

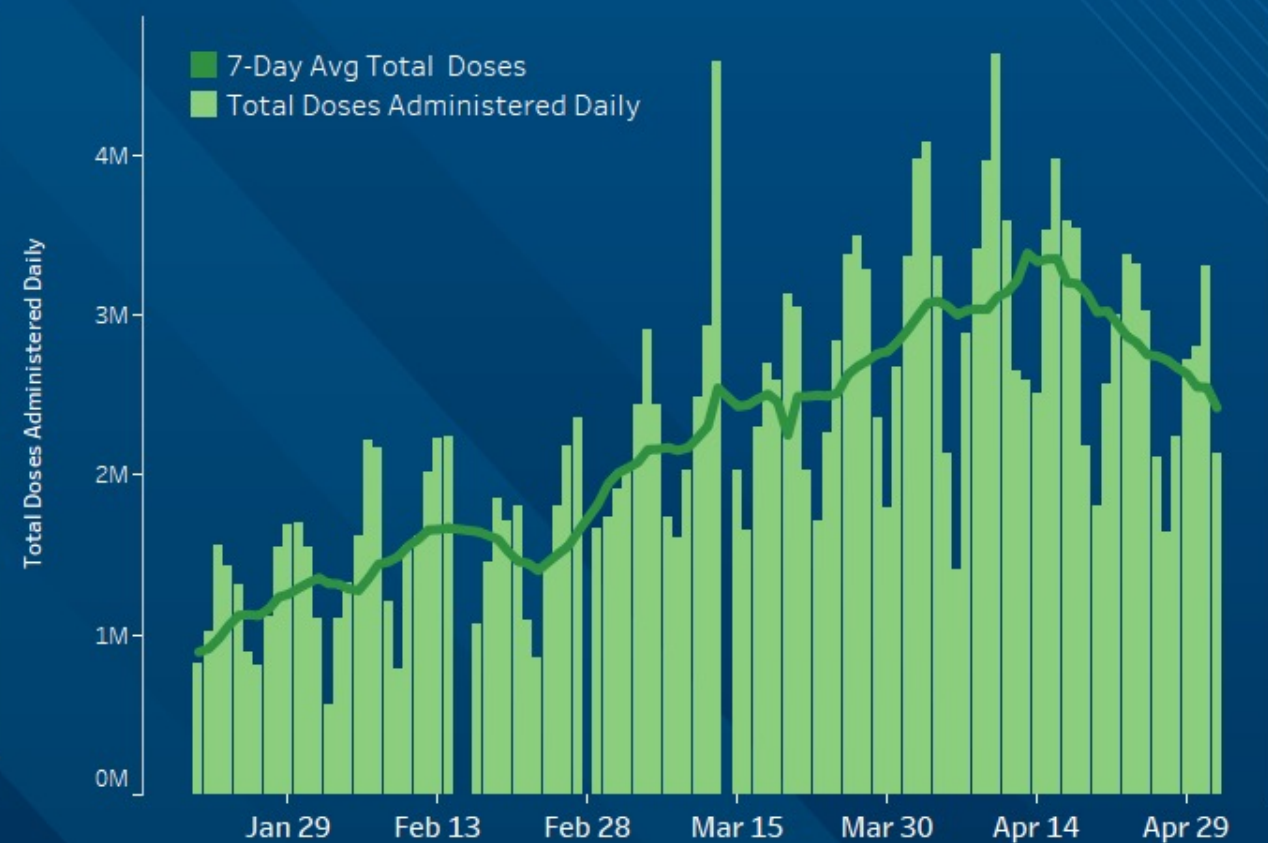
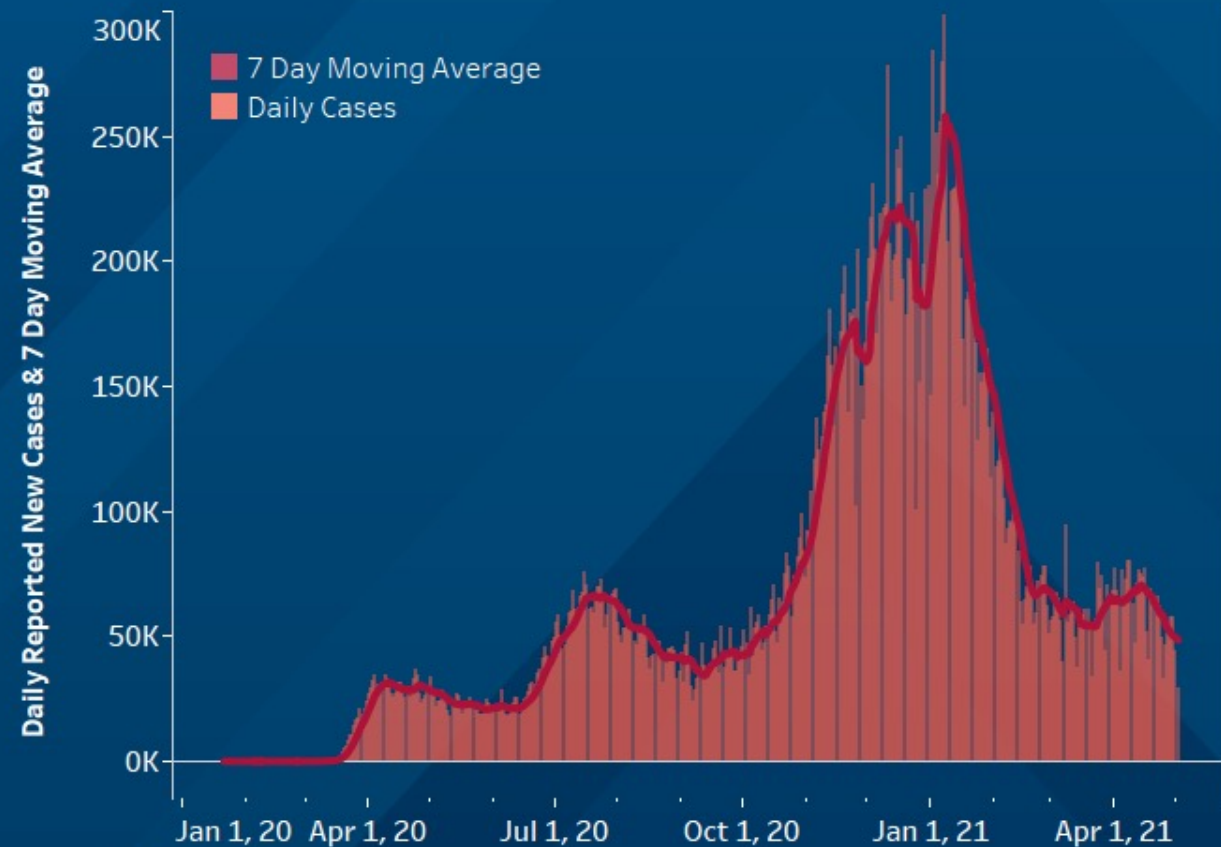
May 04, 2021

# COX AUTOMOTIVE AUTO MARKET REPORT

*Translating Data and Trends into Actionable Insights*

THE WAY  
FORWARD

# COVID-19 DAILY CASE AND VACCINATION TRENDS

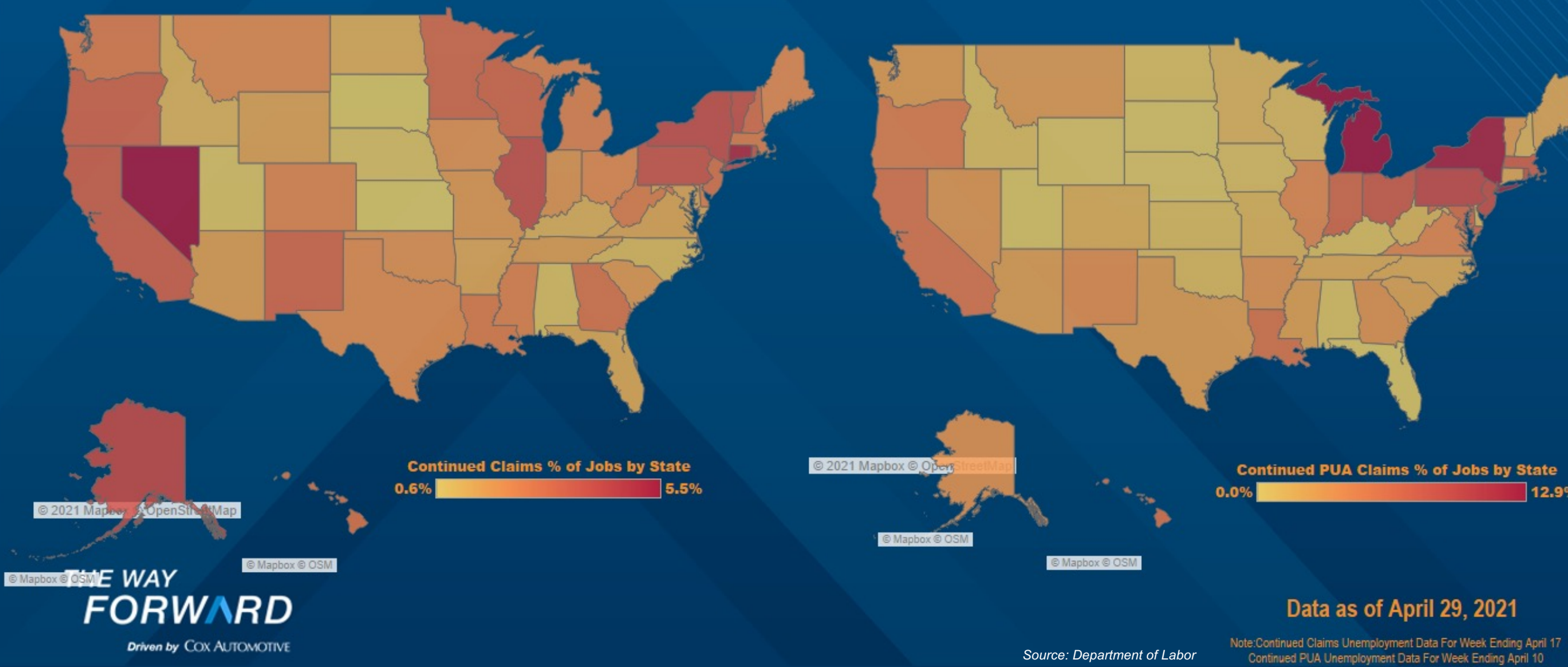


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Source: Cox Automotive

# CONTINUING CLAIMS AT 3.7 MILLION NATIONALLY

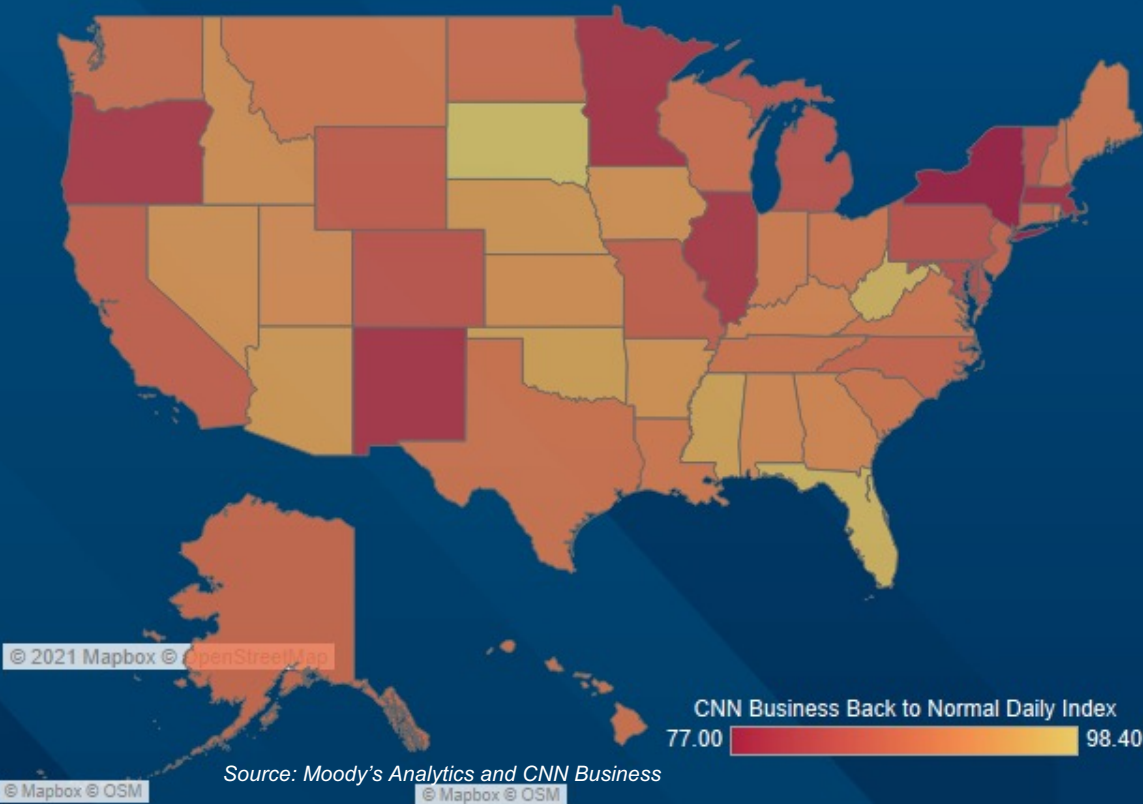
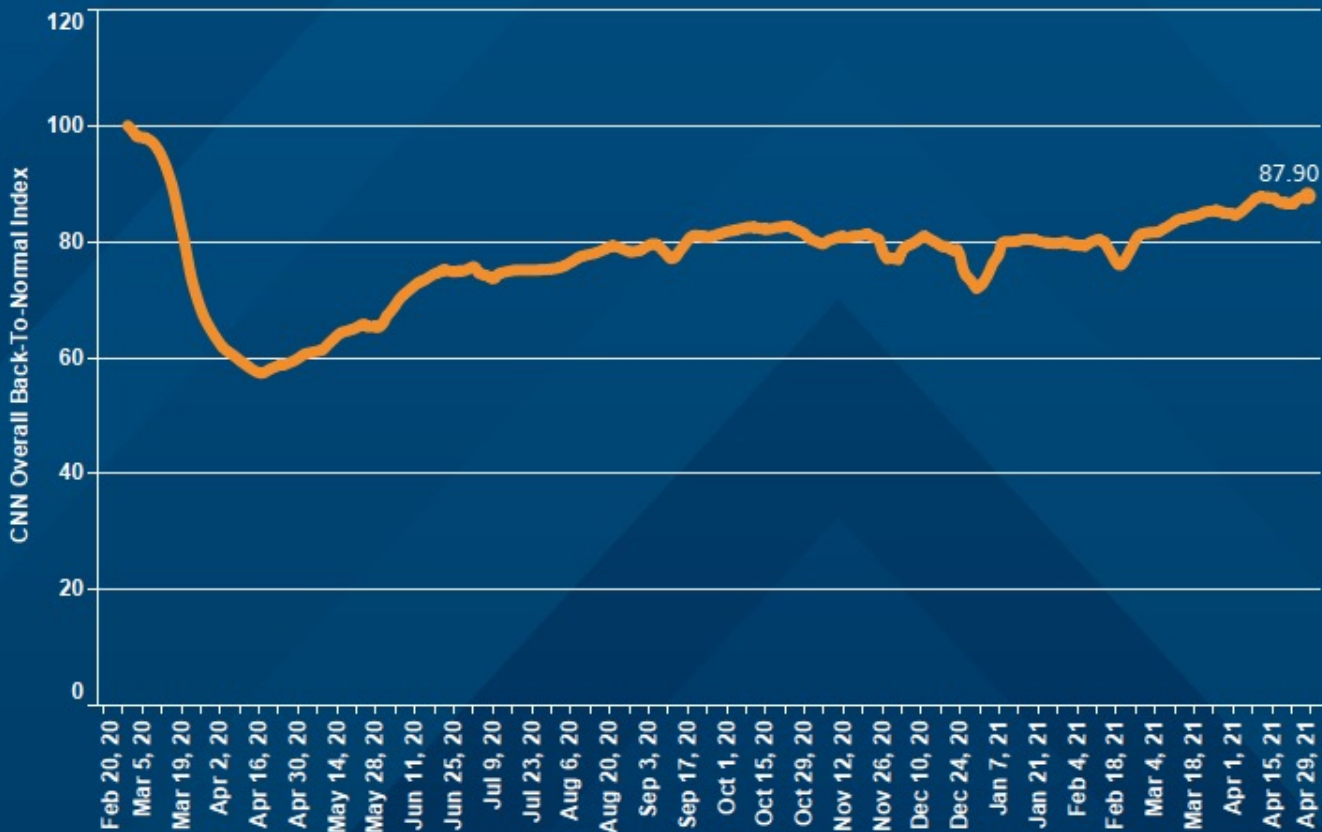




# BUSINESS RECOVERY ESTIMATES UP LAST WEEK

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

Data as of May 3, 2021



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# CONSUMER SENTIMENT IMPROVED LAST WEEK

Morning Consult's Index of Consumer Sentiment on Monday was down 9.6% since February 29, 2020

ICS Value (7-Day Average)



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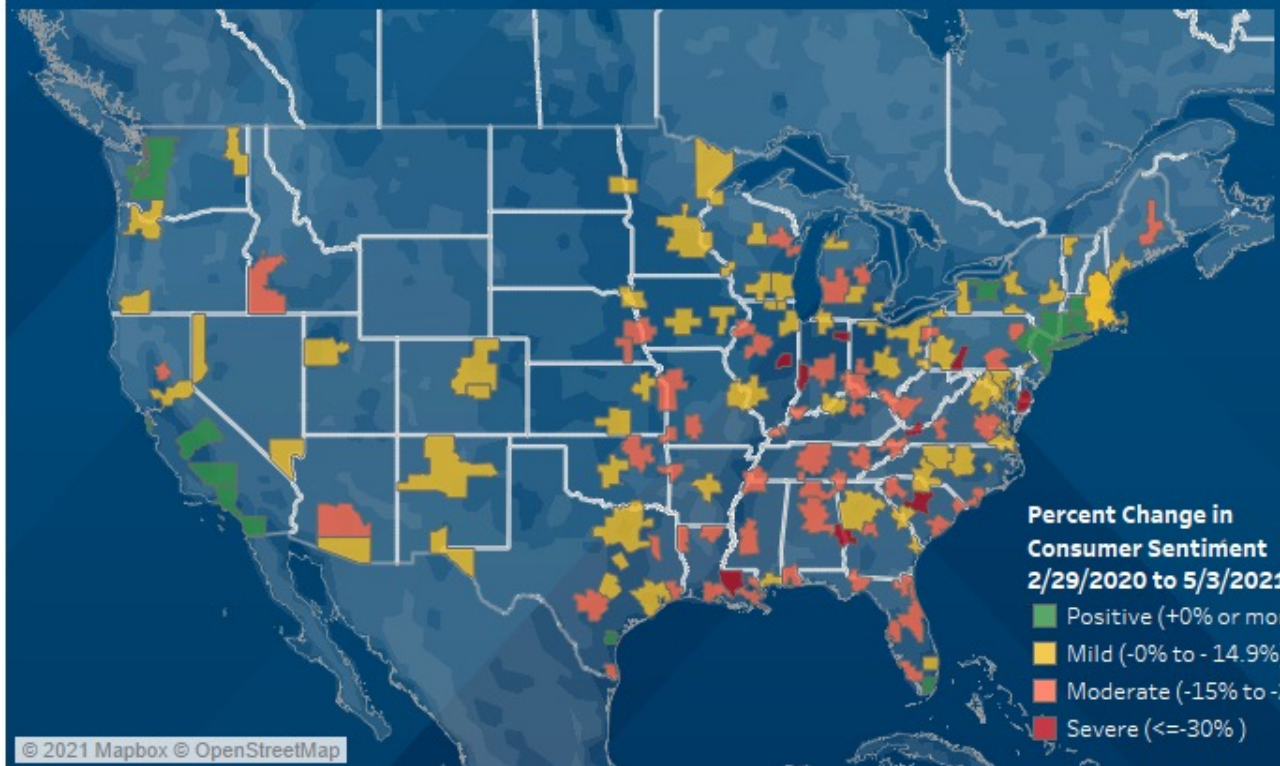
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Source: Morning Consult

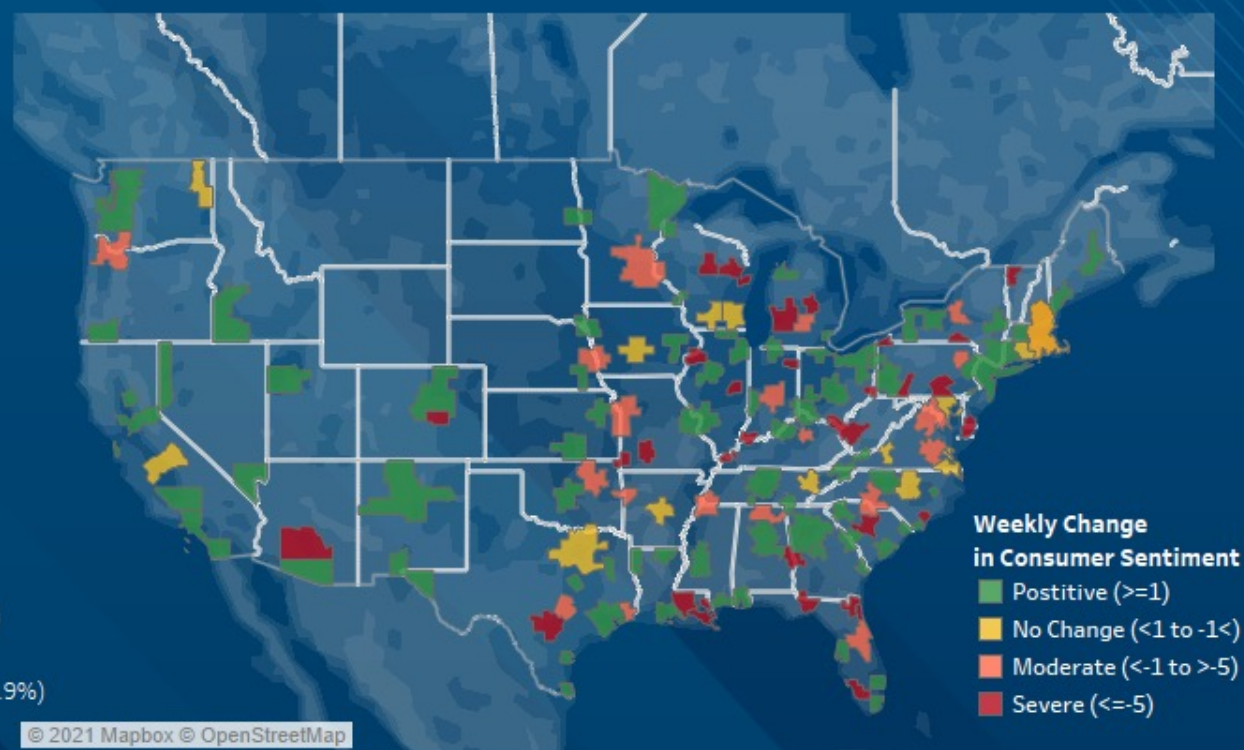


# CONSUMER SENTIMENT IMPROVES ACROSS MARKETS

Since February 29, 2020



Since April 26, 2021



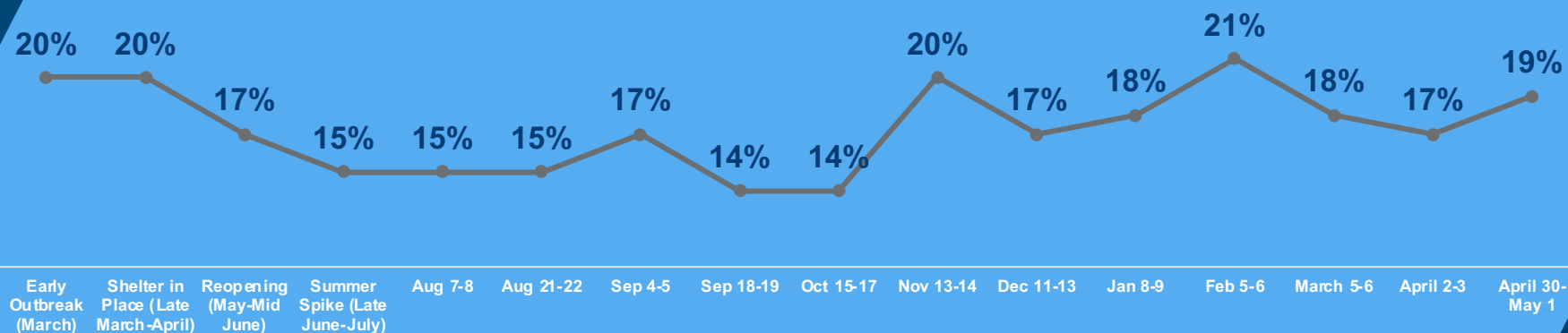
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Source: Morning Consult

# PURCHASE INTENTION INCREASED IN MAY

## % OF CONSUMERS IN-MARKET TO PURCHASE A VEHICLE WITHIN THE NEXT 6 MONTHS



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

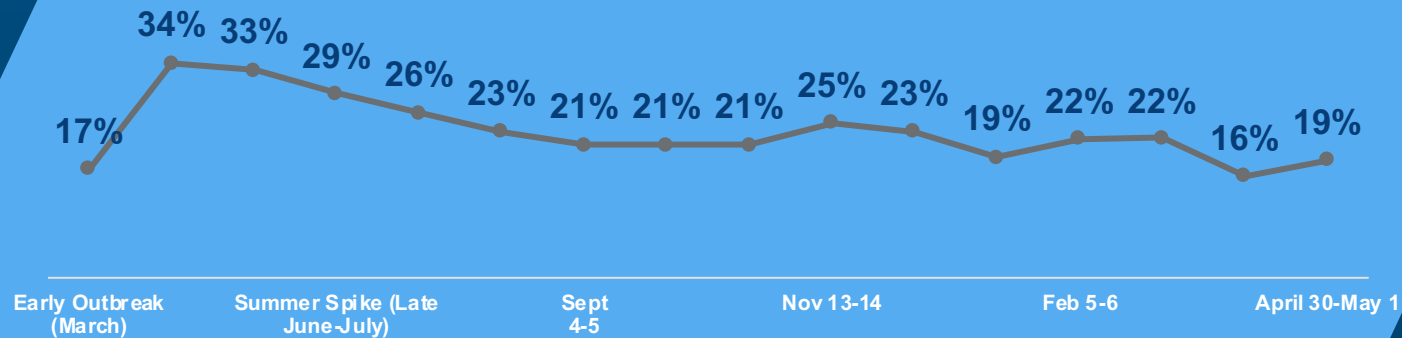
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Source: 2020-2021 Cox Automotive COVID-19 Consumer Impact Study

# PURCHASE DELAY ROSE IN MAY

## Delaying Vehicle Purchase/Lease\*



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

- Concerned about cost/financial situation 26%
- Waiting to see if I can get a better deal or special incentive 25%
- Prefer to stay home/social distancing 23%
- Concern about having contact with staff/other people 20%
- The vehicle I want isn't currently available 17%

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)

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Source: 2020-2021 Cox Automotive COVID-19 Consumer Impact Study



# SERVICE DELAY DECREASED IN MAY

## % OF CONSUMERS DELAYING VEHICLE SERVICE/REPAIR



## Types of Service Being Delayed

Oil change/fluid check/air filter	57%
Tires (rotation, replacement, repair)	37%
General check-up/tune-up	29%
Scheduled maintenance/interval service	22%
State Inspection/Emissions testing	13%
Battery	10%
Other maintenance	8%

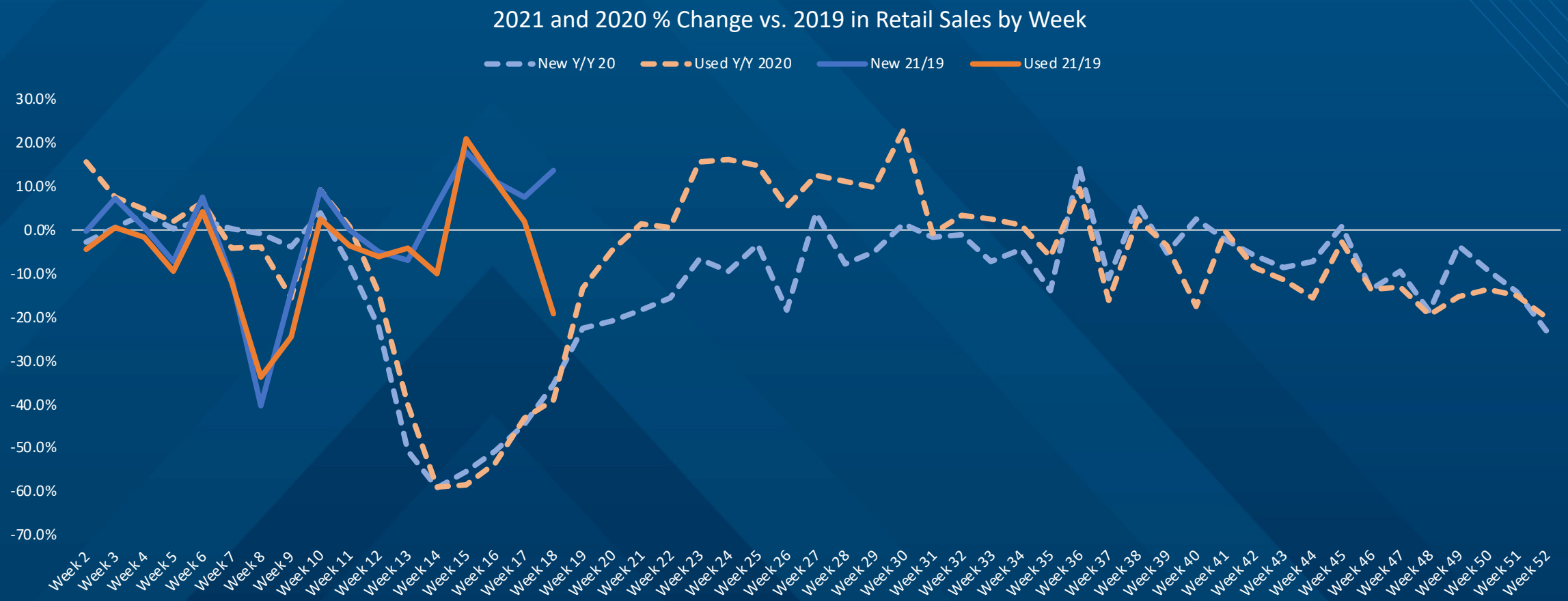
Q10. Have you done, or do you think you will do any of the following because of the coronavirus? \*Note: Added "have done" in Wave 4  
Q18b. Types of Service Being Delayed based on Vehicle Owners who will/have delay service

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Source: 2020-2021 Cox Automotive COVID-19 Consumer Impact Study

# RETAIL SALES ESTIMATES



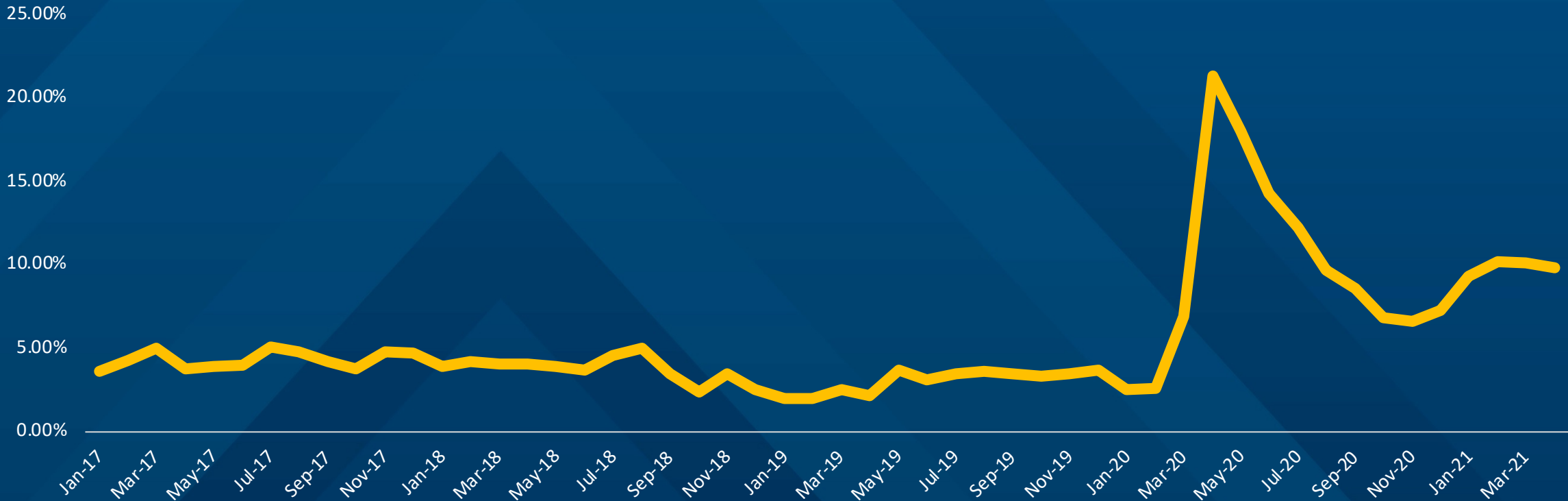
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Source: Cox Automotive

# ZERO PERCENT FINANCING DOWN IN APRIL

0% APR Finance Share



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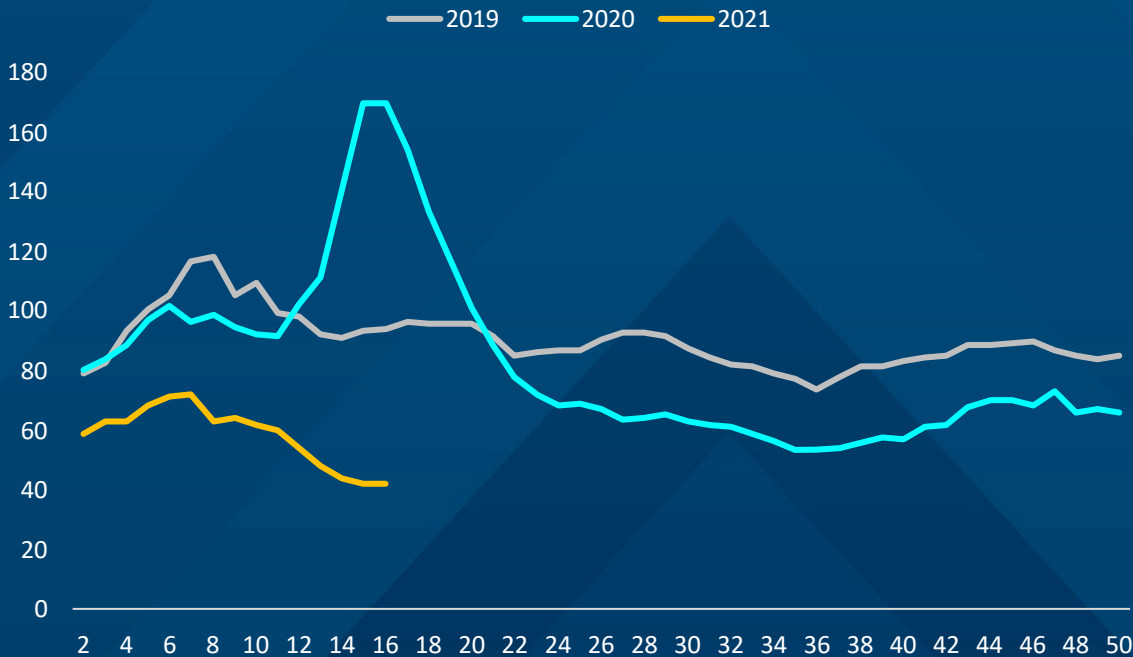
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Source: Cox Automotive

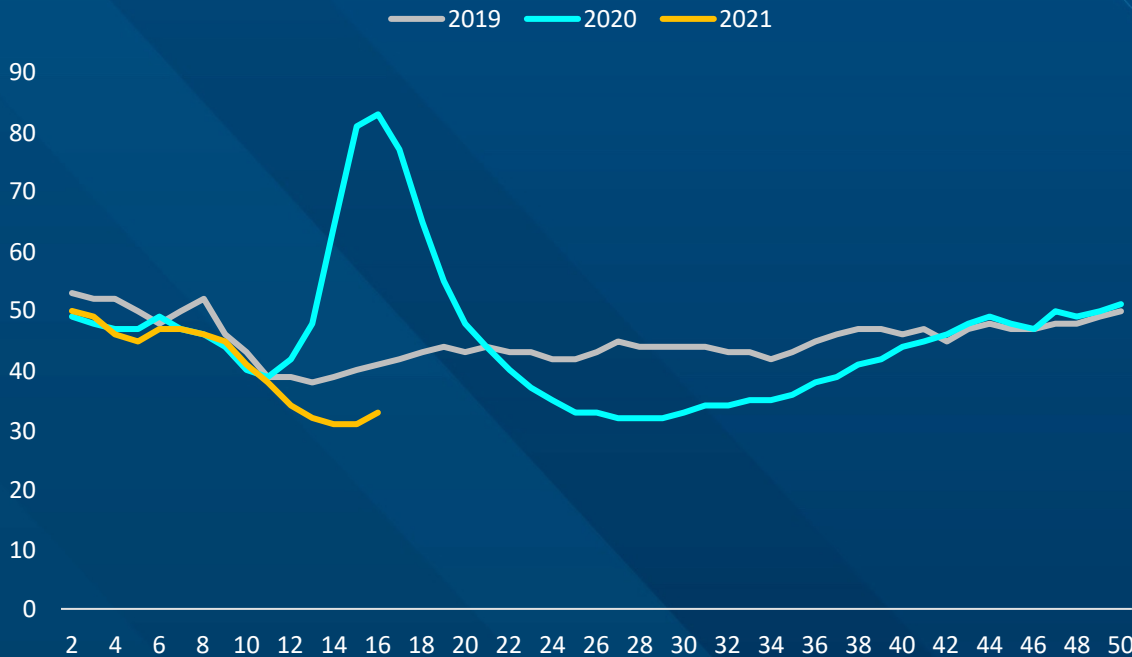


# RETAIL INVENTORY REMAINS TIGHT

New Days' Supply



Used Days' Supply



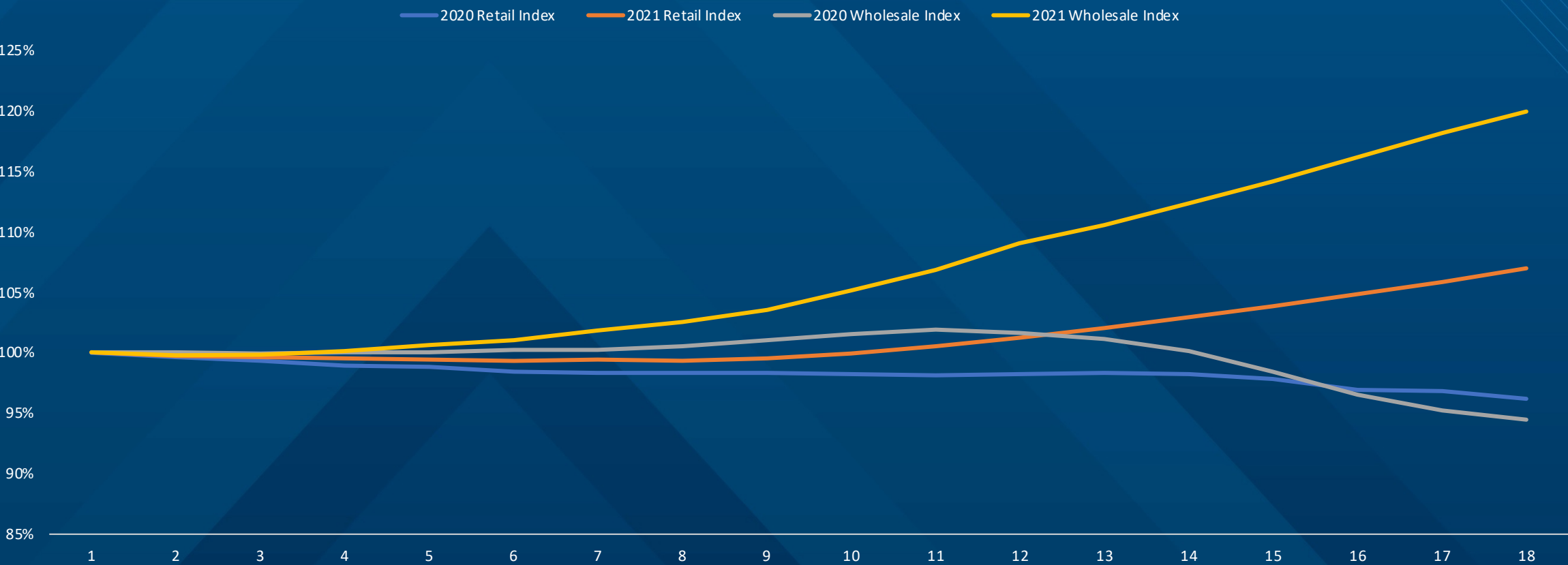
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Source: Cox Automotive

# USED PRICES KEEP MOVING HIGHER

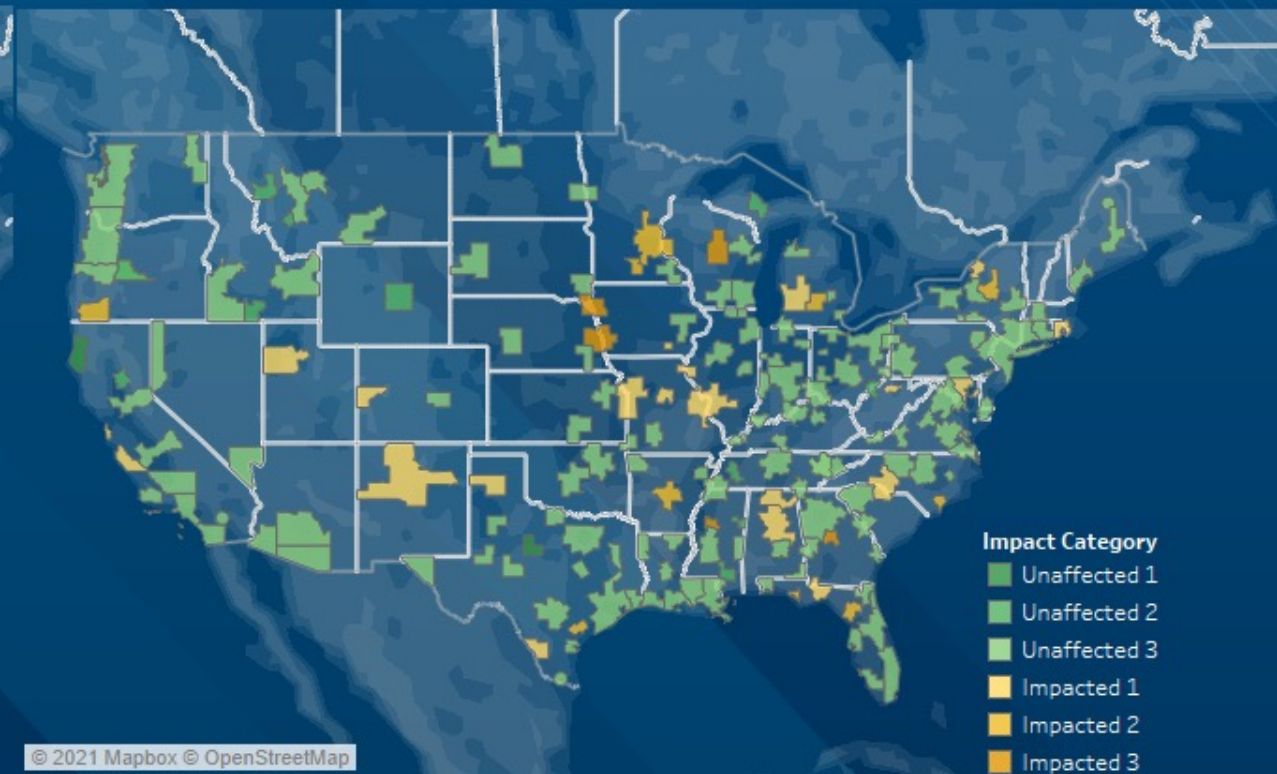
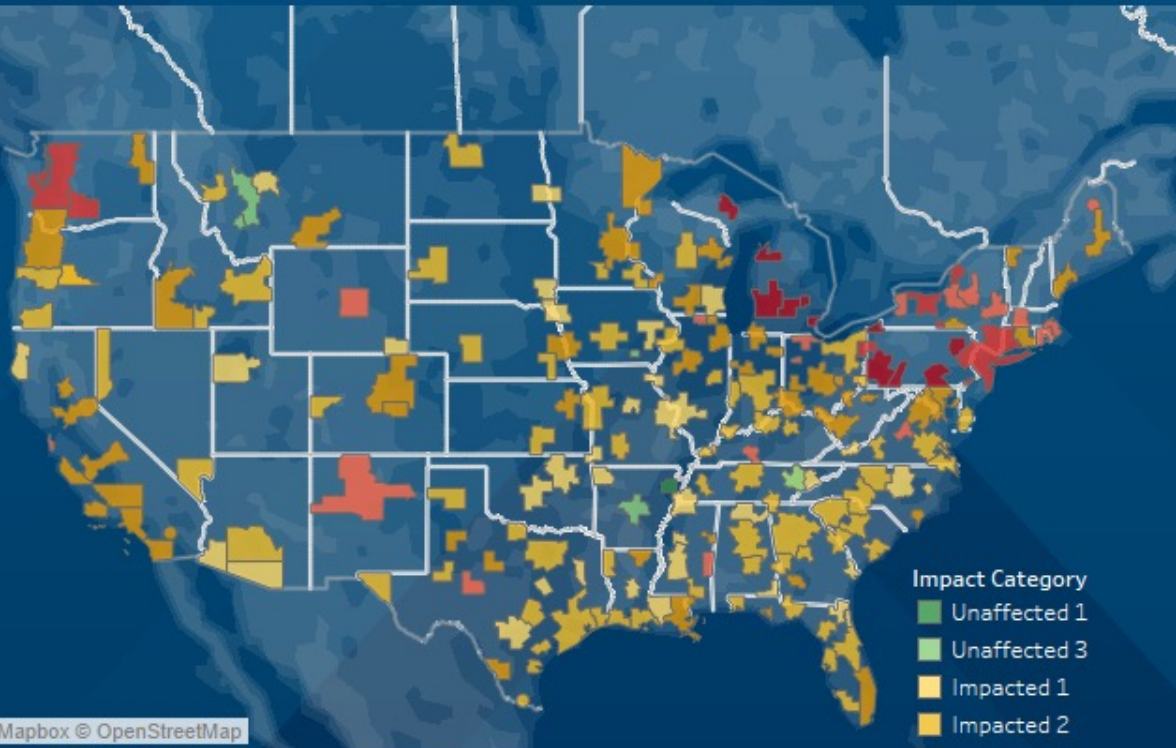
MY 2018 Retail and Wholesale Price Index



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

April 5, 2020 (vs same-week 2019)

May 2, 2021 (vs same-week 2019)



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Source: Cox Automotive



# COX AUTOMOTIVE LEADING INDICATORS

- Leads in April on **Autotrader** were up 30% y/y and on **Kelley Blue Book** were up 53%; compared to 2019, both were up even more
- Vehicle form submissions on **Dealer.com** remain up compared to 2019, and the trends for both gained momentum over the weekend
- **Dealertrack** unique credit applications on same-store basis were up 13% y/y last week but were down 5% compared to 2019
- **Xtime** saw a 35% increase y/y last week in consumers having their cars serviced; against 2019, appointments completed were down 11%, which was improved from the prior week

# — COX AUTOMOTIVE —

