

October 13, 2020

# COVID-19 AUTO MARKET UPDATE

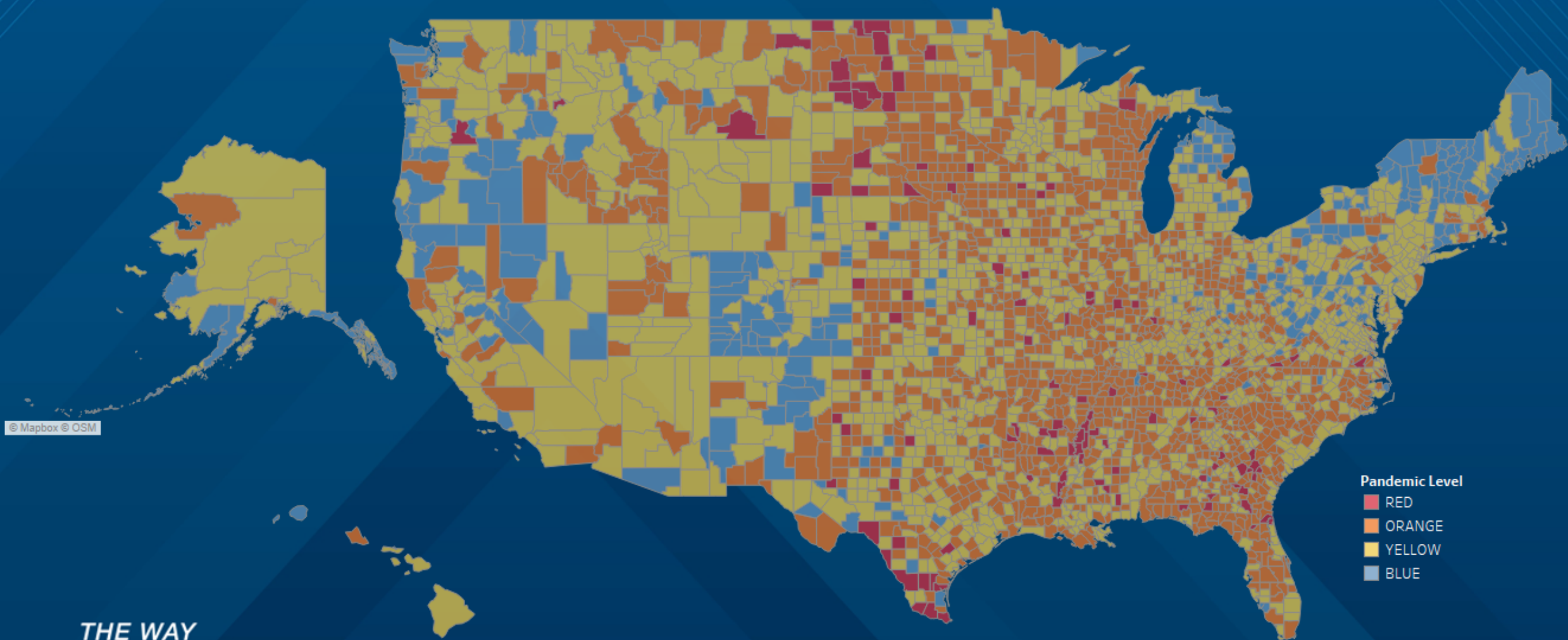
*THE WAY  
FORWARD*

*Driven by* COX AUTOMOTIVE

Jonathan Smoke

Chief Economist, Cox Automotive

# COVID-19 LOCAL IMPACT ASSESSMENT



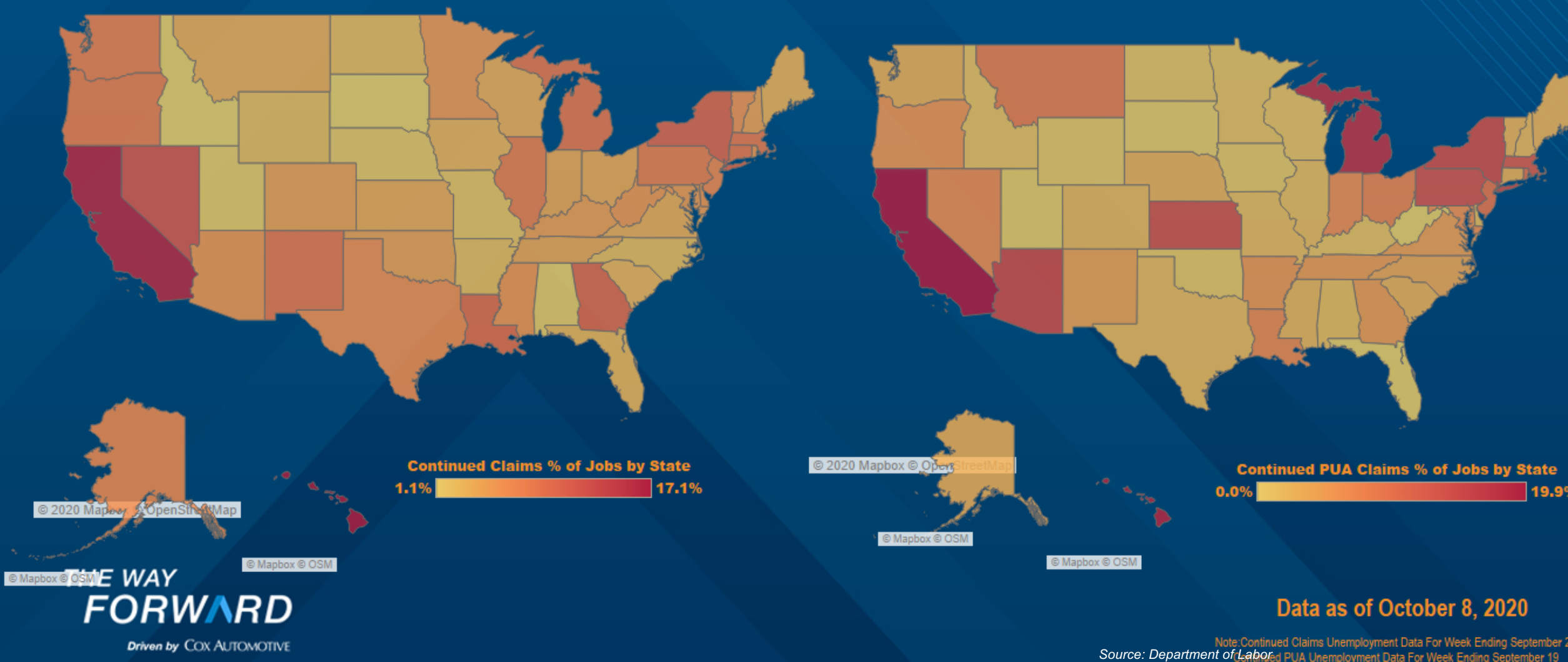
THE WAY  
FORWARD

© 2020 Mapbox © OpenStreetMap

© 2020 Mapbox © OpenStreetMap

Source: Cox Automotive

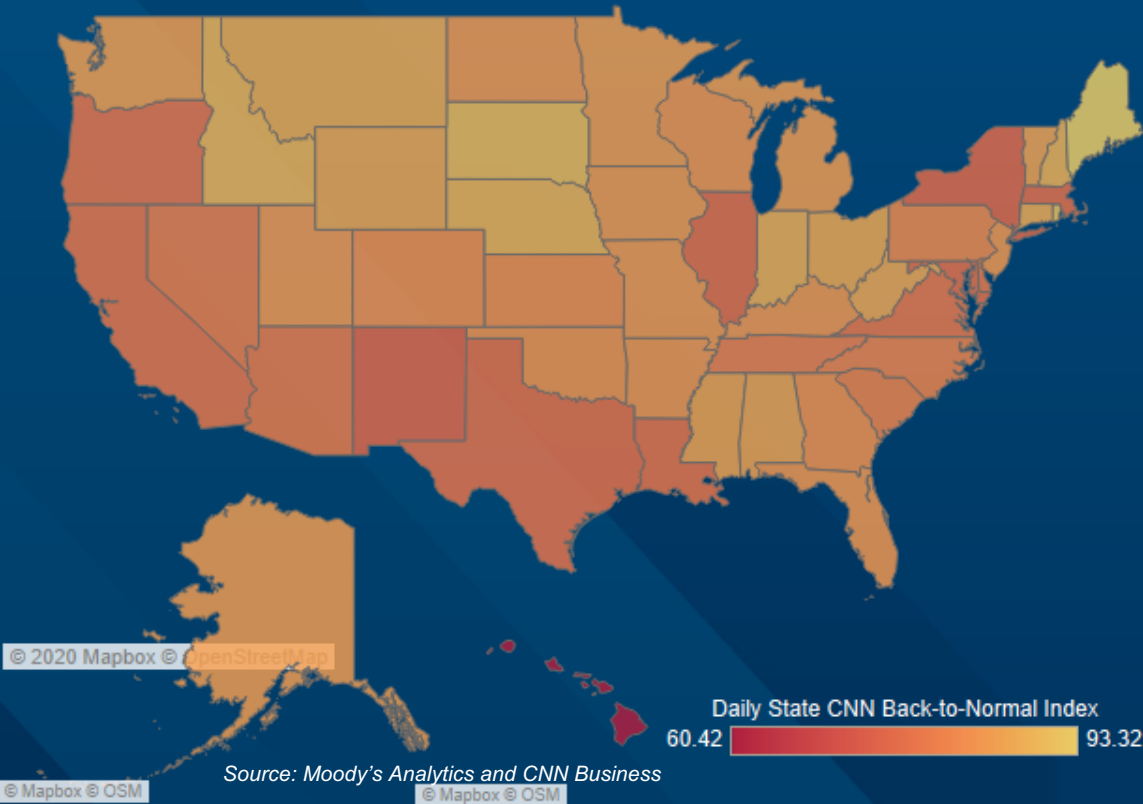
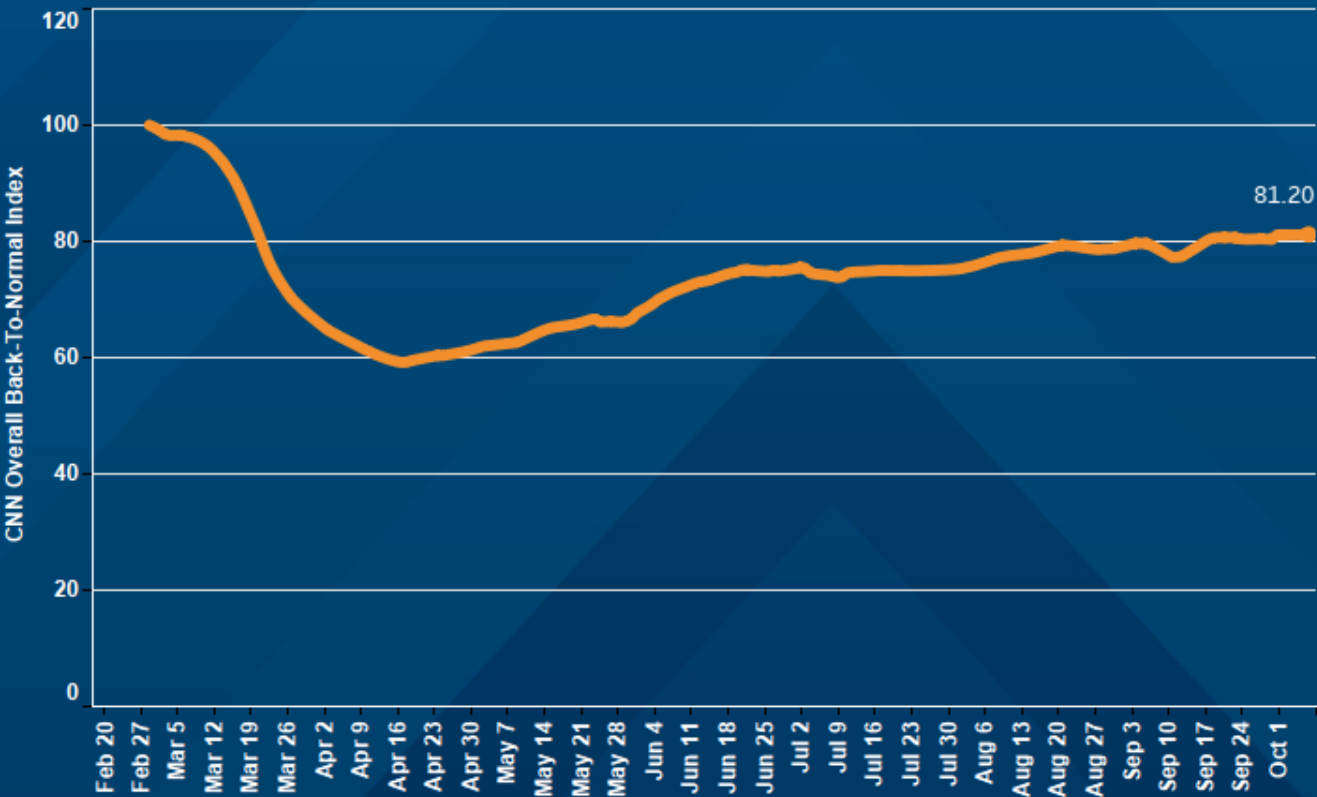
# CONTINUING CLAIMS AT 11 MILLION NATIONALLY



# BUSINESS RECOVERY ESTIMATES

Moody's-CNN Business Back-To-Normal Index (February 29 = 100)

Data as of October 7, 2020



# CONSUMER SENTIMENT UP LAST WEEK

Morning Consult's Index of Consumer Sentiment on Monday was down 18.7% since February 29

ICS Value (7-Day Average)



THE WAY  
FORWARD

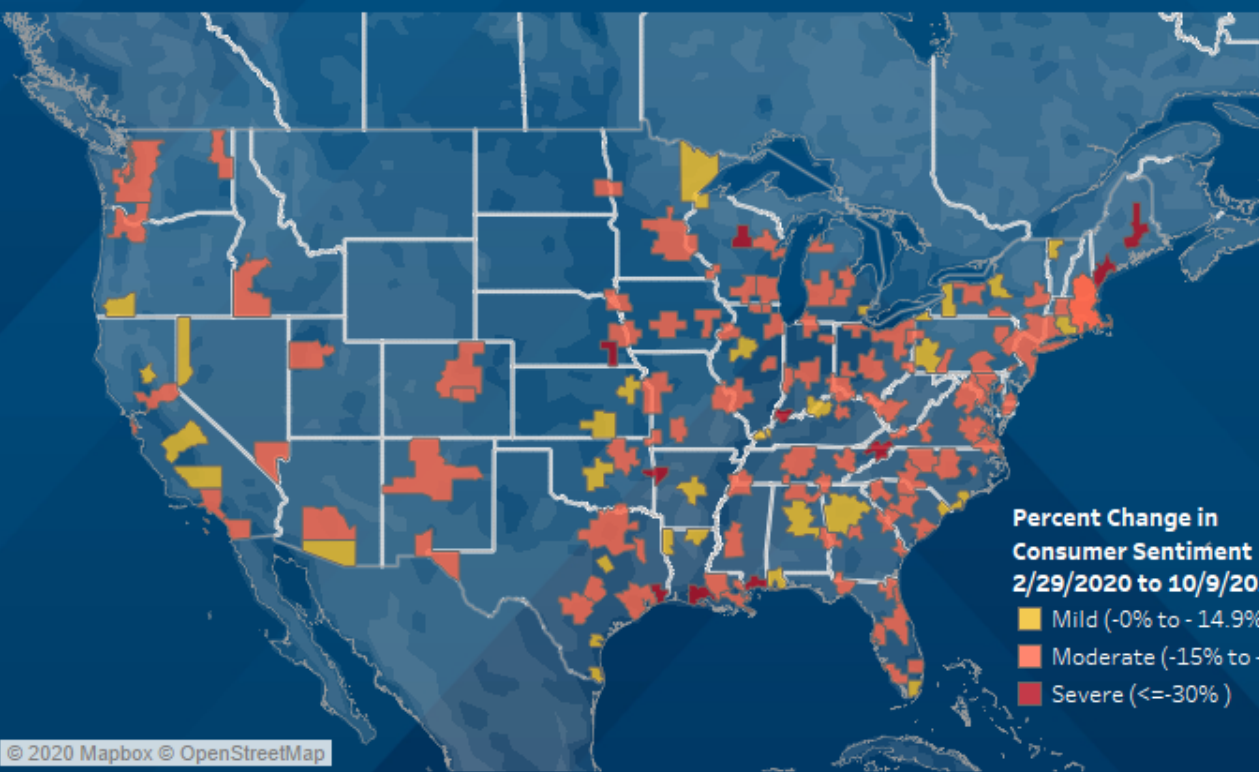
Driven by COX AUTOMOTIVE

Source: Morning Consult

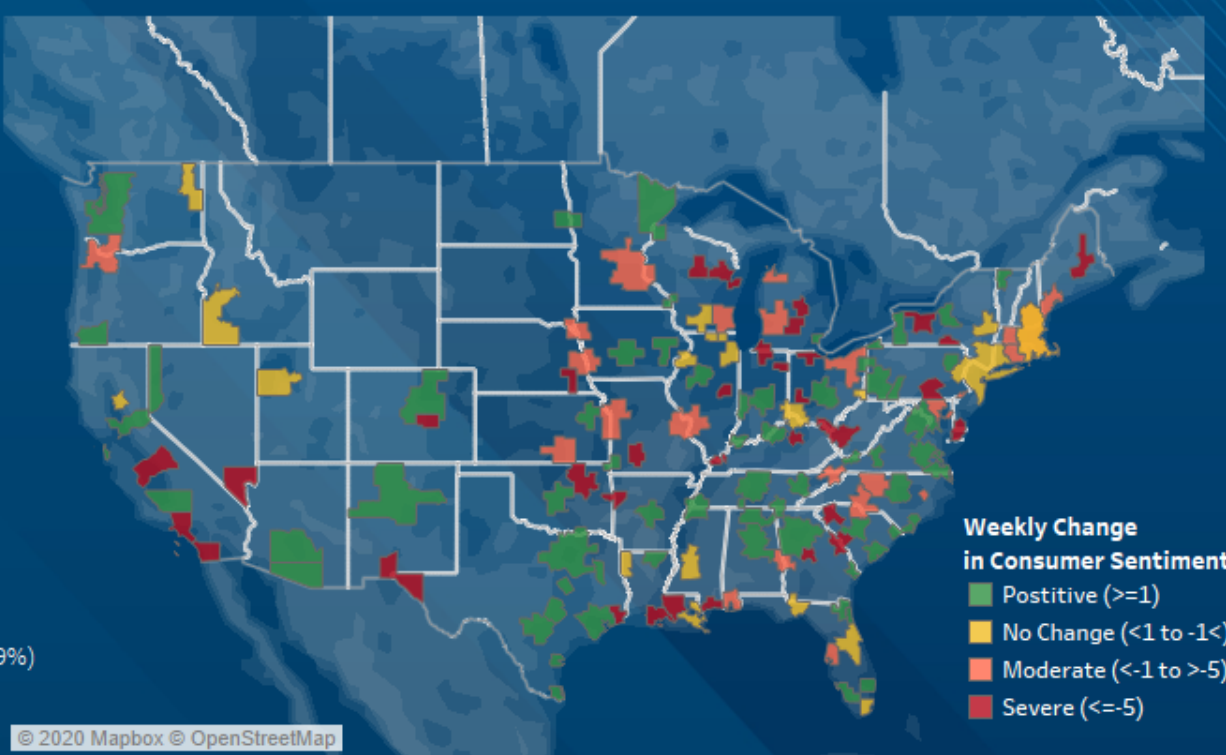


# CONSUMER SENTIMENT IMPROVES IN MORE MARKETS

Since February 29<sup>th</sup>



Since October 2<sup>nd</sup>



THE WAY  
FORWARD

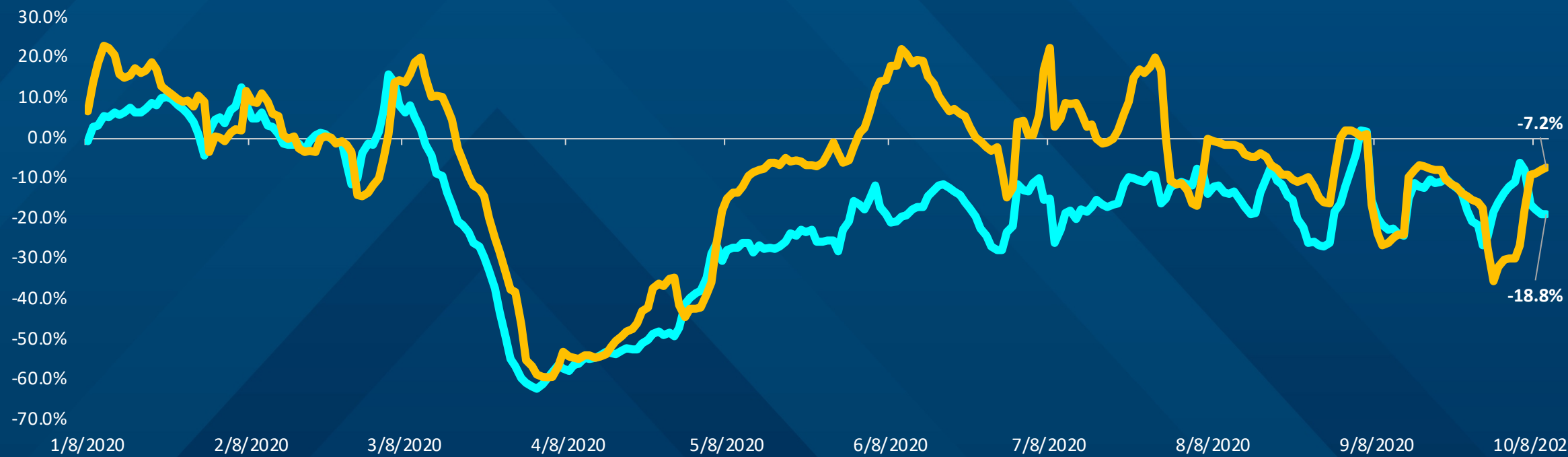
Driven by COX AUTOMOTIVE

Source: Morning Consult

# RETAIL SALES RECOVERY ESTIMATES

Y/Y % Change in 7-Day Moving Average of Retail Sales

New Used

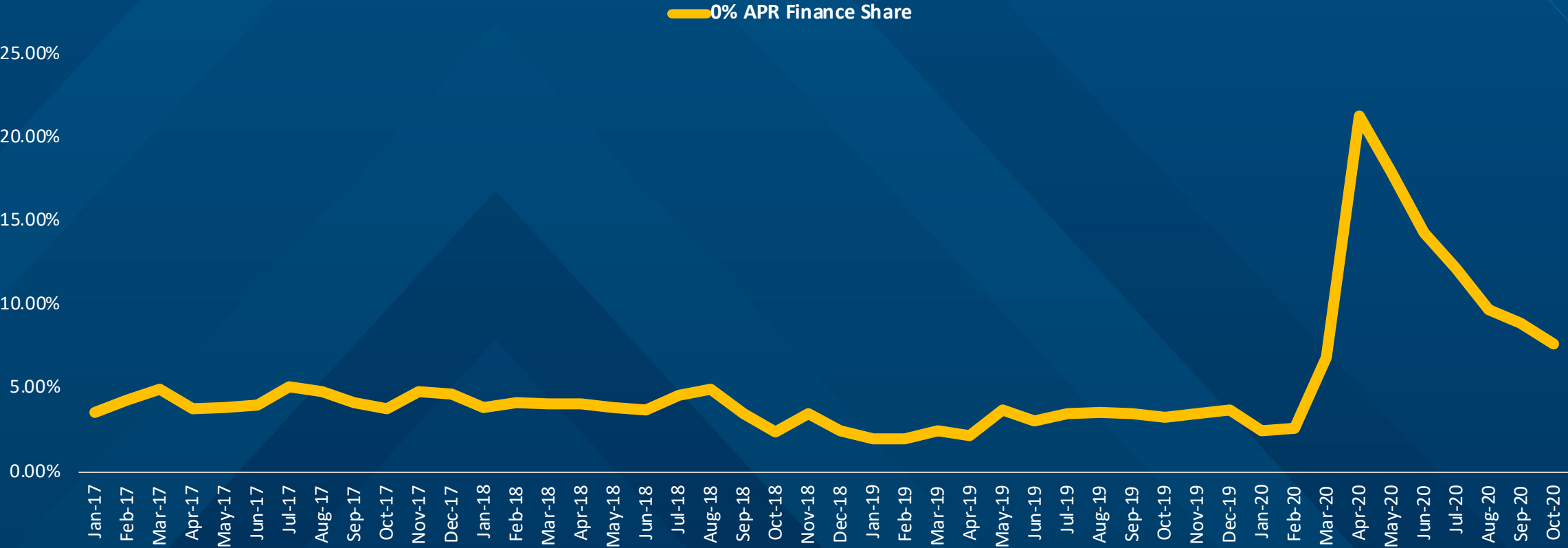


THE WAY  
FORWARD

Driven by COX AUTOMOTIVE

Source: Cox Automotive

# ZERO PERCENT FINANCING DOWN IN OCTOBER



THE WAY  
FORWARD

Driven by COX AUTOMOTIVE

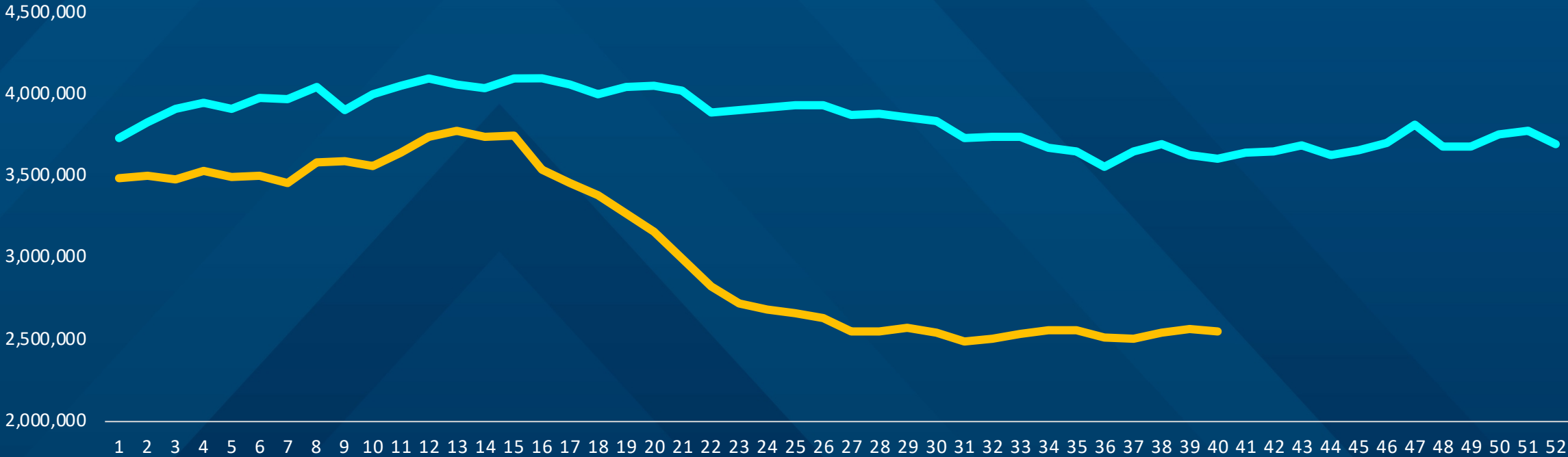
Source: Cox Automotive



# NEW SALES HAMPERED BY SUPPLY

New Vehicle Inventory by Week

2019 New Inventory    2020 New Inventory

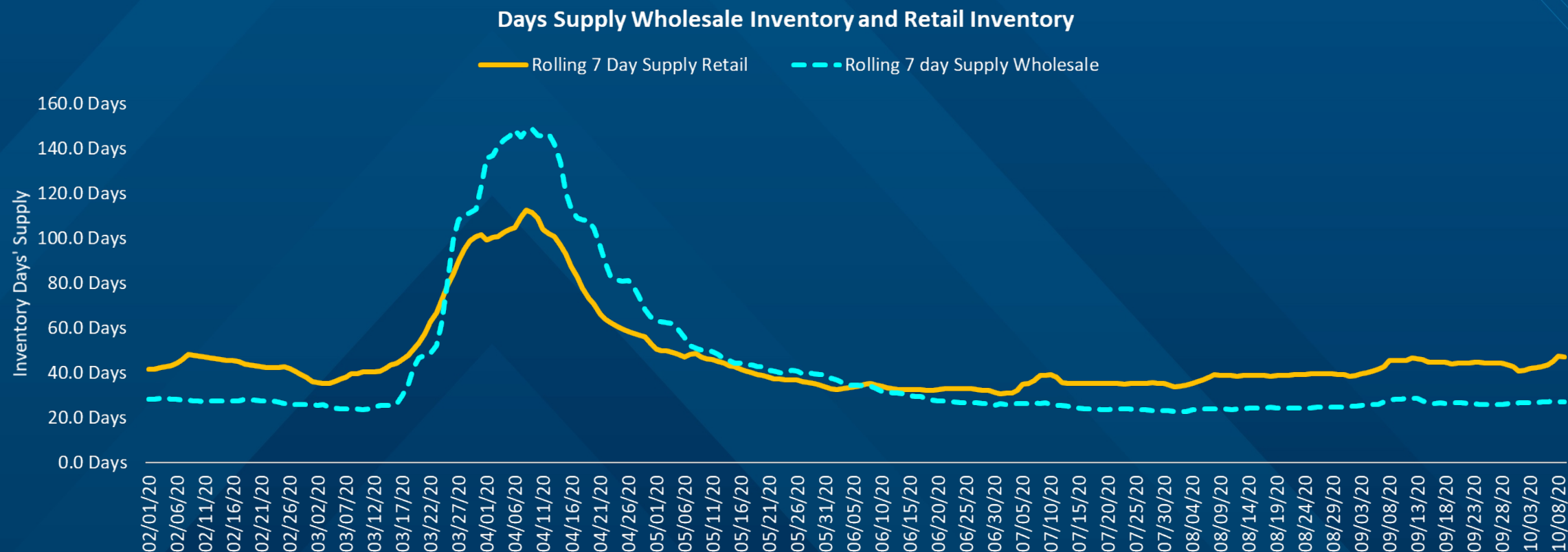


THE WAY  
FORWARD

Driven by COX AUTOMOTIVE

Source: Cox Automotive

# USED SUPPLY CLOSE TO NORMAL BUT STABLE

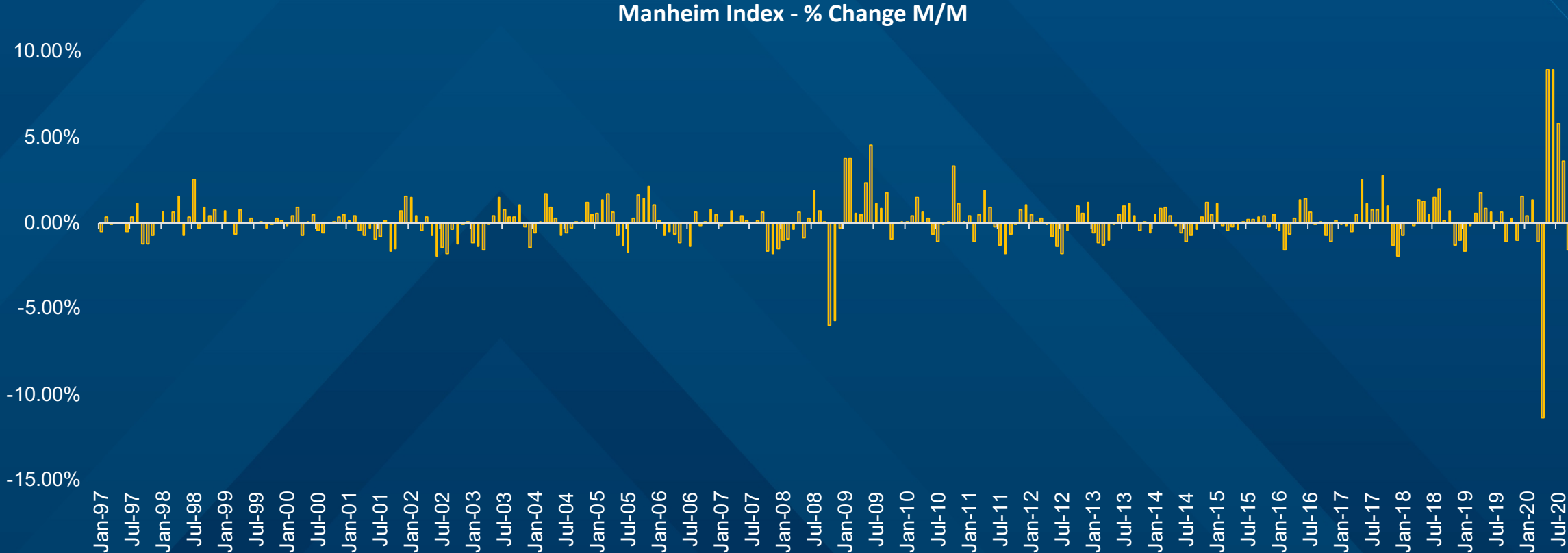


THE WAY  
FORWARD

Driven by COX AUTOMOTIVE

Source: Cox Automotive

# WHOLESALE PRICES BEGIN TO COOL



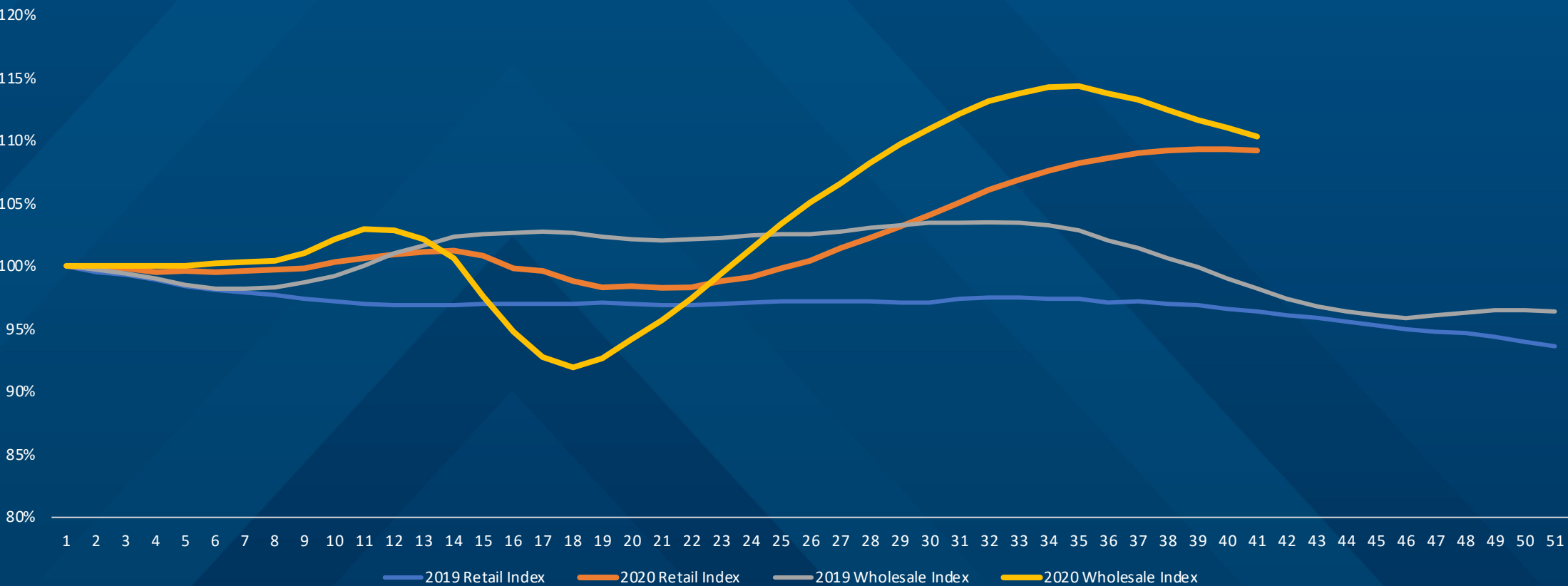
THE WAY  
FORWARD

Driven by COX AUTOMOTIVE

Source: Cox Automotive

# USED PRICES NOW FALLING

MY 2017 Retail and Wholesale Price Indices (wk1=100)

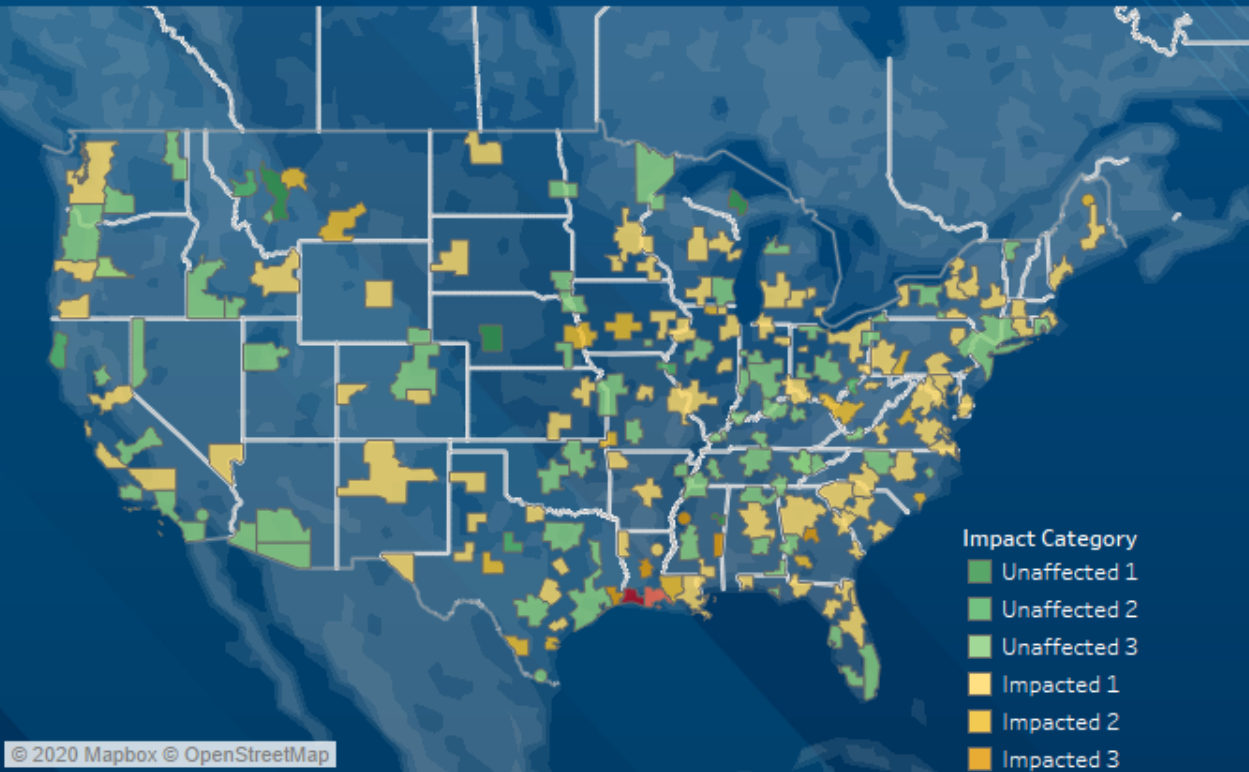
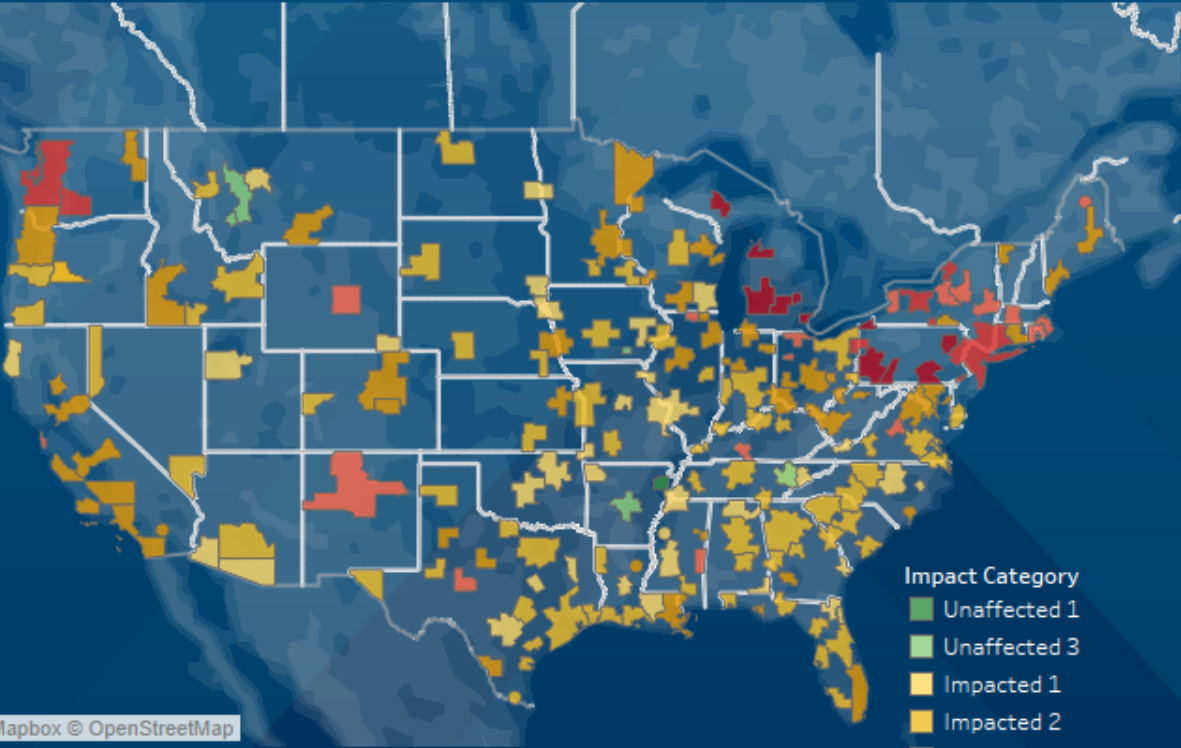




# SALES IMPACT VARIES BY DMA AS EVIDENCED BY UNIQUE CREDIT APPS

April 5<sup>th</sup>

October 11<sup>th</sup>



© 2020 Mapbox © OpenStreetMap

**THE WAY  
FORWARD**

Driven by COX AUTOMOTIVE

Source: Cox Automotive

# COX AUTOMOTIVE LEADING INDICATORS

- Leads on **Autotrader** were up 7% y/y in October through the 10<sup>th</sup> and on **Kelley Blue Book** up 19%; both gained over the weekend
- **Dealer.com** continues to see both New and Used Vehicle Form Submissions up from last year, and both gained momentum over the weekend
- **Dealertrack** unique credit applications on same-store basis were down 11% y/y last week, which was a slight decline from the prior week
- **Xtime** saw a 12% decrease y/y last week in consumers having their cars serviced, which was a decline from the prior week

# Cox AUTOMOTIVE

Autotrader 

 CLUTCH

DEALER.COM

Dealertrack 

 F&I Express

 HOMENET  
AUTOMOTIVE

 Kelley Blue Book

 Manheim

NEXTGEAR  
CAPITAL

PIVET

 RideKleen

vAuto  
LIVE MARKET VIEW

VinSolutions

 xtime