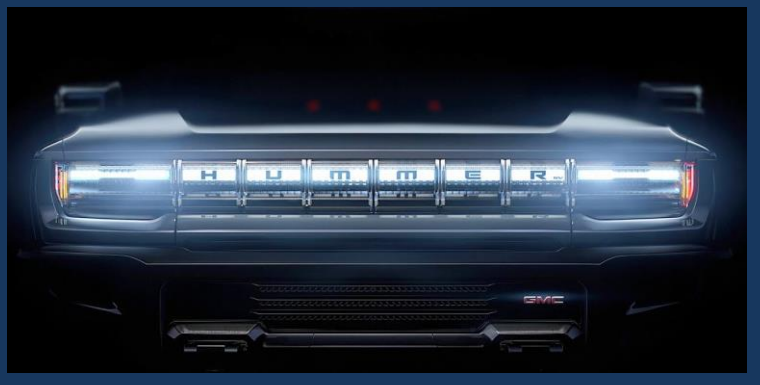




2020 AUTO BOWL

COX AUTOMOTIVE™



GMC

Hummer EV

“Quiet Revolution”

BRAND LEVEL RESULTS



GAME NIGHT

BIG GAME MONDAY

SHOPPING
ACTIVITY

GMC

+20%**

HUMMER

+90%**

GMC

HUMMER

+21%**

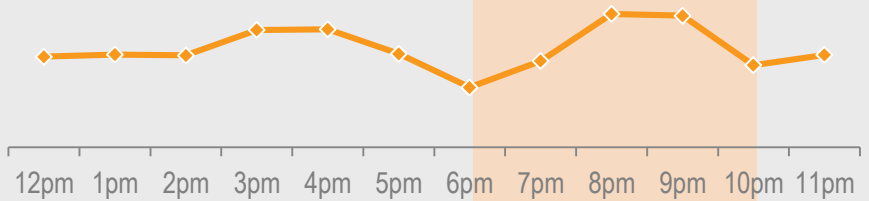


GAME NIGHT: HOURLY TRAFFIC TREND

GMC

** (BRAND LEVEL)

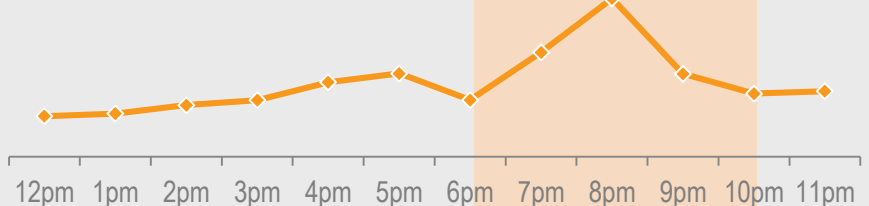
← Game Time →



HUMMER

** (BRAND LEVEL)

← Game Time →



“Quiet Revolution”
Airtime: 7:56 pm

These charts reflect the traffic trend for the advertiser on Sunday, February 2nd 2020.

Each point reflects activity for the full hour (e.g., 1pm indicates traffic occurring between 1pm and 2pm). All times are EST.



- Autotrader New/All Searches
- Lift Percentages Reflect Hour After Ad Ran vs. Hour Before the Game; Big Game Monday vs. Average of Four Prior Mondays
- **Hummer EV is not yet available on Autotrader; lift figures and hourly trend reflect overall brand activity
- *** The absence of a percentage indicates the overall brand did not have a measurable increase in the demonstrated period