

Big Game Ad Impact on EV Segments

FEBRUARY 2024



COX AUTOMOTIVE



MARKETING PARTNERSHIP

Overall EV experienced substantial gains on game night while Hybrid saw moderate traffic lift



In-game ad spots



BMW
"TALKIN LIKE WALKIN"
7:15PM EST

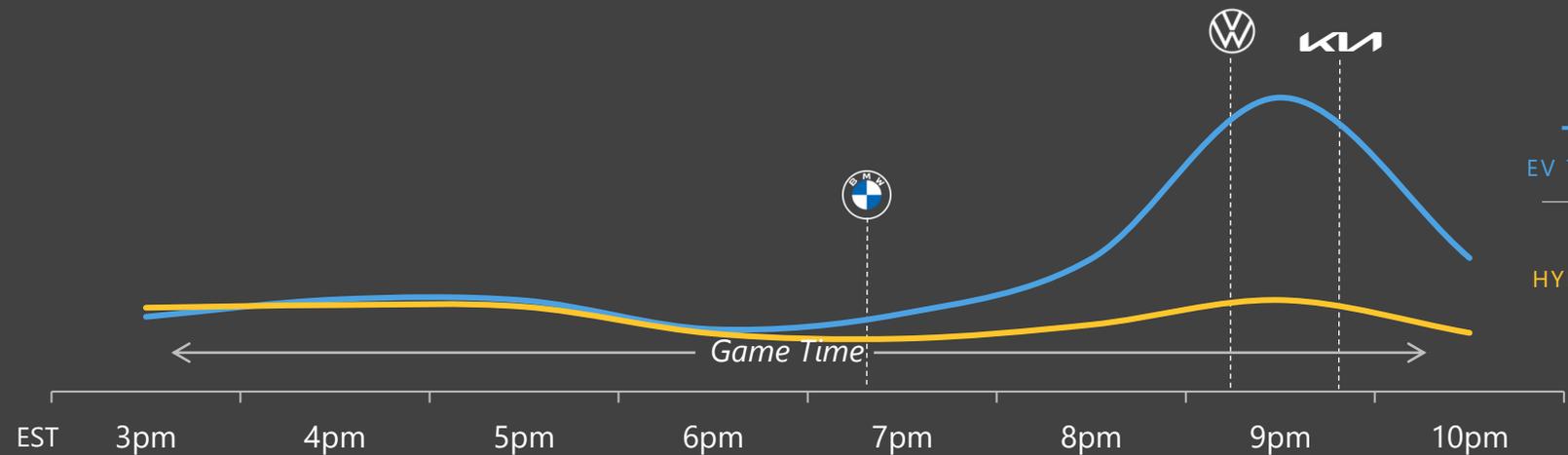
VOLKSWAGEN
"AN AMERICAN LOVE STORY"
9:14PM EST

KIA
"PERFECT 10"
9:42PM EST

Game Night: Hourly Traffic Trend

— EV — Hybrid

- Featured models
- i5
 - ID. 4
 - ID. Buzz
 - EV9



+223%
EV TRAFFIC LIFT

+8%
HYBRID TRAFFIC LIFT

Electric SUV outpaced other segments in traffic growth on game night

Game Night: EV Segment Hourly Traffic Trend

Electric Car Electric SUV Electric Truck Lux Electric Car Lux Electric SUV Lux Electric Truck

Percentage change in traffic

	Electric Car	+19%
	Electric SUV	+326%
	Electric Truck	+9%
	Lux Electric Car	+40%
	Lux Electric SUV	+37%
	Lux Electric Truck	+80%

