

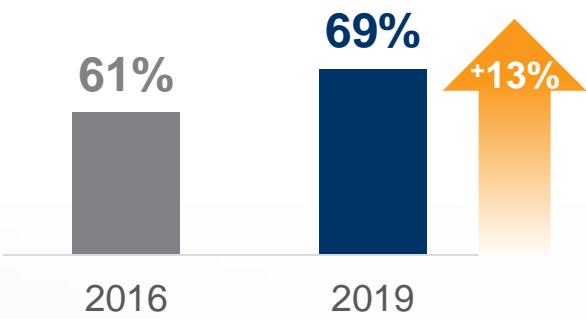
USED TO CPO CROSS-SHOPPING

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



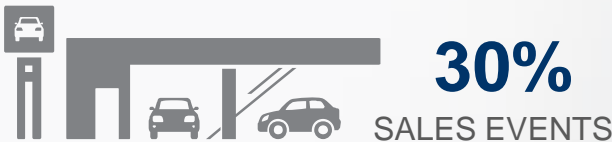
Used vehicle shoppers are open to purchasing CPO



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

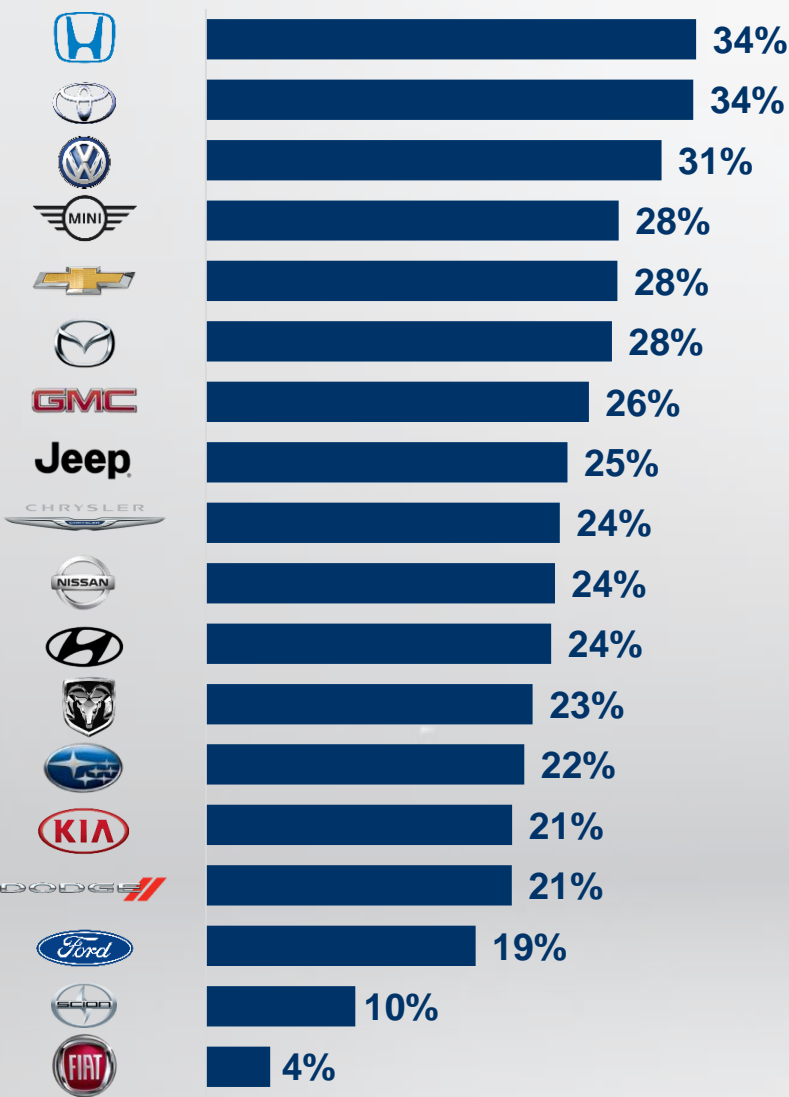
Among savings opportunities offered by dealers on CPO vehicles, incentives have the strongest appeal to used car intenders. Those used shoppers are also significantly more likely to be influenced by finance offers on CPO vehicles (33%) than CPO intenders (21%).



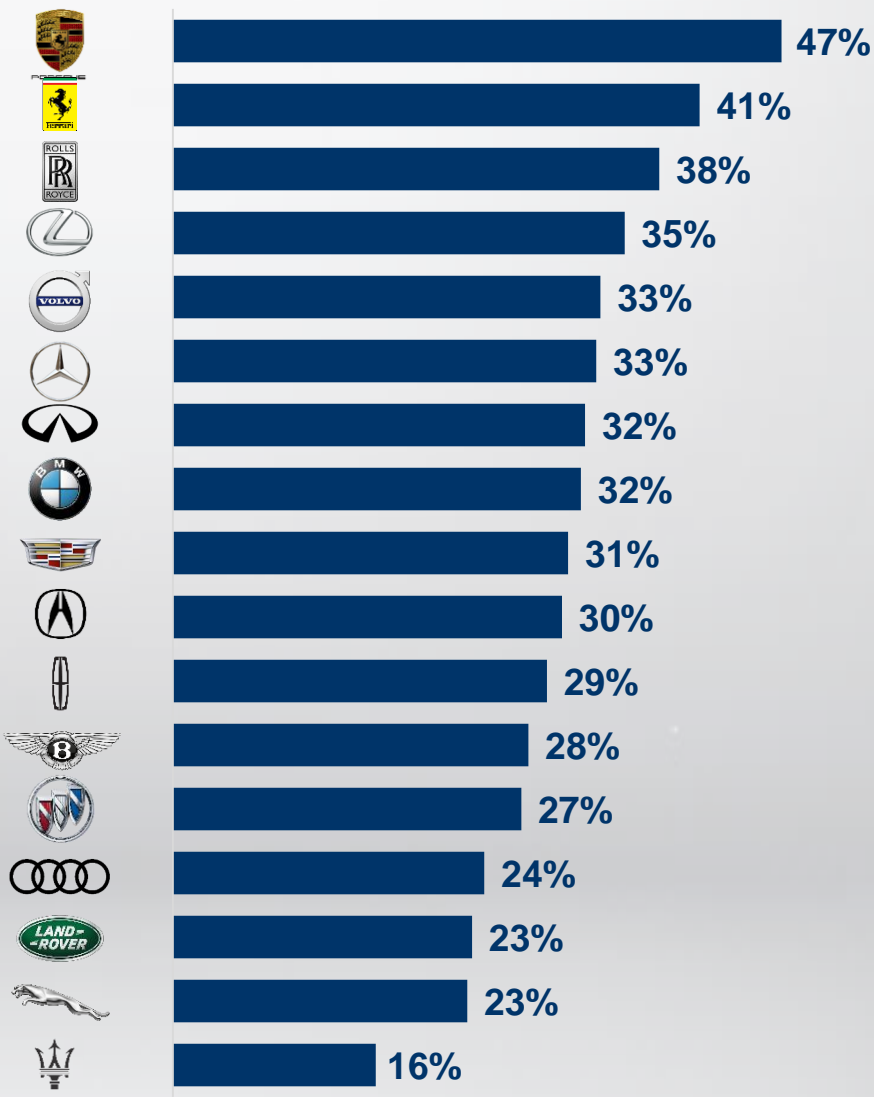
WHICH BRANDS ARE LEADING IN CPO CROSS-SHOPPING

% OF BRAND'S USED SHOPPERS CROSS-SHOPPING CPO

NON-LUXURY



LUXURY

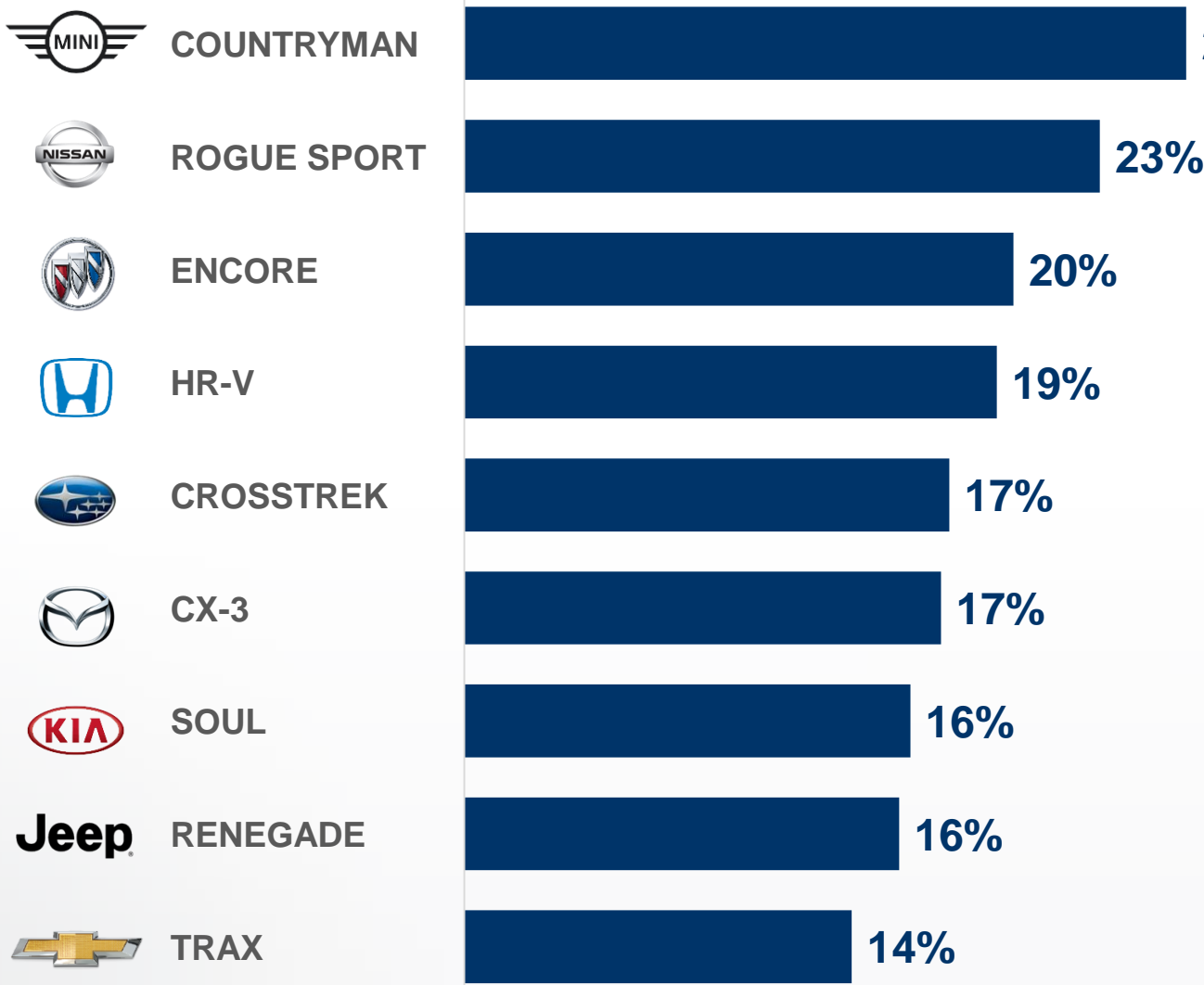


NON-LUXURY SUBCOMPACT SUV
USED TO CPO CROSS-SHOPPING

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 <<

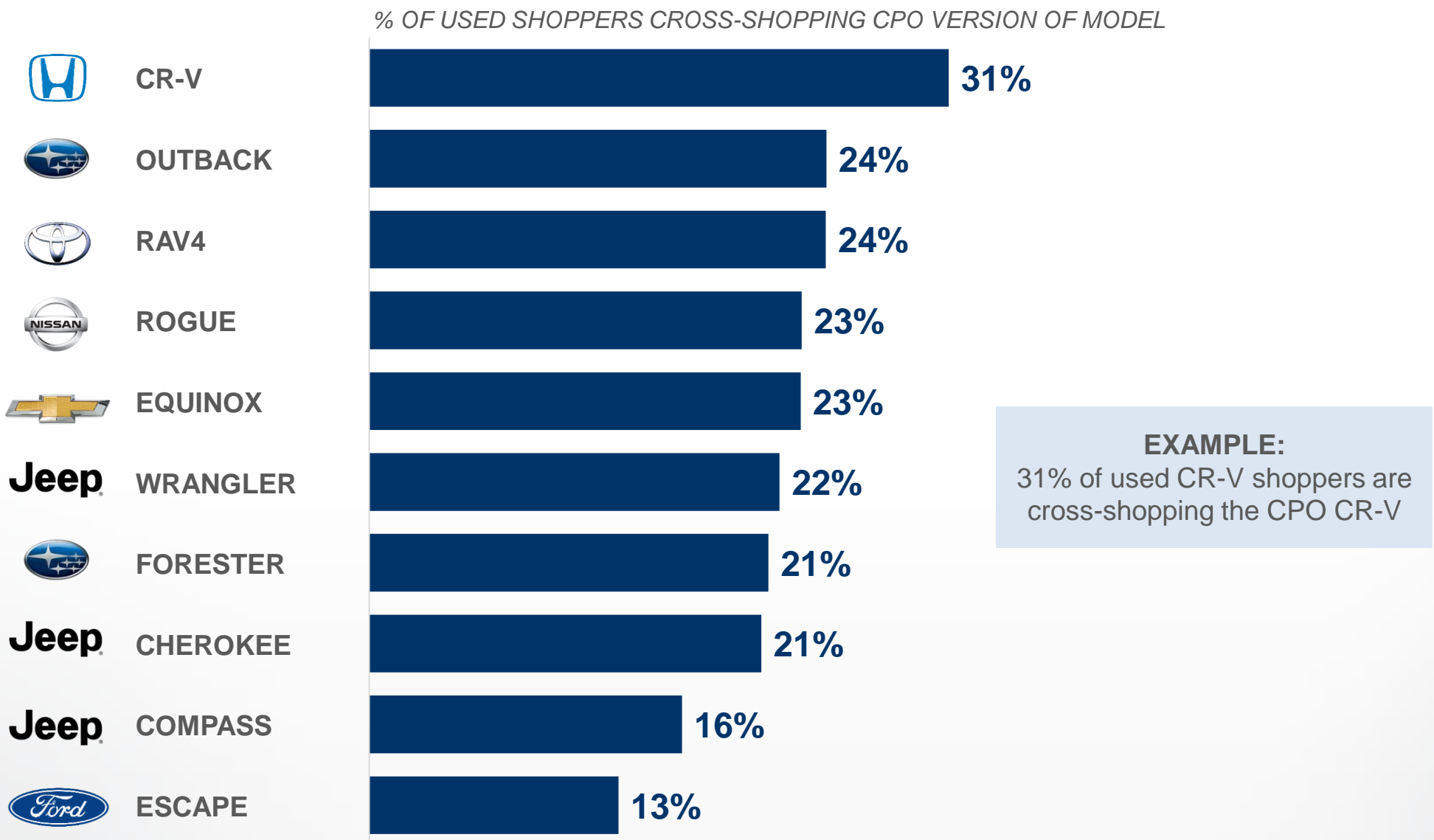
Example: Among used Countryman shoppers, the #1 cross-shopped competitive CPO model is the Honda Civic.

<div>COUNTRYMAN</div> <div></div>	<div> CIVIC</div> <div> 3 SERIES</div> <div> ACCORD</div>	<div>ROGUE SPORT</div> <div></div>	<div> RAV4</div> <div> CR-V</div> <div> CX-5</div>
<div>ENCORE</div> <div></div>	<div> EQUINOX</div> <div> ROGUE</div> <div> CR-V</div>	<div>HR-V</div> <div></div>	<div> RAV4</div> <div> ROGUE</div> <div> CX-5</div>
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<div>SOUL</div> <div></div>	<div> CIVIC</div> <div> CAMRY</div> <div> JETTA</div>	<div>RENEGADE</div> <div></div>	<div> CIVIC</div> <div> ROGUE</div> <div> EQUINOX</div>
<div>TRAX</div> <div></div>	<div> ROGUE</div> <div> CHEROKEE</div> <div> ENCORE</div>		

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



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.

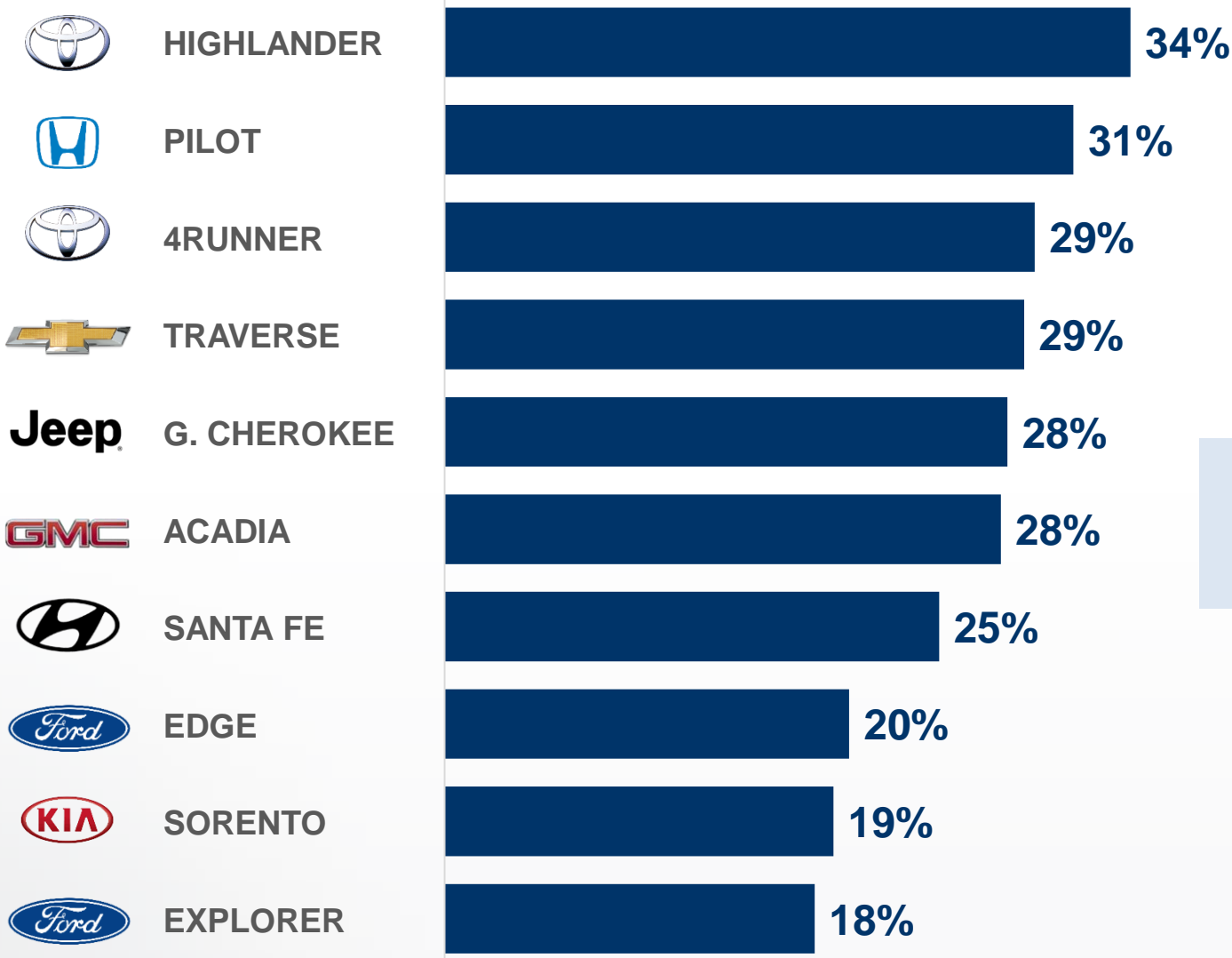
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<div>RAV4</div> 	<div> CR-V</div> <div> CX-5</div> <div> ACCORD</div>	<div>ROGUE</div> 	<div> CR-V</div> <div> RAV4</div> <div> EQUINOX</div>
<div>EQUINOX</div> 	<div> TERRAIN</div> <div> ROGUE</div> <div> CR-V</div>	<div>WRANGLER</div> 	<div> SILVERADO 1500</div> <div> TACOMA</div> <div> F150</div>
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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.

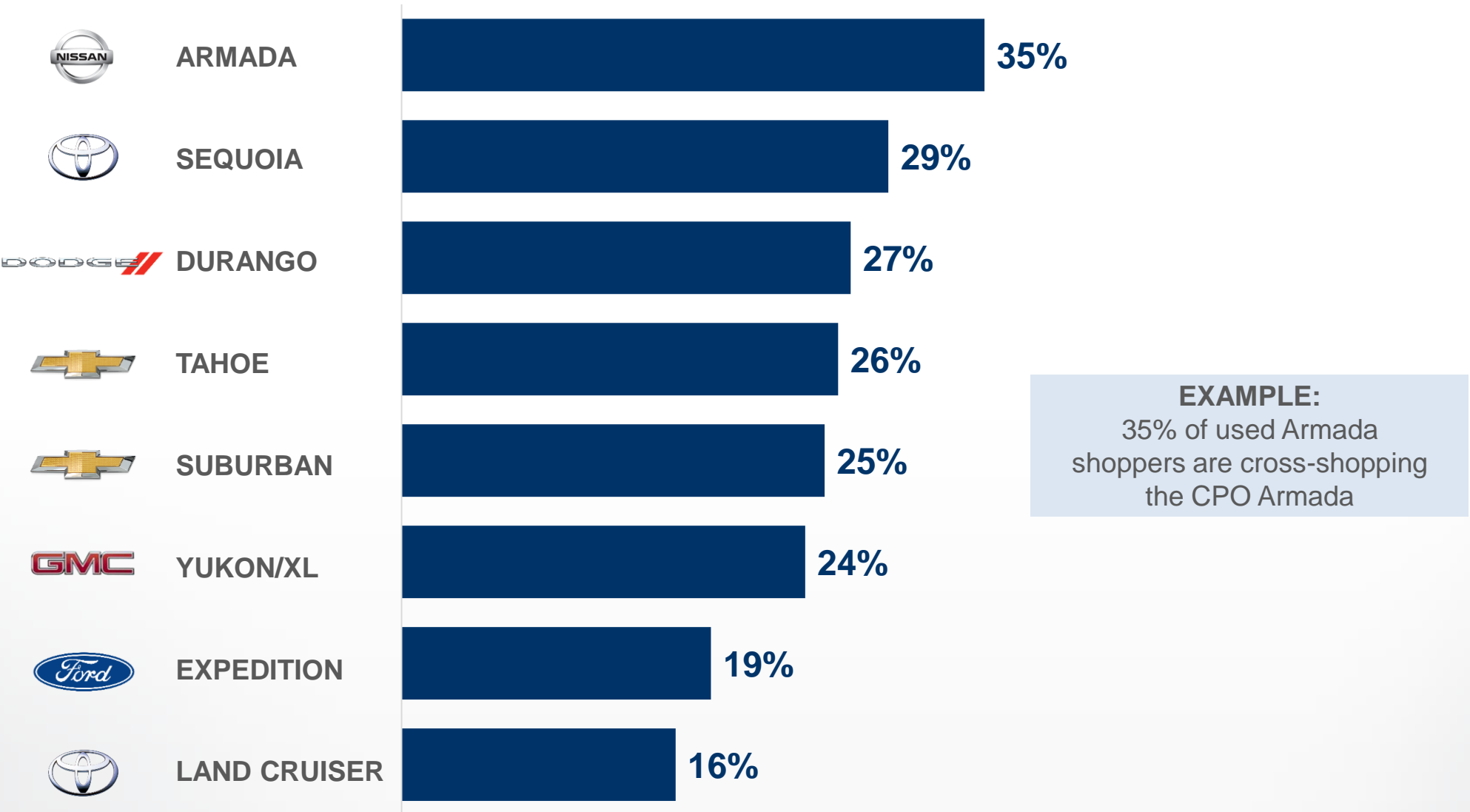
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<div>4RUNNER</div> 	<div> G. CHEROKEE</div> <div> WRANGLER</div> <div> F150</div>	<div>TRAVERSE</div> 	<div> ACADIA</div> <div> HIGHLANDER</div> <div> EXPLORER</div>
<div>G. CHEROKEE</div> 	<div> SILVERADO 1500</div> <div> 4RUNNER</div> <div> F150</div>	<div>ACADIA</div> 	<div> TRAVERSE</div> <div> HIGHLANDER</div> <div> EXPLORER</div>
<div>SANTA FE</div> 	<div> ROGUE</div> <div> CR-V</div> <div> SORENTO</div>	<div>EDGE</div> 	<div> EQUINOX</div> <div> CR-V</div> <div> G. CHEROKEE</div>
<div>SORENTO</div> 	<div> SANTA FE</div> <div> ROGUE</div> <div> EQUINOX</div>	<div>EXPLORER</div> 	<div> ACADIA</div> <div> HIGHLANDER</div> <div> G. CHEROKEE</div>

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?






















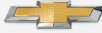










>> CPO UPGRADE OPPORTUNITY: AMONG TOP USED TRAFFIC SEGMENT MODELS <<

% OF USED SHOPPERS CROSS-SHOPPING CPO VERSION OF MODEL



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

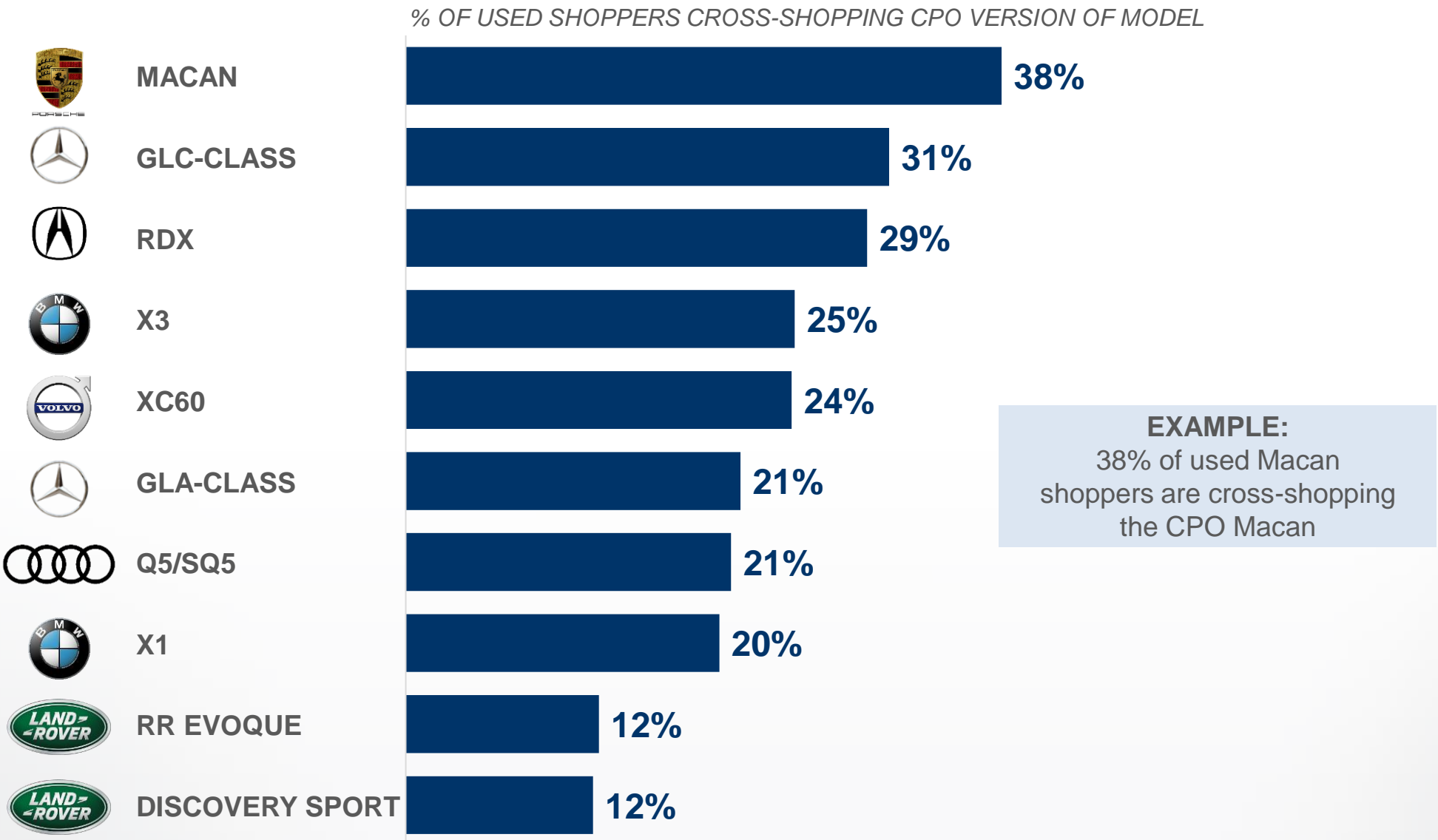
Example: Among used Armada shoppers, the #1 cross-shopped competitive CPO model is the Chevrolet Tahoe.

<div>ARMADA</div> 	<div>TAHOE</div> <div>QX80</div> <div>YUKON/XL</div>	<div>SEQUOIA</div> 	<div>TAHOE</div> <div>YUKON/XL</div> <div>ARMADA</div>
<div>DURANGO</div> 	<div>G. CHEROKEE</div> <div>ACADIA</div> <div>EXPLORER</div>	<div>TAHOE</div> 	<div>YUKON/XL</div> <div>G. CHEROKEE</div> <div>F150</div>
<div>SUBURBAN</div> 	<div>YUKON/XL</div> <div>ESCALADE/ESV</div> <div>F150</div>	<div>YUKON/XL</div> 	<div>TAHOE</div> <div>SUBURBAN</div> <div>ESCALADE/ESV</div>
<div>EXPEDITION</div> 	<div>TAHOE</div> <div>YUKON/XL</div> <div>F150</div>	<div>LAND CRUISER</div> 	<div>GX</div> <div>LX</div> <div>YUKON/XL</div>

LUXURY COMPACT SUV
USED TO CPO CROSS-SHOPPING






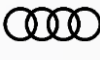


































How many used shoppers are cross-considering the CPO model version, and what other CPO models are sources of competitive pressure?

>> CPO UPGRADE OPPORTUNITY: AMONG TOP USED TRAFFIC SEGMENT MODELS <<



>> 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.

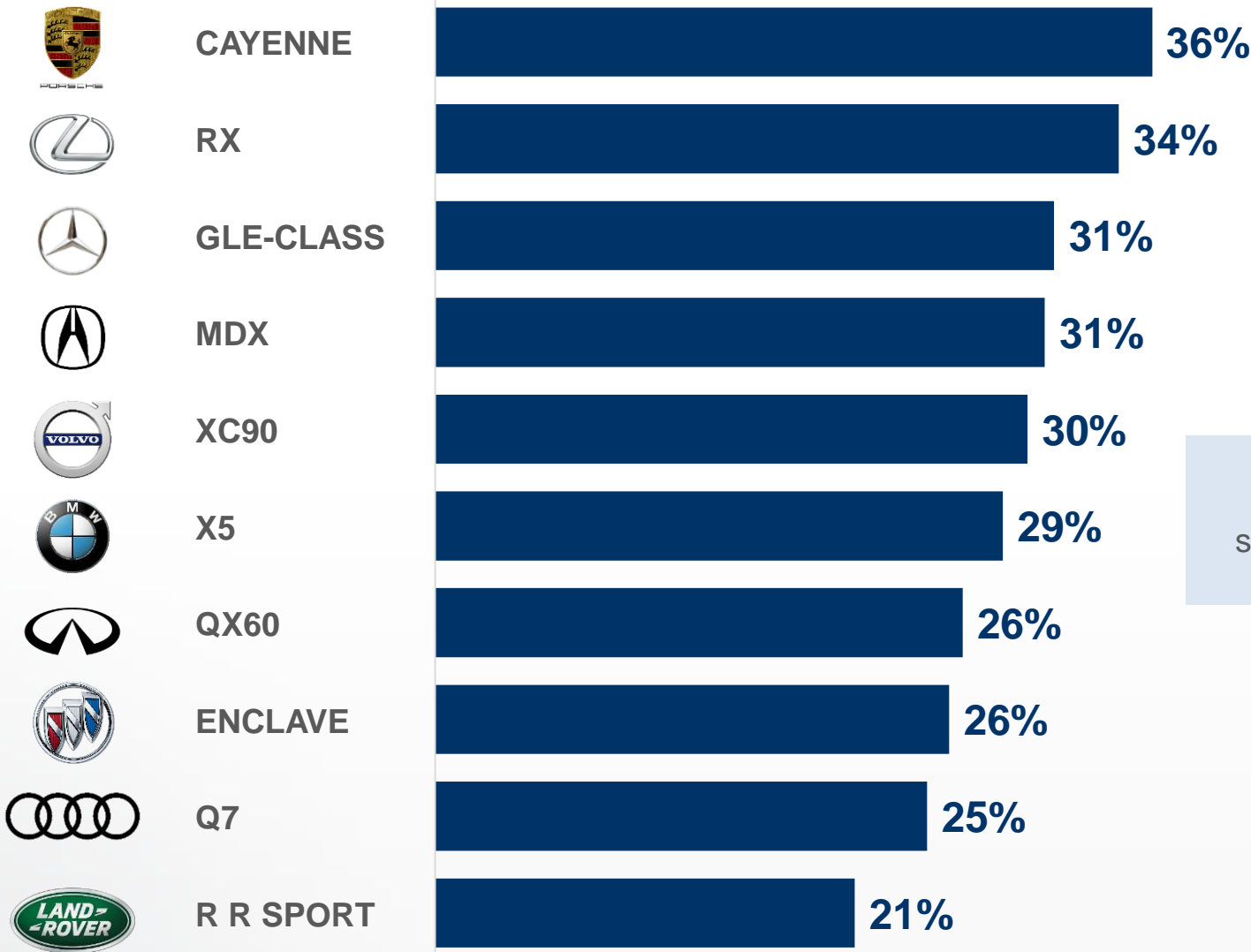
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<div>RDX</div> 	<div> CR-V</div> <div> RAV4</div> <div> HIGHLANDER</div>	<div>X3</div> 	<div> Q5/SQ5</div> <div><div>Jeep</div> G. CHEROKEE</div> <div> GLC-CLASS</div>
<div>XC60</div> 	<div><div>Jeep</div> G. CHEROKEE</div> <div> Q5/SQ5</div> <div> RDX</div>	<div>GLA-CLASS</div> 	<div> 3 SERIES</div> <div> ACCORD</div> <div> X1</div>
<div>Q5/SQ5</div> 	<div><div>Jeep</div> G. CHEROKEE</div> <div> X3</div> <div> 3 SERIES</div>	<div>X1</div> 	<div> GLA-CLASS</div> <div> C-CLASS</div> <div><div>Jeep</div> G. CHEROKEE</div>
<div>RR EVOQUE</div> 	<div><div>Jeep</div> G CHEROKEE</div> <div> C-CLASS</div> <div> GLC-CLASS</div>	<div>DISCOVERY SPORT</div> 	<div><div>Jeep</div> G CHEROKEE</div> <div> HIGHLANDER</div> <div> 4RUNNER</div>

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.

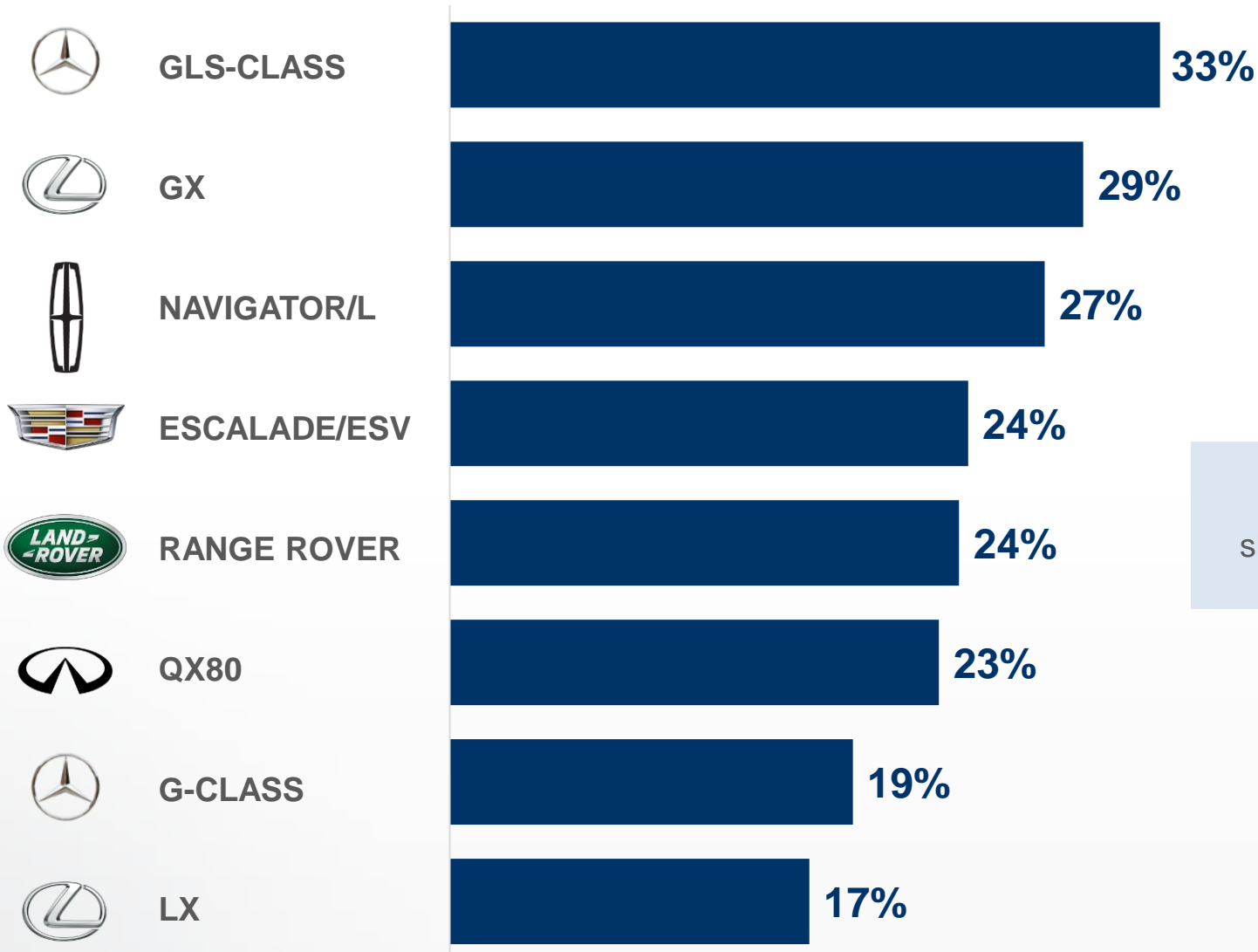
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<div>GLE-CLASS</div> <div></div>	<div> X5</div> <div> CAYENNE</div> <div> RX</div>	<div>MDX</div> <div></div>	<div> HIGHLANDER</div> <div> PILOT</div> <div> RX</div>
<div>XC90</div> <div></div>	<div> X5</div> <div> MDX</div> <div> HIGHLANDER</div>	<div>X5</div> <div></div>	<div> GLE-CLASS</div> <div><div>Jeep</div>G. CHEROKEE</div> <div> RX</div>
<div>QX60</div> <div></div>	<div> HIGHLANDER</div> <div> MDX</div> <div> PILOT</div>	<div>ENCLAVE</div> <div></div>	<div><div>GMC</div>ACADIA</div> <div> TRAVERSE</div> <div> HIGHLANDER</div>
<div>Q7</div> <div></div>	<div> X5</div> <div> XC90</div> <div> MDX</div>	<div>R R SPORT</div> <div></div>	<div> X5</div> <div> CAYENNE</div> <div> GLE-CLASS</div>

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.

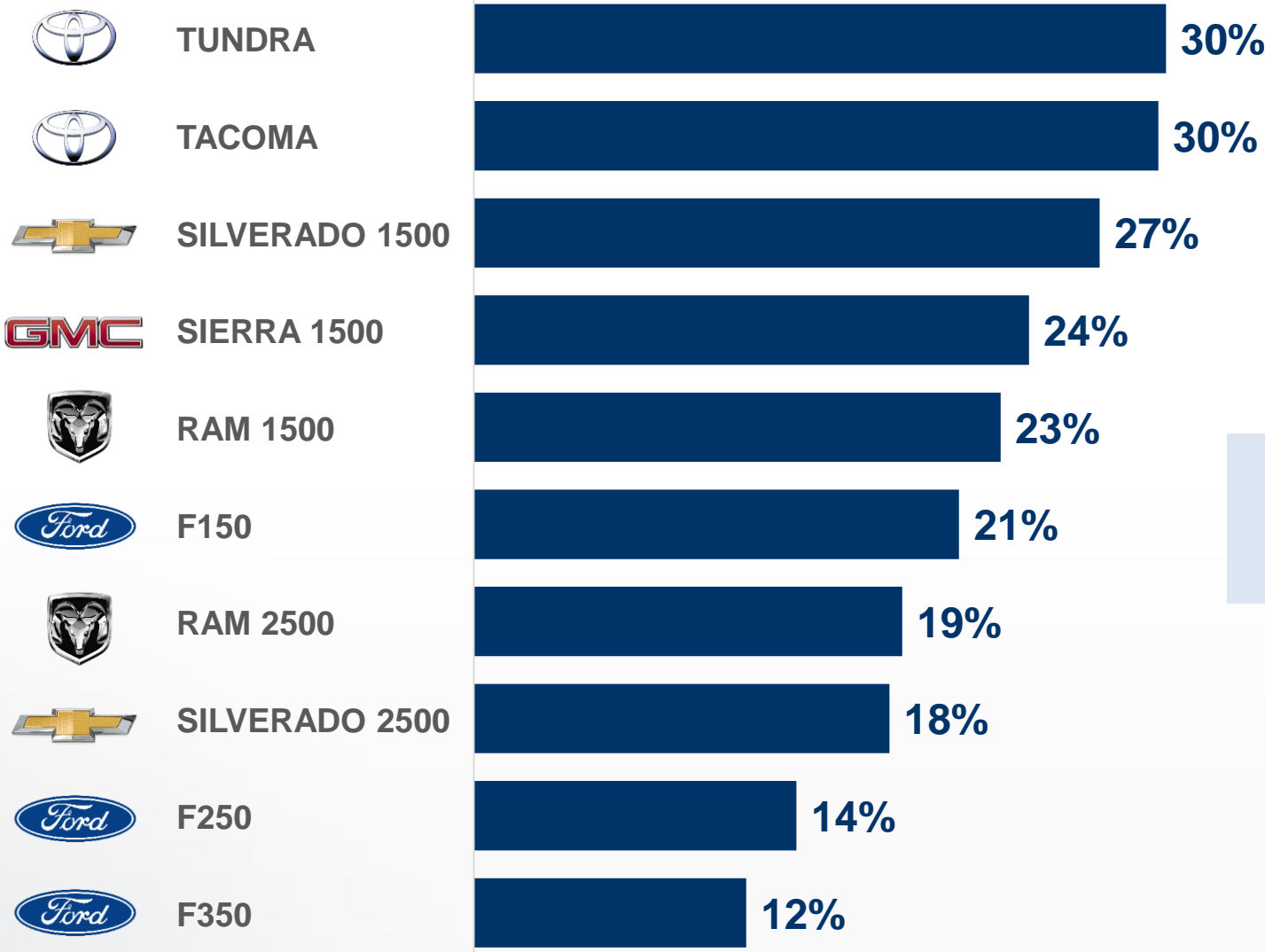
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TRUCK SEGMENT
USED TO CPO CROSS-SHOPPING

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.

<div>TUNDRA</div> 	<div> SILVERADO 1500</div> <div> F150</div> <div> RAM 1500</div>	<div>TACOMA</div> 	<div> SILVERADO 1500</div> <div> F150</div> <div> COLORADO</div>
<div>SILVERADO 1500</div> 	<div> SIERRA 1500</div> <div> F150</div> <div> RAM 1500</div>	<div>SIERRA 1500</div> 	<div> SILVERADO 1500</div> <div> F150</div> <div> RAM 1500</div>
<div>RAM 1500</div> 	<div> SILVERADO 1500</div> <div> F150</div> <div> SIERRA</div>	<div>F150</div> 	<div> SILVERADO 1500</div> <div> RAM 1500</div> <div> SIERRA 1500</div>
<div>RAM 2500</div> 	<div> SILVERADO 1500</div> <div> F250</div> <div> F150</div>	<div>SILVERADO 2500</div> 	<div> SIERRA 2500</div> <div> F250</div> <div> RAM 2500</div>
<div>F250</div> 	<div> SILVERADO 1500</div> <div> RAM 2500</div> <div> SILVERADO 2500</div>	<div>F350</div> 	<div> RAM 2500</div> <div> SILVERADO 1500</div> <div> RAM 3500</div>