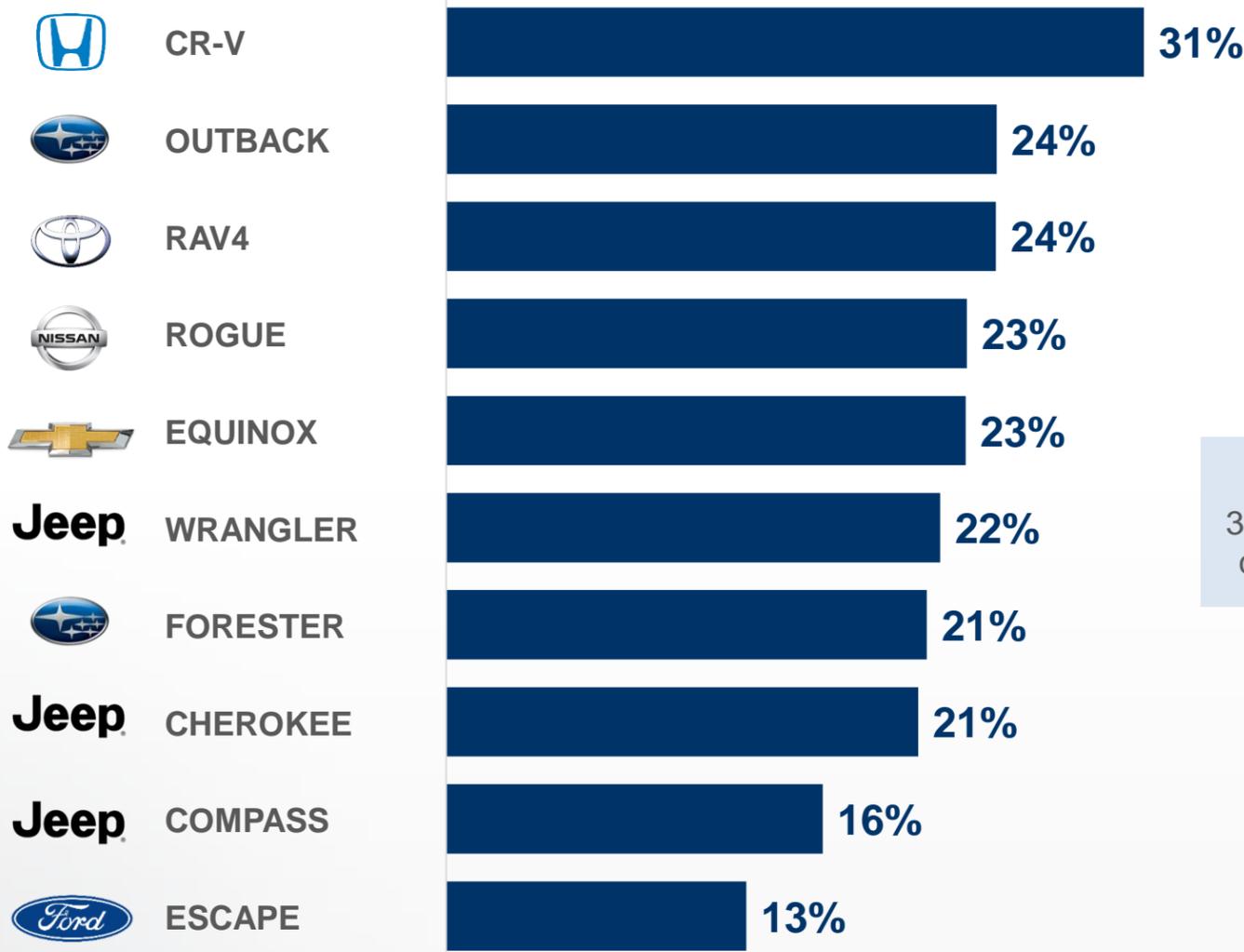
COUNTRYMAN 	CIVIC 3 SERIES ACCORD	ROGUE SPORT 	RAV4 CR-V CX-5
ENCORE 	EQUINOX ROGUE CR-V	HR-V 	RAV4 ROGUE CX-5
CROSSTREK 	RAV4 CR-V CIVIC	CX-3 	ROGUE CIVIC RAV4
SOUL 	CIVIC CAMRY JETTA	RENEGADE 	CIVIC ROGUE EQUINOX
TRAX 	ROGUE Jeep CHEROKEE ENCORE		

NON-LUXURY COMPACT SUV USED TO CPO CROSS-SHOPPING

How many used shoppers are cross-considering the CPO model version, and what other CPO models are sources of competitive pressure?

CPO UPGRADE OPPORTUNITY: AMONG TOP USED TRAFFIC SEGMENT MODELS

% OF USED SHOPPERS CROSS-SHOPPING CPO VERSION OF MODEL



EXAMPLE:
31% of used CR-V shoppers are cross-shopping the CPO CR-V

COMPETITIVE PRESSURE: TOP 3 ALTERNATE BRAND CPO MODELS CROSS-SHOPPED

Example: Among used CR-V shoppers, the #1 cross-shopped competitive CPO model is the Toyota RAV4.

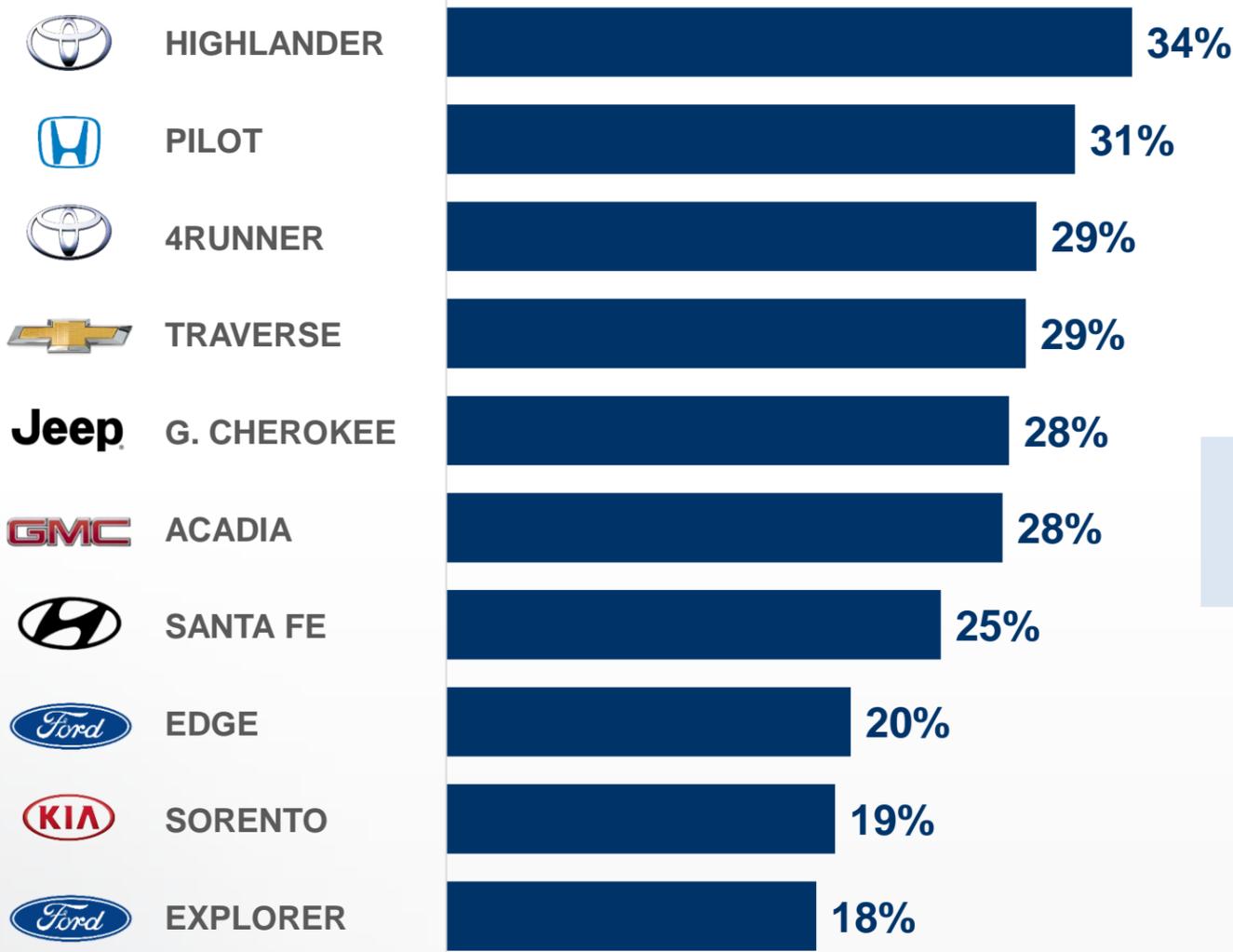
 CR-V	 RAV4  ROGUE  CX-5	 OUTBACK	 CR-V  RAV4  CX-5
 RAV4	 CR-V  CX-5  ACCORD	 ROGUE	 CR-V  RAV4  EQUINOX
 EQUINOX	 TERRAIN  ROGUE  CR-V	 WRANGLER	 SILVERADO 1500  TACOMA  F150
 FORESTER	 RAV4  CR-V  CX-5	 CHEROKEE	 EQUINOX  ROGUE  RAV4
 COMPASS	 ROGUE  EQUINOX  CIVIC	 ESCAPE	 ROGUE  EQUINOX  CR-V

NON-LUXURY MIDSIZE SUV USED TO CPO CROSS-SHOPPING

How many used shoppers are cross-considering the CPO model version, and what other CPO models are sources of competitive pressure?

CPO UPGRADE OPPORTUNITY: AMONG TOP USED TRAFFIC SEGMENT MODELS

% OF USED SHOPPERS CROSS-SHOPPING CPO VERSION OF MODEL



EXAMPLE:
34% of used Highlander shoppers are cross-shopping the CPO Highlander

COMPETITIVE PRESSURE: TOP 3 ALTERNATE BRAND CPO MODELS CROSS-SHOPPED

Example: Among used Highlander shoppers, the #1 cross-shopped competitive CPO model is the Honda Pilot.

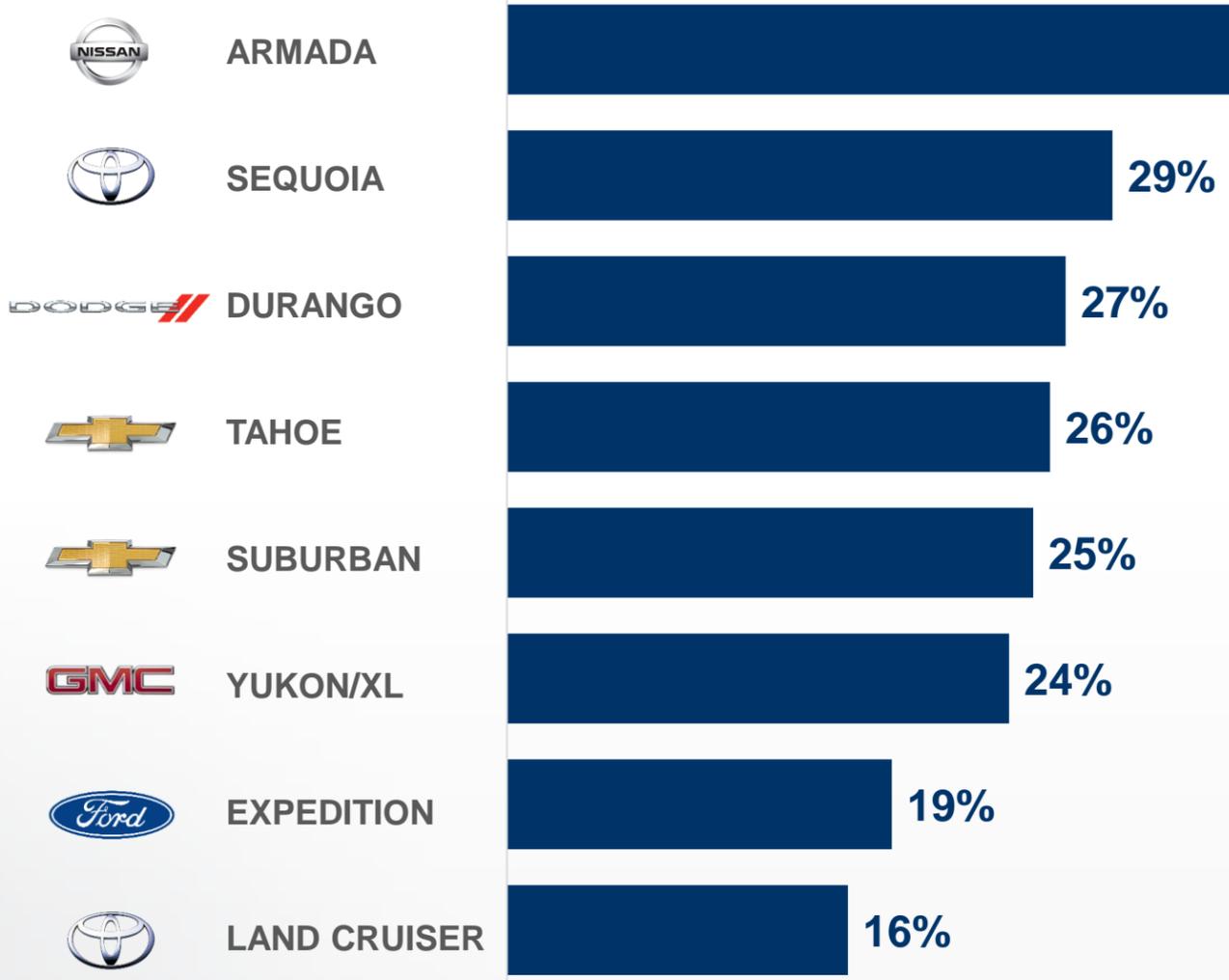
HIGHLANDER 	PILOT ACADIA MDX	PILOT 	HIGHLANDER MDX ACADIA
4RUNNER 	Jeep G. CHEROKEE Jeep WRANGLER F150	TRAVERSE 	ACADIA HIGHLANDER EXPLORER
G. CHEROKEE 	SILVERADO 1500 4RUNNER F150	ACADIA 	TRAVERSE HIGHLANDER EXPLORER
SANTA FE 	ROGUE CR-V SORENTO	EDGE 	EQUINOX CR-V Jeep G. CHEROKEE
SORENTO 	SANTA FE ROGUE EQUINOX	EXPLORER 	ACADIA HIGHLANDER Jeep G. CHEROKEE

NON-LUXURY FULLSIZE SUV USED TO CPO CROSS-SHOPPING

How many used shoppers are cross-considering the CPO model version, and what other CPO models are sources of competitive pressure?

CPO UPGRADE OPPORTUNITY: AMONG TOP USED TRAFFIC SEGMENT MODELS

% OF USED SHOPPERS CROSS-SHOPPING CPO VERSION OF MODEL



EXAMPLE:
35% of used Armada shoppers are cross-shopping the CPO Armada

COMPETITIVE PRESSURE: TOP 3 ALTERNATE BRAND CPO MODELS CROSS-SHOPPED

Example: Among used Armada shoppers, the #1 cross-shopped competitive CPO model is the Chevrolet Tahoe.

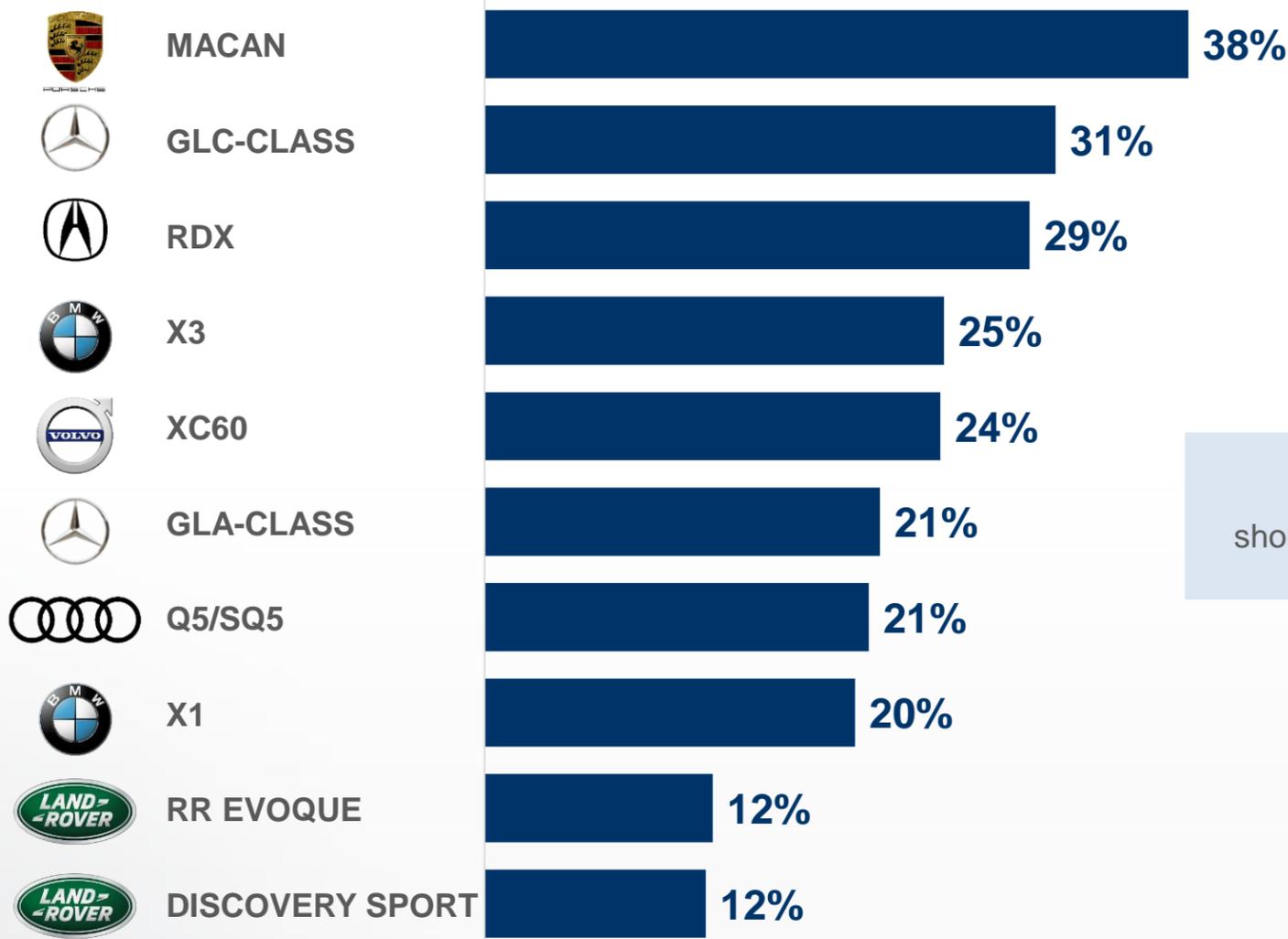
<p>ARMADA</p>	<p>CHEVROLET TAHOE</p> <p>MAZDA QX80</p> <p>GMC YUKON/XL</p>	<p>SEQUOIA</p>	<p>CHEVROLET TAHOE</p> <p>GMC YUKON/XL</p> <p>NISSAN ARMADA</p>
<p>DURANGO</p>	<p>Jeep G. CHEROKEE</p> <p>GMC ACADIA</p> <p>FORD EXPLORER</p>	<p>TAHOE</p>	<p>GMC YUKON/XL</p> <p>Jeep G. CHEROKEE</p> <p>FORD F150</p>
<p>SUBURBAN</p>	<p>GMC YUKON/XL</p> <p>CADILLAC ESCALADE/ESV</p> <p>FORD F150</p>	<p>YUKON/XL</p>	<p>CHEVROLET TAHOE</p> <p>CHEVROLET SUBURBAN</p> <p>CADILLAC ESCALADE/ESV</p>
<p>EXPEDITION</p>	<p>CHEVROLET TAHOE</p> <p>GMC YUKON/XL</p> <p>FORD F150</p>	<p>LAND CRUISER</p>	<p>Lexus GX</p> <p>Lexus LX</p> <p>GMC YUKON/XL</p>

LUXURY COMPACT SUV USED TO CPO CROSS-SHOPPING

How many used shoppers are cross-considering the CPO model version, and what other CPO models are sources of competitive pressure?

CPO UPGRADE OPPORTUNITY: AMONG TOP USED TRAFFIC SEGMENT MODELS

% OF USED SHOPPERS CROSS-SHOPPING CPO VERSION OF MODEL



EXAMPLE:
38% of used Macan shoppers are cross-shopping the CPO Macan

COMPETITIVE PRESSURE: TOP 3 ALTERNATE BRAND CPO MODELS CROSS-SHOPPED

Example: Among used Macan shoppers, the #1 cross-shopped competitive CPO model is the Mercedes-Benz C-Class.

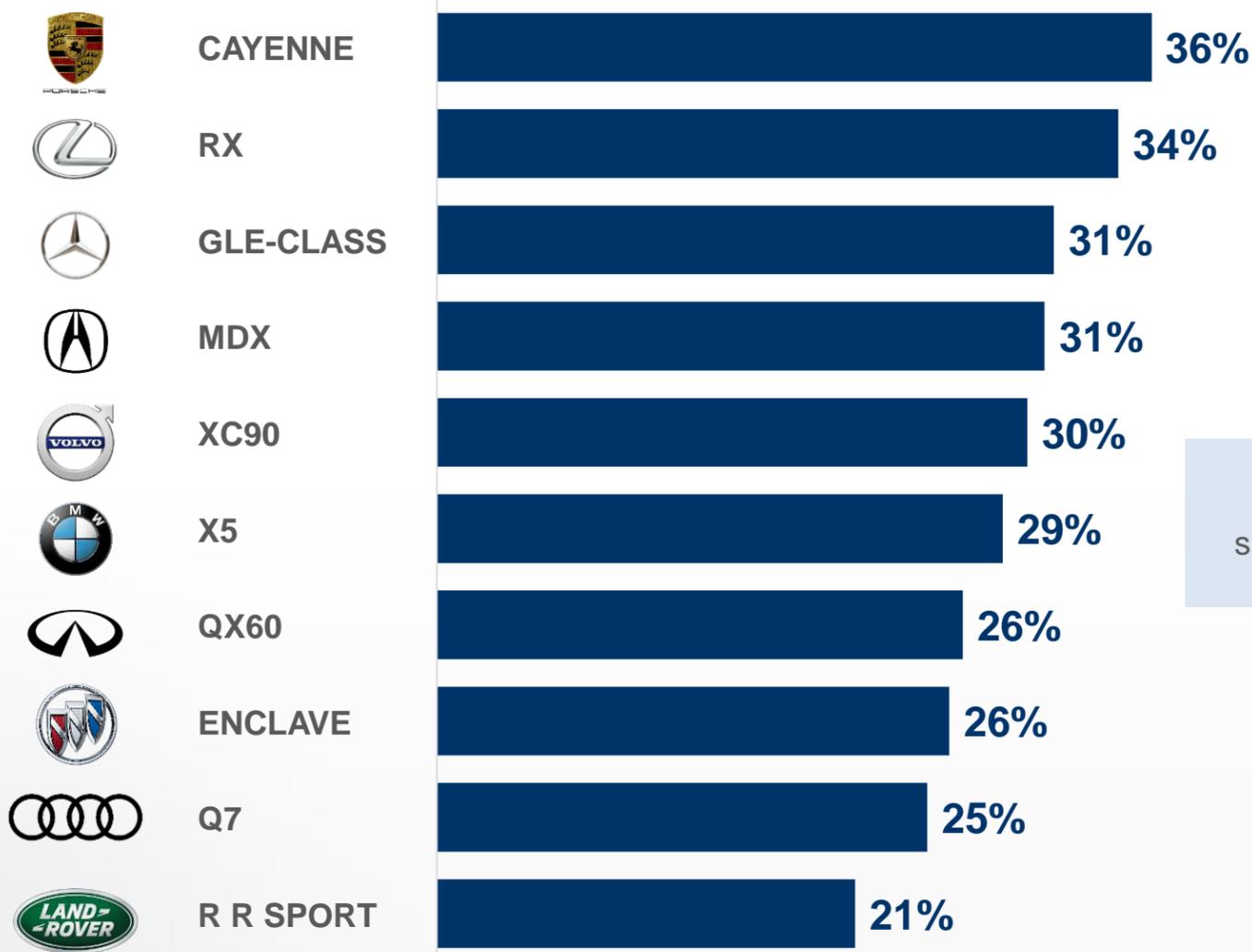
<p>MACAN</p>	<ul style="list-style-type: none"> C-CLASS E-CLASS GLE-CLASS 	<p>GLC-CLASS</p>	<ul style="list-style-type: none"> Q5/SQ5 X3 X5
<p>RDX</p>	<ul style="list-style-type: none"> CR-V RAV4 HIGHLANDER 	<p>X3</p>	<ul style="list-style-type: none"> Q5/SQ5 Jeep G. CHEROKEE GLC-CLASS
<p>XC60</p>	<ul style="list-style-type: none"> Jeep G. CHEROKEE Q5/SQ5 RDX 	<p>GLA-CLASS</p>	<ul style="list-style-type: none"> 3 SERIES ACCORD X1
<p>Q5/SQ5</p>	<ul style="list-style-type: none"> Jeep G. CHEROKEE X3 3 SERIES 	<p>X1</p>	<ul style="list-style-type: none"> GLA-CLASS C-CLASS Jeep G. CHEROKEE
<p>RR EVOQUE</p>	<ul style="list-style-type: none"> Jeep G CHEROKEE C-CLASS GLC-CLASS 	<p>DISCOVERY SPORT</p>	<ul style="list-style-type: none"> Jeep G CHEROKEE HIGHLANDER 4RUNNER

LUXURY MIDSIZE SUV USED TO CPO CROSS-SHOPPING

How many used shoppers are cross-considering the CPO model version, and what other CPO models are sources of competitive pressure?

CPO UPGRADE OPPORTUNITY: AMONG TOP USED TRAFFIC SEGMENT MODELS

% OF USED SHOPPERS CROSS-SHOPPING CPO VERSION OF MODEL



EXAMPLE:
36% of used Cayenne shoppers are cross-shopping the CPO Cayenne

COMPETITIVE PRESSURE: TOP 3 ALTERNATE BRAND CPO MODELS CROSS-SHOPPED

Example: Among used Cayenne shoppers, the #1 cross-shopped competitive CPO model is the BMW X5.

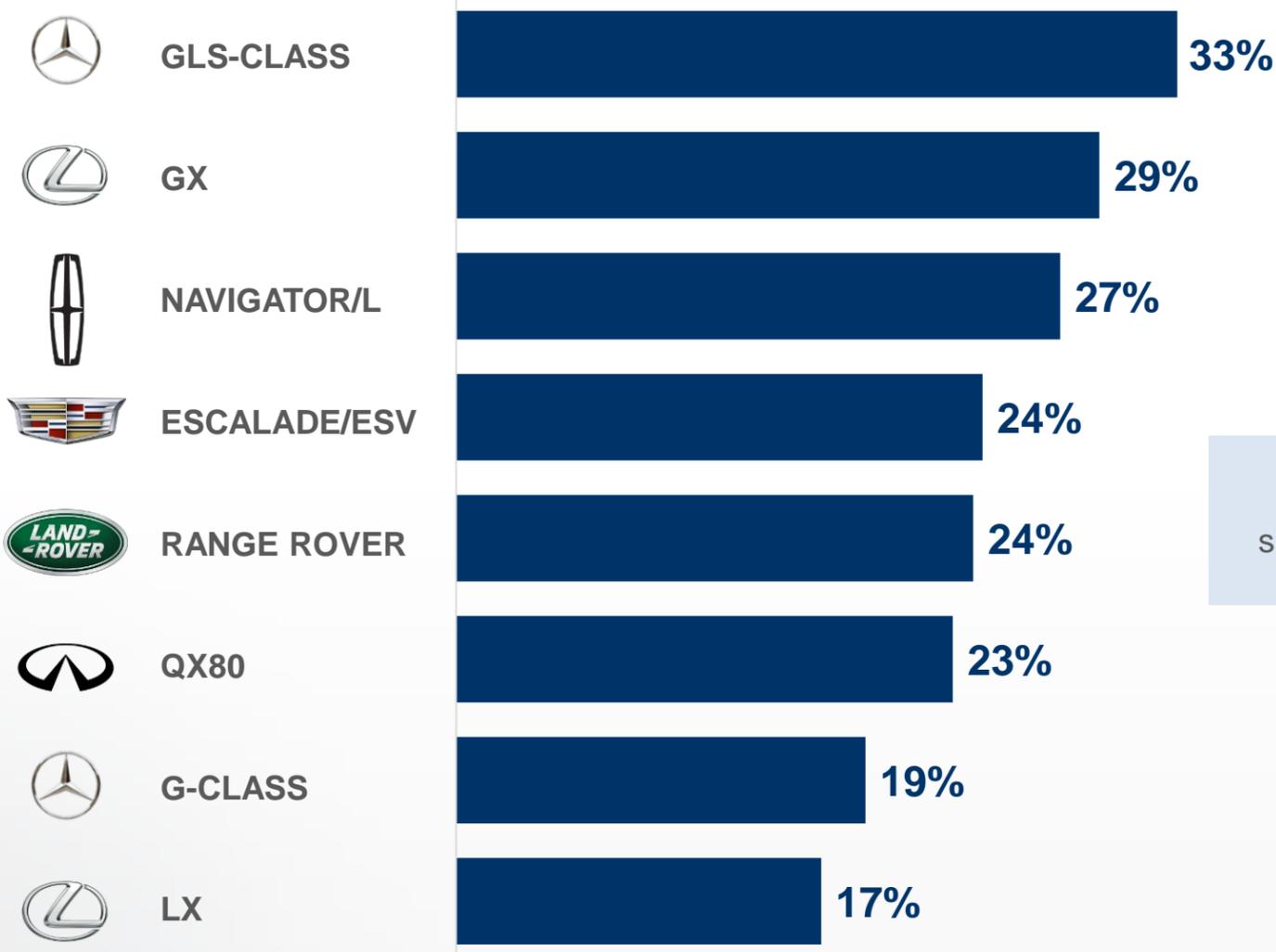
<p>CAYENNE</p> 	<ul style="list-style-type: none">  X5  GLE-CLASS  E-CLASS 	<p>RX</p> 	<ul style="list-style-type: none">  HIGHLANDER  MDX  RDX
<p>GLE-CLASS</p> 	<ul style="list-style-type: none">  X5  CAYENNE  RX 	<p>MDX</p> 	<ul style="list-style-type: none">  HIGHLANDER  PILOT  RX
<p>XC90</p> 	<ul style="list-style-type: none">  X5  MDX  HIGHLANDER 	<p>X5</p> 	<ul style="list-style-type: none">  GLE-CLASS Jeep G. CHEROKEE  RX
<p>QX60</p> 	<ul style="list-style-type: none">  HIGHLANDER  MDX  PILOT 	<p>ENCLAVE</p> 	<ul style="list-style-type: none"> GMC ACADIA  TRAVERSE  HIGHLANDER
<p>Q7</p> 	<ul style="list-style-type: none">  X5  XC90  MDX 	<p>R R SPORT</p> 	<ul style="list-style-type: none">  X5  CAYENNE  GLE-CLASS

LUXURY FULLSIZE SUV USED TO CPO CROSS-SHOPPING

How many used shoppers are cross-considering the CPO model version, and what other CPO models are sources of competitive pressure?

CPO UPGRADE OPPORTUNITY: AMONG TOP USED TRAFFIC SEGMENT MODELS

% OF USED SHOPPERS CROSS-SHOPPING CPO VERSION OF MODEL



EXAMPLE:
33% of used GLS-Class shoppers are cross-shopping the CPO GLC-Class

COMPETITIVE PRESSURE: TOP 3 ALTERNATE BRAND CPO MODELS CROSS-SHOPPED

Example: Among used GLS-Class shoppers, the #1 cross-shopped competitive CPO model is the BMW X5.

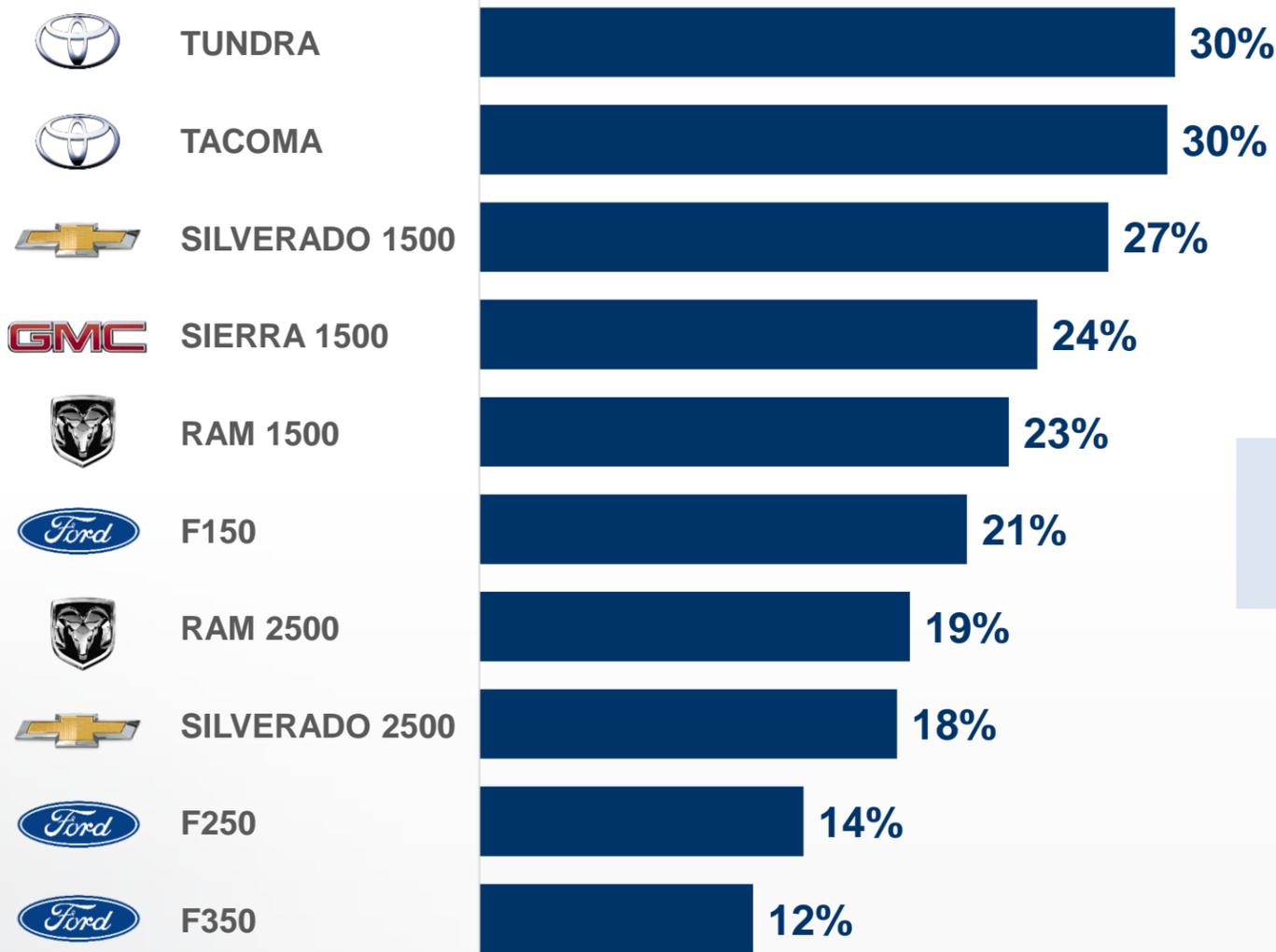
<p>GLS-CLASS</p>	<p> X5</p> <p> Q7</p> <p> CAYENNE</p>	<p>GX</p>	<p> 4RUNNER</p> <p> HIGHLANDER</p> <p> MDX</p>
<p>NAVIGATOR/L</p>	<p> YUKON/XL</p> <p> ESCALADE/ESV</p> <p> TAHOE</p>	<p>ESCALADE/ESV</p>	<p> YUKON/XL</p> <p> TAHOE</p> <p> SUBURBAN</p>
<p>RANGE ROVER</p>	<p> S-CLASS</p> <p> 911</p> <p> CAYENNE</p>	<p>QX80</p>	<p> ARMADA</p> <p> YUKON/XL</p> <p> TAHOE</p>
<p>G-CLASS</p>	<p> 911</p> <p> RANGE ROVER</p> <p> CAYENNE</p>	<p>LX</p>	<p> ESCALADE/ESV</p> <p> GLS-CLASS</p> <p> S-CLASS</p>

TRUCK SEGMENT USED TO CPO CROSS-SHOPPING

How many used shoppers are cross-considering the CPO model version, and what other CPO models are sources of competitive pressure?

CPO UPGRADE OPPORTUNITY: AMONG TOP USED TRAFFIC SEGMENT MODELS

% OF USED SHOPPERS CROSS-SHOPPING CPO VERSION OF MODEL



EXAMPLE:
30% of used Tundra shoppers are cross-shopping the CPO Tundra

COMPETITIVE PRESSURE: TOP 3 ALTERNATE BRAND CPO MODELS CROSS-SHOPPED

Example: Among used Tundra shoppers, the #1 cross-shopped competitive CPO model is the Chevrolet Silverado 1500.

<p>TUNDRA</p>	<ul style="list-style-type: none"> SILVERADO 1500 F150 RAM 1500 	<p>TACOMA</p>	<ul style="list-style-type: none"> SILVERADO 1500 F150 COLORADO
<p>SILVERADO 1500</p>	<ul style="list-style-type: none"> SIERRA 1500 F150 RAM 1500 	<p>SIERRA 1500</p>	<ul style="list-style-type: none"> SILVERADO 1500 F150 RAM 1500
<p>RAM 1500</p>	<ul style="list-style-type: none"> SILVERADO 1500 F150 SIERRA 	<p>F150</p>	<ul style="list-style-type: none"> SILVERADO 1500 RAM 1500 SIERRA 1500
<p>RAM 2500</p>	<ul style="list-style-type: none"> SILVERADO 1500 F250 F150 	<p>SILVERADO 2500</p>	<ul style="list-style-type: none"> SIERRA 2500 F250 RAM 2500
<p>F250</p>	<ul style="list-style-type: none"> SILVERADO 1500 RAM 2500 SILVERADO 2500 	<p>F350</p>	<ul style="list-style-type: none"> RAM 2500 SILVERADO 1500 RAM 3500