

**SHOPPER  
TRENDS  
SNAPSHOT**

# FINISHING THE YEAR STRONG – TOP SEGMENT GAINERS

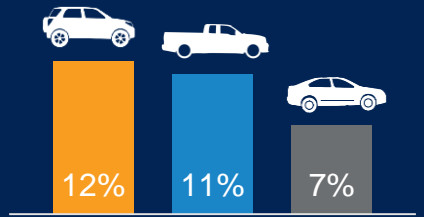
Car shopping traffic was up overall in Q4 on Autotrader, with more than half of mainstream car, truck, and SUV segments posting double-digit growth compared to the prior quarter. Four luxury segments – the three SUV segments and luxury’s fullsize car segment – experienced the largest percentage growth in traffic among the 17 segments, contributing to a strong finish for luxury overall (+14%). Despite upward momentum for many, rises for some mean declines for others – 30 of more than 200 segment models face an uphill battle to start the year, having dropped a half share point in Q4. Among those benefiting from the increased shopping, Ford makes the biggest statement at a brand level, boasting 13 “top 3 model movers” across their respective segments.

All **17**

Mainstream segments experience increased traffic in Q4

**+11%**

Growth in traffic among Car, SUV, and Truck segments



shopping activity growth by segment

**9**

brands tout three or more models among the top three segment gainers



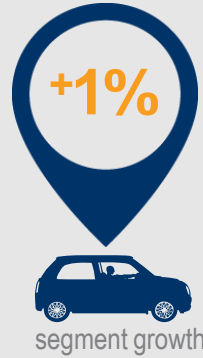
# of models to see the greatest traffic growth in their respective segment



# NON-LUXURY CARS

TOP 3 GAINERS: TRAFFIC & SHARE OF SEGMENT

## SUBCOMPACT CAR



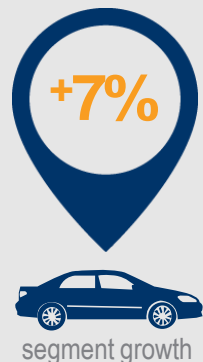
VOLUME GROWTH		SHARE GROWTH	
	Ford Fiesta		Ford Fiesta
	Hyundai Accent		Hyundai Accent
	Toyota Yaris		Toyota Yaris
Total # of 18 Subcompact Cars that experienced gains			
7		6	

## COMPACT CAR



VOLUME GROWTH		SHARE GROWTH	
	Honda Civic		Toyota Corolla
	Toyota Corolla		Kia Forte
	Ford Focus		Hyundai Veloster
Total # of 11 Compact Cars that experienced gains			
10		5	

## MIDSIZE CAR



VOLUME GROWTH		SHARE GROWTH	
	Honda Accord		Nissan Altima
	Toyota Camry		Toyota Camry
	Nissan Altima		Honda Accord
Total # of 13 Midsize Cars that experienced gains			
10		5	

## FULLSIZE CAR

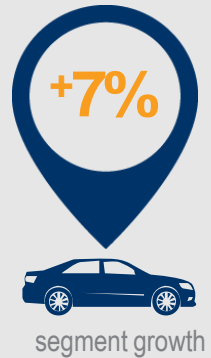


VOLUME GROWTH		SHARE GROWTH	
	Kia Stinger		Kia Stinger
	Chrysler 300		Kia Cadenza
	Kia Cadenza		Ford Taurus
Total # of 7 Fullsize Cars that experienced gains			
6		5	

# LUXURY CARS

TOP 3 GAINERS: TRAFFIC & SHARE OF SEGMENT

## LUX ENTRY-LEVEL CAR



VOLUME GROWTH	SHARE GROWTH
MB C-Class	Lexus ES
Lexus ES	Acura ILX
INFINITI Q50	INFINITI Q50
Total # of 21 Lux Entry-level Car that experienced gains	
7	6

## LUX MIDSIZE CAR



VOLUME GROWTH	SHARE GROWTH
Tesla Model 3	Tesla Model 3
Audi A6	Audi A6
Cadillac CTS	Cadillac CTS
Total # of 13 Lux Midsize Cars that experienced gains	
10	5

## LUX FULLSIZE CAR

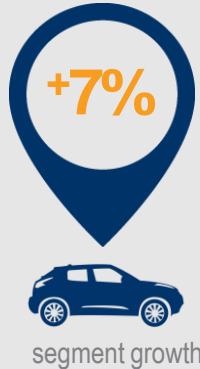


VOLUME GROWTH	SHARE GROWTH
MB S-Class	MB CLS-Class
Porsche Panamera	Cadillac XTS
MB CLS-Class	Lincoln Continental
Total # of 16 Lux Fullsize Cars that experienced gains	
10	5

# NON-LUXURY SUVs

TOP 3 GAINERS: TRAFFIC & SHARE OF SEGMENT

## SUBCOMPACT SUV



VOLUME GROWTH		SHARE GROWTH	
Ford EcoSport		Ford EcoSport	
Buick Encore		Buick Encore	
Hyundai Kona		Hyundai Kona	
Total # of 15 Subcompact SUV that experienced gains			
12		7	

## COMPACT SUV



VOLUME GROWTH		SHARE GROWTH	
Ford Escape		Ford Escape	
Chevrolet Equinox		MAZDA CX-5	
MAZDA CX-5		Chevrolet Equinox	
Total # of 18 Compact SUVs that experienced gains			
16		13	

## MIDSIZE SUV



VOLUME GROWTH		SHARE GROWTH	
Ford Explorer		Ford Edge	
Ford Edge		Ford Explorer	
Jeep Grand Cherokee		Volkswagen Atlas	
Total # of 18 Midsize SUVs that experienced gains			
17		7	

## FULLSIZE SUV



VOLUME GROWTH		SHARE GROWTH	
GMC Yukon/XL		Ford Expedition Max	
Ford Expedition		Ford Expedition	
Chevrolet Tahoe		GMC Yukon/XL	
Total # of 9 Fullsize SUVs that experienced gains			
8		5	

# LUXURY SUVs

TOP 3 GAINERS: TRAFFIC & SHARE OF SEGMENT

## LUX COMPACT SUV



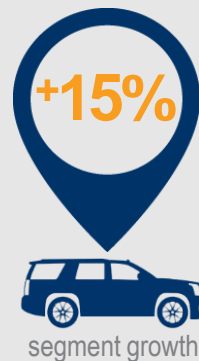
VOLUME GROWTH	SHARE GROWTH
Audi Q5/SQ5	Audi Q5/SQ5
Porsche Macan	BMW X2
Jaguar F-Pace	Alfa Romeo Stelvio
Total # of 24 Lux Compact SUVs that experienced gains	
23	12

## LUX MIDSIZE SUV



VOLUME GROWTH	SHARE GROWTH
BMW X5	Porsche Cayenne
Land Rover RR Sport	Land Rover RR Sport
Porsche Cayenne	Cadillac XT5
Total # of 22 Lux Midsize SUVs that experienced gains	
21	8

## LUX FULLSIZE SUV



VOLUME GROWTH	SHARE GROWTH
Cadillac Escalade/ESV	INFINITI QX80
INFINITI QX80	Cadillac Escalade/ESV
MB G-Class	MB G-Class
Total # of 8 Lux Fullsize SUVs that experienced gains	
8	3

# PICKUP TRUCKS

TOP 3 GAINERS: TRAFFIC & SHARE OF SEGMENT

## LIGHT DUTY TRUCK



VOLUME GROWTH		SHARE GROWTH	
Ford F150	GMC Sierra 1500	Chevrolet Silverado 1500	Ford F150
Chevrolet Silverado 1500	Chevrolet Silverado 1500	Chevrolet Silverado 1500	Ford F150
GMC Sierra 1500	Ford F150	Ford F150	Ford F150
Total # of 6 Light Duty Trucks that experienced gains			
6		3	

## HEAVY DUTY TRUCK



VOLUME GROWTH		SHARE GROWTH	
Ford F250	Ford F250	Ford F250	Ford F250
RAM 2500	Ford F350	Ford F350	Ford F350
Chevrolet Silverado 2500	Ford F450	Ford F450	Ford F450
Total # of 9 Heavy Duty Trucks that experienced gains			
9		4	

## MIDSIZE TRUCK



VOLUME GROWTH		SHARE GROWTH	
Toyota Tacoma	Honda Ridgeline	Honda Ridgeline	Toyota Tacoma
Honda Ridgeline	Toyota Tacoma	Toyota Tacoma	Nissan Frontier
Nissan Frontier	Nissan Frontier	Nissan Frontier	Nissan Frontier
Total # of 5 Midsize Trucks that experienced gains			
5		3	









# MODELS TO WATCH



DECLINED AT LEAST A HALF SHARE POINT WITHIN SEGMENT IN Q4

## CARS

### SUBCOMPACT CAR

-  MINI Cooper
-  Honda Fit
-  Volkswagen Beetle
-  Chevrolet Sonic
-  Kia Rio
-  Mitsubishi Mirage



### COMPACT CAR

-  Volkswagen Jetta
-  Chevrolet Cruze\*



### MIDSIZE CAR

-  Nissan Maxima



### FULLSIZE CAR

-  Toyota Avalon
-  Dodge Charger\*



### LUX ENTRY-LEVEL CAR

-  Audi A4
-  Cadillac ATS

### LUX MIDSIZE CAR

-  MB E-Class\*
-  Audi A5

### LUX FULLSIZE CAR

-  Tesla Model S
-  BMW 7 Series\*

## SUVs

### SUBCOMPACT SUV

-  Jeep Renegade



### COMPACT SUV

-  Jeep Wrangler

### MIDSIZE SUV

-  Hyundai Santa Fe\*

### FULLSIZE SUV

-  Dodge Durango\*
-  Chevrolet Suburban



### LUX COMPACT SUV

-  Volvo XC60\*

### LUX MIDSIZE SUV


-  Buick Enclave

### LUX FULLSIZE SUV



-  Land Rover Range Rover\*
-  Lexus LX\*

## TRUCKS

### MIDSIZE TRUCK

-  Chevrolet Colorado\*

### LIGHT DUTY TRUCK

-  RAM 1500\*
-  Nissan Titan\*

### HEAVY DUTY TRUCK

-  Chevrolet Silverado 2500\*

Of those that declined  
in share in Q4,

**43%**

of the models(\*) still gained in  
traffic from the prior quarter.