



2020 AUTO BOWL

COX AUTOMOTIVE™

GAME NIGHT RESULTS



2020 AUTO BOWL

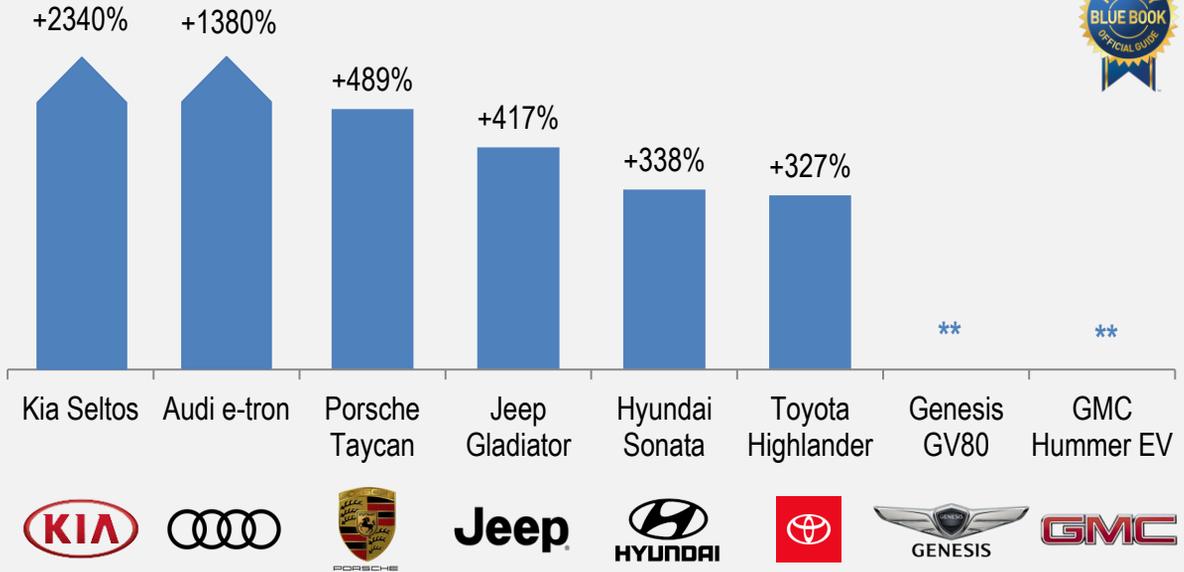
COX AUTOMOTIVE™

Immediate Impact: Model Research & Shopping Activity

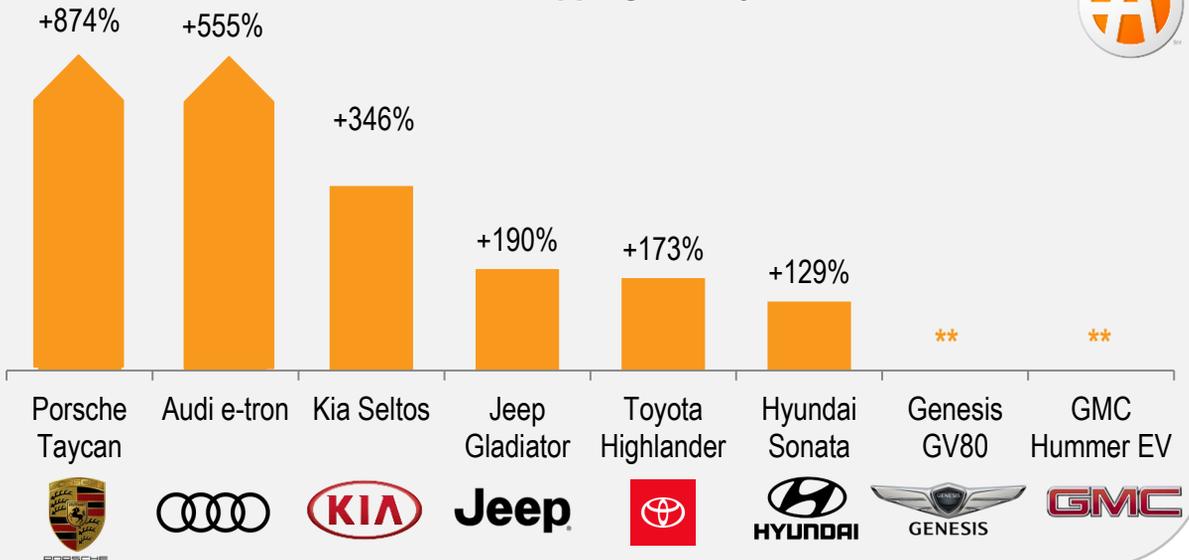
These charts reflect the percentage increase in traffic after the ad ran.

GAME NIGHT: SPOT LEVEL

Research Activity



Shopping Activity



- KBB New Car Page Views: Ad Run Hour vs. Prior Hour
- Autotrader New/All Searches, Ad Run Hour vs. Prior Hour
- **Models not yet available on KBB and Autotrader: GV80 and Hummer EV

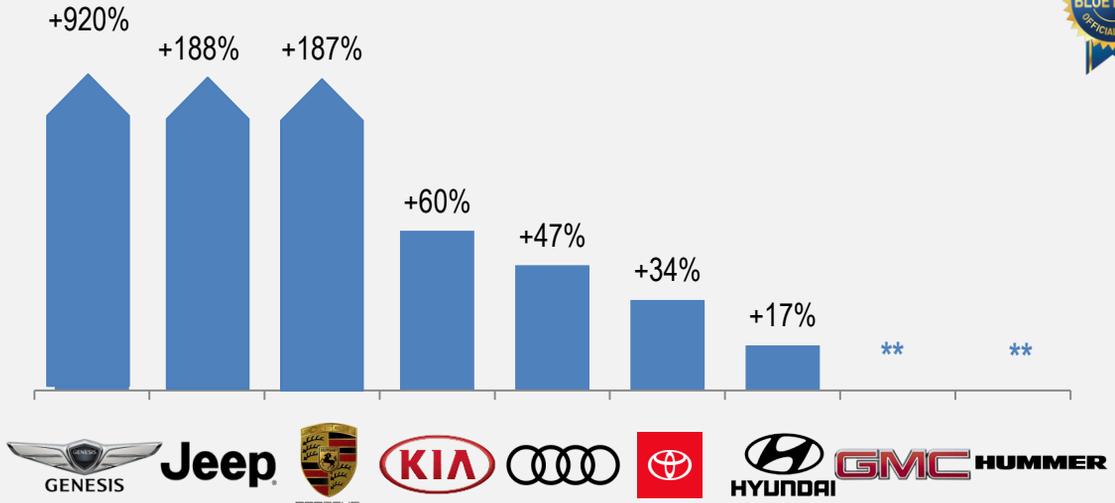


Immediate Impact: Brand Research & Shopping Activity

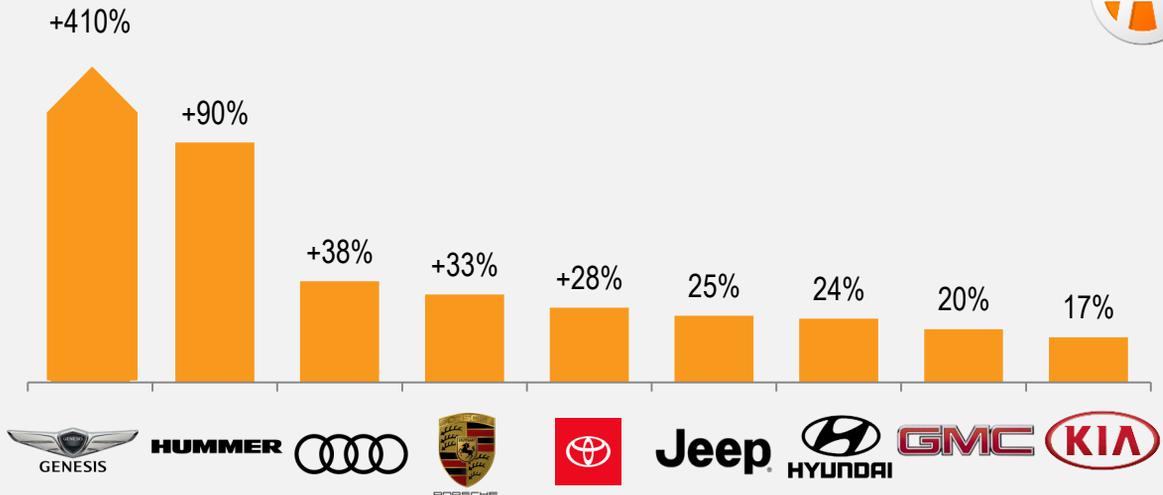
These charts reflect the percentage increase in traffic after the ad ran.

GAME NIGHT: brand level

Research Activity



Shopping Activity



- KBB New Car Page Views, Ad Run Hour vs. Prior Hour
- Autotrader New/All Searches, Ad Run Hour vs. Prior Hour (includes HUMMER brand All searches)
- ** The absence of a percentage indicates the overall brand did not have a measurable increase in the demonstrated period (GMC) or the data was not available (HUMMER).



Post-Airtime Traffic Volume: Model Level

These charts reflect the rank order of advertisers based on the volume of traffic the hour following the commercial airtime.

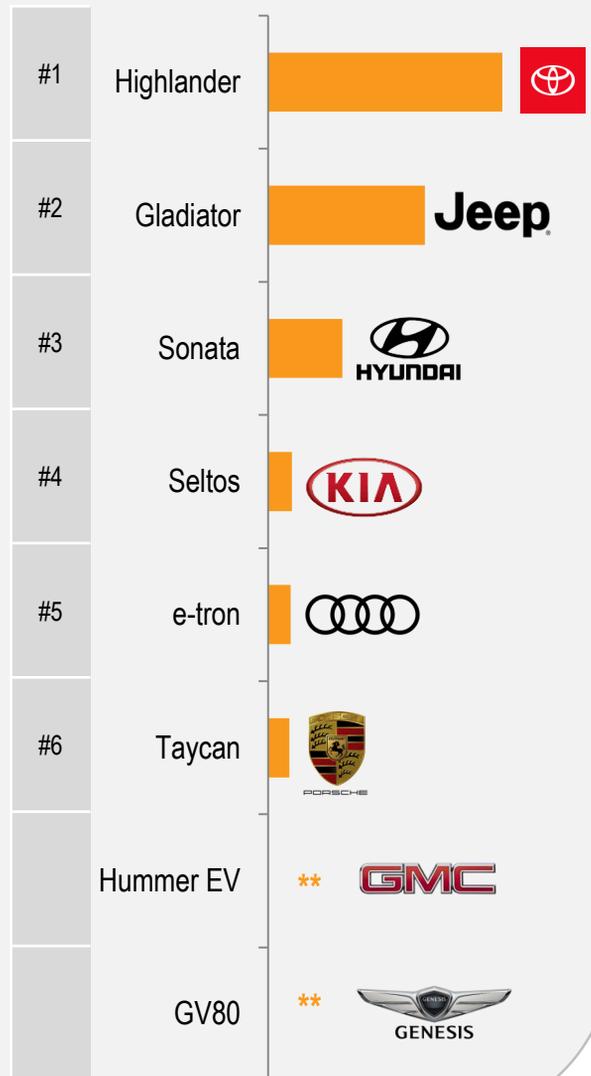
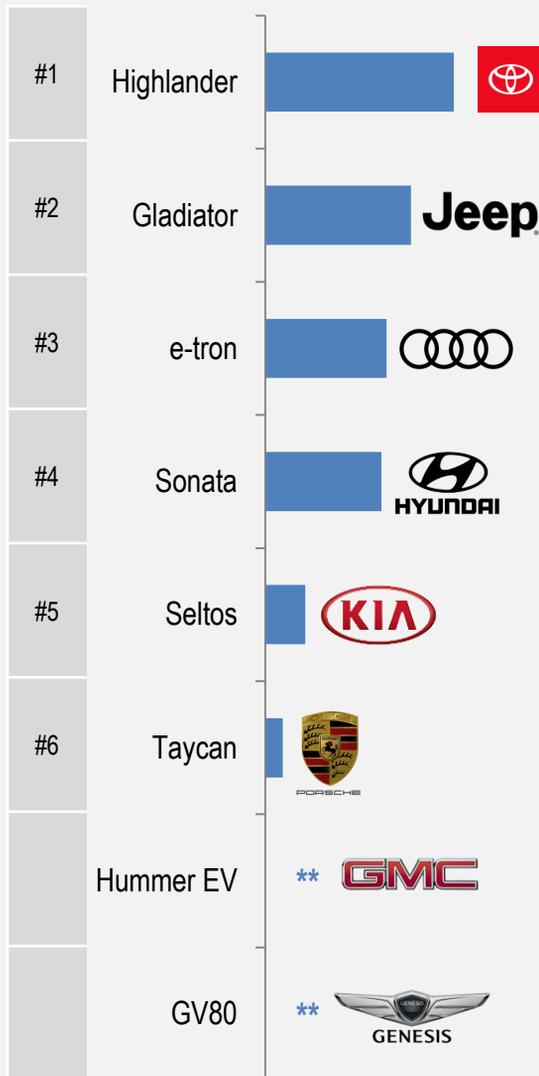
GAME NIGHT: model level



Research Activity



Shopping Activity



- KBB New Car Page Views
- Autotrader New/All Searches
- **Models not yet available on KBB and Autotrader: GV80, Hummer EV, Taycan (only available on KBB)



Post-Airtime Traffic Volume: Overall Brand Level

These charts reflect the rank order of advertisers based on the volume of traffic the hour following the commercial airtime.

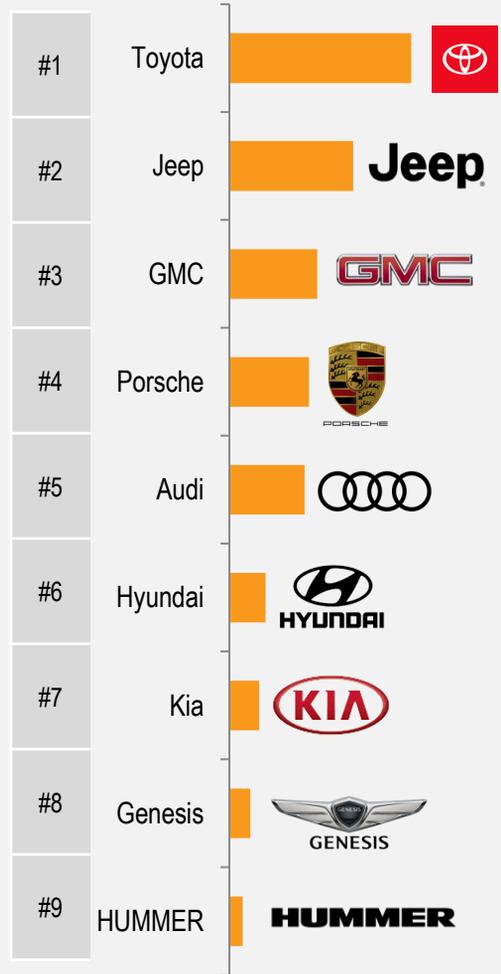
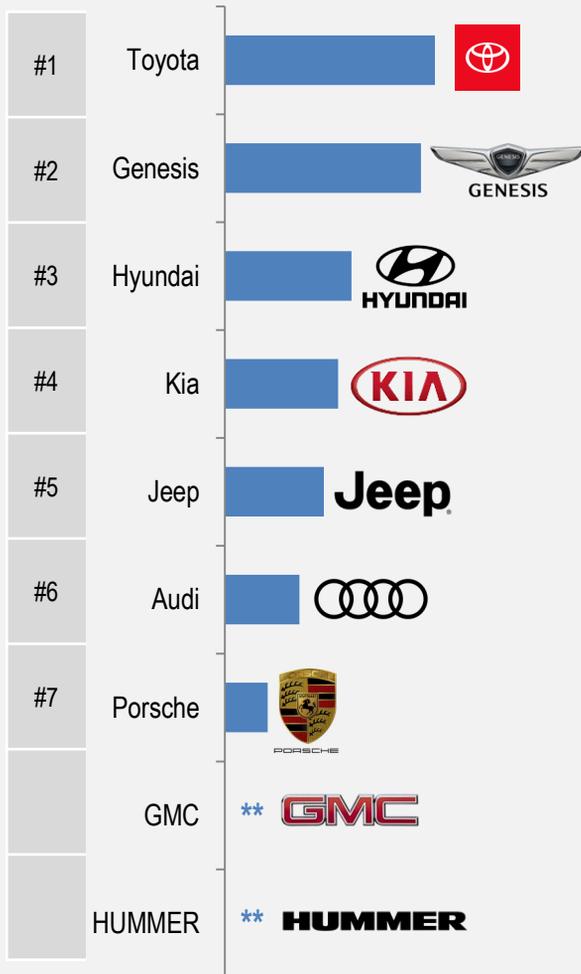
GAME NIGHT: brand level



Research Activity



Shopping Activity



- KBB New Car Page Views
- Autotrader New/All Searches
- ** The absence of a percentage indicates the overall brand did not have a measurable increase in the demonstrated period (GMC) or data was not available (HUMMER)



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Immediate Impact: Dealer Website Traffic

Brands advertising during the Big Game experienced significant increases in traffic to dealers' Dealer.com sites after the ads ran.

DEALER.COM

TOTAL VISITS



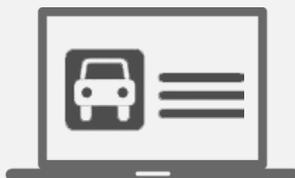
+647%

nGauge by Pixall™ QUALITY VISITS*



+647%

VEHICLE DETAIL PAGEVIEWS



+379%

GAME NIGHT

- Dealer.com Dealer Website Activity (aggregate of all advertisers, average by-minute activity in the two minutes following the ad airtime compared to the hour before the game)
- * Quality Visits are based on Dealer.com's proprietary scoring system, nGauge by Pixall™, used to identify which Dealer.com website visits are most likely to result in a vehicle sale. (Visit www.Dealer.com for more information.)



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BIG GAME MONDAY RESULTS



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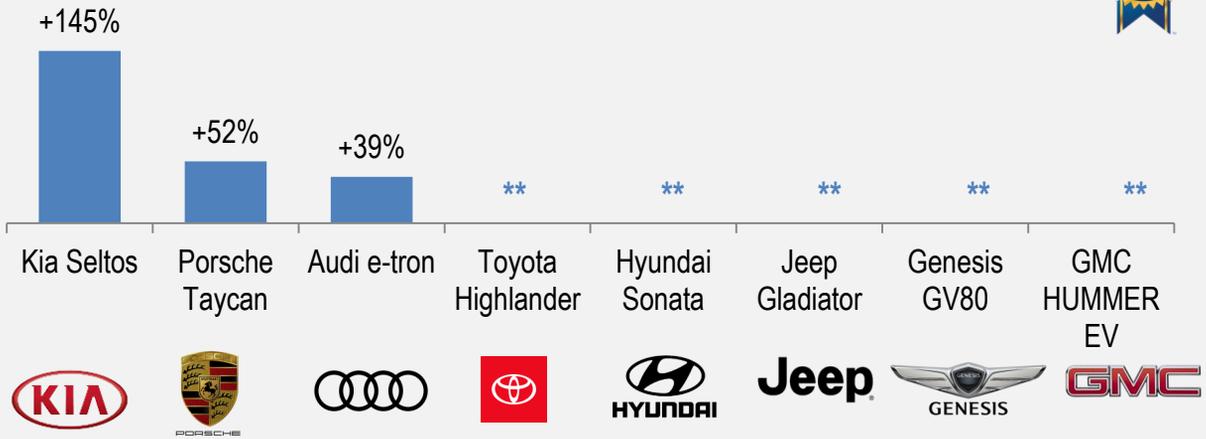
Post-Game Impact: Model Research & Shopping Activity

These charts reflect the percentage increase in traffic when comparing:

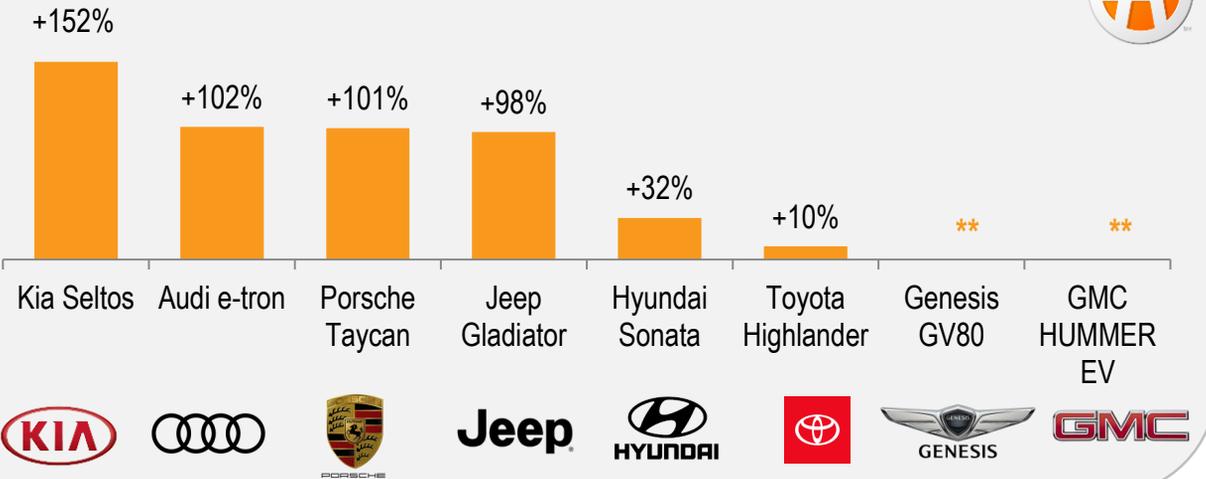
BIG GAME MONDAY VS. AVERAGE OF 4 PRIOR MONDAYS

BIG GAME MONDAY: spot level

Research Activity



Shopping Activity



- KBB New Car Page Views; Autotrader New/All Searches
- Big Game Monday vs. Average of Four Prior Mondays (versus Two Prior Mondays for Taycan on Autotrader due to model on site availability; versus Average Daily Traffic in Prior Week for Seltos on KBB and Autotrader due to model on site availability)
- **The absence of a percentage indicates the model did not have a measurable increase in the demonstrated period, except for GV80 AND HUMMER EV (which are not yet available on either site).



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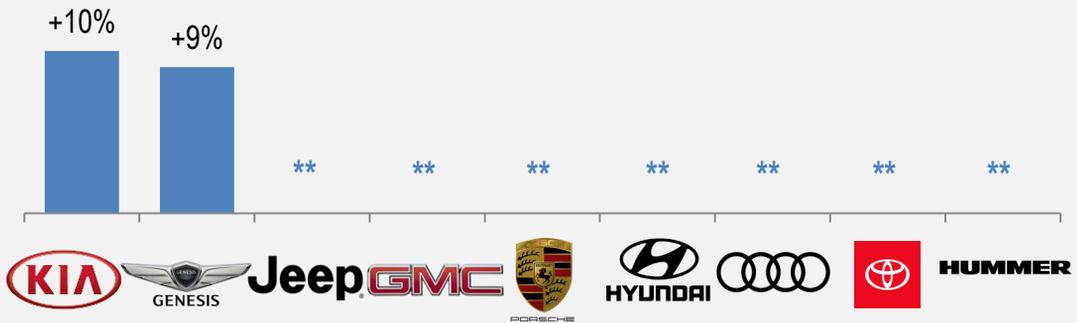
Post-Game Impact: Overall Brand Research & Shopping Activity

These charts reflect the percentage increase in traffic when comparing:

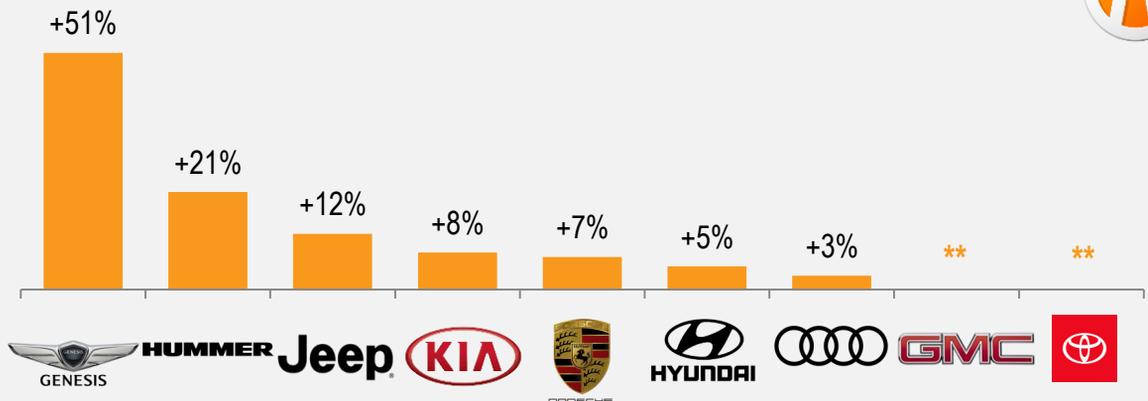
BIG GAME MONDAY VS. AVERAGE OF 4 PRIOR MONDAYS

BIG GAME MONDAY: brand level

Research Activity



Shopping Activity



- KBB New Car Page Views, Big Game Monday vs. Average of Four Prior Mondays
- Autotrader New/All Searches, Big Game Monday vs. Average of Four Prior Mondays (includes HUMMER brand All searches)
- ** The absence of a percentage indicates the overall brand did not have a measurable increase in the demonstrated period. For HUMMER on KBB, new car page view data is not available (applicable).



Big Game Monday Traffic Volume: Model Level

These charts reflect the rank order of advertisers based on the volume of traffic on Monday following the game.

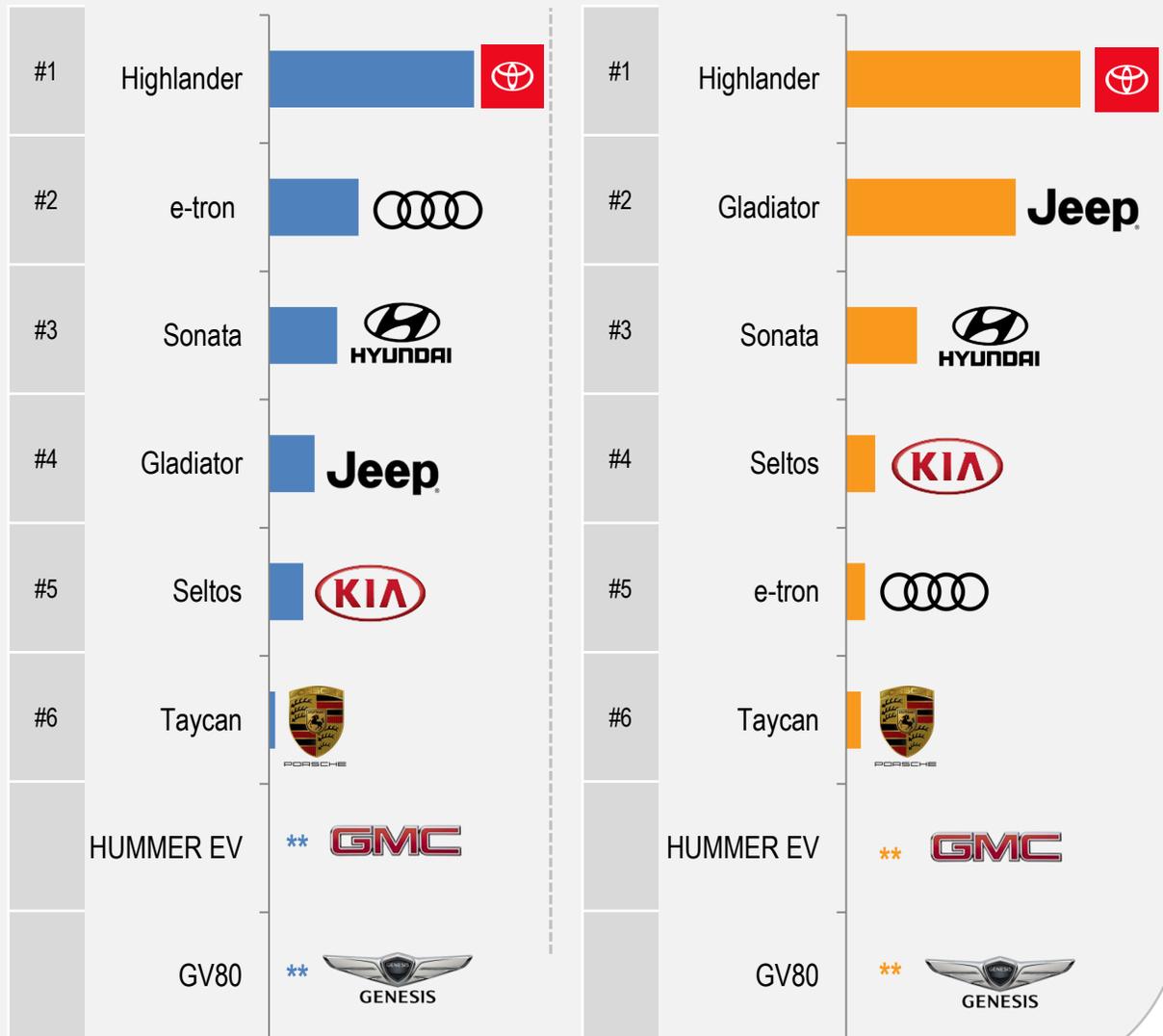
BIG GAME MONDAY: spot level



Research Activity



Shopping Activity



- KBB New Car Page Views
- Autotrader New/All Searches
- **Models not yet available on KBB and Autotrader:



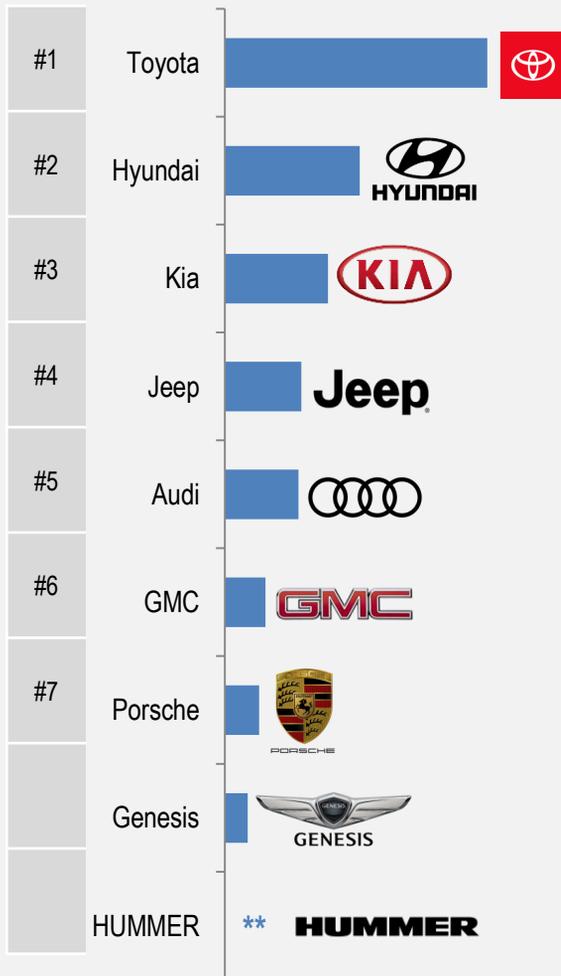
Big Game Monday Traffic Volume: Brand Level

These charts reflect the rank order of advertisers based on the volume of traffic on Monday following the game.

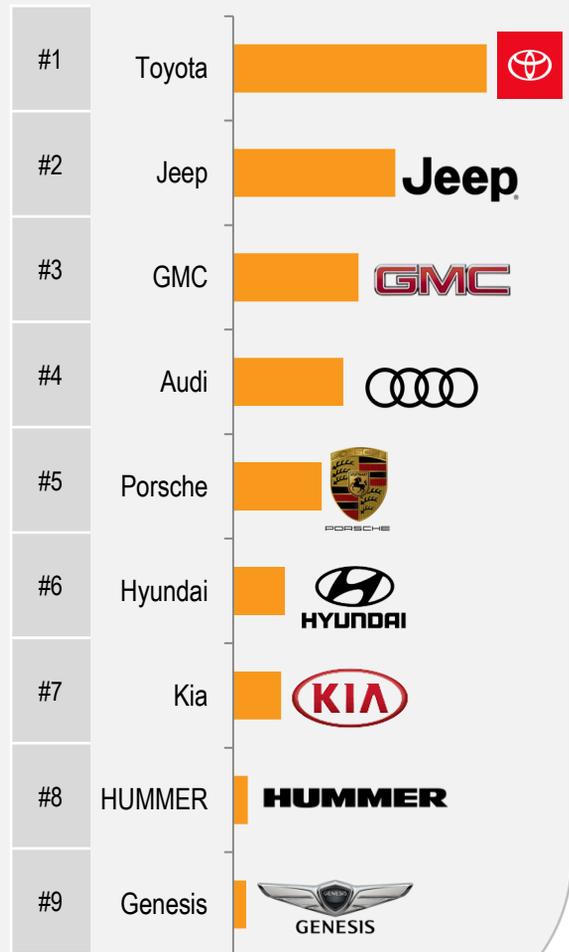
BIG GAME MONDAY: brand level



Research Activity



Shopping Activity



- KBB New Car Page Views
- Autotrader New/All Searches
- ** New car page views are not available (applicable) for HUMMER on KBB



2020 AUTO BOWL

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2020 AUTOBOWL ADVERTISERS



2020 AUTO BOWL

COX AUTOMOTIVE™

Automotive Advertisers

"Let It Go"



e-Tron

"Going Away Party"



GENESIS

GV80

"Quiet Revolution"



HUMMER EV

"Smaht Pakh"



HYUNDAI

Sonata

"Groundhog Day"



Gladiator

"Tough Never Quits"



Seltos

"The Heist"



PORSCHE

Taycan

"Heroes"



Highlander