



BRAND WATCH

NON-LUXURY SEGMENT TOPLINE REPORT

3rd Quarter 2021



BRAND WATCH Q3 2021 KEY TAKEAWAYS



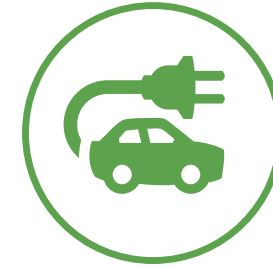
Hyundai Makes Great Strides

For the first time since 2012, Hyundai became the 5th Most Considered Brand in the Non-Luxury market.



Dodge Wins Performance

Dodge was the top ranked brand for Driving Performance, led by high ratings for the Charger and Challenger.



Electrified Consideration Reaches New Peak

Nearly 1 in 4 in-market New shopper considered an alternative fuel vehicle in Q3.

BRAND WATCH: NON-LUXURY CONSIDERATION

In Q3 2021, inventory frustrations, stemming from the chip shortage, continued to plague the industry and hampered sales. Compared to other non-luxury competitors, Korean brands fared better in sales and consideration. Hyundai saw the biggest lift in consideration since Q2, surpassing Subaru.

Kia Telluride became one of the top 10 most considered model for the first time.

Toyota on a 3-Year Winning Streak

- Toyota continued its reign as the most considered non-luxury brand for 3 consecutive years. Its diverse model line helped secure its lead.
- In Q3, RAV4 and Tacoma saw solid growth in consideration; Camry slipped.

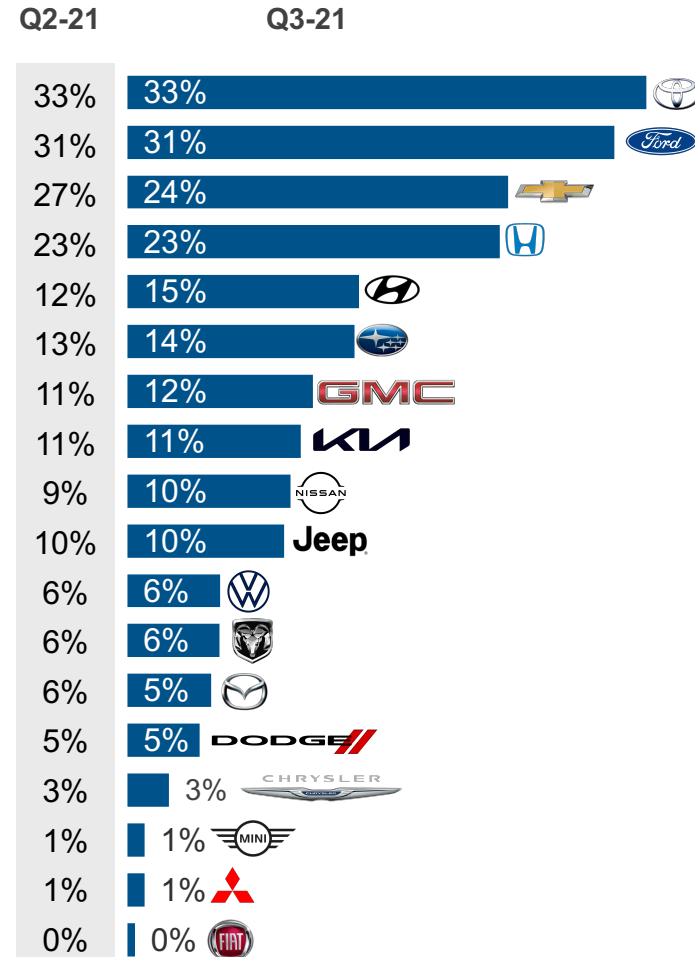
Hyundai Achieved Top Gains

- Hyundai's 3-point increase elevated its ranking to No. 5, a first since 2012.
- The lift in consideration was driven by growth for Elantra and incremental gains for the new Santa Cruz.

Chevrolet Tumbled

- Chevrolet consideration softened by 3 points, the largest decline among the non-luxury brands. The drop was the result of slowing consideration for Silverado and Tahoe.

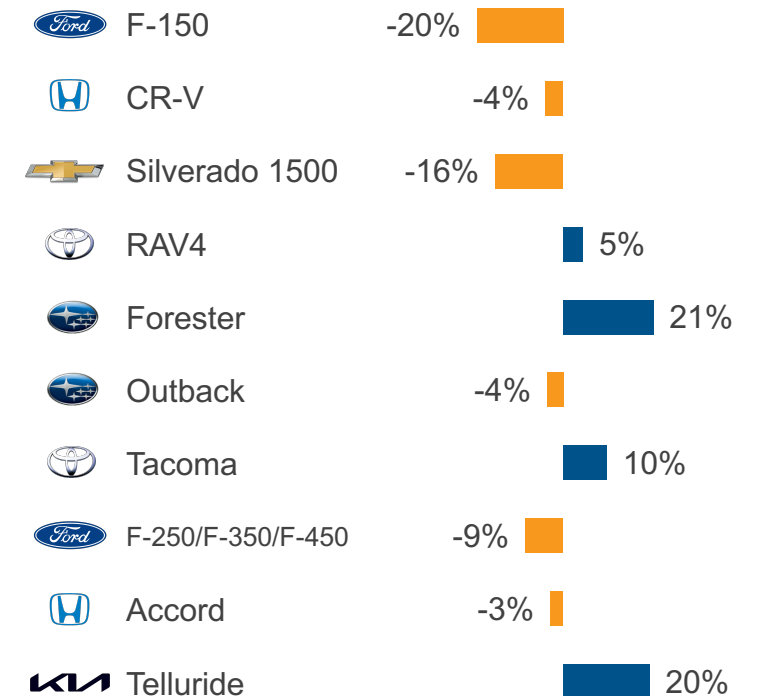
QUARTERLY BRAND CONSIDERATION



QUARTERLY CONSIDERATION GROWTH

TOP 10 MODELS

Q3-21 vs. Q2-21



A CLOSER LOOK: NON-LUXURY SEGMENT CONSIDERATION

OEMs shifted their production strategy to prioritize chip allocations to top-selling segments like SUVs and Pickups. SUV consideration rebounded after a dip in Q2. Pickups were recovering after reaching peak level in Q2 2020, when truck incentives were most enticing.

QUARTERLY SEGMENT CONSIDERATION

66% 
SUVS

Last Qtr.	Last Year
64%	65%

32% 
PICKUPS

Last Qtr.	Last Year
31%	31%





32% 
CARS

Last Qtr.	Last Year
33%	35%▲

4% 
MINIVANS

Last Qtr.	Last Year
5%	5%






TOP 5 SUVs

- #1  CR-V
- #2  RAV4
- #3  Forester
- #4  Outback
- #5  Telluride






TOP 5 PICKUPS

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

TOP 5 CARS

- #1  Accord
- #2  Civic
- #2  Camry
- #4  Corvette
- #5  Corolla

TOP 5 MINIVANS

- #1  Sienna
- #2  Odyssey
- #3  Pacifica
- #4  Carnival MPV
- #5  Pacifica Hybrid

SUV Rebounded

- SUVs were on the upswing again in Q3 with all Asian models in the Top 5.
- Kia Telluride debuted on the list and edged out Ford Explorer.

Trucks on Par with Cars

- Pickups and Cars were on equal footing in Q3 with the latter declining YoY. Pickups can potentially lead with increased availability and more electrified trucks like the Ford F-150 Hybrid and Lightning, Ford Maverick Hybrid, and GMC Hummer EV hitting the market.

▲ ▼ indicate significant % change Q/Q

Last Qtr. = Q2-21, Last Year = Q3-20

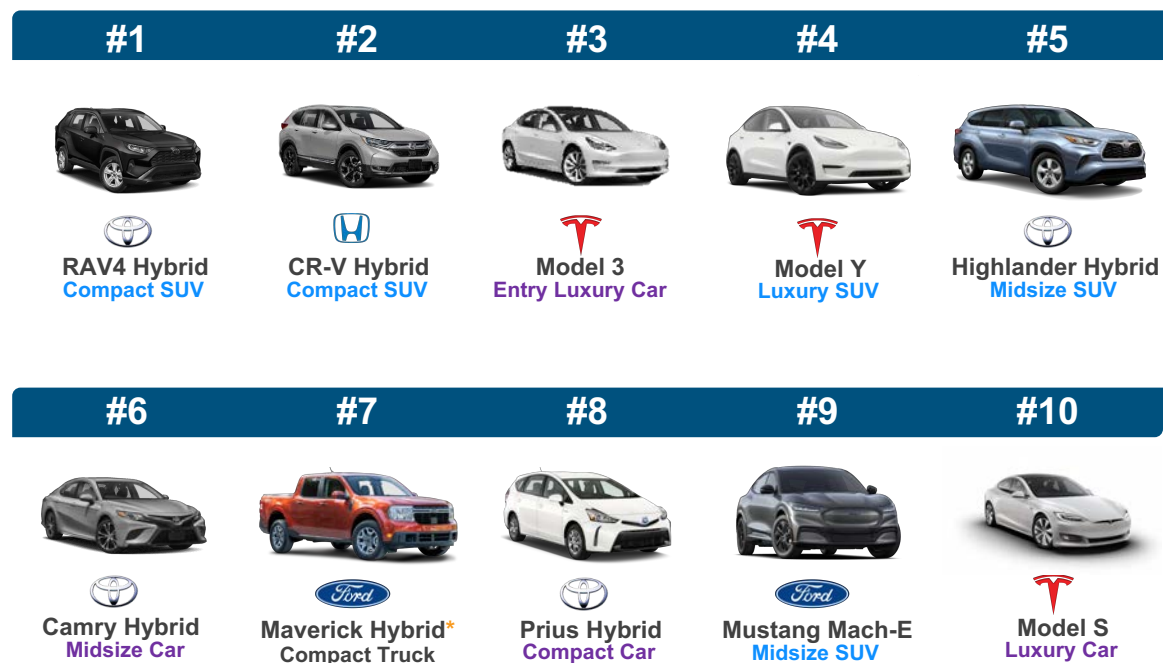
Interpretation Example: 66% of non-luxury shoppers consider non-luxury SUVs

TOP 10 CONSIDERED ELECTRIFIED MODELS & OVERALL CONSIDERATION

For the first time, nearly 1 in 4 in-market New shoppers considered electrified vehicle in the third quarter. The Ford Maverick was the first hybrid truck to enter the Top 10. EV consideration likely will accelerate as new and redesigned entrants hit showrooms, like Chevrolet Bolt EUV, Rivian R1S, BMW i4, Audi Q4, Ford F-150 Lightning, Nissan Ariya, and more.

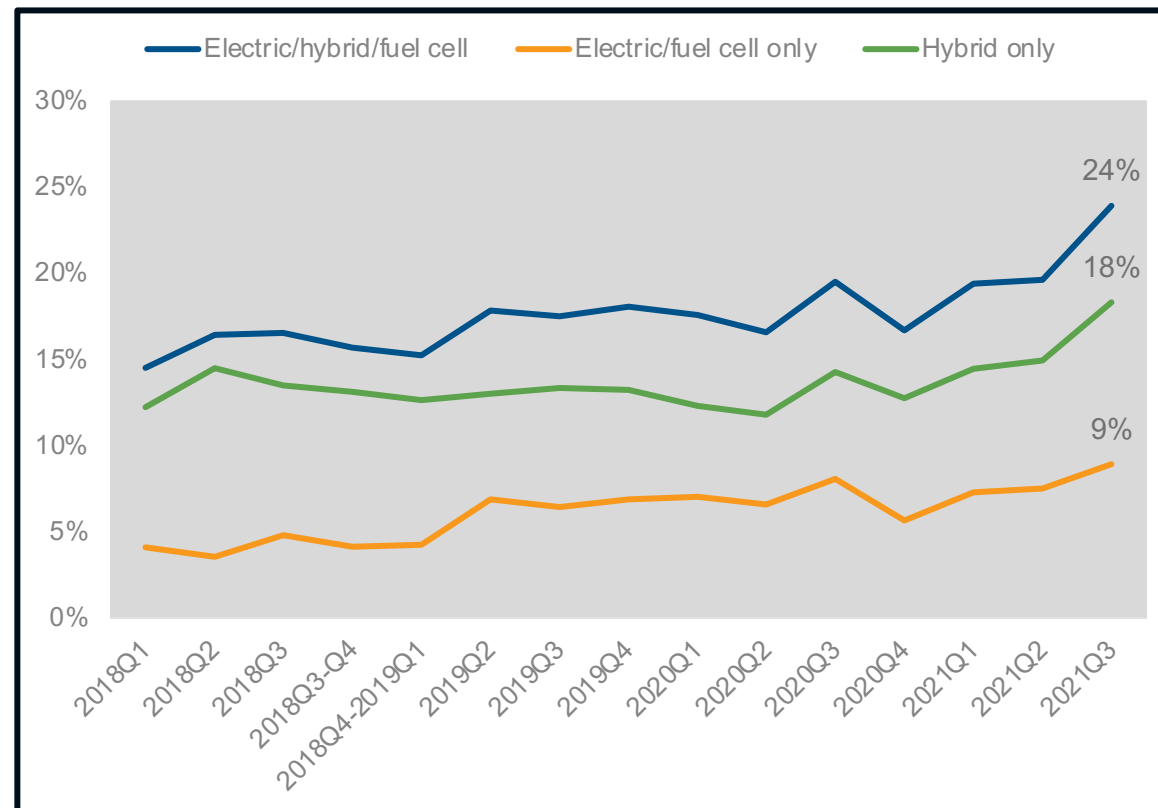
QUARTERLY TOP CONSIDERED ELECTRIFIED MODELS

* New to Top 10



(*new models vs. Q2 2021)

Overall Quarterly Consideration Trend























TOP 10 CONSIDERED MODELS: NON-LUXURY SHOPPERS

Half of the Top 10 were SUVs with Compact SUVs leading the charge. Kia Telluride reached the Top 10, a first time for any South Korean model to achieve this. Subaru Forester gained traction in Q3 and re-entered the Top 10, which helped Subaru brand consideration improve.

TOP 10 MODELS

* New to Top 10

#1	#2	#3	#4	#5
  F-150 Fullsize Truck	  CR-V Compact SUV	  Silverado 1500 Fullsize Truck	  RAV4 Compact SUV	  Forester Compact SUV
#6	#7	#8	#9	#10
  Outback Midsize SUV	  Tacoma Midsize Truck	  F-250/F-350/F-450 Fullsize Truck	  Accord Midsize Car	  Telluride* Midsize SUV

TOP 10 IN Q3-21





































Trucks Maintained Strong Presence

- Although consideration for Ford F-Series and Chevrolet Silverado 1500 slightly declined in Q3, they held onto the No. 1 and No. 3 spots, respectively.

(*new models vs. Q2 2021)

FACTORS DRIVING NON-LUXURY CONSIDERATION

Factors rankings have remained largely unchanged over the past five years. However, Affordability became less important over time despite rising prices, driven by the inventory challenges. Most other factors have become more essential to the Non-Luxury shoppers.

RANK		FACTOR	IMPORTANCE	TOP RANKED BRAND	#2	#3
Q3-16	Q3-21					
1	1	Durability/reliability	82%			
2	2	Safety	70%			
4	3	Driving comfort	64%▲			
3	4	Affordability	59%▼			
5	5	Driving performance	56%▲			
6	6	Reputation	47%▲			
7	7	Fuel efficiency	46%			
8	8	Interior layout	39%▲			
9	9	Technology	37%▲			
10	10	Exterior styling	34%▲			
11	11	Ruggedness	29%▲			
12	12	Prestige/sophistication	10%			

▲ ▼ indicate significant % change from Q3-16 vs. Q3-21

Honda Regains Momentum

- Honda regained strength after a 3-year slump, likely impacted by safety advancements made with Honda Sensing Features. Honda Quality Cycle was implemented to continuously enhance quality at every stage of product development.
- Honda placed as top brand in 4 categories: Durability/Reliability, Reputation, Fuel Efficiency, and Technology. It took second in Safety, Driving Comfort, and Affordability, and third in Interior Layout.

Dodge Recognized for the First Time

- Dodge ranked as No. 1 for Driving Performance in Q3, led by outstanding ratings for the Charger and Challenger. Its bold styling edged out GMC for the No. 2 spot in Exterior Styling.

Ram Topped the Leaderboard Again

- In Q3, Ram led 4 categories: Driving Comfort, Interior Layout, Exterior Styling, and Ruggedness. Most times when Pickup intentions were robust, Ram imageries strengthened.

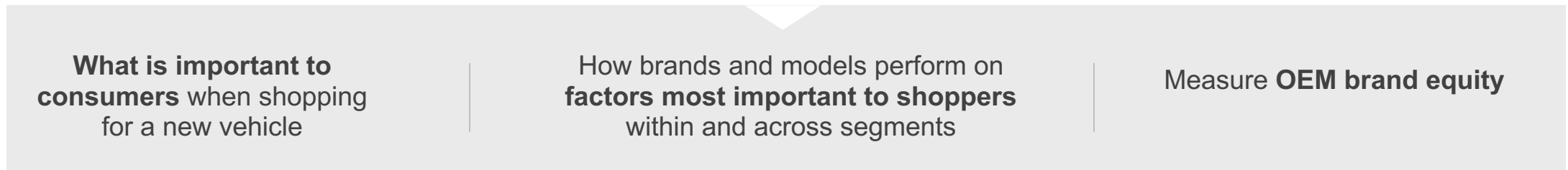
WHAT IS BRAND WATCH™ ?

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



WHAT CAN BRAND WATCH™ DO?

Support the Cox Auto sales team and clients in strategizing vehicle launch plans and key messaging





BRAND WATCH TOPLINE

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