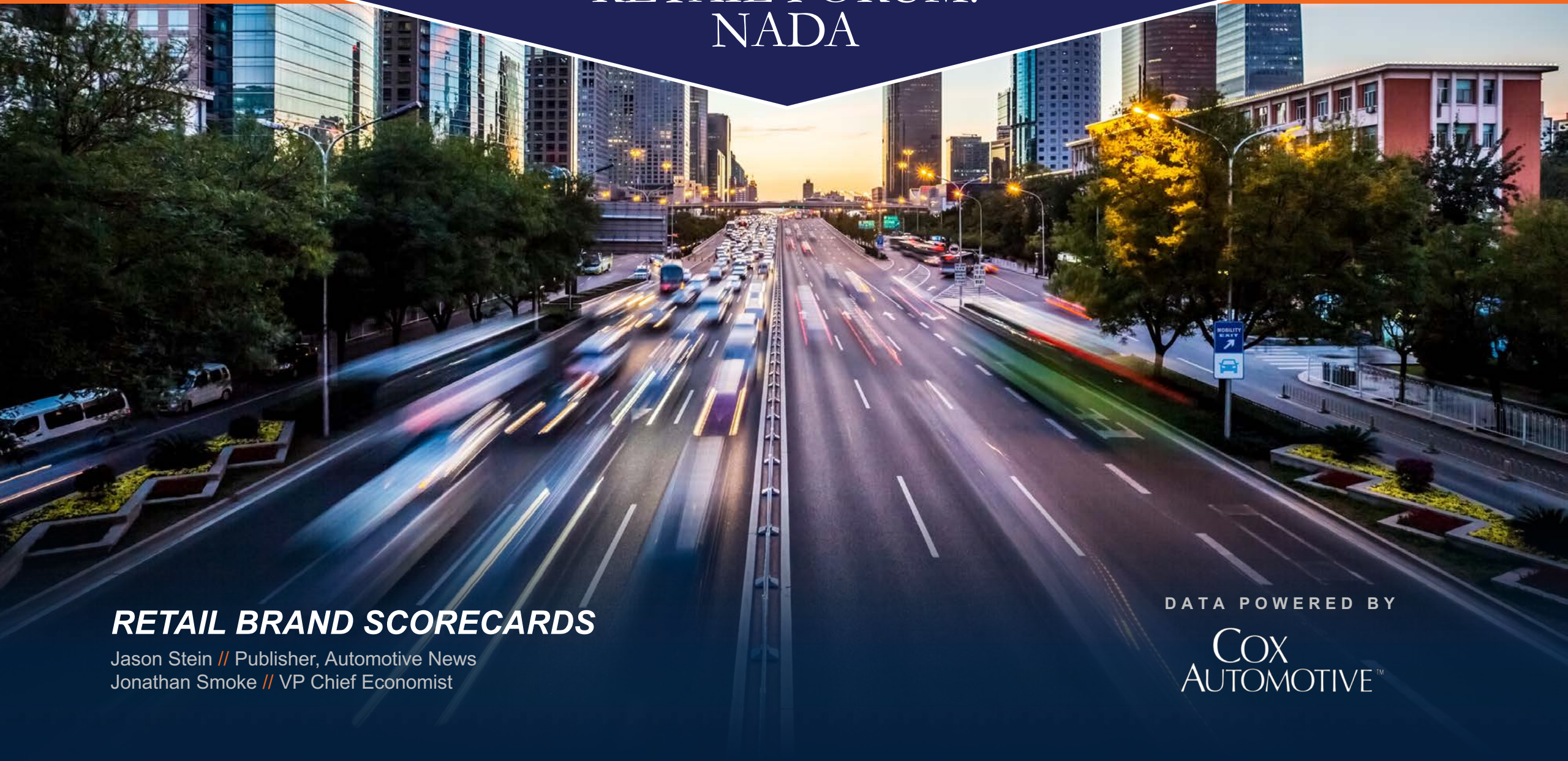
Automotive News

RETAIL FORUM: NADA



RETAIL BRAND SCORECARDS

Jason Stein // Publisher, Automotive News
Jonathan Smoke // VP Chief Economist

DATA POWERED BY

COX AUTOMOTIVE™

CORE SUBJECTS

BEST CUSTOMERS → measures a **brand's ability to capture ideal customers** and avoid non-ideal customers. Definition of ideal customer based on dealer-centric behaviors of buying new, obtaining financing, and getting service/parts from the dealers

RANGE OF OFFERINGS → measures **diversity of a brand's vehicle line-up** by looking at the segments the brand plays in as well as the volume of the segment relative to the overall market

AGE OF OFFERINGS → measures the **"newness" of a brand's vehicle line-up** by looking at the specific models and vehicle life cycle in months

TRAFFIC → measures the **consumer interest in a brand** by looking at average new car shopping activity by model on KBB.com and Autotrader. Measures average annual traffic to a Make's vehicles

LOYALTY → measures **shopper loyalty on KBB.com** by observing people who price a trade-in from the brand and then go on to price a new vehicle from the same brand

ATTITUDINAL → measure of **consumers' perceptions of a brand** like reputation, affordability, and safety as measured by KBB Brand Watch

BEST CUSTOMERS:
NON-LUXURY

CLASS RANK

1 MINI

2

3

•
•
•

20

WITH FEWER OFFERINGS TARGETING A NARROWER CUSTOMER SEGMENT, MINI SELLS TO CONSUMERS WHO ARE MORE LIKELY TO BENEFIT THE DEALER

RANGE OF OFFERINGS:
NON-LUXURY

CLASS RANK

1 NISSAN

2 TOYOTA

3 CHEVROLET

•
•
•

20 smart

NISSAN IS IN THE TOP SPOT THANKS TO A BROAD PRODUCT LINEUP WELL POSITIONED WITH CONSUMER DEMAND AND HIGH VOLUME

AGE OF OFFERINGS:
NON-LUXURY

A FRESH, YOUNGER VEHICLE LINEUP PUTS KIA IN THE TOP SPOT

CLASS RANK

1

2

3

20

DIGITAL TRAFFIC:
NON-LUXURY

CLASS RANK

1 Jeep

2

3 DODGE

•
•
•

20 smart

JEEP EXPERIENCED MAJOR GAINS IN DIGITAL VISITORS INTERESTED IN THE BRAND

CUSTOMER LOYALTY:
NON-LUXURY

CLASS RANK

1

2

3

20

RAM CUSTOMERS SHOW THE BEST SHOPPING LOYALTY TO THE BRAND

ATTITUDINAL: NON-LUXURY

HONDA TAKES THE TOP SPOT IN NON-LUXURY WITH CUSTOMERS' ATTITUDES AND PERCEPTIONS OF THE BRAND

CLASS RANK

1

2

3

20

smart

GEOGRAPHY BONUS:
NON-LUXURY

CLASS RANK

1

2

3

20 smart

SPANNING THE COUNTRY UNIFORMLY, CHEVY DELIVERS THE MOST CONSISTENT MARKET SHARE ACROSS ALL MAJOR MARKETS IN THE U.S.

OEM BONUS:
NON-LUXURY

CLASS RANK

1

3

20

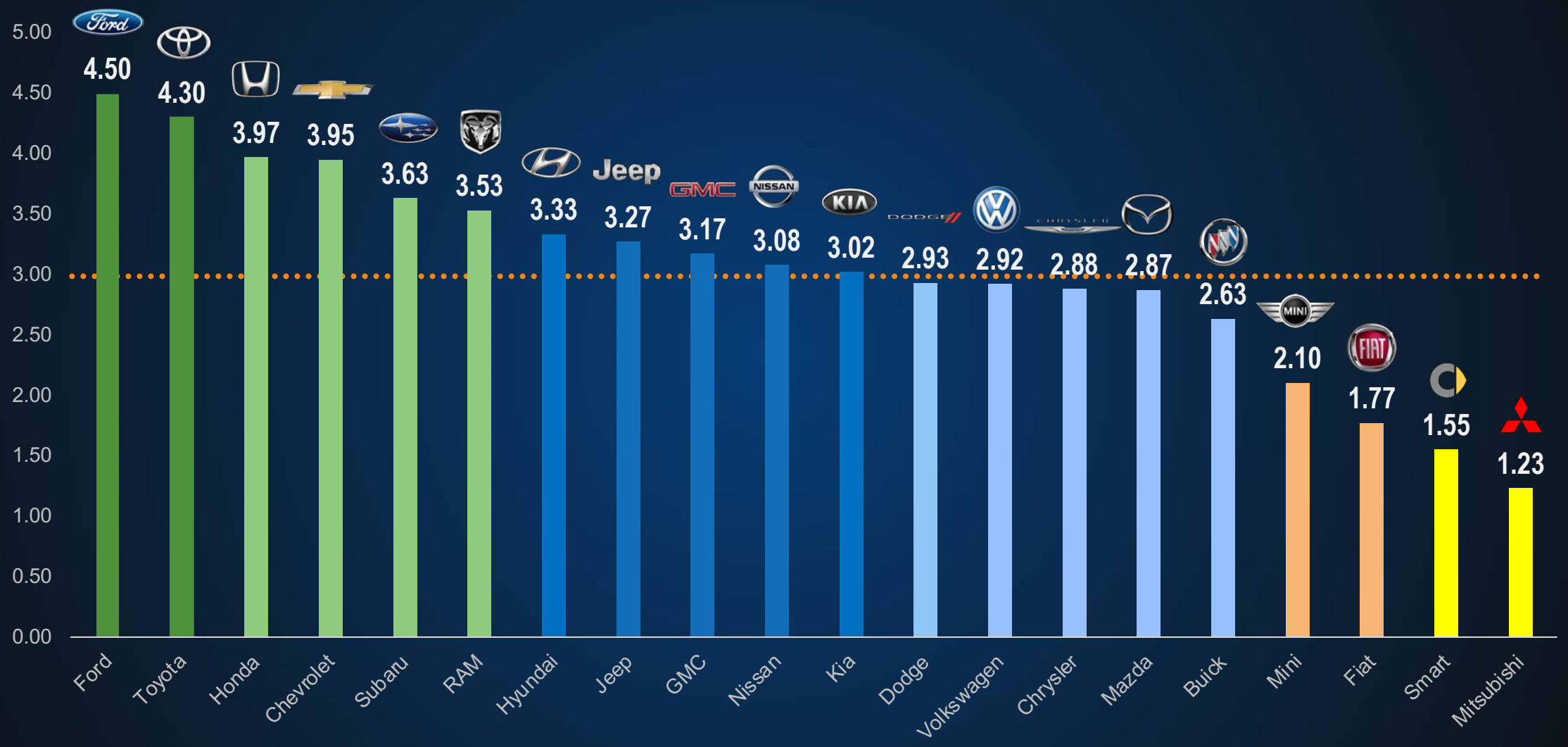
HONDA AND VOLKSWAGEN DEALERS ARE LEAST LIKELY TO CITE CHALLENGES IN WORKING WITH THE OEM

OVERALL WINNER
NON-LUXURY

RUNNER UP

OVERALL WINNER
NON-LUXURY

NON-LUXURY CLASS ADJUSTED GPA



BEST CUSTOMERS:
LUXURY

TESLA CUSTOMERS REPRESENT AN IDEAL CUSTOMER BASE FOR BEHAVIORS BENEFICIAL TO DEALERS

CLASS RANK

1

2

3

•
•
•

14

RANGE OF OFFERINGS:
LUXURY

BMW IS THE BEST POSITIONED LUXURY BRAND FOR PRODUCTS ALIGNED WITH CONSUMER DEMAND AND HIGH VOLUME

CLASS RANK

1

2

3

14

AGE OF OFFERINGS:
LUXURY

A NEW PRODUCT STRATEGY SUPPORTS GENESIS WITH A MUCH YOUNGER PRODUCT OFFERING VERSUS COMPETITORS

CLASS RANK

1

2

3

14

DIGITAL TRAFFIC:
LUXURY

CLASS RANK

1

2

3

14

PORSCHE LEADS THE WAY IN LUXURY WITH THE HIGHEST AVERAGE DIGITAL TRAFFIC ACROSS ITS LINEUP

CUSTOMER LOYALTY:
LUXURY

GENESIS BRAND EXCELS AT CUSTOMER SHOPPING LOYALTY

CLASS RANK

1

2

3

14

ATTITUDINAL: LUXURY

TESLA TAKES THE TOP SPOT IN LUXURY WITH CUSTOMERS' ATTITUDES AND PERCEPTIONS OF THE BRAND

CLASS RANK

1

2

3

14

OEM BONUS:
LUXURY

CLASS RANK

1

14

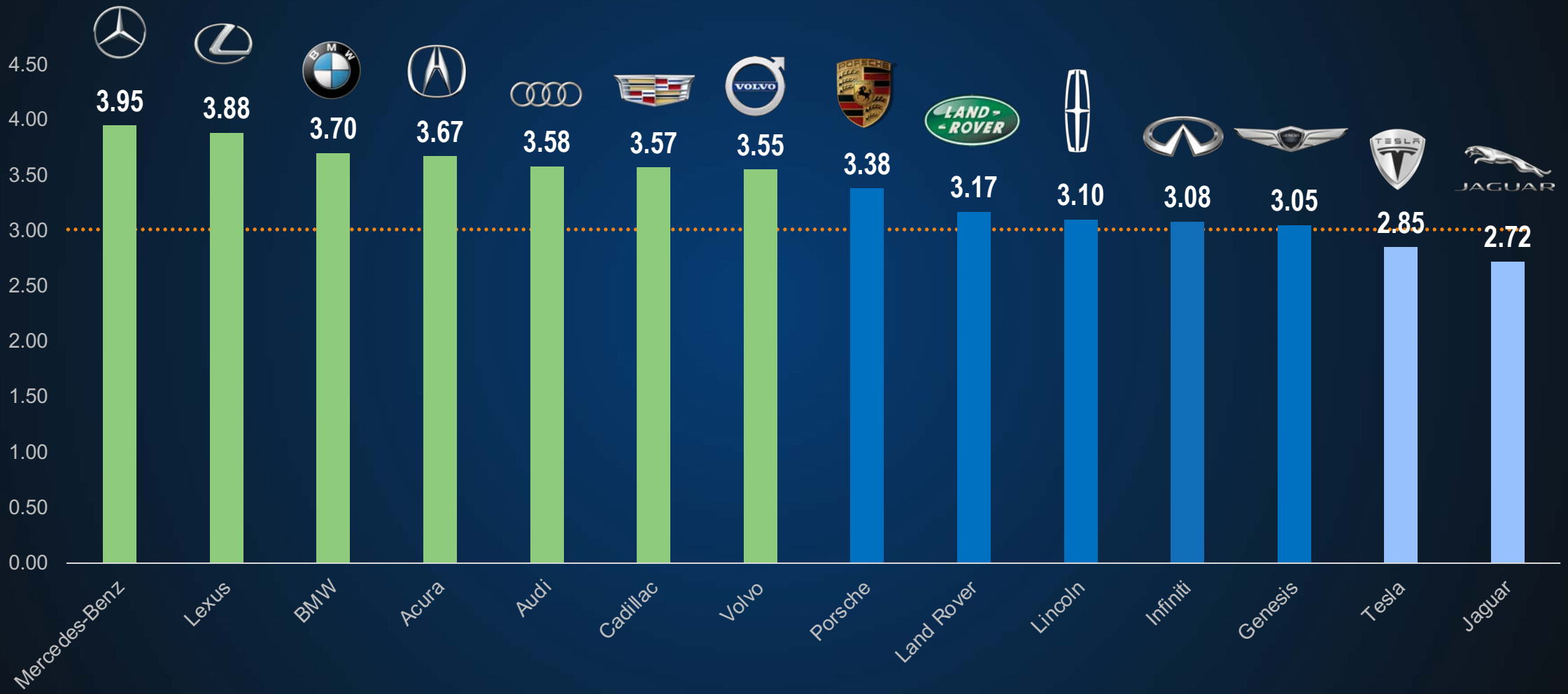
ACURA DEALERS ARE LEAST LIKELY TO CITE CHALLENGES IN WORKING WITH THE OEM ACROSS LUXURY BRANDS

OVERALL WINNER
LUXURY

RUNNER UP

OVERALL WINNER
LUXURY

LUXURY CLASS ADJUSTED GPA



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THANK YOU

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APPENDIX

CORE SUBJECTS

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All data are graded on a curve for non-luxury and luxury classes

BONUS OR PENALTY POINTS

After the basic GPA is calculated across all core subjects, adjustments are made for Attendance (Geography) and Citizenship (OEM)

GEOGRAPHY – we score each brand's consistency in delivering share across markets. Brands can receive a bonus or penalty based on low or high variation in share across DMAs

OEM – measures the brand's frequency of dealers citing the OEM and their mandates and restrictions as a factor holding back business as measured in the Cox Automotive Dealer Sentiment Index

NON-LUXURY CLASS OF 2018

Make	Best Customers	Range	Age	Traffic	Loyalty	Attitudinal	GPA	AdjGPA	2018 Class Rank
Ford	A	A-	A-	A	A	A	3.90	4.50	1
Toyota	A	A	A	A	A	A	4.00	4.30	2
Honda	A	C	A	A	A	A	3.67	3.97	3
Chevrolet	A-	A	A	A	A	A	3.95	3.95	4
Subaru	A	F	A	A	A	A	3.33	3.63	5
RAM	B+	F	C+	A	A	A	2.93	3.53	6
Hyundai	A	C	A	C	A	A	3.33	3.33	7
Jeep	A	F	B+	A+	A	A	3.27	3.27	8
GMC	A	F	B+	A	A-	A	3.17	3.17	9
Nissan	B	A	B+	C	A	A	3.38	3.08	10
Kia	B-	D+	A+	F	A	A	2.72	3.02	11
Dodge	C+	F	A	A	F	A-	2.33	2.93	12
Volkswagen	A	F	A-	F	A	A	2.62	2.92	13
Chrysler	A	F	A	A	D+	A	2.88	2.88	14
Mazda	A	D+	A	C-	A	A	3.17	2.87	15
Buick	A	F	A	F	C	A	2.33	2.63	16
Mini	A+	F	A	F	C	C+	2.10	2.10	17
Fiat	A	F	B+	F	B+	F	1.77	1.77	18
Smart	A	F	B	F	C+	F	1.55	1.55	19
Mitsubishi	D	F	A-	F	F	B-	1.23	1.23	20

LUXURY CLASS OF 2018

Make	Best Customers	Range	Age	Traffic	Loyalty	Attitudinal	GPA	AdjGPA	2018 Class Rank
Mercedes-Benz	A	A-	A	A	A	A	3.95	3.95	1
Lexus	A	B+	A	A	A	A	3.88	3.88	2
BMW	A	A	A	A	A	A	4.00	3.70	3
Acura	A	C	A	A	A	A	3.67	3.67	4
Audi	A	B+	A	A	A	A	3.88	3.58	5
Cadillac	A	B-	A	A	B	A-	3.57	3.57	6
Volvo	A	C	A	A	B+	A	3.55	3.55	7
Porsche	A	F	A	A+	A	A	3.38	3.38	8
Land Rover	A	F	A-	A	A	B+	3.17	3.17	9
Lincoln	A-	C+	A	C+	B	B+	3.10	3.10	10
Infiniti	A-	C+	A	A	C+	A	3.38	3.08	11
Genesis	A	F	A+	C-	A+	A	3.05	3.05	12
Tesla	A+	F	C+	A	A	A+	3.15	2.85	13
Jaguar	A	F	A	B	C	B+	2.72	2.72	14