



BRAND WATCH

NON-LUXURY SEGMENT TOPLINE REPORT

1st Quarter 2020



WHAT IS BRAND WATCH™ ?

Brand Watch, a **shopper perception study**, reveals trends in **vehicle consideration** among new car consumers and **factors that influence purchase decisions**.

Brand Level Study
135,000+ interviews since 2007



BRAND WATCH™



Model Level Study
84,000+ interviews since 2012

Captures **brand and model consideration & familiarity** among new car shoppers

Tracks **12 factors important to shoppers** across all segments and models

Respondents are **in-market for a new vehicle** and recruited from KBB.com

WHAT CAN BRAND WATCH™ DO?

Identify key factors driving vehicle purchase decisions and measure OEM brand equity

What is **important to consumers** when shopping for a new vehicle

How brands and models perform on **factors most important to shoppers** within and across segments

How **demographic groups** differ

BRAND WATCH: NON-LUXURY CONSIDERATION

Toyota continued to dominate non-luxury shopper consideration in Q1. Four of its models ranked among the top 10 most considered models by shoppers. Brand consideration shares remained similar to Q4, except for Hyundai, which moved to sixth from eighth position in Q4.

Toyota Dominates Leaderboard

- It has been the most considered non-luxury brand since Q2 2018.
- Toyota's strength is its dominance in the SUV and Midsize Truck segments. Toyota recently won the 2020 KBB Best Overall Truck Brand.

Ford Sees Domestic Bliss

- Ford's one-point increase is due to increased consideration for F-150 and Explorer.

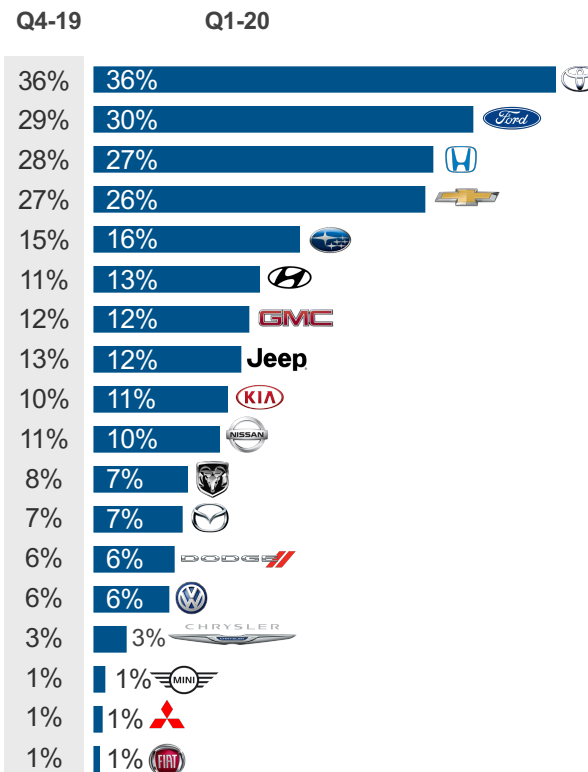
Honda's Bumpy Road

- Honda has been experiencing some ebb and flow. It recently won the 2020 KBB Award for Best Value Brand. However, its consideration is the lowest in 4 years.

Hyundai Making Strides

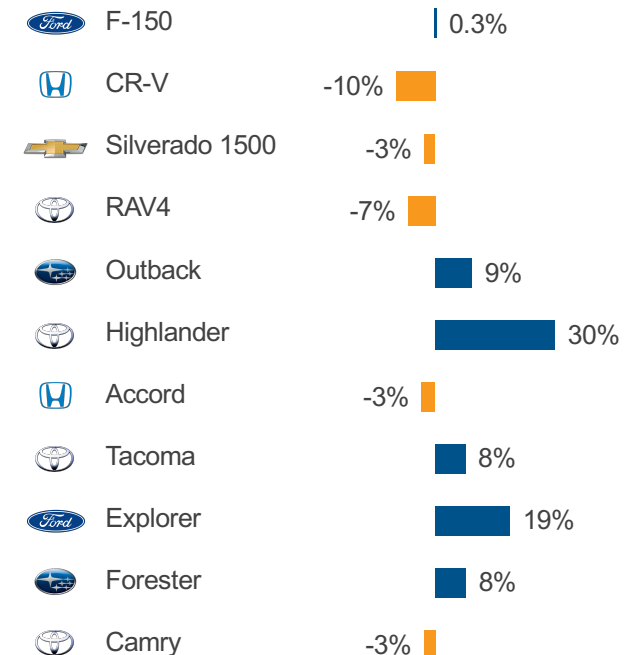
- Hyundai consideration improved, moving it up two ranks as Palisade sales expand.

QUARTERLY BRAND CONSIDERATION



QUARTERLY CONSIDERATION GROWTH

TOP 10 MODELS Q1-20 vs. Q4-19



A CLOSER LOOK: NON-LUXURY SEGMENT CONSIDERATION

SUV and Pickup consideration both reached all-time highs with Midsize SUVs and Full-size Pickups, respectively, being the biggest drivers. However, Cars and Minivans softened YoY.

QUARTERLY SEGMENT CONSIDERATION

66% 
SUVS

Last Qtr.	Last Year
65%	64%

37% 
CARS

Last Qtr.	Last Year
37%	45% ▲






30% 
PICKUPS

Last Qtr.	Last Year
29%	24% ▼

5% 
MINIVANS

Last Qtr.	Last Year
6%	6%

TOP 5 SUVs

- #1  CR-V
- #2  RAV4
- #3  Outback
- #4  Highlander
- #5  Explorer






TOP 5 CARS

- #1  Accord
- #2  Camry
- #3  Civic
- #4  Corolla
- #5  Mustang

TOP 5 PICKUPS

- #1  F-150
- #2  Silverado 1500
- #3  Tacoma
- #4  Ram 1500
- #5  F-250/F-350/F-450

TOP 5 MINIVANS

- #1  Odyssey
- #2  Sienna
- #3  Pacifica
- #4  G. Caravan
- #5  Sedona

▲ ▼ indicate significant % change Q/Q

SUV Reigns as Segment Leader

- SUV consideration held strong with Honda CR-V and Toyota RAV4 firmly in the top positions since Q2 2017.
- SUVs are expected to be preferred segments post COVID-19.

Trucks Rise Up and Up

- Consideration for Trucks has gradually climbed to new heights. Ford F-150 is still the top selling model, but, in YoY comparisons, it is losing some sales to the increasingly popular Silverado and Ram. F-Series is due for a redesign later this year.

TOP 10 CONSIDERED MODELS: NON-LUXURY SHOPPERS

SUVs dominate the top 10 list again with 3 new SUV entrants – Highlander, Explorer and Forester.
Toyota leads the way with four of its models representing several segments.

TOP 10 MODELS

* New to Top 10












TOP 10 IN Q1-20

F-150 Takes Charge

- Ford F-150 reclaimed the top spot from Honda CR-V in Q1, but faced intense competition from CR-V and Chevrolet Silverado





































Domestics Lose Steam

- Domestic models lost ground in the top 10 list with Jeep Grand Cherokee and Ram 1500 waning in consideration. They may be regaining some with zero percent up to 84 month financing during COVID-19

#1	#2	#3	#4	#5
 Ford F-150 Fullsize Truck	 Honda CR-V Compact SUV	 Silverado 1500 Fullsize Truck	 RAV4 Compact SUV	 Outback Midsize SUV
#6	#7	#8	#9	#10
 Highlander* Midsize SUV	 Accord Midsize Car	 Tacoma Midsize Truck	 Explorer* Midsize SUV	 Forester* Compact SUV
				 Camry Midsize Car

FACTORS DRIVING NON-LUXURY CONSIDERATION

The ranking of factors important to shoppers in the non-luxury category have not changed much in the past five years. One exception is that technology moved from the 11th position in Q1 2015 to 9th position in Q1 2020. Increased demand for driver-assist, safety and connectivity features have more sway in shopper's decision to purchase.

RANK		FACTOR	IMPORTANCE	TOP RANKED BRAND	#2	#3
Q1-15	Q1-20					
1	1	Durability/Reliability	85%▲			
2	2	Safety	73%▲			
3	3	Driving Comfort	64%▲			
4	4	Affordability	64%▲			
5	5	Driving Performance	55%▲			
6	6	Reputation	50%▲			
7	7	Fuel Efficiency	45%			
8	8	Interior Layout	40%▲			
11	9	Technology	37%▲			
9	10	Exterior Styling	34%▲			
10	11	Ruggedness	26%			
12	12	Prestige/Sophistication	10%▲			

▲ ▼ indicate significant % change from Q1-15 vs. Q1-20

Toyota Stays Durable and Reliable

- Toyota has remained the top ranked brand in durability/reliability since it over took Honda in Q4 2018.

Subaru Harnesses Safety Domination

- Subaru continues to dominate as the top ranked brand in safety. In addition, it garnered three 2020 KBB Brand Image Awards for Best Overall Brand, Most Trusted Brand and Best Performance Brand (with a nod to its driving dynamics for both sports cars and SUV handling).

Ram Continues to Shine

- Duplicating Q4 2019, Ram is ranked #1 in half of the importance factors.

GMC Showcases Prestige

- GMC's sleek styling, comfort and technology in its model line helped earn it the 2020 KBB Brand Image Award for Most Refined Brand.



BRAND WATCH TOPLINE

For all sales or client success inquiries, please contact:

Sales Analytics Consulting

kbb.SA-OEMConsulting@coxautoinc.com

For all other inquiries, please contact:

Vanessa.Ton@coxautoinc.com

