



# BRAND WATCH

## NON-LUXURY SEGMENT TOPLINE REPORT

4<sup>th</sup> Quarter 2021

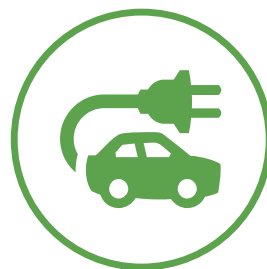


# BRAND WATCH Q4 2021 KEY TAKEAWAYS



## Truck Consideration Climbs

Increased availability, housing starts and interest in electrified trucks pushed truck consideration back to its peak.



## Record-Breaking Consideration For Electrified Vehicles

More than 1-in-4 in-market New shoppers considered an alternative fuel vehicle.



## Ford Was Most Considered Brand; A First Since 2015

Consideration for the F-Series including the hybrid version and upcoming Lightning EV, Maverick, Explorer and Mustang Mach-E lifted Ford to the No. 1 spot.

# BRAND WATCH: NON-LUXURY CONSIDERATION

Ford broke Toyota's winning streak as the most considered brand. Ford gained 2 percentage points; Toyota slipped 1 percentage point, ranking it immediately behind Ford. Chevrolet, a distant third, gained momentum and a point increase, driven by lifts in Silverado and Malibu consideration.

## Ford Hit No. 1, a First Since 2015

- Consideration for the F-Series, including the hybrid version and the upcoming Lightning EV, Maverick, Explorer and Mustang Mach-E lifted Ford to No. 1.

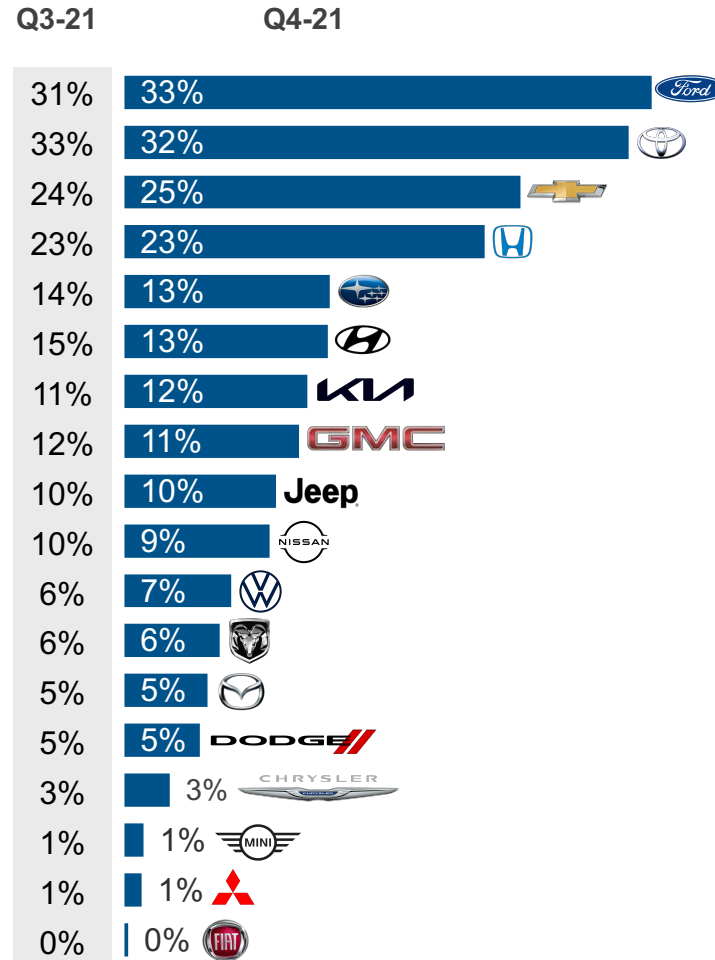
## Toyota's Winning Streak Ended

- RAV4 and Tacoma lost steam but still ranked in the Top 5.
- RAV4 Hybrid gained momentum, catapulting to the Top 10 list for the first time. Electrified models are becoming more mainstream as this was the first time in over 6 years a hybrid model reached the Top 10. The upcoming electric bZ4X may expand consideration for Toyota.

## Hyundai Lost Traction

- Hyundai slipped by 2 percentage points, landing at No. 6 after making great strides and reaching No. 5 for the first time in Q3. Santa Fe, Sonata, Santa Cruz and Elantra softened in consideration.

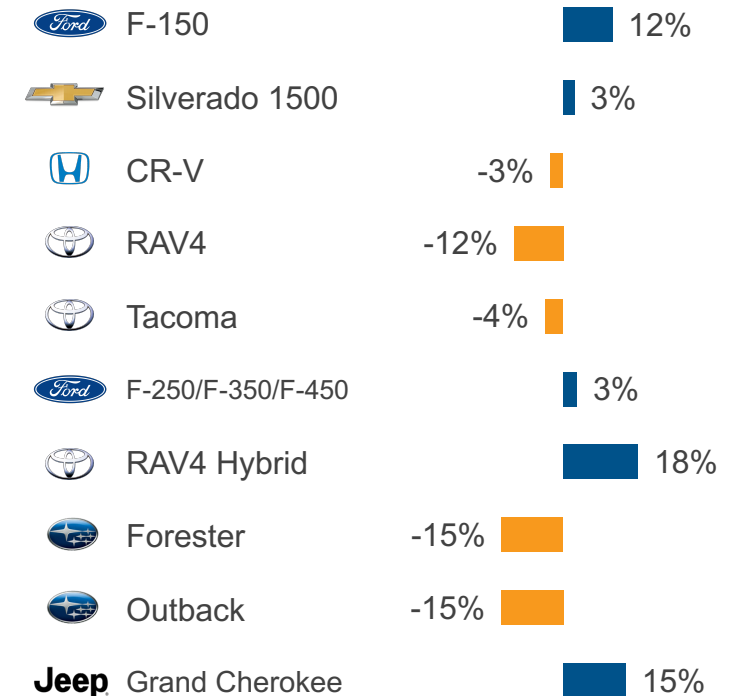
## QUARTERLY BRAND CONSIDERATION



## QUARTERLY CONSIDERATION GROWTH

### TOP 10 MODELS

### Q4-21 vs. Q3-21



# A CLOSER LOOK: NON-LUXURY SEGMENT CONSIDERATION

Pickup consideration rebounded to peak levels not seen since Q2 2020. SUV consideration held steady. Cars softened by 1 percentage point. Interest in the Corvette held, but likely will surge when the all-new 2023 Corvette Z06 trim, with its 670 hp, launches.

## QUARTERLY SEGMENT CONSIDERATION

**66%**   
**SUVS**

Last Qtr.	Last Year
66%	63%▼

**35%**   
**PICKUPS**

Last Qtr.	Last Year
32%▼	32%▼





**31%**   
**CARS**

Last Qtr.	Last Year
32%	31%

**4%**   
**MINIVANS**

Last Qtr.	Last Year
4%	5%






### TOP 5 SUVs

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






### TOP 5 PICKUPS

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

### TOP 5 CARS

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

### TOP 5 MINIVANS

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

### Impressive Growth for Trucks

- Increased supply, a robust market for housing construction and home improvement, and interest in electrified trucks, like the Ford Maverick Hybrid and Ford F-150 Lightning returned truck consideration to its peak.

### SUVs Remained Resilient

- Japanese models dominated the Top 5 SUV list again.
- Toyota RAV4 Hybrid consideration strengthened. It debuted in the Top 5 list.

▲ ▼ indicate significant % change Q/Q

Last Qtr. = Q3-21, Last Year = Q4-20

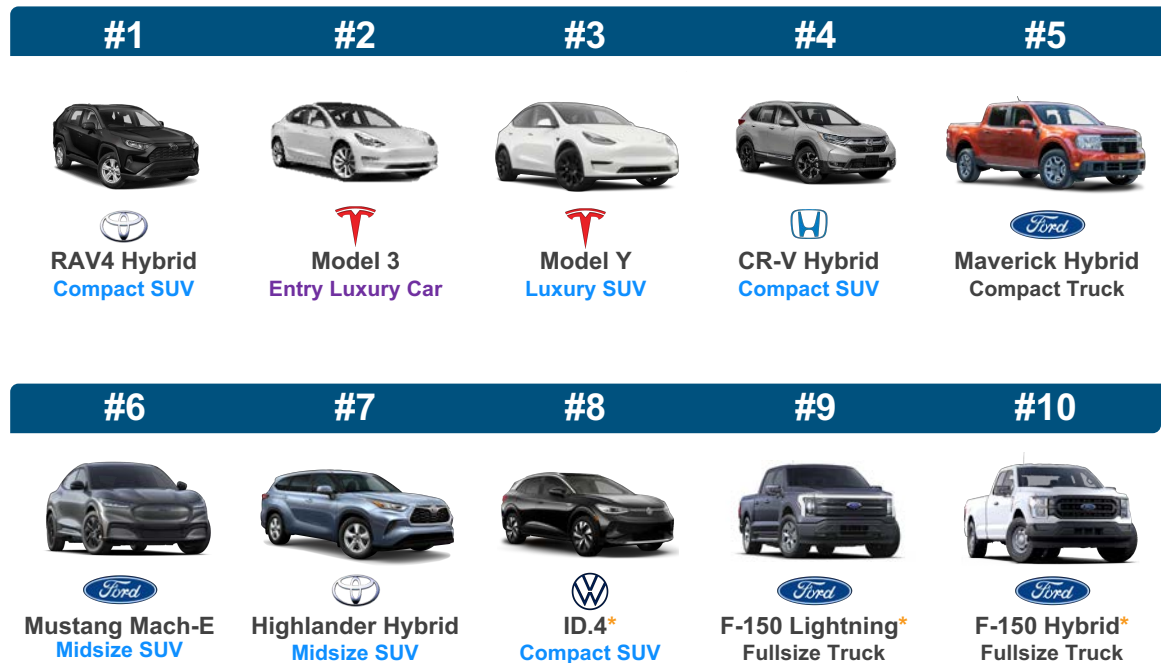
Interpretation Example: 66% of non-luxury shoppers consider non-luxury SUVs

# TOP 10 CONSIDERED ELECTRIFIED MODELS & OVERALL CONSIDERATION

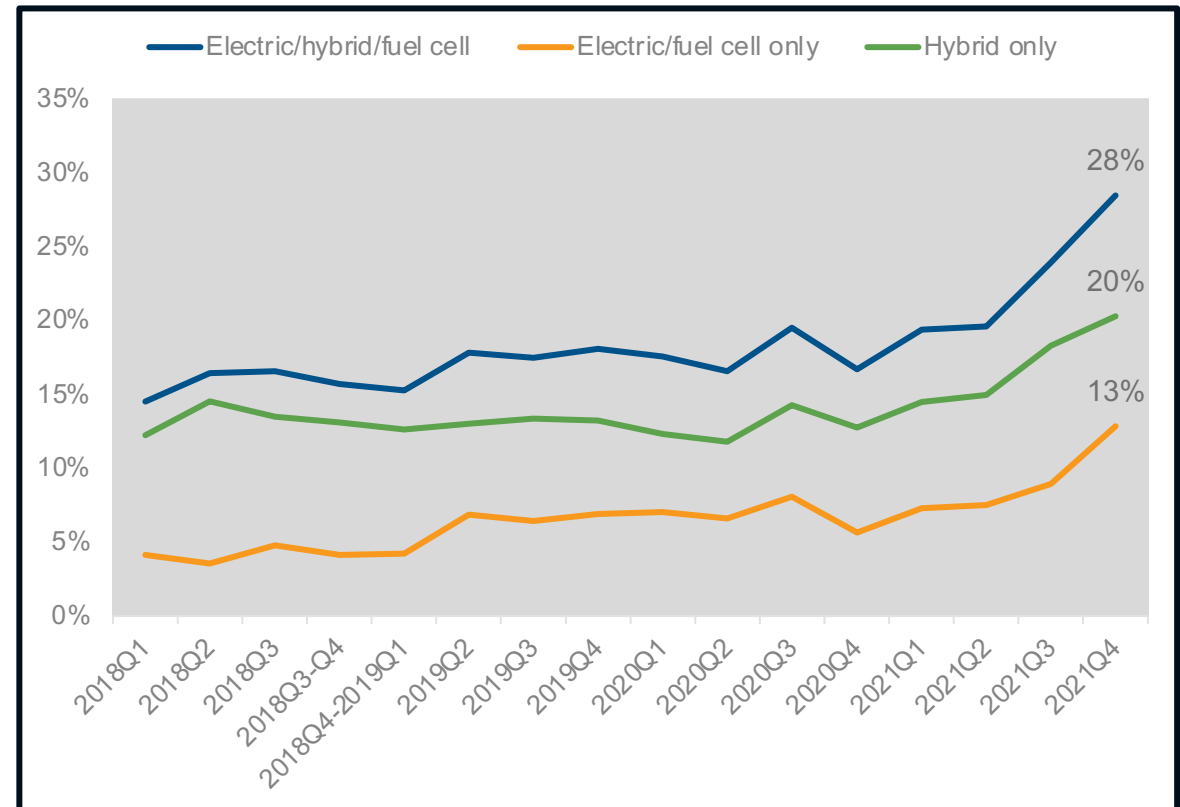
Consideration of electrified vehicles grew rapidly, reaching another all-time high. The Volkswagen ID.4, Ford F-150 Lightning and F-150 Hybrid secured spots on the Top 10 list for the first time. EV consideration will continue to accelerate as new and redesigned entrants hit showrooms, like Rivian R1S, BMW i4, Audi Q4, Nissan Ariya, Toyota bZ4X, Subaru Solterra, Kia EV6 and more.

## QUARTERLY TOP CONSIDERED ELECTRIFIED MODELS

\* New to Top 10



## Overall Quarterly Consideration Trend













(\*new models vs. Q3 2021)

# TOP 10 CONSIDERED MODELS: NON-LUXURY SHOPPERS

The Top 10 most considered models were a good mix of SUVs and trucks but with no sedans/coupes represented. Despite low inventory levels, Toyota RAV4 Hybrid reached the Top 10 list for the first time and was the only electrified model. Jeep Grand Cherokee gained momentum as it recently launched its all-new model and made its way back to the Top 10 for the first time since 2019.

## TOP 10 MODELS

\* New to Top 10

#1	#2	#3	#4	#5
 <b>Ford F-150</b> Fullsize Truck	 <b>Silverado 1500</b> Fullsize Truck	 <b>CR-V</b> Compact SUV	 <b>RAV4</b> Compact SUV	 <b>Tacoma</b> Midsize Truck
#5	#7	#8	#9	#10
 <b>F-250/F-350/F-450</b> Fullsize Truck	 <b>RAV4 Hybrid*</b> Compact SUV	 <b>Forester</b> Compact SUV	 <b>Outback</b> Midsize SUV	 <b>Jeep Grand Cherokee*</b> Midsize SUV

### TOP 10 IN Q4-21



































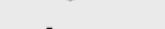

#### Strong Presence of Trucks

- Pickup trucks took the first, second, and fifth spot on the top 10 list with Ford F-150 leading again for eight consecutive quarters.

(\*new models vs. Q3 2021)

# FACTORS DRIVING NON-LUXURY CONSIDERATION

Since 2020, new vehicle prices increased by 12% driven by the computer chip shortage that led to production cuts and inventory shortages. Despite rising prices, affordability has become less important to Non-Luxury shoppers while most other factors have become more important.

RANK		FACTOR	IMPORTANCE	TOP RANKED BRAND	#2	#3
Q4-16	Q4-21					
1	1	Durability/reliability	83%▲			
2	2	Safety	70%			
4	3	Driving comfort	64%▲			
5	4	Driving performance	57%▲			
3	5	Affordability	57%▼			
6	6	Reputation	50%▲			
7	7	Fuel efficiency	47%			
8	8	Interior layout	42%▲			
9	9	Technology	38%▲			
10	10	Exterior styling	34%▲			
11	11	Ruggedness	29%			
12	12	Prestige/sophistication	10%			

▲ ▼ indicate significant % change from Q4-16 vs. Q4-21

## Ram Maintained Lead

- Ram's bold styling and towing capabilities helped it achieve top honors for Driving Comfort, Interior Layout, Ruggedness, and Prestige/Sophistication.
- It held the No. 2 spot for three factors: Driving Performance, Technology, and Exterior Styling.

## Dodge's Performance and Styling Stand Out

- Dodge's Brotherhood of Muscle campaign, focused on performance and handling, resonated with shoppers. Dodge reach No. 1 for Driving Performance and edged out Ram for No. 1 in Exterior Styling – a first No. 1 spot in Styling for Dodge.

## Honda Lost Some Steam

- Honda regained strength after a 3-year slump in Q3 but lost some traction in Q4. It remained the leading brand for Fuel Efficiency and Technology, driven by Honda Sensing Features.

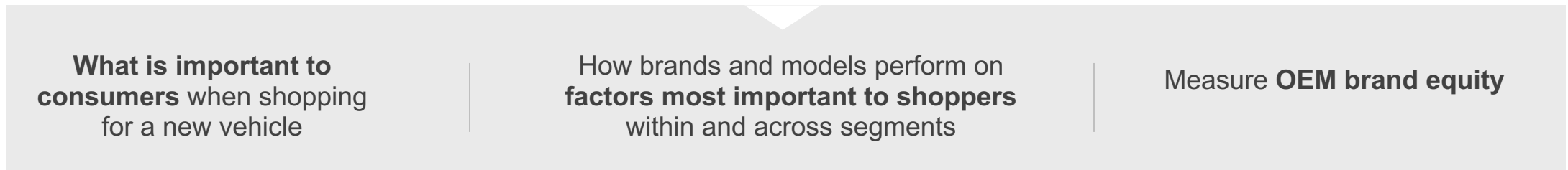
# WHAT IS BRAND WATCH™ ?

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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