



BRAND WATCH

NON-LUXURY SEGMENT TOPLINE REPORT

3rd Quarter 2022



2022 BRAND WATCH METHODOLOGY EVOLUTION

The Inclusion of Mobile and Desktop Users

Cox Automotive is always striving to improve the fundamentals behind our KBB Brand Watch Study. Established in 2007, the study has evolved over the years to reflect changes in the market. Our most recent change helps better reflect the growing reliance of shoppers on their mobile devices. In keeping up with this evolution, **as of January 1, 2022, Cox Automotive started surveying both mobile and desktop users** for the Brand Watch Study.

The Impact

The new sampling of both mobile and desktop users will provide a better response rate and a more diverse group of respondents.

BRAND WATCH Q3 2022 KEY TAKEAWAYS



Car Consideration Going Strong

Consideration for non-luxury cars is back to pre-pandemic levels and continued to be notably higher than the last two years.



Toyota Led the Competition

Toyota had a strong lead in consideration with a rich mix of models in the Top 10 - Camry, RAV4, Tacoma and RAV4 Hybrid. The RAV4 Hybrid gained traction in Q3.



Ram Garnered Most Wins

Ram achieved top honors for 7 factors: Driving Comfort, Performance, Interior Layout, Technology, Exterior Styling, Ruggedness, and Prestige/Sophistication.

Starting in January 2022, both Mobile and Desktop users are included in the BW results. Prior to 2022, results were based on Desktop users only.



BRAND WATCH: NON-LUXURY CONSIDERATION

In Q3 2022, most brands held steady or lost some traction since Q2, however, Subaru and VW consideration each rose by 1 percentage point. Subaru was supported by the lift in consideration for the all-new BRZ and Solterra EV. VW's gain in consideration was driven by increased demand for the Golf, Jetta, Tiguan and Toureg.

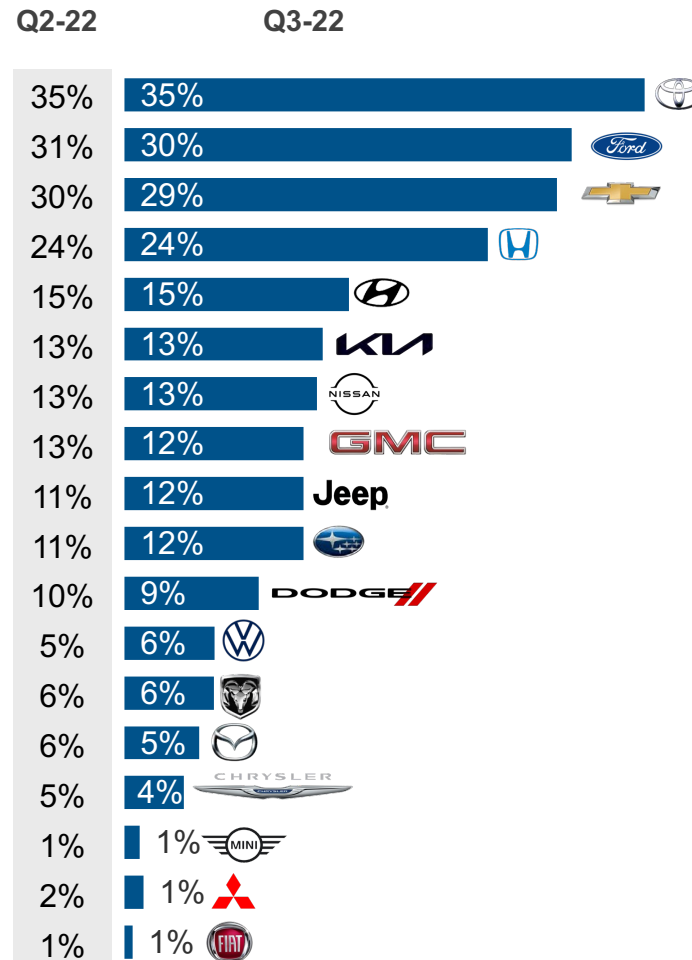
Toyota Stayed on Top

- For the 3rd consecutive quarter, Toyota held tight to the top spot and widened the gap with Ford by 5 percentage points. Toyota had a rich mix of models in the Top 10 – Camry, RAV4, Tacoma, RAV4 Hybrid. The RAV4 Hybrid gained traction in Q3, putting it on the Top 10 for the first time in 2022.

Ford Remained in Second Gear

- Consideration for Ford slipped 1 point since Q2. The Ford F-150 took back the No. 1 spot from the Chevrolet Silverado 1500 for the first time in 2022, causing the Chevrolet brand to slip by 1 percentage point.

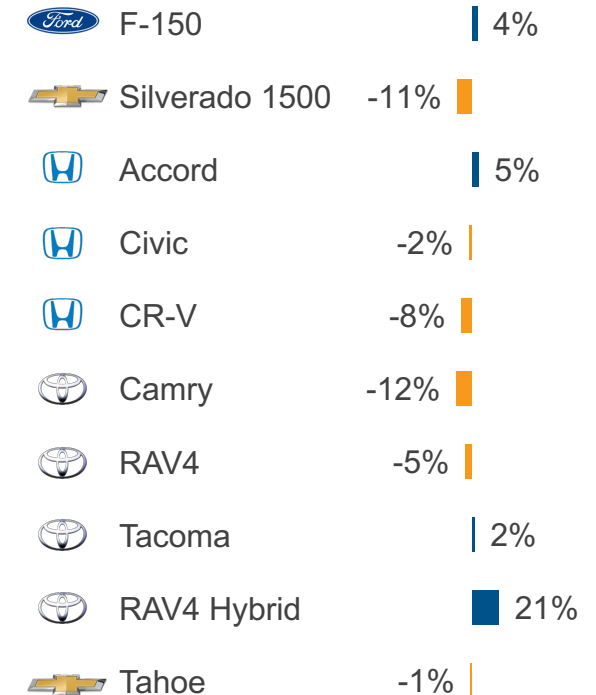
QUARTERLY BRAND CONSIDERATION



QUARTERLY CONSIDERATION GROWTH

TOP 10 MODELS

Q3-22 vs. Q2-22



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A CLOSER LOOK: NON-LUXURY SEGMENT CONSIDERATION

With fuel prices remaining high, consideration for Cars continued to be strong in Q3 . SUV, pickup and minivan consideration held steady.

QUARTERLY SEGMENT CONSIDERATION

67% 
SUVS

Last Qtr.	Last Year
67%	66%

40% 
CARS

Last Qtr.	Last Year
40%	32% ▼






32% 
PICKUPS

Last Qtr.	Last Year
33%	32%






5% 
MINIVANS

Last Qtr.	Last Year
5%	4%

TOP 5 SUVs

- #1  CR-V
- #2  RAV4
- #3  RAV4 Hybrid
- #4  Tahoe
- #5  Durango






TOP 5 CARS

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

TOP 5 PICKUPS

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

TOP 5 MINIVANS

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

Car Consideration Rebounded to Pre-Pandemic Levels

- Consideration for non-luxury cars continues to be notably higher than the last two years.
- The Top 4 Car models remain unchanged throughout 2022.
- Toyota and Honda cars dominate the Top 5 list.

2 in 3 New Shoppers Interested in SUVs

- The Top 5 list for SUVs represented a good mix of Import and Domestic brands.
- The Toyota RAV4 Hybrid moved up two spots since Q2.

▲ ▼ indicate significant % change Q/Q

Last Qtr. = Q2-22, Last Year = Q3-21

Interpretation Example: 67% of non-luxury shoppers consider non-luxury SUVs

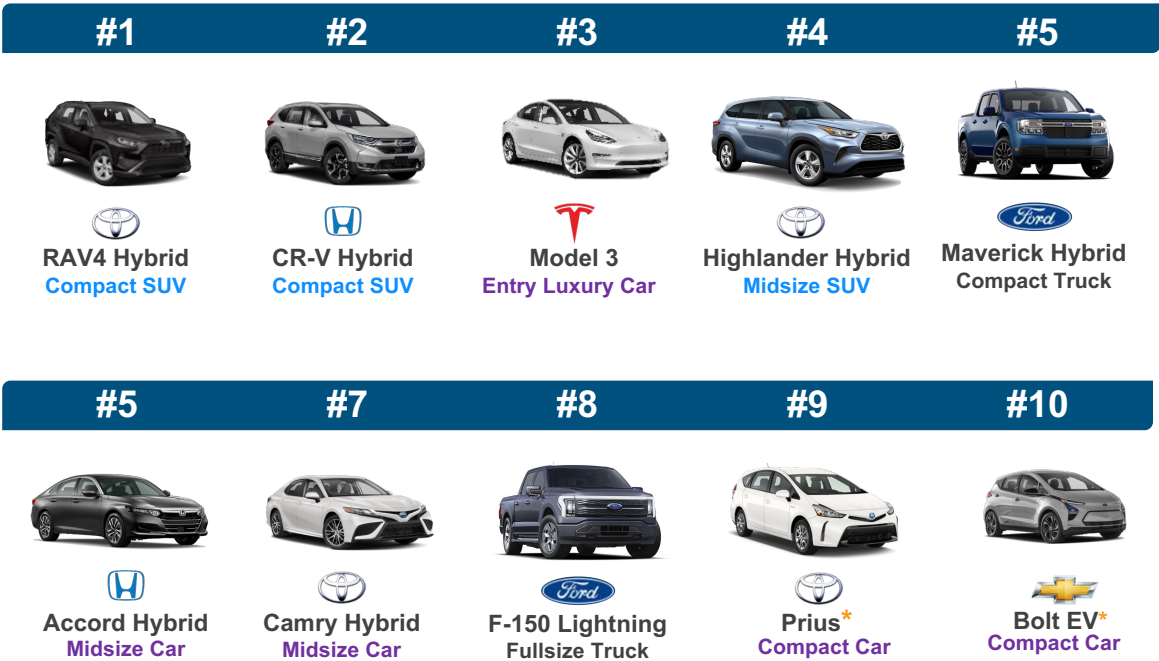
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TOP 10 CONSIDERED ELECTRIFIED MODELS & OVERALL CONSIDERATION

Consideration for electrified models remained stable. Seven hybrids occupied the Top 10 Electrified List. Notably, Tesla Model Y and Model S fell off the list for the first time since Q2 with only Model 3 remaining. Tesla consideration is declining due to increased competition and price hikes.

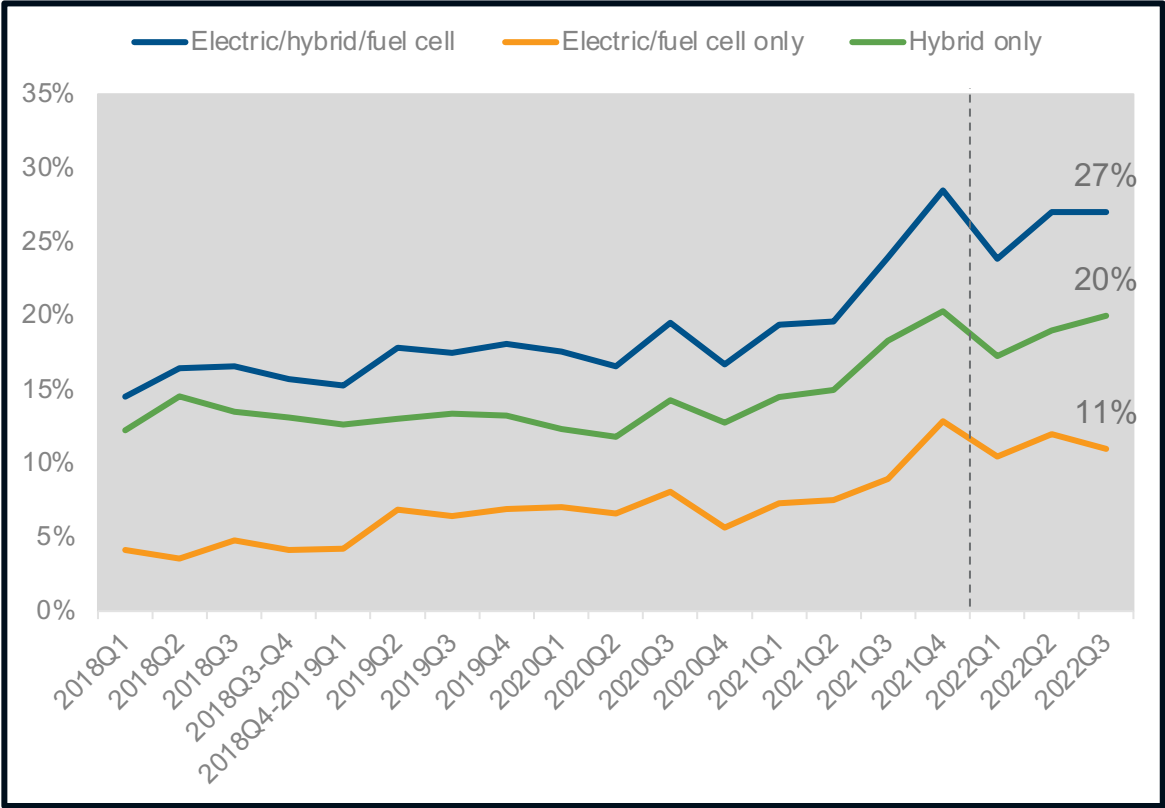
QUARTERLY TOP CONSIDERED ELECTRIFIED MODELS

* New to Top 10



(*new models vs. Q2 2022)

Overall Quarterly Consideration Trend























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TOP 10 CONSIDERED MODELS: NON-LUXURY SHOPPERS

The Top 10 Most Considered vehicles represented a good mix of SUVs, Cars and Trucks. Toyota was the leading brand with the most models in the Top 10 while Honda had the second most with 3 models.

TOP 10 MODELS

* New to Top 10

#1	#2	#3	#4	#5
  F-150 Fullsize Truck	  Silverado 1500 Fullsize Truck	  Accord Midsize Car	  Civic Compact Car	  CR-V Compact SUV
#6	#7	#8	#9	#10
  Camry Midsize Car	  RAV4 Compact SUV	  Tacoma Midsize Truck	  RAV4 Hybrid* Compact SUV	  Tahoe Fullsize SUV

(*new models vs. Q2 2022)





































TOP 10 IN Q3-22

- Ford F-150 rebounded and overtook Chevrolet Silverado as the most considered non-luxury model in Q3.
- Toyota RAV4 Hybrid rejoined the Top 10 list after dropping off in Q4 2021.

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FACTORS DRIVING NON-LUXURY CONSIDERATION

Factors rankings have remained largely in the same order as the past 5 years. However, affordability, driving performance, fuel efficiency, technology, exterior styling, ruggedness and prestige/sophistication became increasingly important to consumers.

RANK	RANK		FACTOR	IMPORTANCE	TOP RANKED BRAND	#2	#3
	Q3-17	Q3-22					
1	1	1	Durability/reliability	81% ▼			
2	2	2	Safety	71%			
3	3	3	Affordability	66% ▲			
4	4	4	Driving comfort	63%			
5	5	5	Driving performance	60% ▲			
7	6	6	Fuel efficiency	56% ▲			
6	7	7	Reputation	48%			
8	8	8	Interior layout	39%			
9	9	9	Technology	37% ▲			
10	10	10	Exterior styling	35% ▲			
11	11	11	Ruggedness	31% ▲			
12	12	12	Prestige/sophistication	14% ▲			

▲ ▼ indicate significant % change from Q3-17 vs. Q3-22

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Ram Achieved Most Top Honors

- Ram made tremendous strides since Q2 (where it led in 2 categories) and impressively took home 7 top honors in Q3: Driving Comfort, Performance, Interior Layout, Technology, Exterior Styling, Ruggedness and Prestige/Sophistication.
- The Ram wins may be impacted by the attention of the Ram 1500 TRX with its world class powertrain, performance, and muscular styling.

Dodge Downshifted

- Dodge lost its lead in Driving Comfort, Driving Performance, Interior Layout, Exterior Styling and Prestige/Sophistication. All went to Ram.
- Dodge still ranked No. 2 or 3 across those 5 factors.

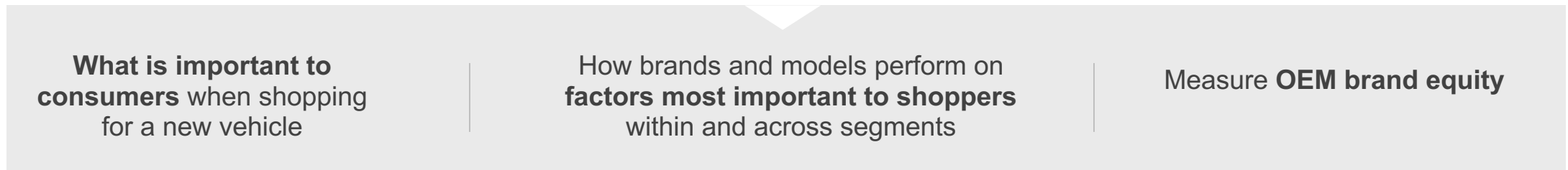
WHAT IS BRAND WATCH™ ?

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



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BRAND WATCH TOPLINE

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