

December 15, 2020

# COVID-19 AUTO MARKET UPDATE

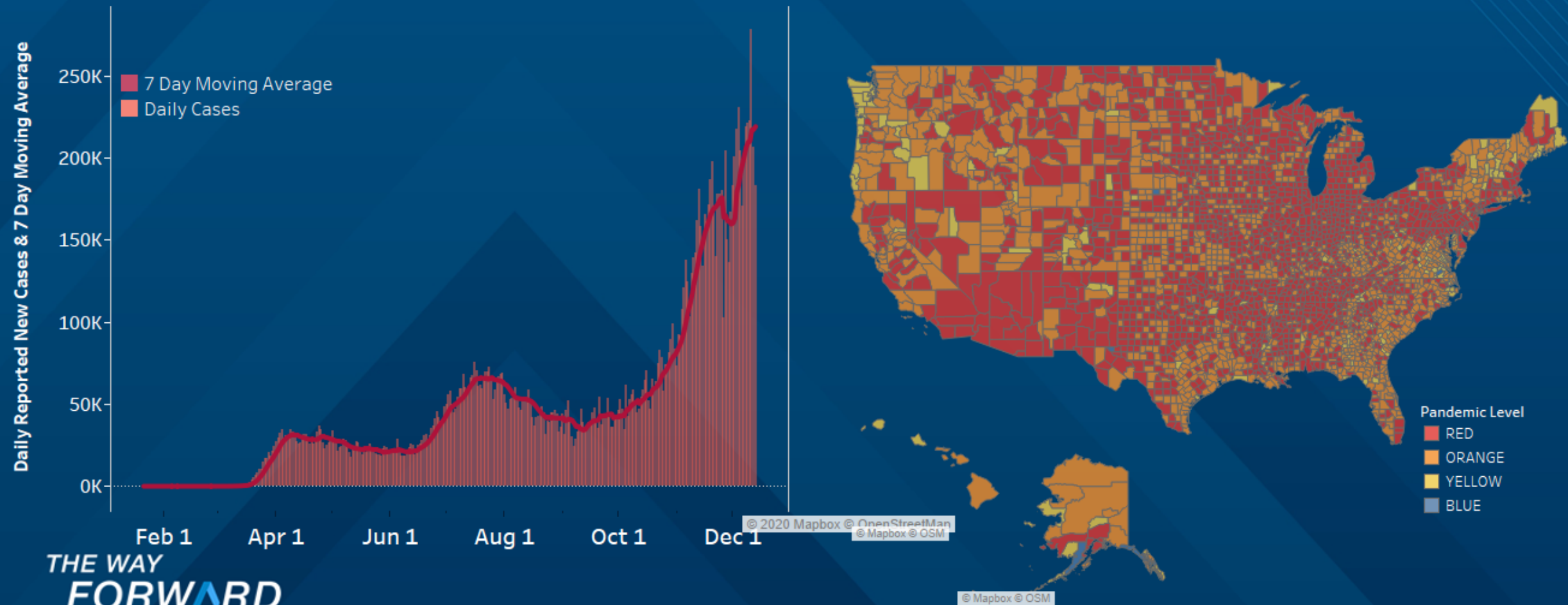
*THE WAY  
FORWARD*

*Driven by* COX AUTOMOTIVE

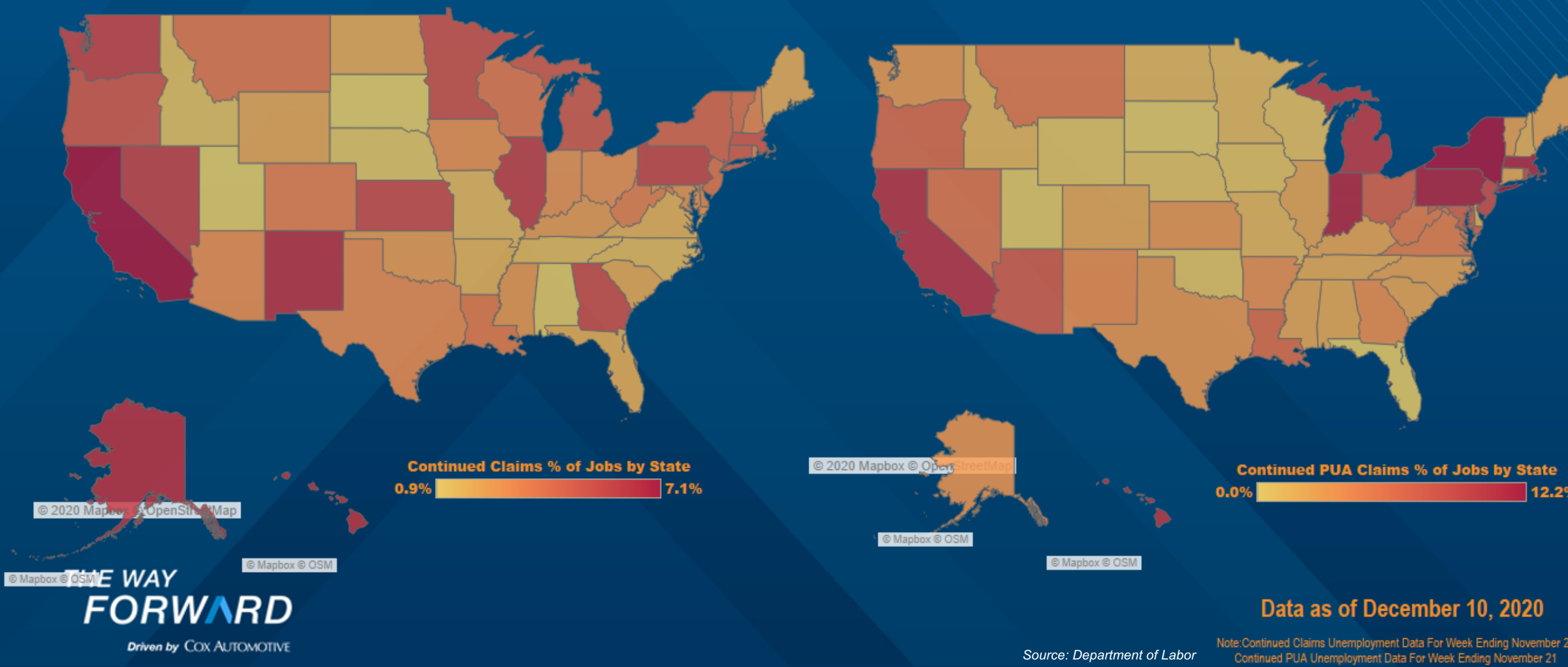
Jonathan Smoke

Chief Economist, Cox Automotive

# COVID-19 LOCAL IMPACT ASSESSMENT



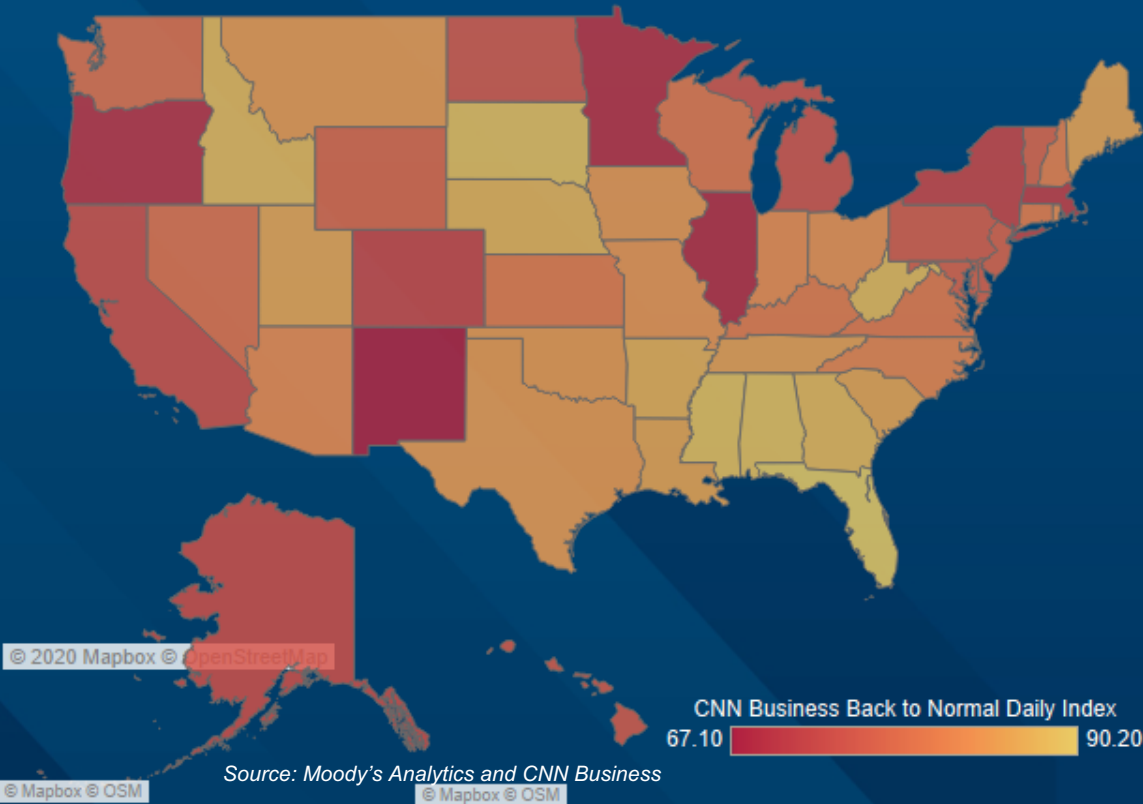
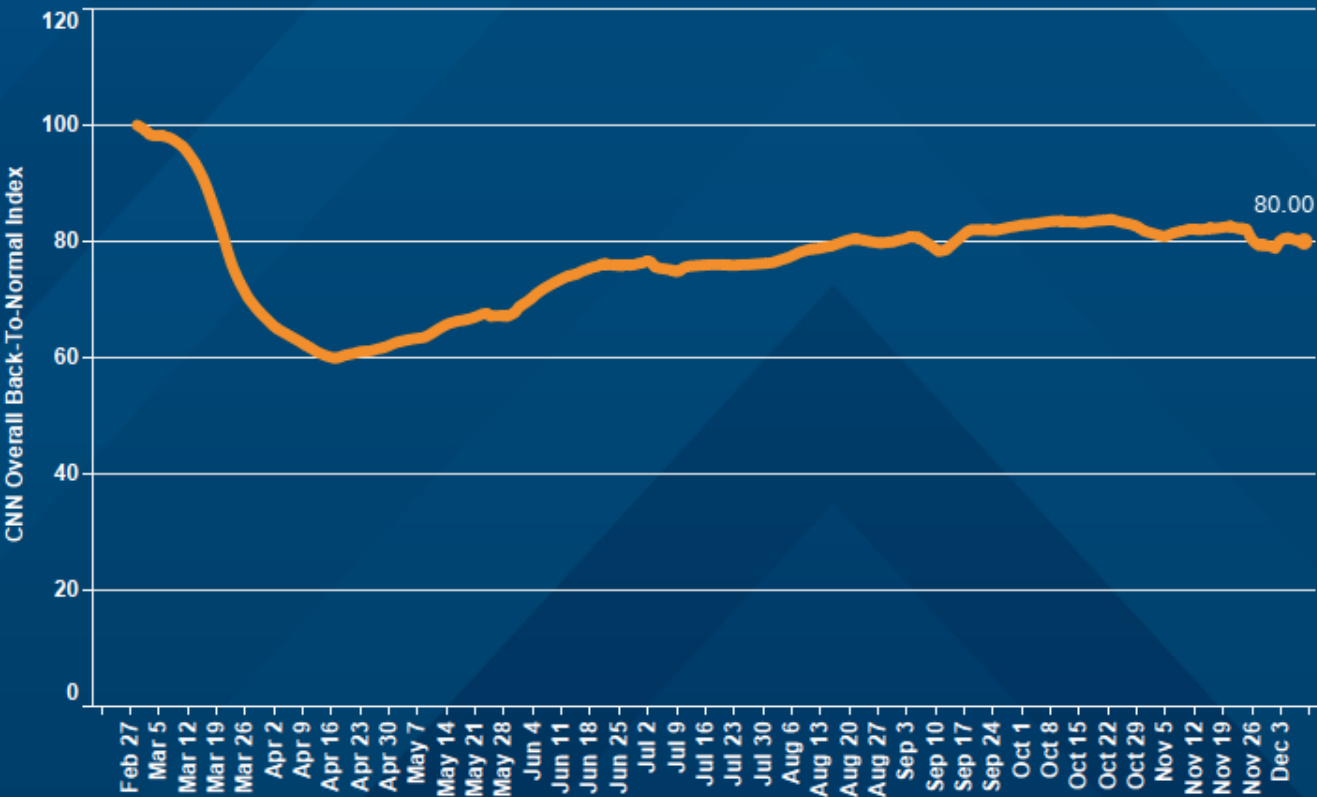
# CONTINUING CLAIMS AT 5.8 MILLION NATIONALLY



# BUSINESS RECOVERY ESTIMATES UP LAST WEEK

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

Data as of December 9, 2020



# CONSUMER SENTIMENT INCREASED LAST WEEK

Morning Consult's Index of Consumer Sentiment on Monday was down 22.9% since February 29

ICS Value (7-Day Average)



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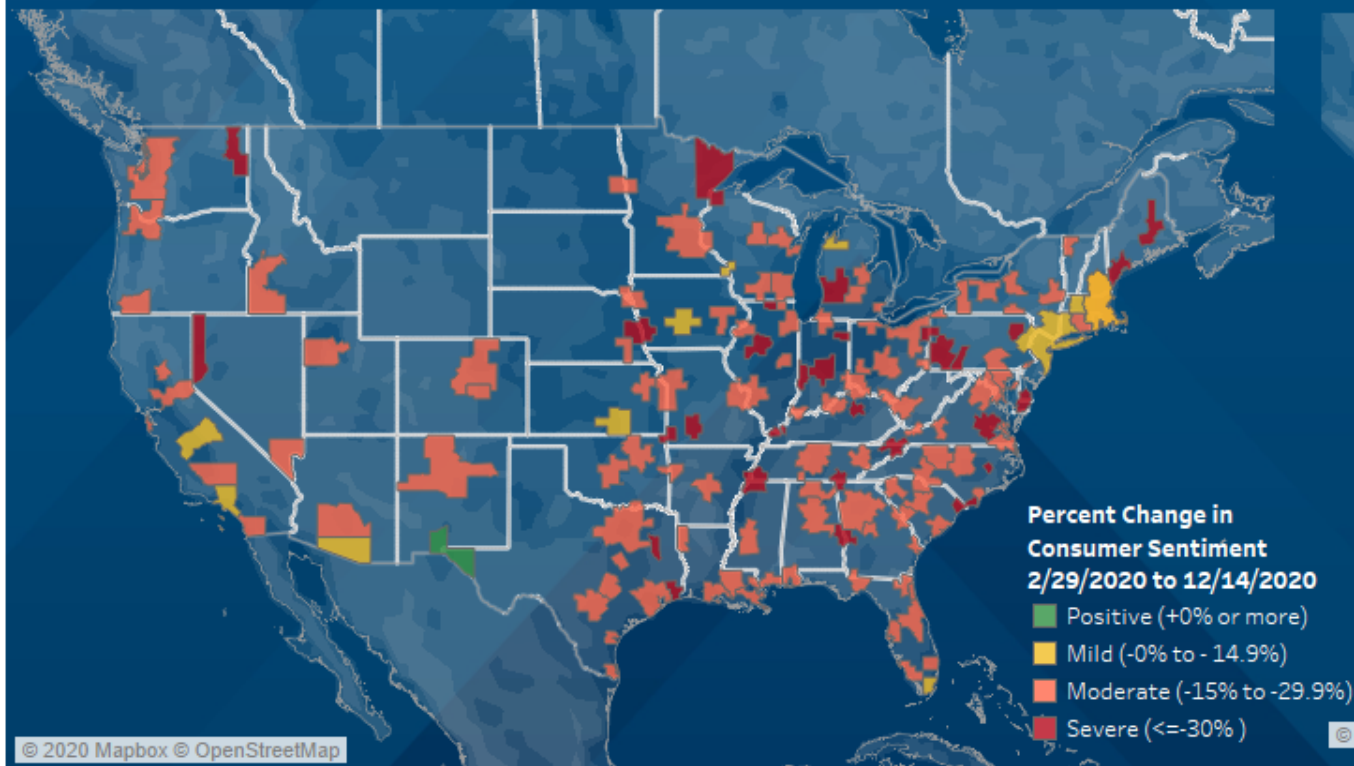
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Source: Morning Consult

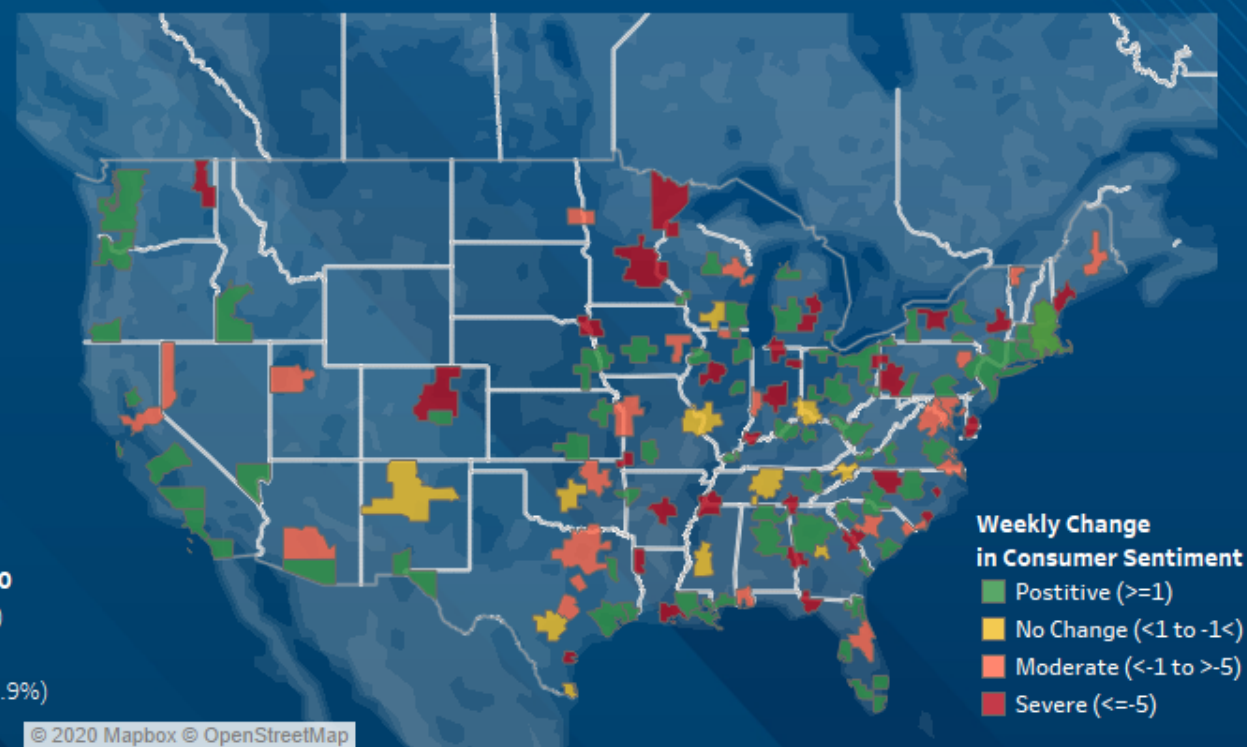


# CONSUMER SENTIMENT IMPROVES IN MORE MARKETS

Since February 29<sup>th</sup>



Since December 7<sup>th</sup>

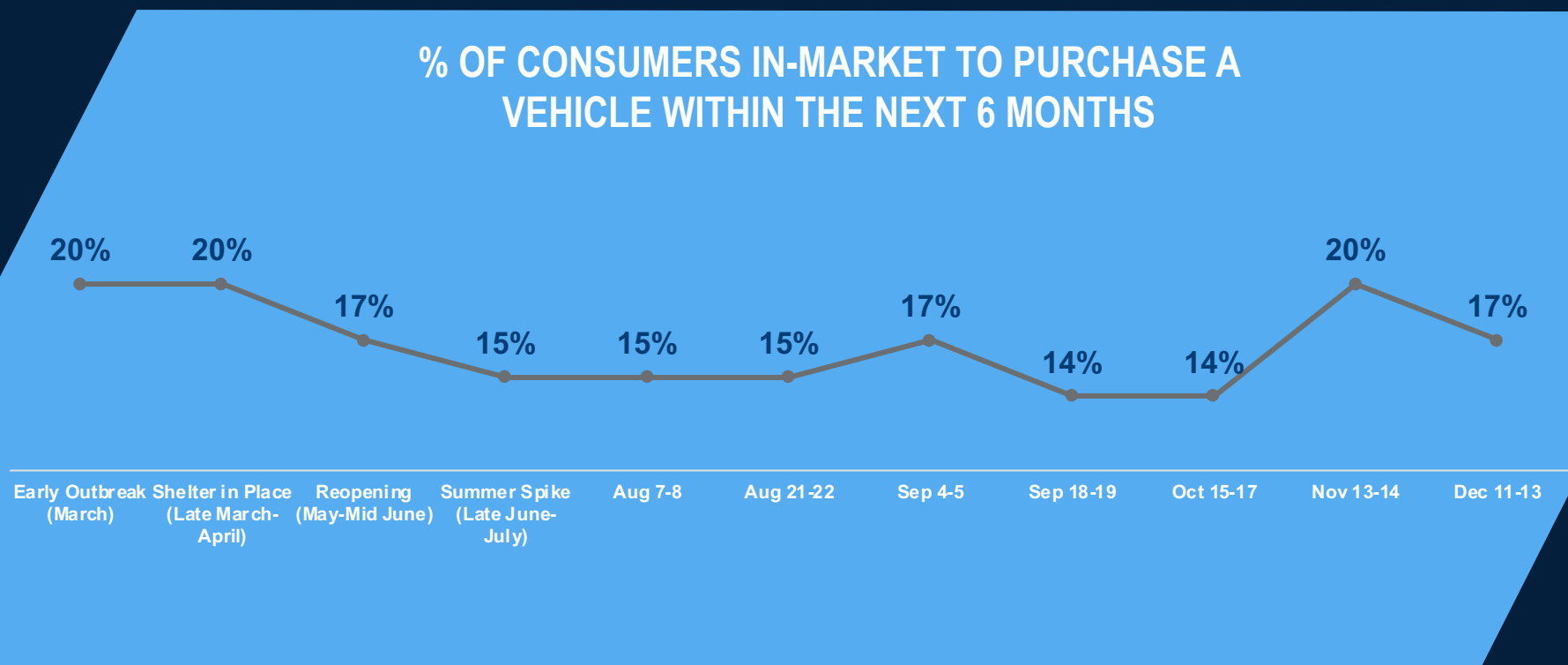


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Source: Morning Consult

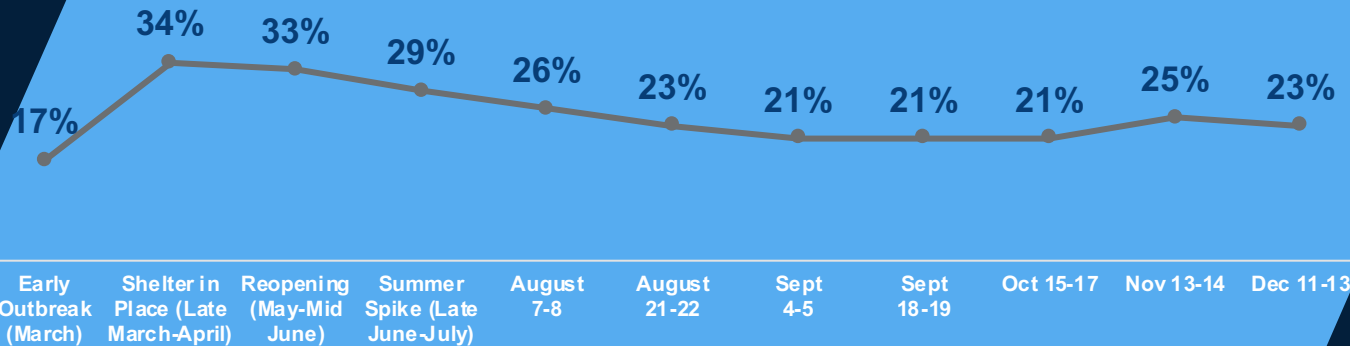
# THE NUMBER OF IN-MARKET SHOPPERS DROPPED IN DECEMBER



Q4. Now as of today, when do you think you will be in the market to purchase or lease a vehicle?

# PURCHASE DELAY DECREASES IN DECEMBER

## Delaying Vehicle Purchase/Lease\*



## Top reasons for delaying purchase (top 2)\*

Concerned about cost/financial situation	33%
Waiting to see if I can get a better deal or special incentive	22%
Prefer to stay home/social distancing	19%
Concern about having contact with staff/other people	19%
Not driving as many miles as usual/don't need a vehicle now	18%
Mandatory quarantine/stay-at-home order in place	14%
Waiting to see if federal government will provide a 2nd stimulus check	13%

Q10. Have you done, or do you think you will do any of the following because of the coronavirus? \*Note: Added "have done" in Wave 4  
 Q17a3. You said you may delay purchasing/leasing a vehicle due to coronavirus. What are the main reasons? Please select up to 2 of the main reasons. (Question added April 17)

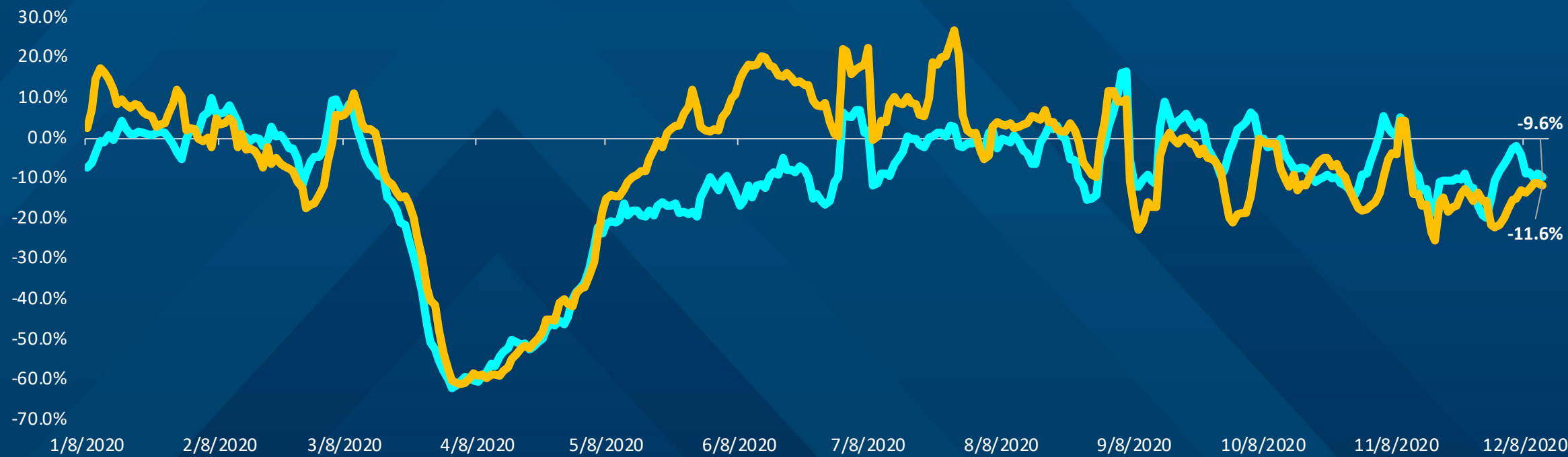
\*Among 6-month auto intenders



# RETAIL SALES RECOVERY ESTIMATES

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

New Used



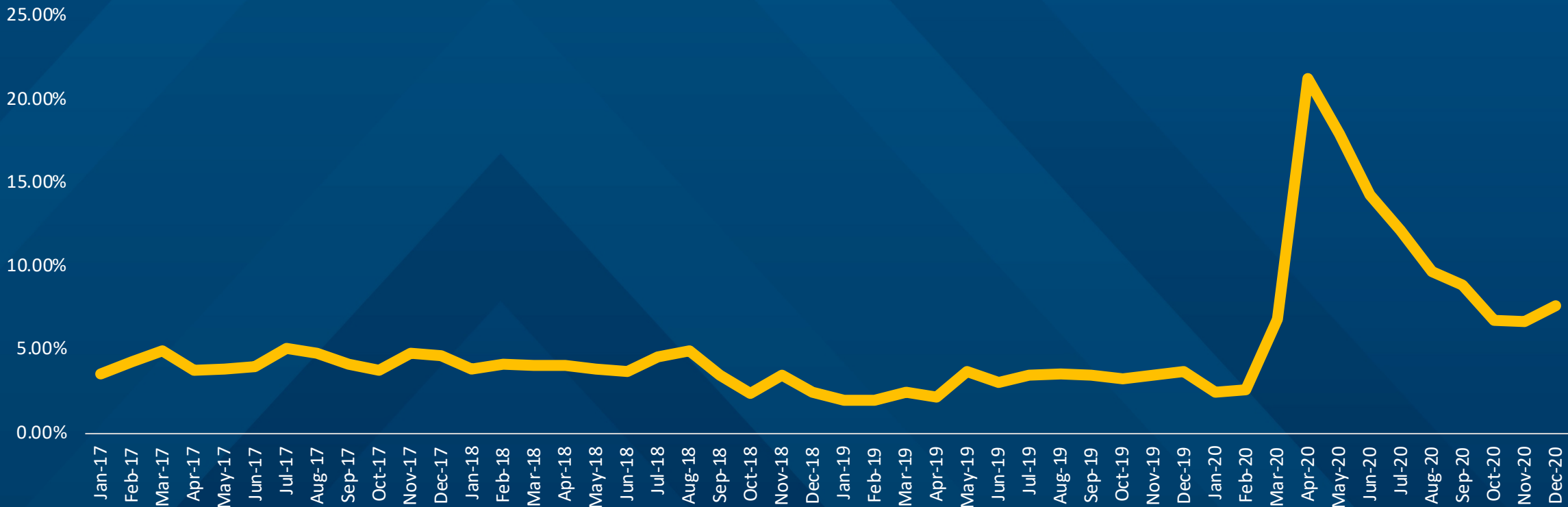
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Source: Cox Automotive

# ZERO PERCENT FINANCING UP TO START THE MONTH

0% APR Finance Share



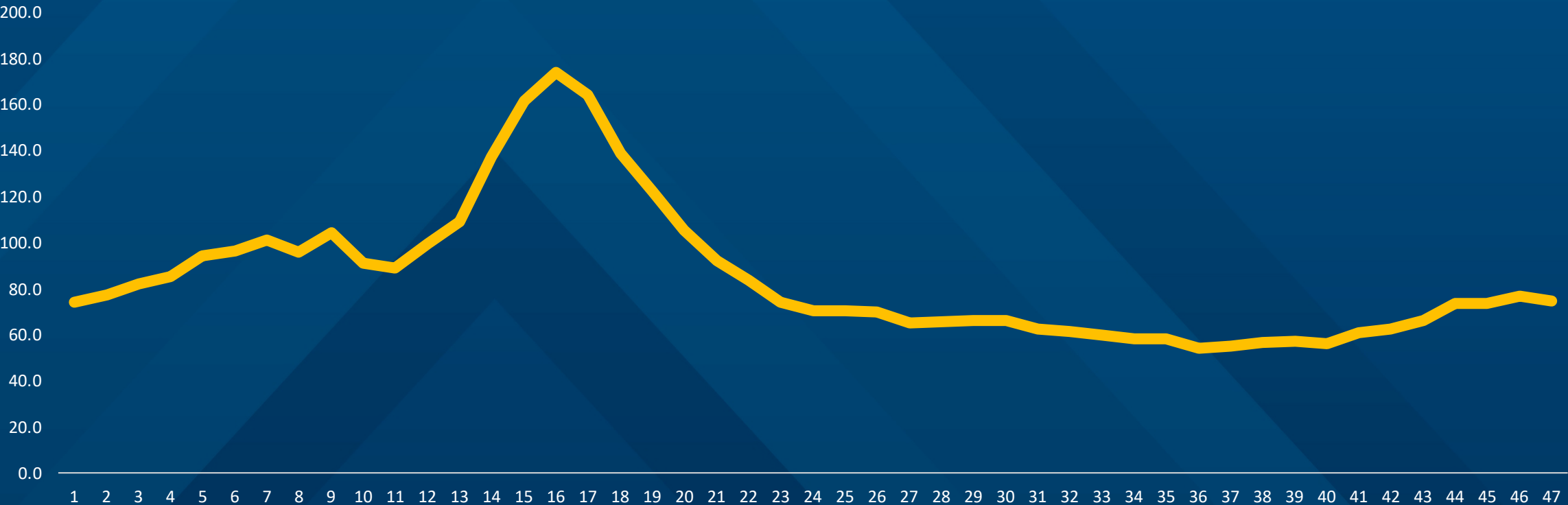
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Source: Cox Automotive

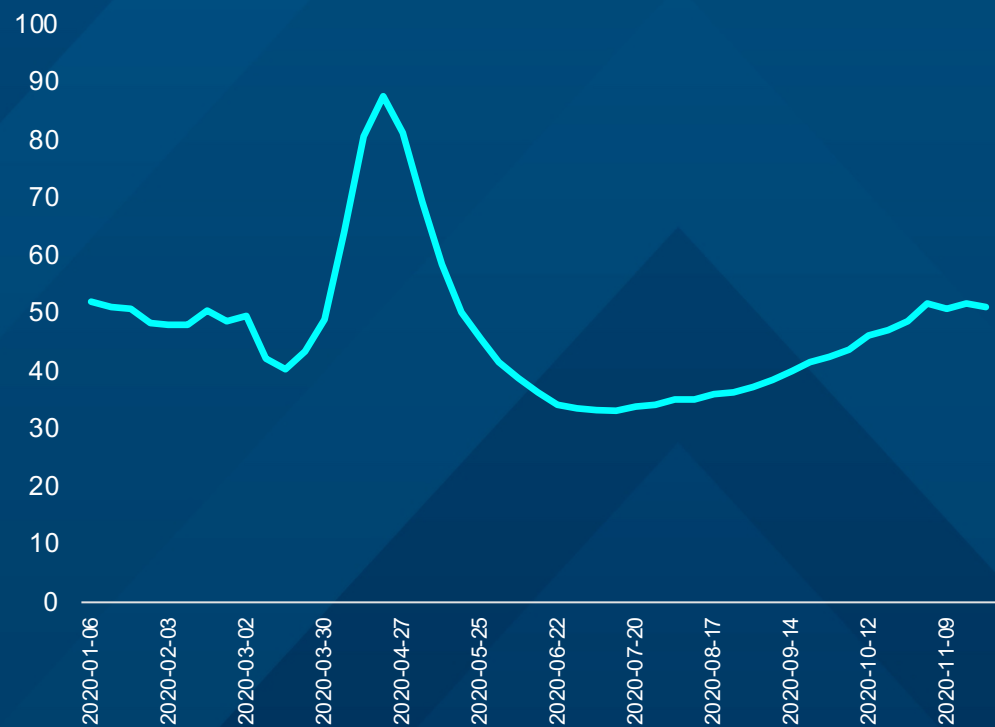
# NEW SUPPLY FLAT LAST WEEK

New Vehicle Days' Supply

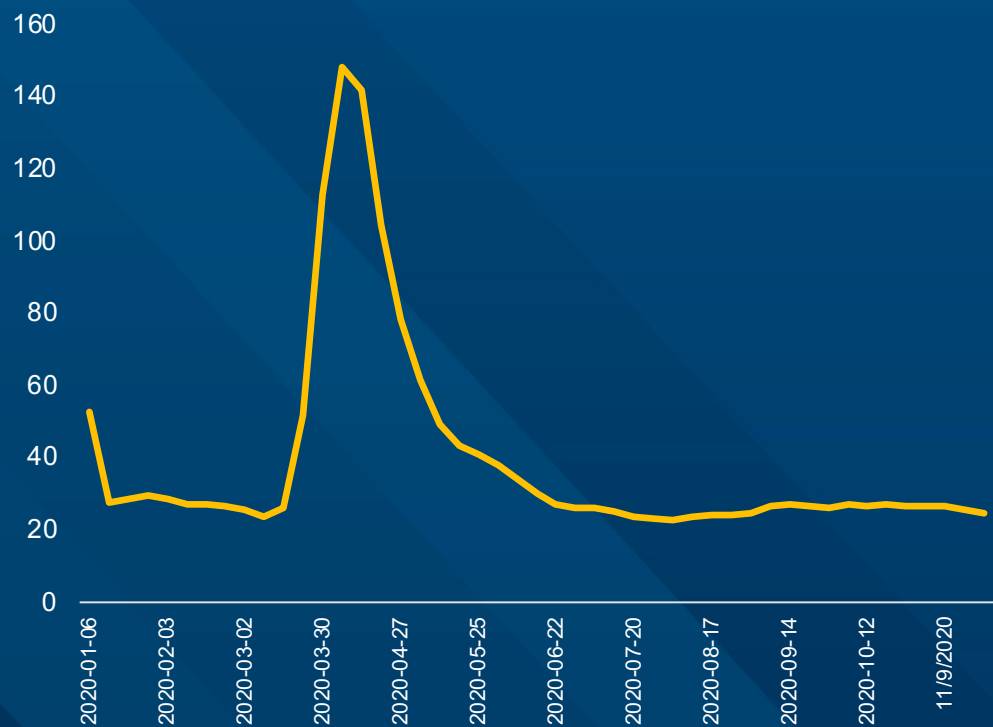


# USED RETAIL SUPPLY STABLE

Days of **Retail** Supply Available



Days of **Wholesale** Supply Available



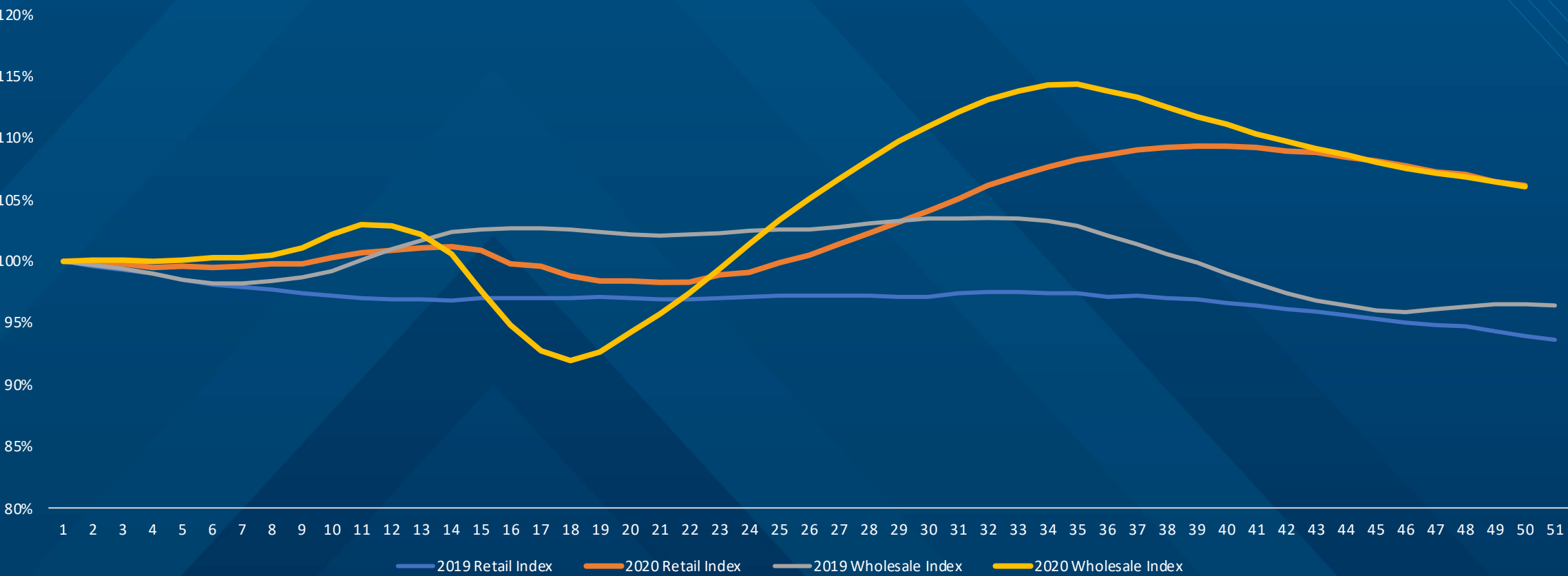
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Source: Cox Automotive

# USED PRICES CONTINUE DECLINE

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



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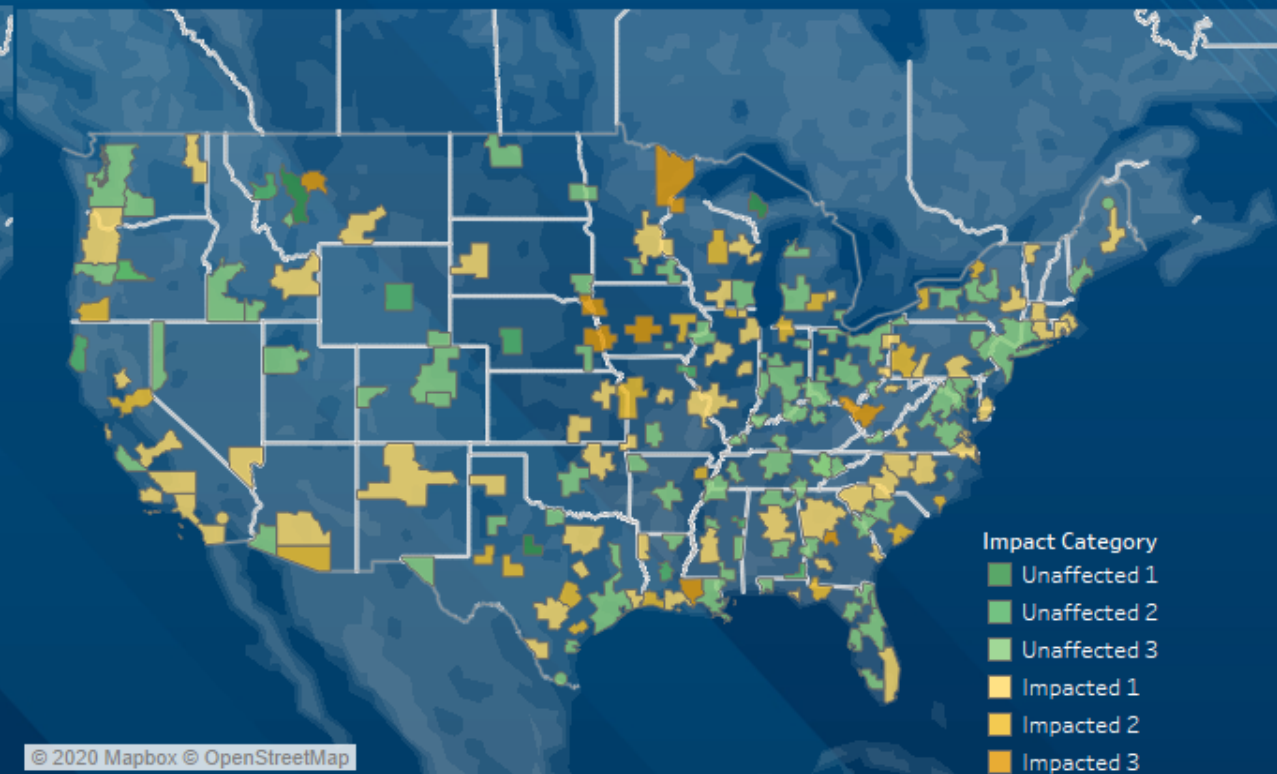
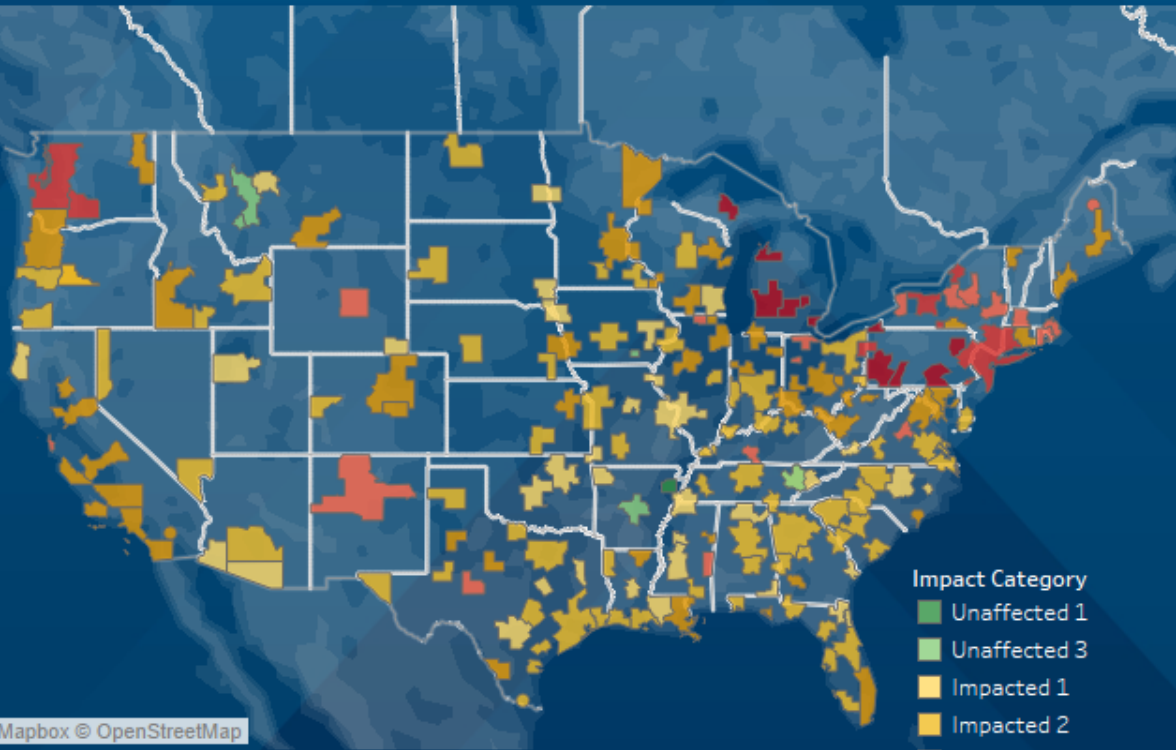
Source: Cox Automotive



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

April 5<sup>th</sup>

December 13<sup>th</sup>



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Impact Category  
Unaffected 1  
Unaffected 3  
Impacted 1  
Impacted 2  
Impacted 3  
Severely Impacted 1  
Severely Impacted 2  
Severely Impacted 3

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Impact Category  
Unaffected 1  
Unaffected 2  
Unaffected 3  
Impacted 1  
Impacted 2  
Impacted 3

Source: Cox Automotive

# COX AUTOMOTIVE LEADING INDICATORS

- Leads on **Autotrader** were up 10% y/y through December 12 and on **Kelley Blue Book** up 29%; KBB gained momentum last week
- **Dealer.com** saw New and Used Vehicle Form Submissions up compared to last year last week, but new has been stronger so far in December
- **Dealertrack** unique credit applications on same-store basis were down 15% y/y last week, which was a slight increase from the prior week
- **Xtime** saw a 13% decline 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