

LOOKING BACK

2018 – 2019
INDUSTRY TRENDS
AND INSIGHTS

LOOKING AHEAD

W

WITH OUR FOOT FIRMLY ON THE GAS

we're entering the ninth publication of our annual *Industry Trends And Insights* book with an enthusiastic outlook on the automotive category. The industry is rife

with change, and trends that we've been anticipating are starting to come to fruition. We're officially in a transformative age of a rapidly changing car-buying process—from digital retailing to subscription services, technology and fuel offerings that range from various hybrids to electric, and autonomous features that promise a safer future—and it's a thrill to be part of this evolution.

At the same time, we find ourselves at the advent of a new era at Jumpstart. As a division of Hearst Autos, we are fortunate to have the ability to reach consumers along their entire shopping journey—near-market, in-market, or at the retail stage. Our rich audience data provides us insight into all segments of the car-buying population, and more. The connection to Hearst Magazines allows us to understand, inspire, and influence consumers even before they reach the automotive shopping process.

The mission has been to guide automotive shoppers from inspiration to purchase. We're now at the brink of integrating our offerings and aligning resources to truly deliver this promise to the market. With greater horsepower than ever before, we look forward to sharing more with our partners and the industry later this year.



Matt Sanchez
CEO

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STATE OF INDUSTRY

2018 RESULTS AND EXPECTATIONS FOR THE AUTO INDUSTRY IN 2019

NEW CAR SALES¹

	2018	2019(F)
U.S.	17.3M +1% from 2017	17.0M -2% from 2018
C.A.	1.99M -2.5% from 2017	1.93M -3% from 2018



After four consecutive years of sales above 17 million, 2019 projections show sales dipping into the range of 16.8 – 17.0 million units. Canada already saw a slight decrease in 2018, bringing sales just below the 2 million mark and are expected to drop another 3% in 2019.

CAR VS. TRUCK MIX²

	CAR	TRUCK/SUV
U.S.	31% -13% From 2018	69% +7% From 2018
C.A.	29% -10% From 2018	71% +3% From 2018



While the sales mix continues to shift towards trucks and SUVs, cars are expected to account for at least 25% of the market for the foreseeable future. In 2019 more than 60% of launches or redesigns are expected to be a truck or SUV, further propelling sales of larger vehicles.

1. LMC Automotive, December 2018 2. J.D. Power and LMC Automotive, December 2018
3. Cox Automotive, January 2019 4. J.D. Power RADAR Report, Price Less Incentive, December 2018

USED & CPO SALES³



The used car market continues to grow as more supply hits the market from aging and off-lease vehicles. In the U.S., estimates of off-lease vehicles range between 3.7 and 4.1 million vehicles, and the forecast for Canada through 2021 is approximately 400,000 lease returns per year.

AVERAGE PURCHASE PRICE⁴



Vehicle prices continue to rise as consumers opt for larger and more luxurious vehicles. J.D. Power reported the average transaction price of a new vehicle was \$33.5k in 2017, but rose to \$34.1k in December, 2018. In Canada, prices are expected to grow from 3 – 7% in 2019, and reach up to \$36k on average.

U.S. AUDIENCE

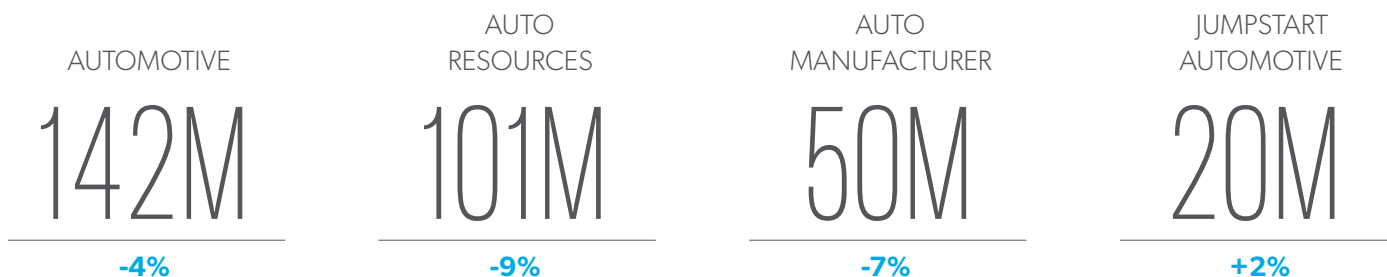
JUMPSTART IS:

*Car and Driver, Road & Track, U.S. News Best Cars,
J.D. Power Cars, NADAguides, Autoweek.com, Autobytel,
Autolist.com, LeftLaneNews.com, CarBuzz, CarStory,
iSeeCars, and VehicleHistory.com*

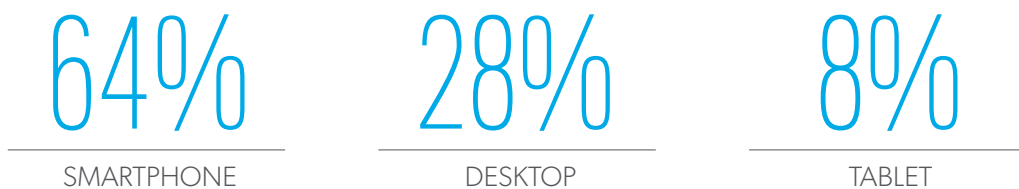
IS THE AUTO CATEGORY IDLING?

TOTAL UNIQUE VISITORS

OCTOBER – DECEMBER 2018 VS. 2017



Despite a decline in other auto categories, **Jumpstart's audience remained above 20 million on average per month in 2018**. The composition continues to shift towards mobile usage, with an increase of 9% compared to the prior year.



TOP 5 AUTO RESOURCE COMPETITORS

	Q4 2018	% Change
1 CarGurus.com	23.9M	+37%
2 Jumpstart	20.3M	+2%
3 Autotrader.com	14.1M	-10%
4 KBB.com	12.1M	+27%
5 Cars.com	10.6M	+17%

TOP 5 MANUFACTURER WEBSITES

	Q4 2018	% Change
1 Ford.com	6.8M	-4%
2 Honda.com	3.8M	-39%
3 Toyota.com	3.5M	-35%
4 Chevrolet.com	3.1M	-36%
5 NissanUSA.com	2.7M	-16%

Source: comScore Media Metrix Multi-Platform, October – December 2018 vs. 2017

comScore classifies different automotive site categories as follows:

Automotive: Automotive sites and buying guides, automotive publications, automotive news and information, and racing sites

Auto Resources: Provides price quotes, specifications on car parts, and information on buying a car

Auto Manufacturer: Automobile manufacturers and holding companies

AHEAD OF THE CURVE

INTEREST RANKING – UNIQUE VISITORS

OCTOBER – DECEMBER 2018

1ST



PICKUPS



LUXURY

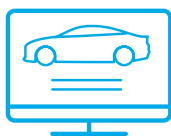
2ND



SUVS/CUVS



CARS



Jumpstart ranks 1st or 2nd among top vehicle categories that consumers are shopping and researching for their next vehicle purchase. Top competitors are consistently auto listings or valuation sites.

LOW DUPLICATION AMONG JUMPSTART & KEY COMPETITORS

	SHARED AUDIENCE W/JUMPSTART	% SHARED AUDIENCE	JUMPSTART'S UNIQUE AUDIENCE
CarGurus.com	6.7M	28%	13.6M
Autotrader.com	5.2M	37%	15.2M
KBB.com	4.2M	35%	16.1M
Cars.com	3.9M	38%	16.4M
Edmunds	2.9M	34%	17.4M

JUMPSTART'S AUDIENCE PROFILE

AGE

51% **25-54**
YEARS

23% **18-34**
YEARS

The median age of mobile visitors (49) is nearly three years younger than desktop visitors (52) and seven years younger than tablet visitors (56). Despite younger smartphone audiences, the median age for mobile grew by three years (46 to 49) from 2017 to 2018.

HOUSEHOLD INCOME

55%  **\$75K+**
HOUSEHOLD
INCOME

42%  **\$100K+**
HOUSEHOLD
INCOME

Tablet visitors have the highest median HHI of \$98.7k, while the median income for mobile visitors is more than \$20k less (\$77.9k)—likely a correlation with age of users by device.

GENDER



64% ♂

36% ♀

Jumpstart's audience composition of men grew 4% compared to the same period last year, reaching 64%. Despite a smaller female audience, Jumpstart reaches more women than the competitive set (25%) with an average composition of 36%.

HOW SHOPPERS ARE REACHING OUR PORTFOLIO

NEW AND RETURNING VISITORS



TRAFFIC SOURCES

Search

Landing on Jumpstart pages through natural (organic) search (non-sponsored or non-paid)

65%

Direct

Typing the exact URL for one of our sites into the browser

17%

Referral

Coming to Jumpstart from another site

7%

Paid Search

Landing on Jumpstart pages through a sponsored search link

6%

Display and Other

Entering one of Jumpstart's sites most commonly from a campaign-tagged URL

3%

Social

Discovering Jumpstart through social platforms

2%

U.S. AUTOMOTIVE SHOPPING

With insight into the shopping behaviors of more than 20 million unique monthly visitors, Jumpstart's automotive shopping metrics identify trends in interest and are relied upon as indicators of intent.

METHODOLOGY

IN 2018, WE REVAMPED OUR DATA PLATFORM TO BETTER PINPOINT ACTIVE SHOPPERS



Our **PRIOR** methods relied upon **CONTENT** to identify user intent



Our **NEW** methodology utilizes user **BEHAVIOR** to identify active shoppers

These core metrics are then used to analyze **ACTIVE SHOPPERS** and provide an assessment of **YOUR** brand health.

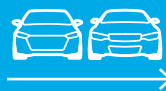
SHARE OF SHOPPING



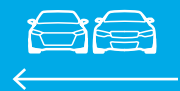
LOYALTY



CROSS-SHOPPING



REVERSE CROSS-SHOPPING



+Based On Monthly Unique Visitor Data, This Metric Shows The Percentage Of:

Visitors who looked at a particular model relative to a defined population



Visitors who viewed **ONLY** one model



Shoppers who viewed a competitive model **AFTER** viewing your model **FIRST**



Shoppers who viewed a competitive model **FIRST** then visited your model **AFTER**



+In Other Words, These Metrics Measure:

INTEREST LEVELS

CROSS-SHOPPING PROPENSITY

COMPETITIVE THREATS

COMPETITIVE OPPORTUNITIES

Because the data is collected at a model level there is flexibility to aggregate and calculate by the following:



NEW VS. USED



LUXURY VS. NON-LUXURY



BRAND ORIGIN



BODY STYLE



FUEL TYPE



VEHICLE SEGMENT



BRAND MAKE

What makes this data even better? It's sourced from our diverse in-market sites that specialize in various aspects of the shopping process.

It represents the entire path to purchase so you can see the **COMPLETE** picture!

TOP 10 BRANDS

By Sales Share

		% Change	2018 Sales (M)			% Change	2018 Sales (M)
1	FORD			6	JEEP		
	2017 14.4%				2017 4.8%		
	2018 13.8%	-4%	2.39		2018 5.6%	17%	0.97
2	TOYOTA			7	SUBARU		
	2017 12.4%				2017 3.8%		
	2018 12.3%	-1%	2.13		2018 3.9%	4%	0.68
3	CHEVROLET			8	HYUNDAI		
	2017 12.0%				2017 3.9%		
	2018 11.8%	-2%	2.04		2018 3.9%	0%	0.67
4	HONDA			9	RAM		
	2017 8.6%				2017 3.2%		
	2018 8.4%	-3%	1.45		2018 3.5%	7%	0.60
5	NISSAN			10	KIA		
	2017 8.4%				2017 3.4%		
	2018 7.8%	-7%	1.34		2018 3.4%	0%	0.59

TOP 10 BRANDS

Based On Share Of Sales Growth Rate

		% Change	2018 Sales (M)			% Change	2018 Sales (M)
1	TESLA	252%	0.16	6	MITSUBISHI	13%	0.12
2	ALFA ROMEO	97%	0.02	7	RAM	7%	0.60
3	LAND ROVER	23%	0.09	8	SUBARU	4%	0.68
4	VOLVO	20%	0.10	9	VOLKSWAGEN	4%	0.35
5	JEEP	17%	0.97	10	MAZDA	3%	0.30

TOP 10 BRANDS

By Share of Shopper Interest

	Brand	% Change	2018 Sales (M)		Brand	% Change	2018 Sales (M)
1	FORD			6	BMW		
	2017 10.6%				2017 4.2%		
	2018 12.1%	13%	2.39		2018 4.3%	0%	0.31
2	CHEVROLET			7	NISSAN		
	2017 10.4%				2017 4.5%		
	2018 10.6%	2%	2.04		2018 4.2%	-5%	1.34
3	TOYOTA			8	MERCEDES-BENZ		
	2017 8.3%				2017 3.6%		
	2018 8.1%	-3%	2.13		2018 3.6%	-1%	0.35
4	HONDA			9	DODGE		
	2017 7.8%				2017 3.9%		
	2018 7.3%	-7%	1.45		2018 3.4%	-15%	0.46
5	JEEP			10	SUBARU		
	2017 4.3%				2017 3.0%		
	2018 4.4%	2%	0.97		2018 3.3%	8%	0.68












TOP 10 BRANDS

Based On Share Of Shopper Interest Growth Rate

	Brand	% Change	2018 Sales (M)		Brand	% Change	2018 Sales (M)
1	RAM	39%	0.60	6	MASERATI	12%	N/A
2	TESLA	22%	0.16	7	SUBARU	8%	0.68
3	VOLVO	20%	0.10	8	ACURA	8%	0.16
4	FORD	13%	2.39	9	PORSCHE	7%	0.06
5	HYUNDAI	12%	0.67	10	GENESIS	6%	0.01

BODY STYLES

SHARE OF INTEREST

BODY STYLE		2018	% CHANGE 2017 – 2018
Luxury		31.4%	-3%
Non-Luxury		68.6%	+1%
SUV/CUV		36.9%	+10%
Compact		14.1%	-6%
Truck		12.9%	+24%
Sedan		11.9%	-12%
Sport		8.6%	-5%
Performance		8.1%	-14%
Hatchback/Wagon		3.0%	-7%
Van		2.6%	-9%
Coupe		2.0%	-35%

TOP 10 SEGMENTS

Share Of Interest

	Jumpstart Segment	2018	% Change
1	Compact SUV/CUV	10.8%	6%
2	Midsize SUV/CUV	9.8%	5%
3	Full-Size Pickup Truck	6.4%	22%
4	Midsize Sedan	5.3%	-13%
5	Compact Car	4.8%	-9%
6	Subcompact SUV/CUV	4.3%	17%
7	Entry Luxury Car	4.2%	-5%
8	Midsize Pickup Truck	4.2%	33%
9	Midsize Luxury SUV/CUV	4.1%	13%
10	Full-Size Luxury SUV/CUV	3.7%	6%

TOP 10 BRANDS

Loyalty

	Brand	2018	% Change
1	smart	74.8%	23%
2	Tesla	73.5%	6%
3	Maserati	69.5%	18%
4	Ford	69.1%	13%
5	Jeep	68.0%	8%
6	Chevrolet	66.1%	11%
7	MINI	64.7%	10%
8	Dodge	64.4%	9%
9	RAM	63.0%	15%
10	Mercedes-Benz	62.3%	11%

SHARE OF INTEREST BY BRAND

NON-LUXURY (\$)

BRAND	SHARE OF BRAND INTEREST		COMPETITIVE BRAND			
	2018	% CHANGE	THREAT	%	OPPORTUNITY	%
Ford	16.5%	13%	Chevrolet	31%	RAM	39%
Chevrolet	14.4%	2%	Ford	32%	GMC	47%
Toyota	11.0%	-4%	Honda	32%	Honda	32%
Honda	9.9%	-8%	Toyota	32%	Toyota	32%
Jeep	6.0%	2%	Ford	27%	Dodge	12%
Nissan	5.8%	-5%	Toyota	26%	Mitsubishi	18%
Dodge	4.6%	-15%	Chevrolet	28%	Chrysler	20%
Subaru	4.5%	7%	Honda	29%	Mazda	13%
Volkswagen	4.0%	-5%	Honda	23%	MINI	15%
Hyundai	4.0%	11%	Honda	26%	Kia	19%
Kia	3.8%	2%	Honda	24%	Hyundai	19%
Mazda	3.9%	-8%	Honda	31%	Fiat	20%
GMC	3.3%	-4%	Chevrolet	47%	Chevrolet	16%
RAM	2.7%	38%	Ford	39%	Dodge	16%
Buick	1.9%	-3%	Chevrolet	28%	GMC	7%
Chrysler	1.7%	-3%	Chevrolet	25%	Dodge	9%
Mitsubishi	0.7%	-2%	Ford	21%	smart	3%
MINI	0.6%	-12%	Honda	20%	Fiat	7%
Fiat	0.5%	-29%	Mazda	20%	smart	9%
smart	0.1%	-10%	Chevrolet	22%	Fiat	1%

LUXURY 

BRAND	SHARE OF BRAND INTEREST		COMPETITIVE BRAND			
	2018	% CHANGE	THREAT	%	OPPORTUNITY	%
BMW	15.9%	1%	Audi	23%	Audi	25%
Mercedes-Benz	13.4%	0%	BMW	24%	Porsche	21%
Audi	11.8%	-5%	BMW	25%	Volvo	24%
Lexus	8.2%	-7%	Toyota	19%	Acura	17%
Porsche	6.6%	8%	Audi	23%	Maserati	20%
Tesla	6.3%	23%	BMW	15%	Porsche	7%
Volvo	5.7%	21%	Audi	24%	Audi	12%
Acura	5.7%	9%	Honda	20%	Lexus	16%
Cadillac	5.2%	-22%	Chevrolet	25%	Lincoln	12%
Infiniti	4.8%	-5%	Audi	17%	Acura	8%
Lincoln	3.6%	6%	Ford	26%	Cadillac	9%
Jaguar	3.2%	0%	Audi	19%	Alfa Romeo	9%
Land Rover	3.2%	-11%	Mercedes-Benz	20%	Maserati	8%
Alfa Romeo	2.7%	-15%	Audi	22%	Jaguar	7%
Genesis	2.2%	7%	Audi	16%	Alfa Romeo	3%
Maserati	1.4%	13%	Mercedes-Benz	21%	Porsche	3%
Polestar	0.1%	1571%	Volvo	18%	Volvo	< 1%

Source: Jumpstart Internal Analytics, January 2017 – December 2018

PATH TO PURCHASE

AN EXPLORATION OF WHAT'S FEEDING ALTERNATIVE FUEL INTEREST

"Gas Guzzlers" as we once knew them are largely a thing of the past. The promise of a greener future has been a focal point among auto manufacturers and policy makers and consumers are increasingly weighing fuel efficiency or their carbon footprint as a top consideration when purchasing a new car.

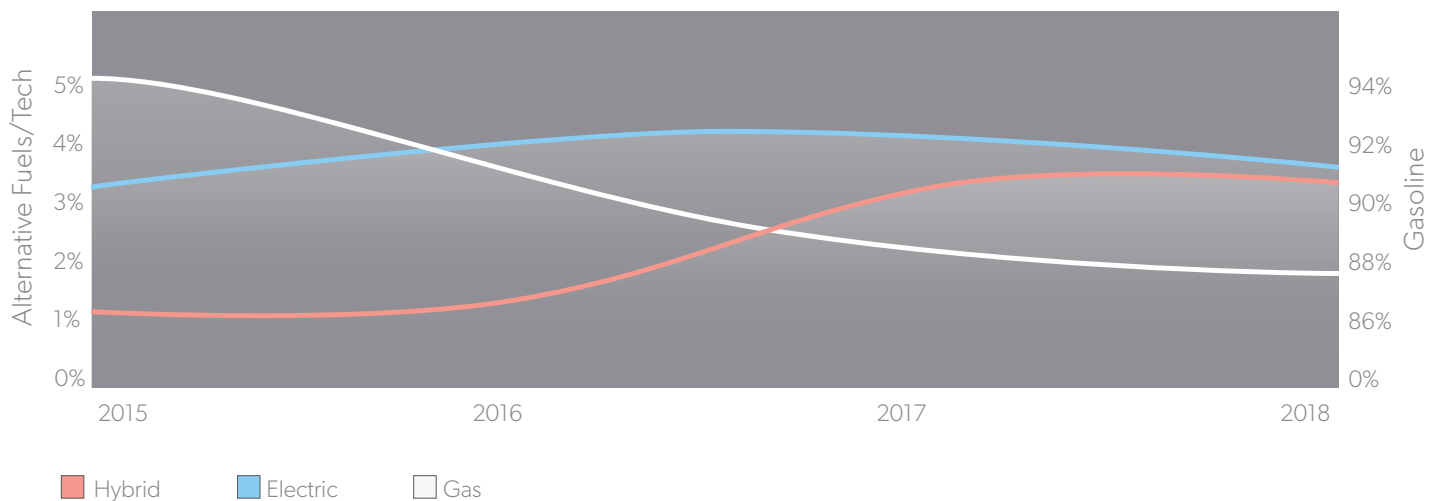
But the path to an alternative fuel vehicle purchase hasn't been linear. In the not-so-distant past, E85 or flex-fuels promised to be the key to lowering pollution and the way to reach energy independence, and hybrids were just on the horizon. Today the options are vast with hybrid, plug-

in hybrid, electric, and fuel cell among all the standard options (i.e., internal combustion or gasoline, diesel, natural gas, flex fuels). Consumers have a lot to consider and are doing a great deal of research before making their purchase.

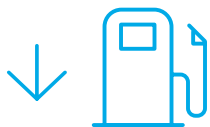
This analysis explores the trends in alternative fuel interest among Jumpstart shoppers, the top brands and models being researched, as well as their path to arriving at their vehicle of choice. While there may not be one silver bullet that gets them there, we've gleaned some compelling insights into the consumer path to alternative fuel vehicles.

ALTERNATIVE FUEL INTEREST IS GROWING

SHARE OF SHOPPER INTEREST: TOP 3 FUELS/TECHNOLOGIES



Looking at a four-year trend, **interest in gasoline vehicles has slowly been declining** (-5% 2018 vs. 2015), while all other fuel types have seen double-digit increases.



Although hybrid remains the top alternative fuel type that consumers have adopted, it is **quickly losing ground to electric, which saw more than 15x growth in 2018.**



Source: Jumpstart Internal Analytics, January 2017 – December 2018

Definitions: Hybrid is referring to conventional hybrid (gasoline fueled engine and electric motor).

Electric is referring to fully-electric vehicles (battery exclusive). Gas is referring to internal combustion (gasoline-fueled engine).

SHIFTING THE CONSUMER MINDSET

In 2018 hybrids were still the most-shopped alternative fuel category, serving as the stepping stone towards fully electric vehicles. We look at gasoline cross-shopping (the percent of gasoline shoppers that are looking at alternative fuels after looking at a gasoline engine) as an indicator of growth in alternative fuel interest.

At 38%, gas shoppers were nearly two times more likely to cross-shop a hybrid over an electric vehicle, and more

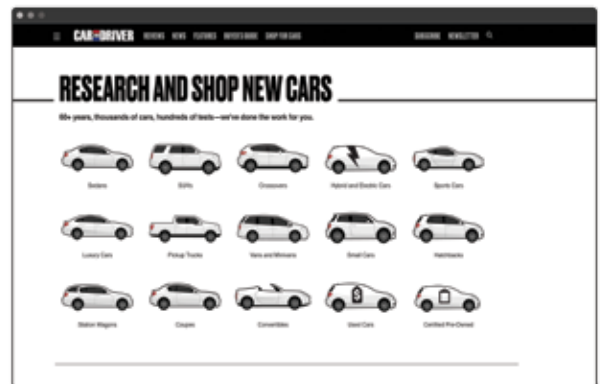
than three times more likely to cross-shop a hybrid over a plug-in hybrid. However, when looking at a four-year trend, we are seeing them increasingly shift their interest into more progressive technologies. In 2018 they were 55% more likely to cross-shop electric vehicles and 24% more likely to cross-shop plug-in hybrids compared to 2015.

GASOLINE CROSS-SHOPPING

	2015	2016	2017	2018	% Change 2018 VS. 2015
HYBRID	54.4%	47.3%	48.1%	38.2%	-30%
ELECTRIC	13.0%	13.9%	19.3%	20.2%	55%
PLUG-IN HYBRID	9.6%	14.2%	14.5%	11.9%	24%

POINTS OF NAVIGATION

Across the Jumpstart portfolio we look at vehicle category or body style icons that are found on main entry pages of our publisher partner websites as indicators of shopper intent. When a consumer clicks on the icon for a sedan, it tells us they had the previous notion or intent to buy a sedan. Similarly, if they click on the icon for an electric or a hybrid, we believe they have the intention or desire to purchase an alternative fuel for their next vehicle.



THE MAJORITY SHOP WITH A BODY STYLE IN MIND FIRST, AND THEN SHIFT THEIR ATTENTION TO HYBRID/ELECTRIC.

54% of users who clicked on both the sedan and hybrid/electric icon clicked on sedan first and then clicked on hybrid/electric at some point after.

53% of users who clicked on both the SUV/CUV and hybrid/electric icon clicked on SUV/CUV first and then clicked on hybrid/electric at some point after.

Roughly 46% of users are starting with the hybrid/electric category in mind, indicating that they are at least interested in an alternative fuel vehicle right from the start.



Source: Jumpstart Internal Analytics, January 2017 – December 2018

Definitions: Hybrid is referring to conventional hybrid (gasoline-fueled engine and electric motor). Electric is referring to fully electric vehicles (battery exclusive). Plug-In Hybrid is referring to a Hybrid with the ability to plug into an outlet to charge the battery. Gasoline is referring to internal combustion (gasoline-fueled engine)

RISING STARS

Which brands and models are winning in the alternative fuels? The answer is clear—60% of the Top 10 most popular alternative fuel models were either Tesla or Toyota.

The course of the alternative fuel race has changed dramatically since 2015 when there was only one SUV/CUV that ranked inside the Top 10. Running parallel to consumer preferences across the board, the alternative fuel category now has four utilities making the list (Kia Niro Hybrid, Tesla Model X, Toyota Highlander Hybrid, Toyota RAV4 Hybrid).

Looking back, 70% of the Top 10 were hybrids in 2015 and Prius ranked #1 in the category. Today hybrids only account for 50% of the alternative fuel category and Toyota Prius has dropped to #3, behind two electric vehicles.

PRICE EXPECTATIONS

For many consumers it will often still come down to price, and there's a lot of research happening around what's available at various price points.



Hybrid shoppers are looking at an average price range of **\$27,142 – \$36,168**



When adding electric to the mix, the high end of increases to **\$38,955**

TOP 5 MOST POPULAR ALTERNATIVE FUEL MODELS

Vehicle	Fuel Type	2018 Share	% Change vs. 2017
TESLA MODEL 3	EV	10.4%	40%
TESLA MODEL S	EV	5.2%	-11%
TOYOTA PRIUS	HEV	4.9%	-0%
KIA NIRO HYBRID	HEV	4.6%	-12%
TESLA MODEL X	EV	4.1%	-16%

And while there's no doubt Tesla and Toyota are leading in volume, Honda is the competitor to watch as they're ruling in the category of fastest-growing alternative fuel vehicles in 2018.

TOP 5 FASTEST GAINERS

Vehicle	Fuel Type	% Change vs. 2017
HONDA CLARITY PLUG-IN HYBRID	PHEV	42456%
HONDA CLARITY ELECTRIC	EV	20190%
HONDA INSIGHT	HEV	2761%
MINI COUNTRYMAN S E PLUG-IN HYBRID	PHEV	2360%
POLESTAR 1	PHEV	1856%

REGIONAL INTEREST

Among the four alternative fuel types we've analyzed, hybrid ranks #1 in 39% of the country followed by electric (24%), plug-in hybrid (22%), and fuel cell (16%).

Shoppers are becoming increasingly interested in fuel cell technology, and like most technologies, the first points of adoption are on the west and northeast coasts. However, in just one year fuel cell jumped from ranking #1 in only two states to eight states in 2018. But why Louisiana and North Dakota? Air Products, a provider of hydrogen gas and liquid hydrogen, has liquid hydrogen production assets located in Louisiana and the University of North Dakota is leading the charge in developing the hydrogen economy.

ADOPTION

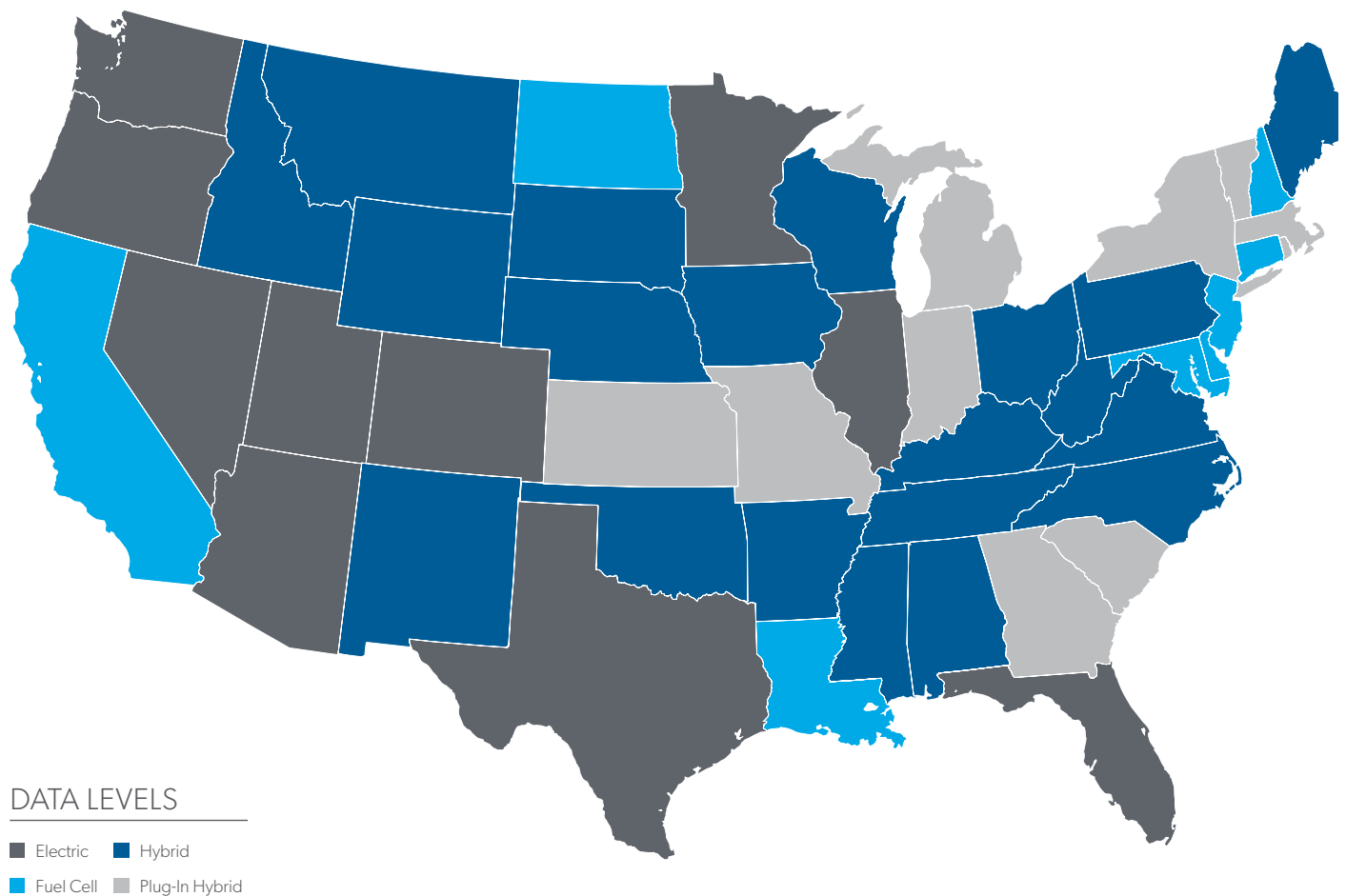
The adoption of alternative fuels is dependent on a number of factors for consumers:

[Their Comfort With The Technology, Especially Range Concerns With Electrics](#)

[Desire For Better Fuel Economy Or Reducing Their Carbon Footprint](#)

[Perceived Value And The Price They're Willing To Pay For The Benefits](#)

Education, information, and peace of mind. As the infrastructure continues to grow (take a look at our back page), alternative fuels and technology will become fairly standard. And while the path has many options and considerations along the way, we are confident that we're reaching a turning point and more widespread adoption is just around the corner.





BY THE NUMBERS

TOP 5

CARS

Although car interest has been declining in recent years, we think there are a few highlights that should be mentioned. Specifically, there are brands that are bucking the trends of their segment and drawing consumer interest back into cars.

Honda Civic

Ranks #1 in compact cars with an eight-percentage point gap between the next competitor and continues to hold 19% share.

Volkswagen Jetta and Passat

Although neither rank in the Top 5 for compacts or midsize sedans, they jumped 44% and 35% in share of shopper interest, respectively, helping VW make its way to recovery.

Honda Insight, Clarity PHEV, Clarity EV

These three models are rapidly disrupting the alternative fuel car category making Honda a brand to watch as we move towards electrification.

Kia Stinger

Despite thinking that Kia Stinger's bold entrance would fade away by mid-year, it held the #2 spot in the entry luxury car category for all of 2018 and ranks less than three-percentage points from BMW 3 Series.

Genesis G70

A new contender in the entry luxury car category, G70 jumped 270% in 2018 and has made its way to ranking 7th in the segment with 6% share of shopper interest.

Cadillac CT6

The fate of CT6 is in question as GM plans to reduce its car lineup, but it jumped four spots in the full-size luxury sedan category in 2018 with a 43% increase in shopper interest.

SUBCOMPACT CARS



2018 Segment Rank **27** Share 1.7% Change -12%

			% Change
1	Honda Fit		
	2018 16.8%	2017 16.2%	4%
2	Nissan Versa		
	2018 12.1%	2017 12.3%	-2%
3	Toyota Yaris		
	2018 10.7%	2017 10.7%	-1%
4	Chevrolet Sonic		
	2018 9.4%	2017 9.2%	2%
5	Chevrolet Spark		
	2018 8.8%	2017 8.8%	-1%

Total Segment Size: 11 Models

COMPACT CARS



2018 Segment Rank **5** Share 4.8% Change -9%

			% Change
1	Honda Civic		
	2018 19.1%	2017 19.2%	0%
2	Mazda Mazda3		
	2018 11.4%	2017 11.6%	-2%
3	Toyota Corolla		
	2018 9.8%	2017 7.6%	28%
4	Chevrolet Cruze		
	2018 8.8%	2017 8.8%	0%
5	Hyundai Elantra		
	2018 7.5%	2017 6.8%	11%

Total Segment Size: 15 Models

MIDSIZE SEDANS



2018 Segment Rank **4** Share 5.3% Change -13%

			% Change
1	Honda Accord		
	2018 26.4%	2017 28.3%	-7%
2	Toyota Camry		
	2018 22.2%	2017 22.6%	-2%
3	Ford Fusion		
	2018 9.1%	2017 9.5%	-4%
4	Nissan Altima		
	2018 8.5%	2017 5.1%	68%
5	Chevrolet Malibu		
	2018 7.4%	2017 8.6%	-14%

Total Segment Size: 11 Models

ALTERNATIVE FUEL CARS



2018 Segment Rank **12** Share 2.8% Change 3%

			% Change
1	Tesla Model 3		
	2018 25.0%	2017 19.7%	27%
2	Toyota Prius		
	2018 11.9%	2017 13.1%	-9%
3	Chevrolet Bolt		
	2018 9.8%	2017 13.6%	-28%
4	Honda Insight		
	2018 7.5%	2017 0.3%	2499%
5	Chevrolet Volt		
	2018 7.4%	2017 8.8%	-17%

Total Segment Size: 19 Models

ENTRY LUXURY COMPACTS



2018 Segment Rank **32** Share 0.7% Change -4%

			% Change
1	Audi A3		
	2018 26.5%	2017 27.8%	-5%
2	BMW 2 Series		
	2018 23.9%	2017 29.2%	-18%
3	Acura ILX		
	2018 17.4%	2017 16.5%	6%
4	Mercedes-Benz CLA-Class		
	2018 17.4%	2017 15.9%	9%
5	Mercedes-Benz A-Class		
	2018 8.3%	2017 0.4%	1847%

Total Segment Size: 6 Models

ENTRY LUXURY CARS



2018 Segment Rank **7** Share 4.2% Change -5%

			% Change
1	BMW 3 Series		
	2018 15.6%	2017 12.8%	21%
2	Kia Stinger		
	2018 12.9%	2017 10.2%	27%
3	Mercedes-Benz C-Class		
	2018 8.8%	2017 10.5%	-17%
4	Alfa Romeo Giulia		
	2018 8.4%	2017 10.6%	-21%
5	Audi A4		
	2018 8.3%	2017 8.8%	-6%

Total Segment Size: 17 Models

MIDSIZE LUXURY SEDANS



2018 Segment Rank **18** Share 2% Change -21%

			% Change
1	BMW 5 Series		
	2018 20.6%	2017 17.7%	23%
2	Mercedes-Benz E-Class		
	2018 17.3%	2017 17.5%	-1%
3	Audi A6		
	2018 12.3%	2017 10.7%	16%
4	Genesis G80		
	2018 11.7%	2017 11.3%	4%
5	Cadillac CTS		
	2018 6.9%	2017 8.6%	-20%

Total Segment Size: 14 Models

FULL-SIZE LUXURY SEDANS



2018 Segment Rank **20** Share 1.9% Change -18%

			% Change
1	Tesla Model S		
	2018 19.4%	2017 19.3%	0%
2	Mercedes-Benz S-Class		
	2018 14.1%	2017 10.8%	31%
3	BMW 7 Series		
	2018 9.5%	2017 11.8%	-19%
4	Audi A7		
	2018 9.3%	2017 6.9%	34%
5	Cadillac CT6		
	2018 8.2%	2017 5.8%	43%

Total Segment Size: 12 Models



BY THE NUMBERS

TOP 5

SUVS AND CUVS

Despite already having won the popularity contest, the SUV and crossover categories do not disappoint in continuous product innovation. In 2018 we saw some noteworthy successes among the mainstays of the segments, but also plenty of growth in new vehicles on the market.

Hyundai Kona

In its first full year on the market, Kona ranked 3rd in one of the most popular and high-growth segments, grabbing nearly 12% share of shopper interest in the category.

Toyota RAV4

A long-standing success among 22 compact SUVs/CUVs, RAV4 increased its share of shopper interest by 28% while most of its Top 5 competitors declined.

Subaru Ascent

Although not one of the Top 5 among midsize SUV/CUV shoppers, Subaru Ascent jumped 73% and ranks 10th in shopper interest in 2018, the first full year since its debut.

Volvo XC40

In its first generation, XC40 jumped to rank 2nd in the compact luxury SUV/CUV segment, with nearly 470% growth in 2018 and only six-percentage points from Acura RDX.

Mercedes-Benz G-Class

The redesigned Mercedes-Benz G-Class caught the attention of large luxury SUV shoppers. With 92% growth from the prior year, G-Class jumped from 4th to 1st in the category.

Lincoln Navigator

In a small segment with a lot of growth, Navigator was able to capture an increase of 43% in share of shopper interest, ranking 3rd among large luxury SUVs.

SUBCOMPACT SUVs/CUVS



2018 Segment Rank 6 Share 4.3% Change 17%

			% Change
1	Subaru Crosstrek		
	2018 14.2%	2017 14.0%	1%
2	Honda HR-V		
	2018 13.2%	2017 14.1%	-6%
3	Hyundai Kona		
	2018 11.8%	2017 0.5%	2352%
4	Jeep Renegade		
	2018 9.0%	2017 10.9%	-17%
5	Mazda CX-3		
	2018 8.4%	2017 9.6%	-12%

Total Segment Size: 16 Models

COMPACT SUVs/CUVS



2018 Segment Rank 1 Share 10.8% Change 6%

			% Change
1	Honda CR-V		
	2018 13.9%	2017 16.0%	-13%
2	Jeep Wrangler		
	2018 11.7%	2017 12.6%	-7%
3	Toyota RAV4		
	2018 10.6%	2017 8.3%	28%
4	Mazda CX-5		
	2018 9.6%	2017 9.8%	-1%
5	Chevrolet Equinox		
	2018 6.5%	2017 6.4%	2%

Total Segment Size: 22 Models

MIDSIZE SUVs/CUVS



2018 Segment Rank 2 Share 9.8% Change 5%

			% Change
1	Toyota Highlander		
	2018 10.2%	2017 11.2%	-9%
2	Jeep Grand Cherokee		
	2018 7.7%	2017 8.4%	-8%
3	Honda Pilot		
	2018 7.2%	2017 7.7%	-6%
4	Ford Explorer		
	2018 6.7%	2017 6.7%	0%
5	Chevrolet Traverse		
	2018 6.5%	2017 5.5%	18%

Total Segment Size: 22 Models

LARGE SUVs



2018 Segment Rank 24 Share 1.7% Change -10%

			% Change
1	Chevrolet Tahoe		
	2018 27.5%	2017 26.0%	6%
2	Ford Expedition		
	2018 23.4%	2017 22.3%	5%
3	GMC Yukon		
	2018 15.8%	2017 16.9%	-7%
4	Chevrolet Suburban		
	2018 14.7%	2017 12.7%	16%
5	Nissan Armada		
	2018 9.8%	2017 10.6%	-7%

Total Segment Size: 6 Models

COMPACT LUXURY SUVs/CUVs



2018 Segment Rank 13 Share 2.8% Change 53%

			% Change
1	Acura RDX		
	2018 21.4%	2017 15.0%	42%
2	Volvo XC40		
	2018 15.2%	2017 2.7%	468%
3	BMW X1		
	2018 13.5%	2017 16.9%	-20%
4	Lexus NX		
	2018 10.7%	2017 18.5%	-42%
5	Audi Q3		
	2018 6.9%	2017 8.7%	-21%

Total Segment Size: 12 Models

MIDSIZE LUXURY SUVs/CUVs



2018 Segment Rank 9 Share 4.1% Change 13%

			% Change
1	Lexus RX		
	2018 14.7%	2017 14.4%	2%
2	Audi Q5		
	2018 11.9%	2017 13.8%	-14%
3	Volvo XC60		
	2018 9.6%	2017 9.0%	6%
4	BMW X3		
	2018 9.3%	2017 9.3%	0%
5	Porsche Macan		
	2018 8.0%	2017 8.1%	0%

Total Segment Size: 17 Models

FULL-SIZE LUXURY SUVs/CUVs



2018 Segment Rank 10 Share 3.7% Change 6%

			% Change
1	Audi Q7		
	2018 13.2%	2017 14.2%	-7%
2	BMW X5		
	2018 12.5%	2017 10.5%	19%
3	Acura MDX		
	2018 12.2%	2017 13.5%	-9%
4	Volvo XC90		
	2018 11.5%	2017 11.8%	-3%
5	Porsche Cayenne		
	2018 11.1%	2017 10.0%	11%

Total Segment Size: 16 Models

LARGE LUXURY SUVs



2018 Segment Rank 16 Share 2.1% Change 8%

			% Change
1	Mercedes-Benz G-Class		
	2018 19.8%	2017 10.3%	92%
2	Tesla Model X		
	2018 13.4%	2017 18.5%	-27%
3	Lincoln Navigator		
	2018 11.9%	2017 8.3%	43%
4	Land Rover Range Rover		
	2018 10.4%	2017 11.9%	-13%
5	Cadillac Escalade		
	2018 9.6%	2017 11.3%	-15%

Total Segment Size: 10 Models



BY THE NUMBERS

TOP 5

TRUCKS AND VANS

Trucks continue to thrive, and competition has been heating up with major refreshes and new entries hitting the market. Even more exciting are the possibilities of new brands entering the truck scene in the near future. At the same time, passenger vans have been declining, but a new market for large vans has emerged.

Ford Ranger

One of the most highly-anticipated launches, Ford Ranger ranks #1 in the midsize truck segment with 185% growth—literally stealing share from every other vehicle in the segment.

Chevrolet Silverado

In the ongoing truck wars, 2018 was a big year for Silverado. With nearly 40% growth, Silverado 1500 got closer to threatening Ford F-150's share than ever before.

RAM 1500

Ranking 3rd in the segment for another year, RAM 1500 had a successful 2018 with 50% growth and 19% share of the highly competitive full-size pickup truck category.

Chrysler Pacifica

Despite the minivan segment declining 14%, Chrysler Pacifica saw 50% growth in 2018, jumping past Toyota Sienna and Honda Odyssey for the first time.

Dodge Grand Caravan

With similar growth as Pacifica, Dodge Grand Caravan increased 49% in shopper interest in 2018 and ranks 4th in one of the smallest segments.

RAM ProMaster

Although two of the three van segments declined in 2018, large vans grew 15% and RAM ProMaster outpaced the segment with 21% growth in share of shopper interest.

MIDSIZE PICKUP TRUCKS



2018 Segment Rank 8 Share 4.2% Change 33%

			% Change
1	Ford Ranger		
	2018 40.5%	2017 14.2%	185%
2	Toyota Tacoma		
	2018 19.1%	2017 22.5%	-15%
3	Chevrolet Colorado		
	2018 16.1%	2017 23.6%	-32%
4	Honda Ridgeline		
	2018 8.3%	2017 14.4%	-42%
5	Nissan Frontier		
	2018 7.6%	2017 8.4%	-10%

Total Segment Size: 7 Models

FULL-SIZE PICKUP TRUCKS



2018 Segment Rank 3 Share 6.4% Change 22%

			% Change
1	Ford F-150		
	2018 28.4%	2017 34.1%	-17%
2	Chevrolet Silverado 1500		
	2018 26.2%	2017 18.8%	39%
3	RAM 1500		
	2018 19.3%	2017 12.9%	50%
4	Toyota Tundra		
	2018 8.3%	2017 10.0%	-18%
5	GMC Sierra 1500		
	2018 7.8%	2017 7.7%	1%

Total Segment Size: 7 Models

3/4-& 1-TON PICKUP TRUCKS



2018 Segment Rank 22 Share 1.8% Change 12%

			% Change
1	Ford F-250 Super Duty		
	2018 28.9%	2017 27.7%	4%
2	Chevrolet Silverado 2500HD		
	2018 18.2%	2017 18.8%	-3%
3	RAM 2500		
	2018 17.6%	2017 14.6%	21%
4	Ford F-350 Super Duty		
	2018 8.9%	2017 9.6%	-7%
5	GMC Sierra 2500HD		
	2018 8.3%	2017 9.1%	-9%

Total Segment Size: 10 Models

SMALL VANS



2018 Segment Rank 35 Share 0.3% Change -11%

			% Change
1	Ford Transit Connect		
	2018 37.3%	2017 33.9%	10%
2	Mercedes-Benz Metris		
	2018 32.2%	2017 37.6%	-14%
3	RAM ProMaster City		
	2018 11.5%	2017 10.6%	8%
4	Nissan NV200		
	2018 11.2%	2017 11.2%	1%
5	Chevrolet City Express		
	2018 7.8%	2017 6.7%	16%

Total Segment Size: 5 Models

MINIVANS



2018 Segment Rank 25 Share 1.7% Change -14%

			% Change
1	Chrysler Pacifica		
	2018 32.7%	2017 23.3%	40%
2	Honda Odyssey		
	2018 25.9%	2017 27.2%	-5%
3	Toyota Sienna		
	2018 20.3%	2017 23.7%	-14%
4	Dodge Grand Caravan		
	2018 13.8%	2017 9.2%	49%
5	Kia Sedona		
	2018 7.4%	2017 7.1%	4%

Total Segment Size: 5 Models

LARGE VANS



2018 Segment Rank 34 Share 0.5% Change 15%

			% Change
1	Ford Transit		
	2018 31.4%	2017 34.0%	-8%
2	Mercedes-Benz Sprinter		
	2018 19.9%	2017 18.7%	6%
3	Chevrolet Express		
	2018 17.9%	2017 16.3%	10%
4	RAM ProMaster		
	2018 14.5%	2017 11.9%	21%
5	Nissan NV		
	2018 12.8%	2017 14.5%	-12%

Total Segment Size: 6 Models

TOP SEGMENTS FUELING INTEREST

Highest Affinity Scores¹

There's no doubt that consumer preferences are changing, especially as more options come to market with features to fit every need. In fact, the #1 non-luxury vehicle segment changed in 14 states in 2018 compared to 2017. In this analysis, we use affinity scores instead of volume to highlight where geographical interest climbs ahead of the national average. The higher the score, the greater the interest is above its national rank.

The Top 3 highest affinity scores among all segments in any state were:

STATE	SEGMENT	SCORE
ALASKA	LARGE VAN	93.3
CALIFORNIA	ALTERNATIVE FUEL CAR	91.2
WYOMING	3/4- & 1-TON PICKUP	85.2

From Power And Performance, To Population And Utility

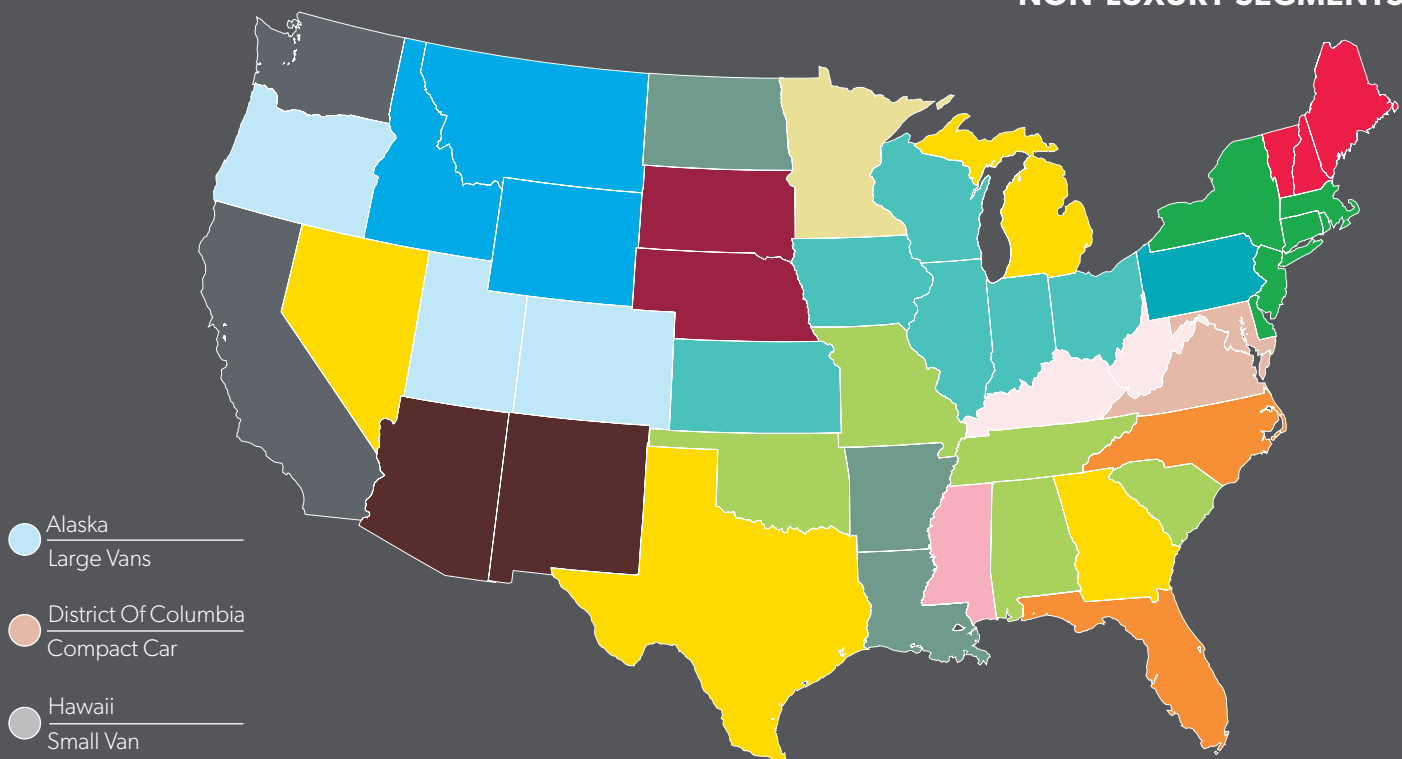
Compact SUVs/CUVs and minivans rank #1 in more states than any other non-luxury segment (6 states each).

The midsize pickup truck segment had the fastest-growing affinity score in 11 states, beating every other segment in popularity.

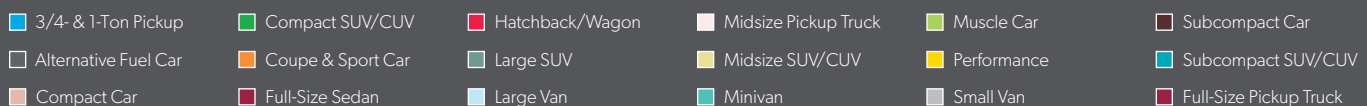
Idaho, Utah, and Arizona ranked in both the Top 5 for growth in minivan affinity and in population growth from 2017 – 2018.

And interestingly, states with large urban areas (e.g., New York, New Jersey) also saw rapid affinity growth for midsize SUVs/CUVs.

NON-LUXURY SEGMENTS



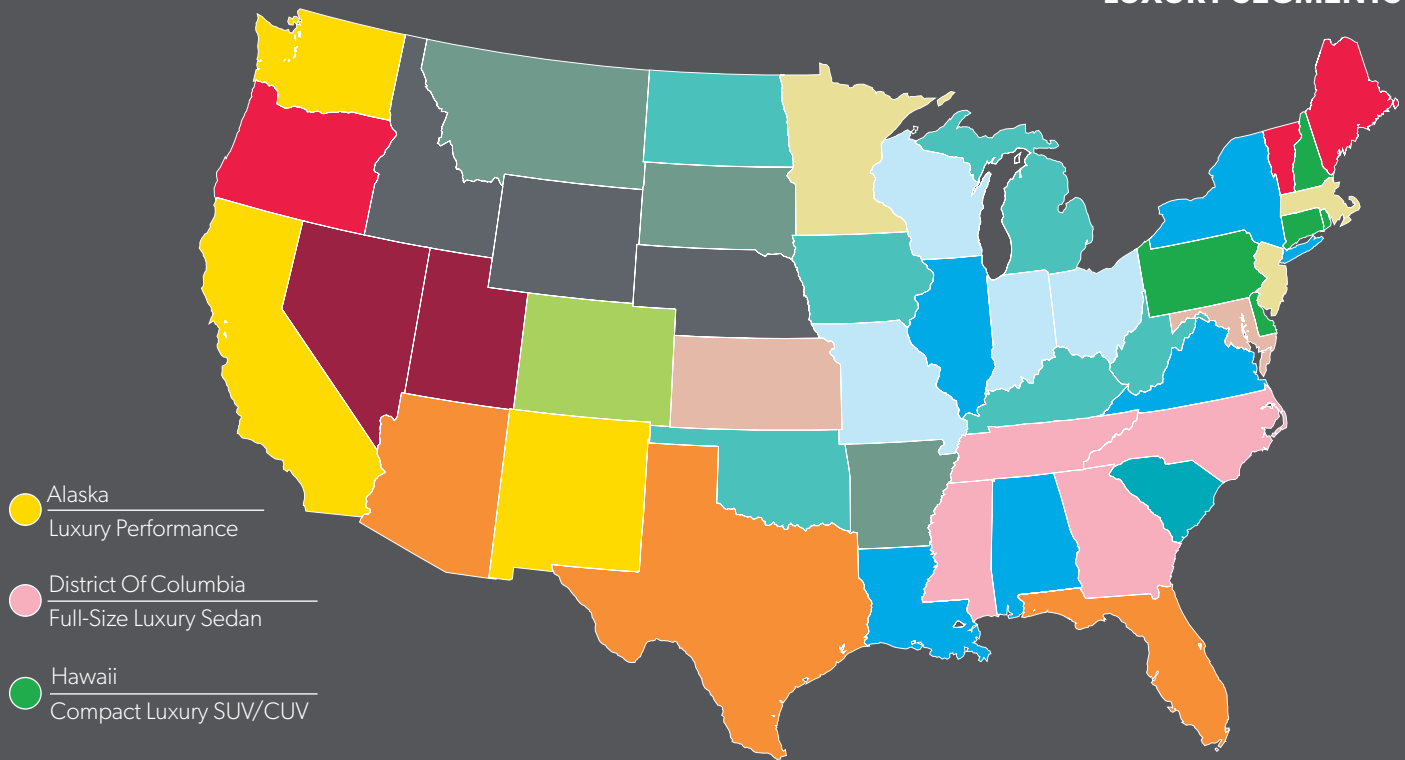
BODY STYLES



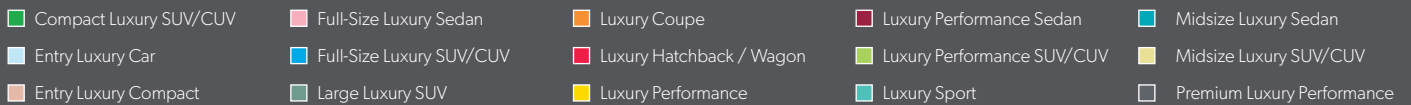
1. Jumpstart Internal Analytics, January 2017 – December 2018

Using a mathematical score that takes into account the mean and standard deviation of traffic to Jumpstart sites, these maps display shopper interest in vehicle segments and brands across all states.

LUXURY SEGMENTS



BODY STYLES



Highest Affinity Scores¹

Luxury segments are arguably undergoing even more change than non-luxury—a trend that can be seen in luxury product lineups, irrespective of ultra-performance or mainstream brands. The polarity that exists can be seen with both compact luxury SUVs/CUVs and luxury sports cars ranking #1 in an equal amount of states, and more often than any other luxury segment. We also found that the #1 luxury vehicle segment changed in 17 states from last year.

The Top 3 highest affinity scores among all luxury segments in any state were:

STATE	SEGMENT	SCORE
VERMONT	LUXURY HATCHBACK/WAGON	91.5
COLORADO	LUXURY PERFORMANCE SUV/CUV	79.2
MISSISSIPPI	FULL-SIZE LUXURY SEDAN	77.9

Switching Gears Across The Country

Full-size luxury SUVs/CUVs had the fastest-growing affinity score in nine states and is gaining popularity in the Southeast, where cars usually rule the roads.

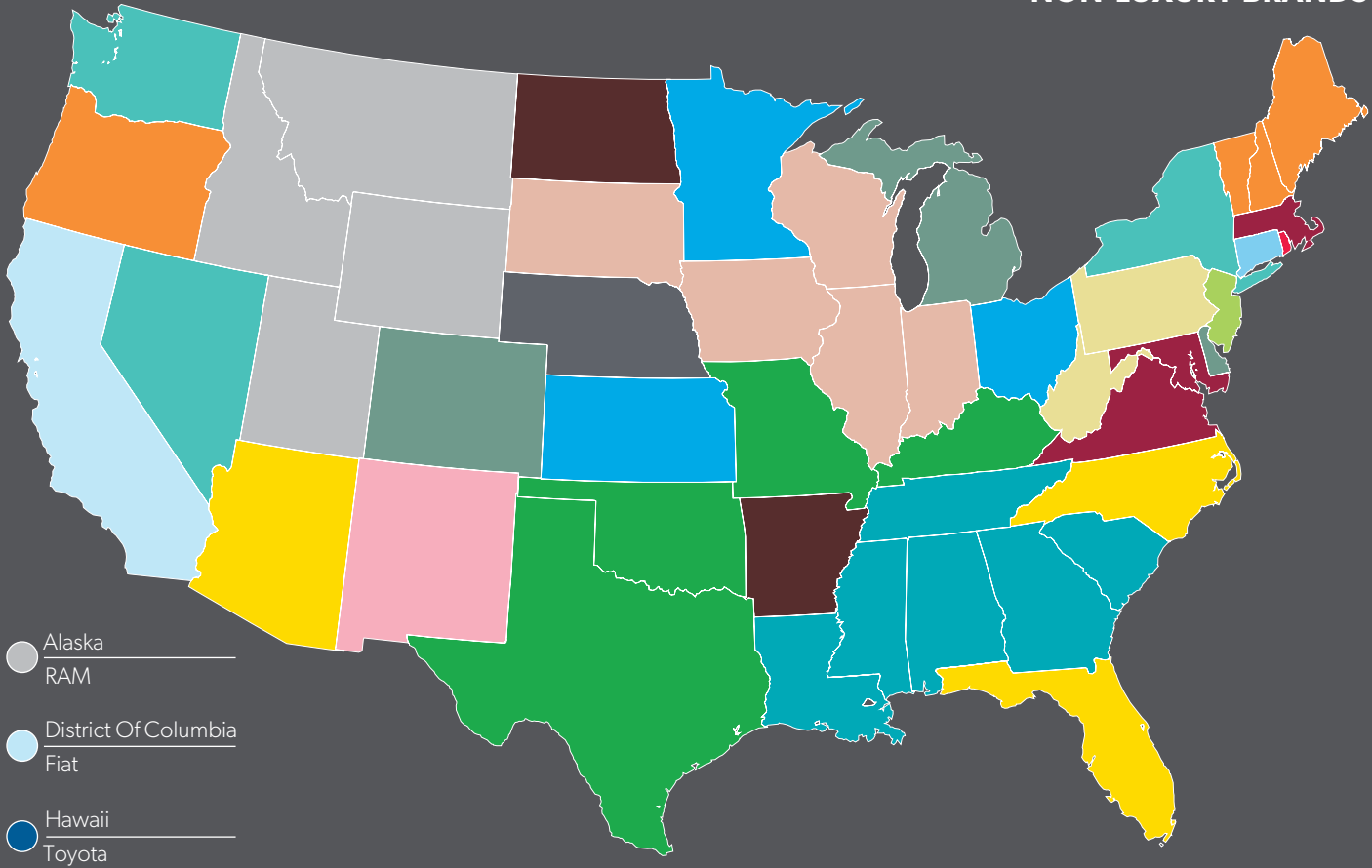
While compacts and alternative fuel cars have historically had the highest affinity on the West coast, midsize luxury SUVs/CUVs had some of the highest growth in Hawaii, California, and Oregon.

Entry luxury cars saw an increase of more than 10% in affinity scores in the mountain states of Utah, Colorado, and Nevada—an opportunity for luxury OEMs to draw in first-time luxury buyers from this region.

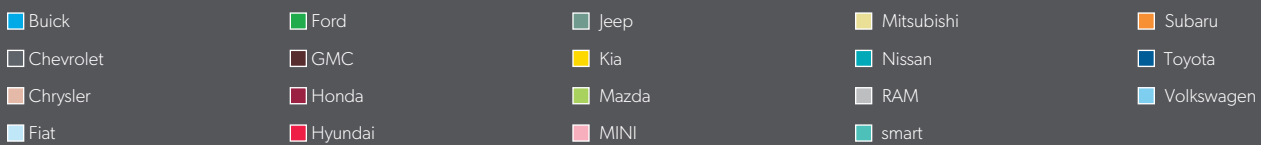
A COUNTRY DIVIDED

BRAND PREFERENCES BY STATE

NON-LUXURY BRANDS



BY STATE



When it comes to choosing a luxury or non-luxury vehicle, U.S. shoppers are truly divided. Luxury ranks #1 in 25 states, mostly those on the coasts. And with only two exceptions

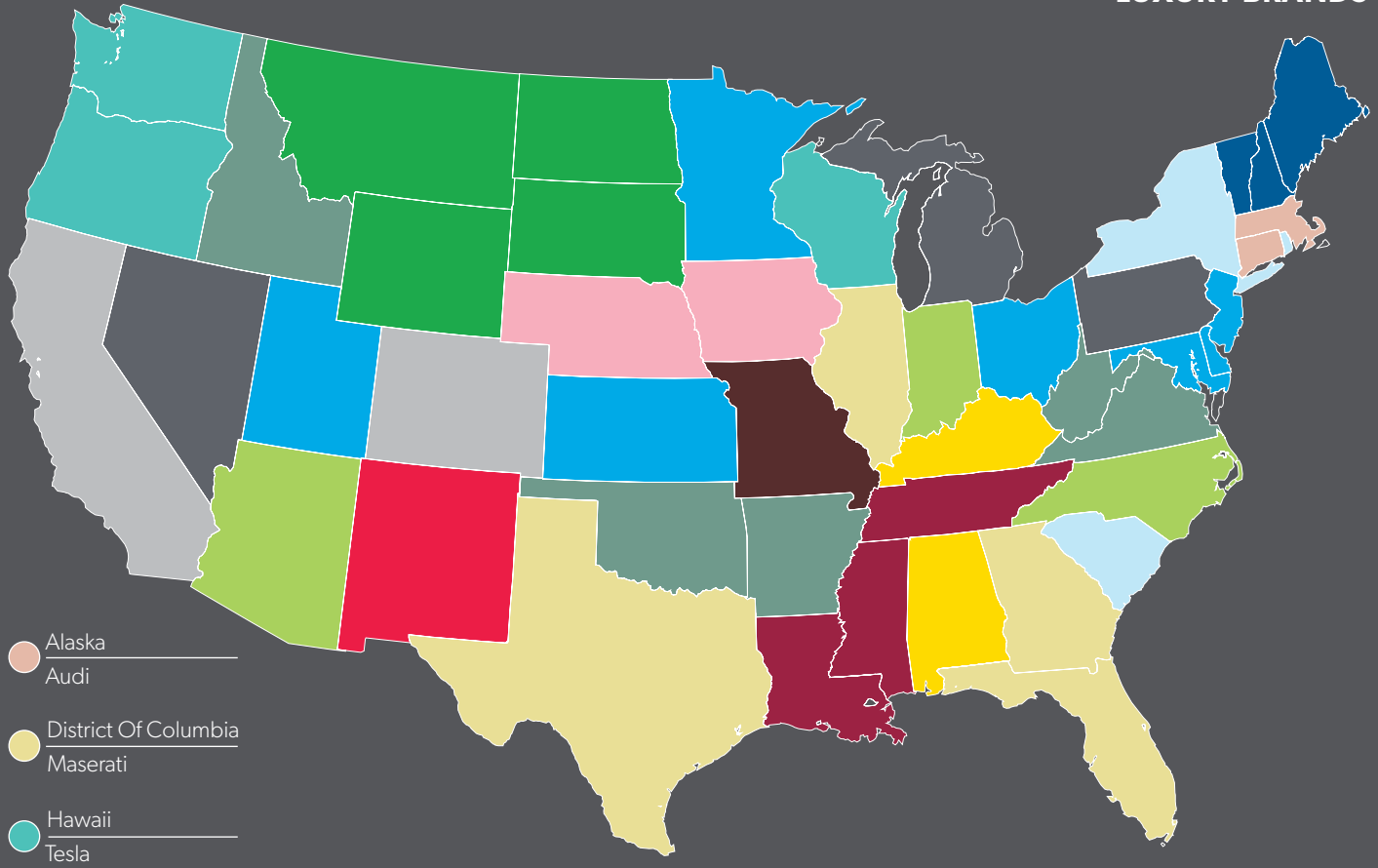
(Vermont and Maine), all states where non-luxury ranks #1 are in central parts of the country.

In both luxury and non-luxury, the #1 brand affinity changed

1. Jumpstart Internal Analytics, January 2017 – December 2018

Using a mathematical score that takes into account the mean and standard deviation of traffic to Jumpstart sites, these maps display shopper interest in vehicle segments and brands across all states.

LUXURY BRANDS



BY STATE



in 1/3 of the states from 2017 – 2018. Whether the decision comes down to a vehicle segment, new or used, luxury or non-luxury, or which brand or model to purchase, consumers’ options are abundant and ever-changing.

Brand loyalty has been increasingly challenging for manufacturers and the regional fluctuations we’re seeing in shopper interest only further demonstrate how competitive the auto market is today.

CANADA AUDIENCE

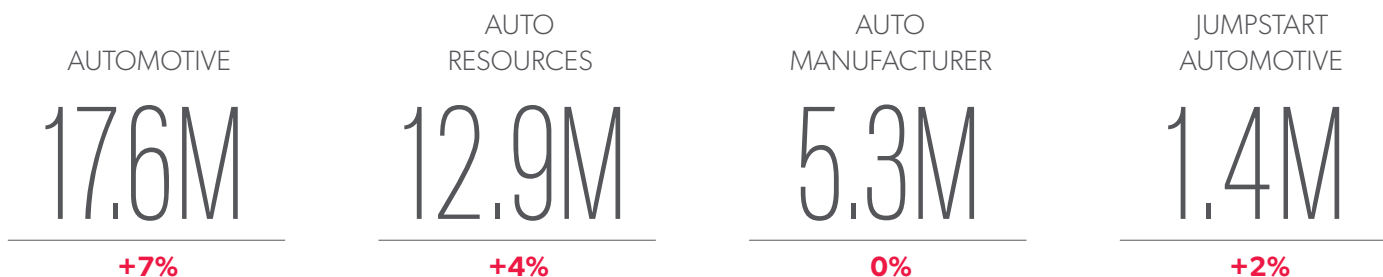
JUMPSTART IS:

*Car and Driver, Road & Track, U.S. News Best Cars, J.D. Power Cars,
NADAguides, Autoweek.com, Autobytel, Autolist.com,
LeftLaneNews.com, Carpages.ca, CarBuzz,
CarStory, iSeeCars, and VehicleHistory.com*

THE AUTO CATEGORY FUELS AHEAD

TOTAL UNIQUE VISITORS

OCTOBER – DECEMBER 2018 VS. 2017



Despite a slight dip in new car sales in 2018, the auto category is holding strong and even showing slight growth among Canadian internet users. Although **Jumpstart's audience saw modest growth overall, it jumped more than ten percentage points on smartphones**, now representing the majority of traffic by device.



TOP 5 AUTO RESOURCE COMPETITORS

	Q4 2018	% Change
1 Kijiji.CA	3.2M	-13%
2 Autotrader.CA	2.0M	+8%
3 Driving.CA	1.5M	+130%
4 Jumpstart	1.4M	+2%
5 CarGurus.com	1.3M	+50%

TOP 5 MANUFACTURER WEBSITES

	Q4 2018	% Change
1 Fiat Chrysler Automobiles (FCA)	810K	0%
2 Honda	770K	+12%
3 Toyota.com	736K	-1%
4 Chevrolet.com	703K	-29%
5 NissanUSA.com	666K	+69%

Source: comScore Media Metrix Multi-Platform, October – December 2017 vs. 2018

comScore classifies different automotive site categories as follows:

Automotive: Automotive sites and buying guides, automotive publications, automotive news and information, and racing sites

Auto Resources: Provides price quotes, specifications on car parts, and information on buying a car

Auto Manufacturer: Automobile manufacturers and holding companies

REACHING UNIQUE AUDIENCES

LOW DUPLICATION AMONG JUMPSTART & KEY COMPETITORS

	SHARED AUDIENCE W/JUMPSTART	% SHARED AUDIENCE	JUMPSTART'S UNIQUE AUDIENCE
Kijiji.CA Cars & Vehicles	601K	19%	792K
Autotrader.CA	581K	29%	812K
CarGurus.com	343K	27%	1,049K
MSN Autos - Canada	214K	18%	1,178K
Driving.CA	240K	17%	1,153K



Jumpstart's audience continues to show low duplication among top competitive auto research and shopping websites. The highest cross-visitation is typically found with auto listings websites, as seen with Kijiji Cars & Vehicles, Autotrader, and CarGurus.

GEOGRAPHIC DISTRIBUTION

4.6%
ATLANTIC

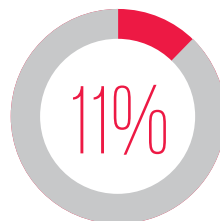
11.8%
QUEBEC

47.6%
ONTARIO

21.6%
PRAIRIES

14.8%
BRITISH COLUMBIA

11% are French-speaking, which closely aligns with the population of visitors from Quebec.



FRENCH SPEAKING

Source: comScore Media Metrix Multi-Platform, October – December 2018

JUMPSTART CANADA'S AUDIENCE PROFILE

AGE

55% 25-54 YEARS

28% 18-34 YEARS

Jumpstart's Canadian audience skews younger than in the U.S., with a majority falling between 25 – 54 years old. With a significant increase in smartphone traffic in 2018, the age of mobile visitors also shifted. The largest population of smartphone visitors falls within the 18 – 49 range, representing 68% of Jumpstart's mobile audience.

HOUSEHOLD INCOME*

57%  \$75K+ HOUSEHOLD INCOME

36%  \$100K+ HOUSEHOLD INCOME

Jumpstart's visitors with an income of \$60k+ index at 118, \$75k+ at 108, and those with \$100k+ fall in line with the average internet population.

GENDER



69% ♂

31% ♀

Jumpstart's audience skews towards men across all devices, however it increases to 72% on smartphones and decreases to 65% on tablets. More women are using tablets (35%) to shop for cars than other devices.

HOW SHOPPERS ARE REACHING OUR PORTFOLIO

NEW AND RETURNING VISITORS



TRAFFIC SOURCES

Search Landing on Jumpstart pages through natural (organic) search	68%	80% of Jumpstart's traffic reaches our sites through organic methods.
Direct Typing the exact URL for one of our sites into the browser	12%	
Paid Search Landing on Jumpstart pages through a sponsored search link	12%	
Referral Coming to Jumpstart directly from another site	6%	
Social Discovering Jumpstart through social media platforms	1%	
Other Entering one of Jumpstart's sites most commonly from a campaign-tagged URL	1%	

CANADA AUTOMOTIVE SHOPPING

With insight into the shopping behaviors of 1.4 million unique monthly visitors, Jumpstart's automotive shopping metrics identify trends in interest and are relied upon as indicators of intent.

METHODOLOGY

IN 2018, WE REVAMPED OUR DATA PLATFORM TO BETTER PINPOINT ACTIVE SHOPPERS



Our **PRIOR** methods relied upon **CONTENT** to identify user intent



Our **NEW** methodology utilizes user **BEHAVIOR** to identify active shoppers

These core metrics are then used to analyze **ACTIVE SHOPPERS** and provide an assessment of **YOUR** brand health.

SHARE OF SHOPPING



LOYALTY



CROSS-SHOPPING



REVERSE CROSS-SHOPPING



+Based On Monthly Unique Visitor Data, This Metric Shows The Percentage Of:

Visitors who looked at a particular model relative to a defined population



Visitors who viewed **ONLY** one model



Shoppers who viewed a competitive model **AFTER** viewing your model **FIRST**



Shoppers who viewed a competitive model **FIRST** then visited your model **AFTER**



+In Other Words, These Metrics Measure:

INTEREST LEVELS

CROSS-SHOPPING PROPENSITY

COMPETITIVE THREATS

COMPETITIVE OPPORTUNITIES

Because the data is collected at a model level there is flexibility to aggregate and calculate by the following:



NEW VS. USED



LUXURY VS. NON-LUXURY



BRAND ORIGIN



BODY STYLE



FUEL TYPE



VEHICLE SEGMENT



BRAND MAKE

What makes this data even better? It's sourced from our diverse in-market sites that specialize in various aspects of the shopping process.

It represents the entire path to purchase so you can see the **COMPLETE** picture!

TOP 10 BRANDS

Share of Sales

	Brand	% Change	2018 Sales (K)		Brand	% Change	2018 Sales (K)
1	FORD			6	HYUNDAI		
	2017 14.7%				2017 6.4%		
	2018 14.5%	-1%	289.7		2018 6.4%	1%	127.8
2	TOYOTA			7	GMC		
	2017 9.8%				2017 4.9%		
	2018 10.4%	6%	207.5		2018 4.7%	-3%	94.2
3	HONDA			8	RAM		
	2017 8.7%				2017 5.1%		
	2018 8.8%	1%	175.0		2018 4.5%	-12%	89.6
4	CHEVROLET			9	MAZDA		
	2017 8.4%				2017 3.6%		
	2018 8.2%	-2%	164.0		2018 3.7%	2%	73.9
5	NISSAN			10	KIA		
	2017 6.6%				2017 3.7%		
	2018 6.8%	4%	136.5		2018 3.7%	-2%	73.0

TOP 10 BRANDS

Based On Share Of Sales Growth Rate

	Brand	% Change	2018 Sales (K)		Brand	% Change	2018 Sales (K)
1	TESLA	184%	9.6	6	MITSUBISHI	14%	25.2
2	GENESIS	181%	1.4	7	PORSCHE	10%	8.9
3	VOLVO	33%	9.2	8	SUBARU	9%	58.1
4	ALFA ROMEO	29%	1.4	9	TOYOTA	6%	207.5
5	LAND ROVER	14%	10.2	10	VOLKSWAGEN	6%	72.2

TOP 10 BRANDS

By Share Of Shopper Interest

Rank	Brand	2017 %	% Change	2018 Sales (K)
1	FORD	9.6%	8%	289.7
2	CHEVROLET	7.6%	2%	164.0
3	TOYOTA	7.4%	3%	207.5
4	HONDA	7.7%	-5%	175.0
5	HYUNDAI	3.9%	29%	127.8
6	BMW	4.6%	5%	39.0
7	NISSAN	4.5%	2%	136.5
8	VOLKSWAGEN	4.8%	-10%	72.2
9	AUDI	4.4%	-10%	36.9
10	MAZDA	4.7%	-15%	73.9












TOP 10 BRANDS

Based On Share Of Shopper Interest Growth Rate

Rank	Brand	% Change	2018 Sales (K)
1	RAM	37%	89.6
2	GENESIS	35%	1.4
3	HYUNDAI	29%	127.8
4	MITSUBISHI	14%	25.2
5	FORD	8%	289.7
6	KIA	8%	73.0
7	VOLVO	8%	9.2
8	GMC	7%	94.20
9	TESLA	7%	9.6
10	BMW	5%	39.0

BODY STYLES

SHARE OF INTEREST

BODY STYLE		2018	% CHANGE 2017 - 2018
Luxury		29.6%	-3%
Non-Luxury		70.4%	+1%
SUV/CUV		35.3%	+7%
Compact		19.2%	+0%
Truck		12.0%	+11%
Sedan		9.3%	-10%
Performance		8.6%	-13%
Sport		7.3%	+1%
Hatchback/Wagon		3.4%	-7%
Van		2.9%	-6%
Coupe		2.0%	-30%

TOP 10 SEGMENTS

Share Of Interest

	Jumpstart Segment	2018	% Change
1	Compact SUV/CUV	12.3%	2%
2	Midsize SUV/CUV	8.9%	8%
3	Compact Car	8.7%	-1%
4	Full-Size Pickup Truck	7.1%	16%
5	Subcompact SUV/CUV	4.6%	13%
6	Midsize Sedan	4.5%	-11%
7	Entry Luxury Car	4.4%	-1%
8	Midsize Luxury SUV/CUV	3.9%	6%
9	Full-Size Luxury SUV/CUV	2.9%	5%
10	Midsize Pickup Truck	2.8%	2%

TOP 10 BRANDS

Loyalty

	Brand	2018	% Change
1	smart	71.6%	15%
2	Ford	68.9%	11%
3	Tesla	68.1%	0%
4	Maserati	67.4%	16%
5	Jeep	66.8%	10%
6	Dodge	66.4%	8%
7	RAM	66.2%	10%
8	Chevrolet	64.7%	12%
9	Fiat	64.5%	10%
10	MINI	63.1%	12%

SHARE OF INTEREST BY BRAND

NON-LUXURY (\$) 

BRAND	SHARE OF BRAND INTEREST		COMPETITIVE BRAND			
	2018	% CHANGE	THREAT	%	OPPORTUNITY	%
Ford	14.2%	7%	Chevrolet	22%	RAM	39%
Chevrolet	10.6%	1%	Ford	25%	GMC	42%
Toyota	10.3%	1%	Honda	30%	Honda	27%
Honda	10.0%	-6%	Toyota	27%	Toyota	30%
Jeep	4.7%	-3%	Ford	21%	Dodge	12%
Nissan	6.3%	1%	Honda	21%	Mitsubishi	13%
Dodge	4.8%	-6%	Ford	21%	Chrysler	22%
Subaru	4.2%	-3%	Honda	25%	Volkswagen	11%
Volkswagen	5.9%	-11%	Honda	22%	MINI	17%
Hyundai	6.9%	27%	Honda	23%	Kia	22%
Kia	4.8%	7%	Hyundai	22%	Hyundai	18%
Mazda	5.4%	-16%	Honda	29%	Honda	17%
GMC	3.4%	6%	Chevrolet	42%	Chevrolet	16%
RAM	2.9%	36%	Ford	39%	Dodge	14%
Buick	1.5%	-5%	Chevrolet	23%	Cadillac	6%
Chrysler	1.4%	-8%	Dodge	22%	Dodge	8%
Mitsubishi	1.3%	12%	Honda	19%	smart	3%
MINI	0.6%	-16%	Volkswagen	17%	Fiat	6%
Fiat	0.6%	-36%	Ford	15%	smart	7%
smart	0.2%	-8%	Chevrolet	18%	Fiat	2%

LUXURY 

BRAND	SHARE OF BRAND INTEREST		COMPETITIVE BRAND			
	2018	% CHANGE	THREAT	%	OPPORTUNITY	%
BMW	18.2%	8%	Audi	23%	Mercedes-Benz	24%
Mercedes-Benz	14.2%	-9%	BMW	24%	Maserati	22%
Audi	14.8%	-7%	BMW	24%	Porsche	24%
Lexus	6.5%	2%	Audi	19%	Acura	14%
Porsche	6.5%	6%	Audi	24%	Maserati	21%
Tesla	4.7%	10%	BMW	16%	Maserati	7%
Volvo	5.7%	12%	Audi	24%	Jaguar	12%
Acura	6.3%	9%	Honda	21%	Lexus	15%
Cadillac	4.1%	-11%	Chevrolet	18%	Lincoln	11%
Infiniti	4.4%	0%	Audi	17%	Lexus	7%
Lincoln	2.7%	8%	Ford	25%	Cadillac	8%
Jaguar	3.2%	-8%	BMW	20%	Land Rover	9%
Land Rover	2.7%	-20%	BMW	20%	Maserati	8%
Alfa Romeo	2.4%	-10%	Audi	22%	Maserati	6%
Genesis	2.2%	39%	Audi	17%	Alfa Romeo	4%
Maserati	1.1%	5%	Mercedes-Benz	22%	Porsche	2%
Polestar	0.1%	213%	Volvo	18%	Maserati	< 1%

Source: Jumpstart Internal Analytics, January 2017 – December 2018

PATH TO PURCHASE

AN EXPLORATION OF WHAT'S FEEDING ALTERNATIVE FUEL INTEREST

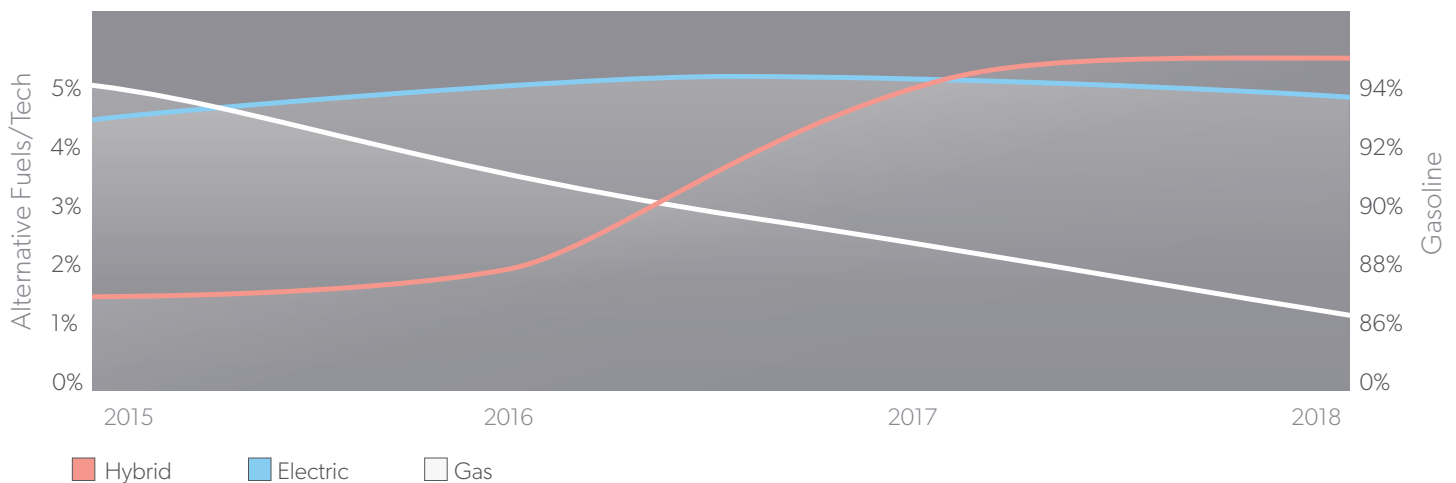
It's no surprise that Canada has been focused on energy efficiency, reducing carbon emissions, and working towards a greener future. Through climate and energy policy, building and development codes, and the commitment of collaboration across federal, provincial, and territorial governments, the fight to reduce global climate change is one that Canadians are committed to. Despite that, the hefty purchase price and comfort level of new automotive engine and fuel technologies can cause slow adoption.

But it's not bad news. Canadians are showing strong adoption and interest for alternative fuel vehicles, and while the purchase journey is not always linear, we have many indicators that show continuous growth and wider adoption ahead.

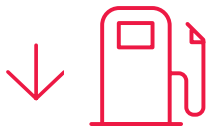
This analysis explores the trends in alternative fuel interest among Jumpstart's Canadian shoppers, the top brands and models being researched, as well as their path to arriving at an alternative fuel vehicle. Faced with many options (hybrid, plug-in hybrid, electric, fuel cell, and more), consumers are becoming increasingly informed and choosing the path to alternative fuel vehicles.

ALTERNATIVE FUEL INTEREST IS GROWING

SHARE OF SHOPPER INTEREST: TOP 3 FUELS/TECHNOLOGIES



Looking at a four-year trend, **interest in gasoline vehicles has slowly been declining** (-5% 2018 vs. 2015), while all other fuel types have seen double-digit increases



Unlike the U.S., Canada has adopted electric more than hybrid technologies— **electric became the #1 alternative fuel type in Canada in 2018**, and growth since 2015 outpaced hybrids 23 to 1.



Source: Jumpstart Internal Analytics, January 2017 – December 2018

Definitions: Hybrid is referring to conventional hybrid (gasoline fueled engine and electric motor); Electric is referring to fully-electric vehicles (battery exclusive); Gas is referring to internal combustion (gasoline-fueled engine)

LEAPING FROM GAS TO ELECTRIC

While electrics are the top choice for alternative fuels, we look at gasoline cross-shopping (i.e., the percent of gasoline shoppers that are looking at other alternative fuel types after looking at a gasoline engine) as an indicator of growth. With gasoline engines making up the largest volume of vehicle sales and shopping, this segment will be feeding the alternative fuel categories for years to come.

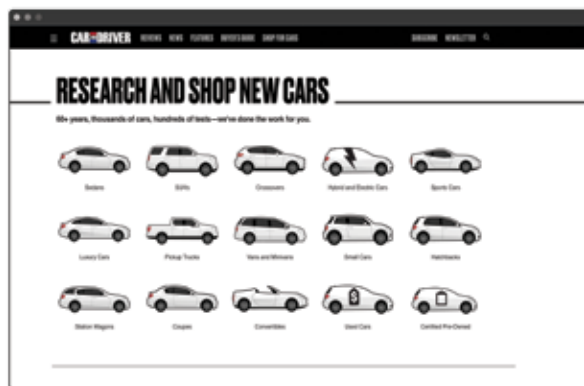
In 2018 gas shoppers were still moving to hybrids (34%) as a stepping stone towards fuel independence, and were 40% more likely to cross-shop a hybrid than an electric. However, there is strong progression towards electric technologies. In comparison to 2015, gas shoppers were 65% more likely to cross-shop electric and 15% more likely to cross-shop plug-in hybrids.

GASOLINE CROSS-SHOPPING

	2015	2016	2017	2018	% Change 2018 VS. 2015
HYBRID	53.6%	43.5%	44.8%	33.5%	-37%
ELECTRIC	14.5%	16.3%	23.2%	23.8%	65%
PLUG-IN HYBRID	10.9%	16.4%	17.0%	12.5%	15%

POINTS OF NAVIGATION

Across the Jumpstart portfolio we look at vehicle category or body style icons that are found on main entry pages of our publisher partner websites as indicators of shopper intent. When a consumer clicks on the icon for a sedan, it tells us they had the previous notion or intent to buy a sedan. Similarly, if they click on the icon for an electric or a hybrid, we believe they have the intention or desire to purchase an alternative fuel for their next vehicle.



THE MAJORITY SHOP WITH A BODY STYLE IN MIND FIRST, AND THEN SHIFT THEIR ATTENTION TO HYBRID/ELECTRIC.

54% of users who clicked on both the sedan and hybrid/electric icon clicked on sedan FIRST and then clicked on hybrid/electric at some point after.

Roughly 46% of users are starting with the hybrid/electric category in mind, indicating that they are at least interested in an alternative fuel vehicle right from the start.

53% of users who clicked on both the SUV/CUV and hybrid/electric icon clicked on SUV/CUV FIRST and then clicked on hybrid/electric at some point after.



Source: Jumpstart Internal Analytics, January 2017 – December 2018

Definitions: Hybrid is referring to conventional hybrid (gasoline-fueled engine and electric motor); Electric is referring to fully electric vehicles (battery exclusive); Plug-In Hybrid is referring to a Hybrid with the ability to plug into an outlet to charge the battery; Gasoline is referring to internal combustion (gasoline-fueled engine)

RISING STARS

Which brands and models are winning in the alternative fuels? Given the affinity towards electric vehicles, Tesla and Chevrolet are winning two spots each of the Top 10 most popular alternative fuel models, but Toyota also claims two spots among their hybrid lineup.

Looking at the top-growing models in shopper interest, it's clear that alternative fuels are a focus for every manufacturer. Sure, Honda is leading the list with significant growth in three vehicles (Clarity Plug-In Hybrid, Clarity Electric, and Insight), but the diverse mix of brands and models points to a widespread trend that can't be ignored.

PRICE EXPECTATIONS

For many consumers it will often still come down to price, and there's a lot of research happening around what's available at various price points.



Hybrid shoppers are looking at an average range of **\$36,099 – \$48,103**



When adding electric to the mix, the high end of increases to **\$51,810**

TOP 5 MOST POPULAR ALTERNATIVE FUEL MODELS

Vehicle	Fuel Type	2018 Share	% Change vs. 2017
TESLA MODEL 3	EV	8.8%	34%
CHEVROLET BOLT	EV	5.1%	-24%
NISSAN LEAF	EV	4.9%	65%
KIA NIRO HYBRID	HEV	4.8%	-13%
CHEVROLET VOLT	PHEV	4.4%	-11%

Alternative fuel shoppers in Canada are still showing love towards compact body styles, but in 2018 two SUVs/CUVs made the Top 10 list (Kia Niro Hybrid and Toyota RAV4 Hybrid) and more are on the horizon.

TOP 5 FASTEST GAINERS

Vehicle	Fuel Type	% Change vs. 2017
HONDA CLARITY PLUG-IN HYBRID	PHEV	38156%
HONDA CLARITY ELECTRIC	EV	15884%
MINI COUNTRYMAN S E PLUG-IN HYBRID	PHEV	2839%
HONDA INSIGHT	HEV	2083%
VOLVO S90 PLUG-IN HYBRID	PHEV	1956%

REGIONAL INTEREST

Although gas (or petroleum) is still dominant across 62% of Canada, alternative fuels are starting to pop in some of the most-populated regions of the country. Here, we look at alternative fuels or technologies from an affinity standpoint, ranked and scored by how much higher the interest is from the national average.

Among the alternative fuel types, hybrid ranks #1 in 54% of the country followed by electric (31%), and plug-in hybrid (15%). Given a limited infrastructure for fuel-cell vehicles, this technology failed to rank #1 in any province/territory. However, Canada is not far behind and is currently testing and working with manufacturers like Toyota and Honda, as well as teaming up with hydrogen suppliers to ignite the development of a charging network.

The highest affinity for electric lies within British Columbia and Quebec, where electric ranks #1 among all alternative fuels. This aligns with an October 2018

report from the Global News citing Quebec as “leading the country in the number of electric vehicles on the road” and identifying concerns that the supply of electric vehicles in British Columbia could not keep up with demand.

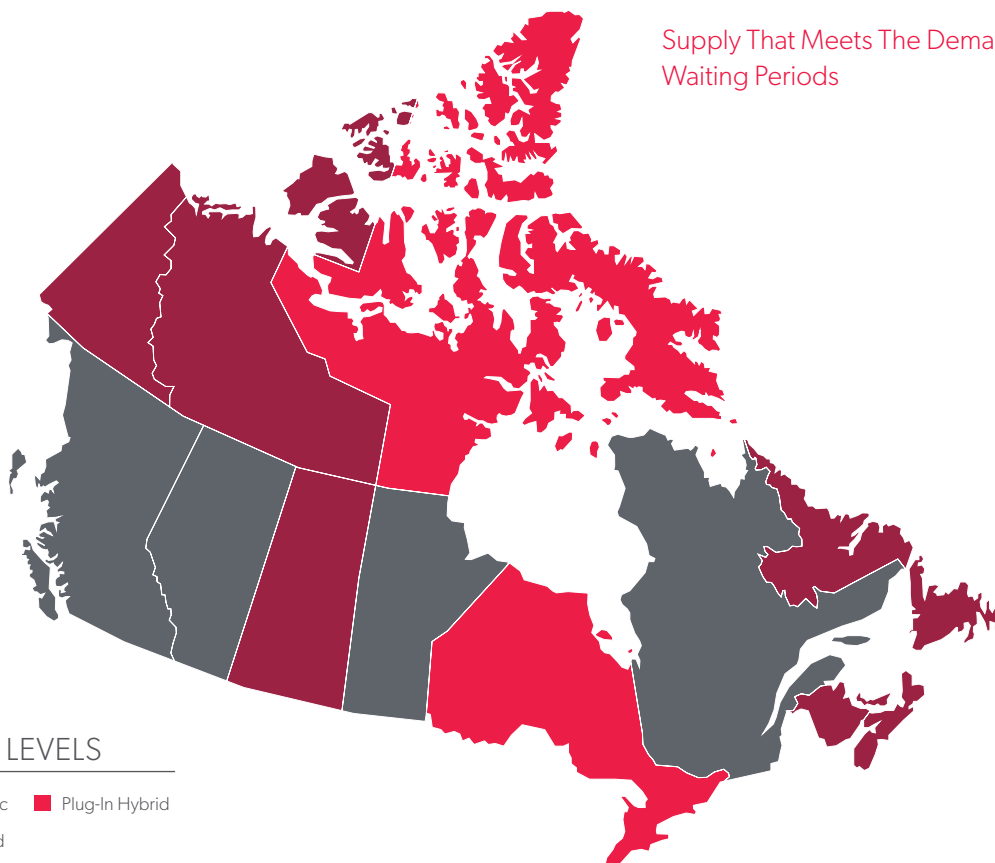
On the other hand, Ontario has taken a step back on the road to electrification. The affinity for electric vehicles fell 9% from 2017 to 2018, the largest decrease among all provinces. Recent policy changes (announced in July 2018) are likely causing the down-shift. Among the changes was the cancellation of the cap and trade program (incentives for reducing emissions), resulting in lowering the price of gas and ending several key clean energy programs, including Ontario’s Electric and Hydrogen Vehicle Incentive Program and the Electric Vehicle Charging Incentive Programs.

Given record-high gas prices and a greener mindset nationally, Canadians will more quickly adopt alternative fuels and technologies with the following:

The Development Of A More Widespread Infrastructure

Incentives That Will Help Towards Increasing Vehicle Prices

Supply That Meets The Demand, Removing Lengthy Waiting Periods



DATA LEVELS

■ Electric ■ Plug-In Hybrid
■ Hybrid



BY THE NUMBERS

TOP 5

CARS

Although car interest has been declining in recent years, we think there are a few highlights that should be mentioned. Specifically, there are brands that are bucking the trends of their segment and drawing consumer interest back into cars.

Toyota Corolla

Despite slight declines in the segment, Corolla increased 28% in shopper interest in 2018 and held its rank at #3.

Nissan Altima

With a 2019 model-year refresh, Nissan Altima increased shopper interest by 52% in a segment that saw overall declines of 11%.

Nissan Leaf

As alternative fuel cars pick up speed, Nissan Leaf was able to capture growth of 51% in a highly competitive segment, while most of its Top 5 competitors lost share to new entries.

Mercedes-Benz A-Class

In the new segment of entry luxury compact cars, Mercedes-Benz A-Class is grabbing shopper attention with rapid growth of 980% in anticipation of its 2019 arrival.

Kia Stinger

Despite thinking that Kia Stinger's bold entrance would fade away by mid-year, it held the #2 spot in the entry luxury car category for all of 2018 in Canada and the U.S.

Genesis G70

A new contender in the entry luxury car category, Genesis G70 jumped 445% in 2018 and ranks 5th in one of the most popular luxury car segments.

SUBCOMPACT CARS



2018 Segment Rank 15 Share 2.5% Change -5%

			% Change
1	Honda Fit		
	2018 14.7%	2017 14.4%	2%
2	Hyundai Accent		
	2018 14.5%	2017 13.5%	7%
3	Toyota Yaris		
	2018 12.1%	2017 13.0%	-7%
4	Kia Rio		
	2018 11.1%	2017 9.1%	22%
5	Nissan Versa		
	2018 10.0%	2017 10.3%	-3%

Total Segment Size: 11 Models

COMPACT CARS



2018 Segment Rank 3 Share 8.7% Change -1%

			% Change
1	Honda Civic		
	2018 19.9%	2017 19.3%	3%
2	Mazda Mazda3		
	2018 14.1%	2017 12.2%	15%
3	Toyota Corolla		
	2018 10.4%	2017 8.1%	28%
4	Hyundai Elantra		
	2018 9.0%	2017 8.1%	11%
5	Volkswagen Golf		
	2018 10.0%	2017 8.3%	-17%

Total Segment Size: 15 Models

MIDSIZE SEDANS



2018 Segment Rank 6 Share 4.5% Change -11%

			% Change
1	Honda Accord		
	2018 23.0%	2017 24.2%	-5%
2	Toyota Camry		
	2018 19.7%	2017 21.4%	-8%
3	Ford Fusion		
	2018 10.4%	2017 10.4%	0%
4	Nissan Altima		
	2018 8.3%	2017 5.5%	52%
5	Hyundai Sonata		
	2018 8.0%	2017 7.5%	6%

Total Segment Size: 11 Models

ALTERNATIVE FUEL CARS



2018 Segment Rank 12 Share 2.7% Change 11%

			% Change
1	Tesla Model 3		
	2018 19.9%	2017 16.2%	23%
2	Chevrolet Bolt		
	2018 11.6%	2017 16.6%	-30%
3	Nissan Leaf		
	2018 11.0%	2017 7.3%	51%
4	Chevrolet Volt		
	2018 9.9%	2017 12.0%	-18%
5	Hyundai Ioniq Hybrid		
	2018 9.8%	2017 10.2%	-4%

Total Segment Size: 19 Models

ENTRY LUXURY COMPACTS



2018 Segment Rank 33 Share 0.8% Change -5%

	2018		2017		% Change
1 Audi A3	30.3%	31.4%	31.4%	30.3%	-3%
2 BMW 2 Series	23.1%	27.6%	27.6%	23.1%	-16%
3 Mercedes-Benz CLA-Class	19.2%	18.8%	18.8%	19.2%	2%
4 Acura ILX	18.5%	17.8%	17.8%	18.5%	4%
5 Mercedes-Benz A-Class	6.5%	0.6%	0.6%	6.5%	980%

Total Segment Size: 6 Models

ENTRY LUXURY CARS



2018 Segment Rank 7 Share 4.4% Change -1%

	2018		2017		% Change
1 BMW 3 Series	18.4%	17.2%	17.2%	18.4%	8%
2 Kia Stinger	13.8%	8.6%	8.6%	13.8%	61%
3 Mercedes-Benz C-Class	10.5%	10.7%	10.7%	10.5%	-1%
4 Audi A4	9.8%	10.8%	10.8%	9.8%	-9%
5 Genesis G70	6.6%	1.2%	1.2%	6.6%	445%

Total Segment Size: 17 Models

MIDSIZE LUXURY SEDANS



2018 Segment Rank 23 Share 1.6% Change -19%

	2018		2017		% Change
1 BMW 5 Series	22.0%	19.8%	19.8%	22.0%	11%
2 Mercedes-Benz E-Class	18.1%	18.4%	18.4%	18.1%	-2%
3 Genesis G80	11.7%	9.5%	9.5%	11.7%	24%
4 Audi A6	11.1%	10.1%	10.1%	11.1%	11%
5 Cadillac CTS	8.2%	9.1%	9.1%	8.2%	-10%

Total Segment Size: 14 Models

FULL-SIZE LUXURY SEDANS



2018 Segment Rank 26 Share 1.3% Change -20%

	2018		2017		% Change
1 Tesla Model S	18.7%	19.2%	19.2%	18.7%	-3%
2 Mercedes-Benz S-Class	14.4%	11.7%	11.7%	14.4%	24%
3 Audi A7	10.2%	8.8%	8.8%	10.2%	16%
4 BMW 7 Series	9.3%	11.9%	11.9%	9.3%	-22%
5 Porsche Panamera	8.1%	8.2%	8.2%	8.1%	-1%

Total Segment Size: 12 Models



BY THE NUMBERS

TOP 5

SUVS AND CUVS

With continued growth in most of the SUV and crossover categories, there is even more new product entering the market and stirring up competition. But the successes weren't all tied to launches—some of the most familiar SUVs surpassed their ranks of prior years.

Hyundai Kona

In its first full year on the market, Kona jumped to the #1 ranking vehicle in one of the fastest-growing segments, grabbing 18% share of shopper interest in the category.

Toyota RAV4

A familiar name in the compact SUV/CUV segment, RAV4 increased its share of shopper interest by 44% while the segment only grew 2%. More importantly, its Top 5 competitors all saw declines.

Hyundai Santa Fe

Leading another segment, Hyundai has a strong presence with Santa Fe ranking #1 among 22 midsize SUVs/CUVs and capturing 38% growth in 2018.

Acura RDX

Following a highly-anticipated refresh, RDX jumped back into the #1 ranking compact luxury SUV/CUV and grew its share of the segment by 43% in 2018.

Volvo XC40

In its first generation, XC40 increased share by 500% and ranks 3rd in one of the highest-growth segments, compact luxury SUVs/CUVs.

Lincoln Navigator

In one of the smaller segments that saw declines in shopper interest in Canada, Navigator was able to increase its share by 72% and move to the #3 rank in 2018.

SUBCOMPACT SUVs/CUVS



2018 Segment Rank 5 Share 4.6% Change 13%

			% Change
1	Hyundai Kona		
	2018 18.2%	2017 0.7%	2646%
2	Subaru Crosstrek		
	2018 13.0%	2017 13.0%	0%
3	Honda HR-V		
	2018 11.4%	2017 12.4%	-8%
4	Mazda CX-3		
	2018 10.6%	2017 18.1%	-41%
5	Kia Niro Hybrid		
	2018 6.5%	2017 8.5%	-24%

Total Segment Size: 16 Models

COMPACT SUVs/CUVS



2018 Segment Rank 1 Share 12.3% Change 2%

			% Change
1	Honda CR-V		
	2018 13.5%	2017 14.8%	-9%
2	Toyota RAV4		
	2018 11.4%	2017 7.9%	44%
3	Mazda CX-5		
	2018 9.2%	2017 11.8%	-22%
4	Ford Escape		
	2018 8.2%	2017 8.7%	-5%
5	Jeep Wrangler		
	2018 7.0%	2017 7.4%	-6%

Total Segment Size: 22 Models

MIDSIZE SUVs/CUVS



2018 Segment Rank 2 Share 8.9% Change 8%

			% Change
1	Hyundai Santa Fe		
	2018 8.2%	2017 6.0%	38%
2	Toyota Highlander		
	2018 7.6%	2017 8.3%	-7%
3	Ford Edge		
	2018 7.6%	2017 6.8%	12%
4	Jeep Grand Cherokee		
	2018 6.9%	2017 8.3%	-18%
5	Volkswagen Atlas		
	2018 6.7%	2017 8.0%	-16%

Total Segment Size: 22 Models

LARGE SUVs



2018 Segment Rank 31 Share 0.9% Change -4%

			% Change
1	Ford Expedition		
	2018 24.0%	2017 24.5%	-2%
2	Chevrolet Tahoe		
	2018 22.5%	2017 19.6%	15%
3	GMC Yukon		
	2018 20.5%	2017 19.2%	7%
4	Chevrolet Suburban		
	2018 12.6%	2017 11.2%	13%
5	Nissan Armada		
	2018 10.8%	2017 12.8%	-15%

Total Segment Size: 6 Models

COMPACT LUXURY SUVs/CUVs



2018 Segment Rank **11** Share 2.7% Change 42%

			% Change
1	Acura RDX		
	2018 22.2%	2017 15.6%	43%
2	BMW X1		
	2018 16.9%	2017 20.7%	-19%
3	Volvo XC40		
	2018 13.8%	2017 2.3%	501%
4	Lexus NX		
	2018 9.4%	2017 15.3%	-39%
5	Audi Q3		
	2018 8.4%	2017 10.5%	-20%

Total Segment Size: 12 Models

MIDSIZE LUXURY SUVs/CUVs



2018 Segment Rank **8** Share 3.9% Change 6%

			% Change
1	Audi Q5		
	2018 13.3%	2017 15.7%	-16%
2	Lexus RX		
	2018 11.4%	2017 10.9%	5%
3	BMW X3		
	2018 10.8%	2017 10.9%	-1%
4	Volvo XC60		
	2018 9.2%	2017 9.5%	-4%
5	Porsche Macan		
	2018 8.4%	2017 8.1%	4%

Total Segment Size: 17 Models

FULL-SIZE LUXURY SUVs/CUVs



2018 Segment Rank **9** Share 2.9% Change 5%

			% Change
1	Acura MDX		
	2018 13.9%	2017 14.5%	-4%
2	BMW X5		
	2018 13.1%	2017 11.6%	13%
3	Audi Q7		
	2018 12.2%	2017 13.6%	-10%
4	Porsche Cayenne		
	2018 11.4%	2017 8.5%	33%
5	Volvo XC90		
	2018 11.4%	2017 12.6%	-10%

Total Segment Size: 16 Models

LARGE LUXURY SUVs



2018 Segment Rank **27** Share 1.2% Change -11%

			% Change
1	Mercedes-Benz G-Class		
	2018 14.7%	2017 13.2%	12%
2	Tesla Model X		
	2018 14.3%	2017 20.1%	-29%
3	Lincoln Navigator		
	2018 13.0%	2017 7.5%	72%
4	Cadillac Escalade		
	2018 12.0%	2017 10.1%	19%
5	Land Rover Range Rover		
	2018 11.8%	2017 13.0%	-9%

Total Segment Size: 10 Models



BY THE NUMBERS

TOP 5

TRUCKS AND VANS

Trucks continue to thrive across North America, and competition has been heating up with major refreshes from GM and RAM in 2018. As Ford Ranger makes its way to consumers in 2019, we'll continue to watch its impact on all truck segments. And while passenger vans have been declining, large vans are experiencing significant growth.

Ford Ranger

Ford Ranger ranks #1 in the midsize truck segment with 38% growth in 2018, but unlike the U.S., shopper interest and growth remain strong for #2 competitor, Toyota Tacoma.

RAM 1500

Ranking 2nd in the segment again in 2018, RAM 1500 saw 30% growth and holds 22% share of the highly competitive full-size pickup truck category.

Chevrolet Silverado

2018 was a big year for Silverado with a strong model-year refresh that helped increase share by 19% and hold its #3 rank in the segment.

Ford TransitConnect

Despite the small van segment declining 17% in 2018, TransitConnect grew its share 28% and moved ahead of Mercedes-Benz Metris to rank #1 in the category.

Dodge Grand Caravan

While the minivan segment was down 7%, Grand Caravan saw a 37% increase that bumped Honda Odyssey down. Sister brand Chrysler Pacifica also grew 17%.

RAM ProMaster

RAM ProMaster outpaced the segment with 22% growth in share of shopper interest and holds the #3 rank. Competitor, Mercedes-Benz Sprinter also outpaced the segment with 14% growth.

MIDSIZE PICKUP TRUCKS



2018 Segment Rank 10 Share 2.8% Change 2%

			% Change
1	Ford Ranger		
	2018 24.6%	2017 17.8%	38%
2	Toyota Tacoma		
	2018 21.9%	2017 20.0%	10%
3	Chevrolet Colorado		
	2018 17.9%	2017 19.7%	-9%
4	Honda Ridgeline		
	2018 12.5%	2017 16.6%	-25%
5	GMC Canyon		
	2018 10.8%	2017 13.1%	-17%

Total Segment Size: 7 Models

FULL-SIZE PICKUP TRUCKS



2018 Segment Rank 4 Share 7.1% Change 16%

			% Change
1	Ford F-150		
	2018 34.2%	2017 38.1%	-10%
2	RAM 1500		
	2018 22.3%	2017 17.2%	30%
3	Chevrolet Silverado 1500		
	2018 16.5%	2017 13.9%	19%
4	GMC Sierra 1500		
	2018 12.4%	2017 12.0%	3%
5	Toyota Tundra		
	2018 6.3%	2017 6.3%	0%

Total Segment Size: 7 Models

3/4- & 1-TON PICKUP TRUCKS



2018 Segment Rank 21 Share 1.7% Change 10%

			% Change
1	Ford F-250 Super Duty		
	2018 19.2%	2017 19.5%	-1%
2	Chevrolet Silverado 2500HD		
	2018 15.6%	2017 15.8%	-2%
3	RAM 2500		
	2018 15.4%	2017 12.8%	20%
4	GMC Sierra 2500HD		
	2018 13.4%	2017 14.7%	-9%
5	Ford F-350 Super Duty		
	2018 13.4%	2017 13.1%	2%

Total Segment Size: 10 Models

SMALL VANS



2018 Segment Rank 35 Share 0.2% Change -17%

			% Change
1	Ford Transit Connect		
	2018 34.3%	2017 27.0%	27%
2	Mercedes-Benz Metris		
	2018 31.4%	2017 41.4%	-24%
3	Nissan NV200		
	2018 14.4%	2017 13.3%	8%
4	RAM ProMaster City		
	2018 12.2%	2017 11.0%	11%
5	Chevrolet City Express		
	2018 7.7%	2017 7.3%	6%

Total Segment Size: 5 Models

MINIVANS



2018 Segment Rank 19 Share 2.1% Change -7%

			% Change
1	Dodge Grand Caravan		
	2018 32.4%	2017 23.6%	37%
2	Honda Odyssey		
	2018 20.8%	2017 24.1%	-13%
3	Toyota Sienna		
	2018 18.9%	2017 21.9%	-14%
4	Chrysler Pacifica		
	2018 18.8%	2017 16.1%	17%
5	Kia Sedona		
	2018 9.0%	2017 8.5%	7%

Total Segment Size: 5 Models

LARGE VANS



2018 Segment Rank 34 Share 0.4% Change 12%

			% Change
1	Ford Transit		
	2018 31.9%	2017 35.6%	-11%
2	Mercedes-Benz Sprinter		
	2018 19.7%	2017 17.2%	14%
3	RAM ProMaster		
	2018 16.5%	2017 13.6%	22%
4	Chevrolet Express		
	2018 11.0%	2017 12.2%	-10%
5	GMC Savana		
	2018 10.6%	2017 9.1%	16%

Total Segment Size: 6 Models

TOP SEGMENTS FUELING INTEREST

Highest Affinity Scores¹

We've been watching SUVs/CUVs take over the market for a couple years now, but in 2018 they started to dominate consumer preferences in Canada. The #1 segment interest changed drastically, with nearly 70% of provinces and territories (9 of 13) changing from last year. Five of those moved from another segment into an SUV/ CUV. In fact, the SUV/CUV segment ranked #1 in 54% of provinces and territories. In this analysis, we use affinity scores instead of volume to highlight where geographical interest climbs ahead of the national average. The higher the score, the greater the interest is above its national rank.

The Top 3 highest affinity scores among all segments in any province or territory were:

PROVINCE	SEGMENT	SCORE
BRITISH COLUMBIA	ALTERNATIVE FUEL CAR	73.8
YUKON TERRITORY	3/4- & 1-TON PICKUP	73.1
YUKON TERRITORY	LARGE VAN	72.5

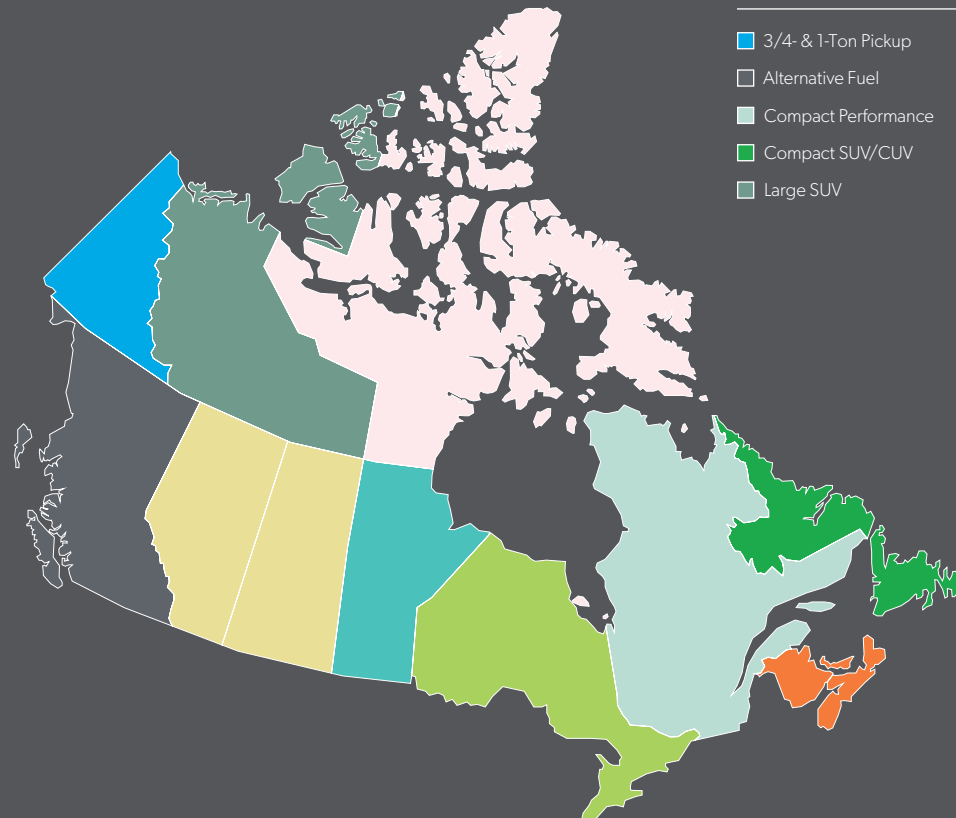
Small, But Not Insignificant

From compact performance to subcompact SUVs/CUVs, some of the strongest growth across the country was seen in the subcompact or compact sizes of many body styles.

Smaller cars grew in popularity in the central part of Canada. Manitoba, Saskatchewan, and Alberta ranked as the top 3 provinces for affinity score growth among both subcompact cars and compact cars.

The eastern side of the country has an increasing affinity towards subcompact SUVs and CUVs, with the highest growth in Quebec, New Brunswick, Ontario, and Nova Scotia.

NON-LUXURY SEGMENTS



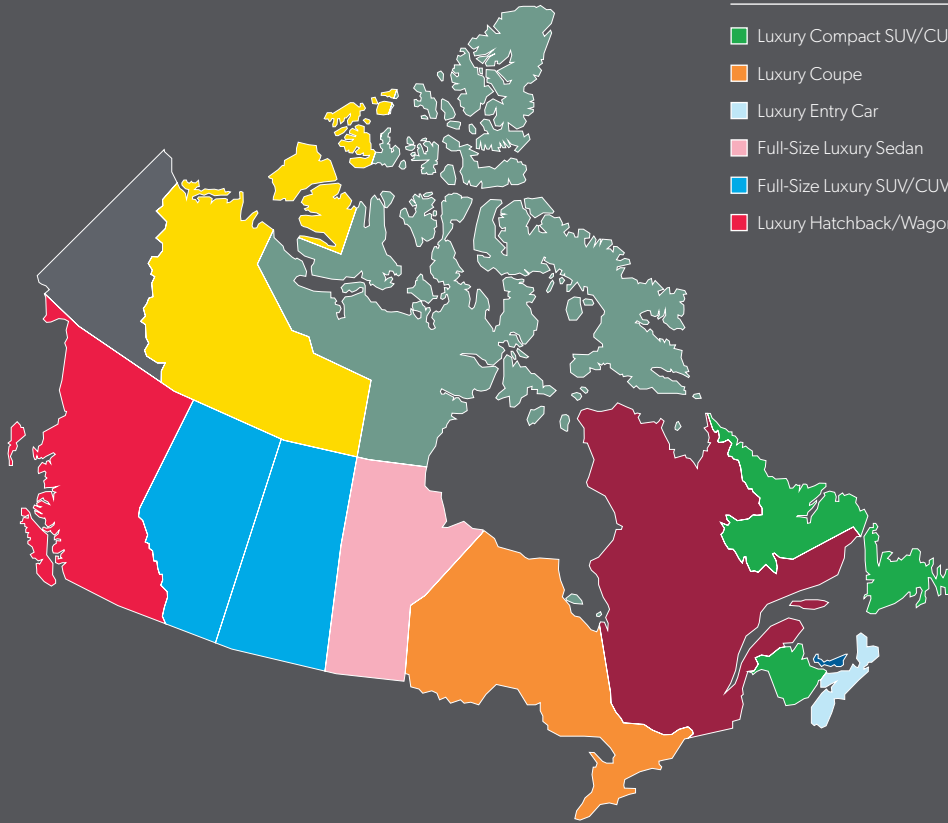
BODY STYLES

- 3/4- & 1-Ton Pickup
- Midsize SUV/CUV
- Alternative Fuel
- Midsize Pickup
- Compact Performance
- Minivans
- Compact SUV/CUV
- Muscle Car
- Large SUV
- Subcompact SUV/CUV

1. Jumpstart Internal Analytics, January 2017 – December 2018

Using a mathematical score that takes into account the mean and standard deviation of traffic to Jumpstart sites, these maps display shopper interest in vehicle segments and brands across all provinces and territories.

LUXURY SEGMENTS



BODY STYLES

- Luxury Compact SUV/CUV
- Luxury Coupe
- Luxury Entry Car
- Full-Size Luxury Sedan
- Full-Size Luxury SUV/CUV
- Luxury Hatchback/Wagon
- Performance Luxury
- Premium Luxury Performance
- Luxury Sport
- Large Luxury SUV
- Performance Luxury Sedan

Highest Affinity Scores¹

Although luxury SUV/CUV segments are among the most popular, cars outperformed the utilities in 62% of the Canadian provinces and territories. In fact, the fastest-growing segments were premium luxury performance cars (+35% from last year) in Prince Edward Island, luxury hatchbacks/wagons (+30%) in New Brunswick, and luxury coupes (+27%) in Newfoundland and Labrador. When looking at affinity scores (rather than growth), SUVs and CUVs dominate the top segments across all regions of Canada.

The Top 3 highest affinity scores among all luxury segments in any province or territory were:

PROVINCE	SEGMENT	SCORE
NUNAVUT	LARGE LUXURY SUV	79.0
NEWFOUNDLAND AND LABRADOR	COMPACT LUXURY SUV/CUV	77.0
NUNAVUT	LUXURY PERFORMANCE SUV/CUV	76.1

Cars Lead Growth, SUVs Rule In Volume

Entry luxury car affinity grew by 11% in Alberta, which was more than four times higher than growth seen in any other Province. Luxury OEMs have an opportunity to reach first-time luxury buyers in this region.

With the exception of Quebec, the full-size luxury sedan affinity score grew year-over-year in all provinces.

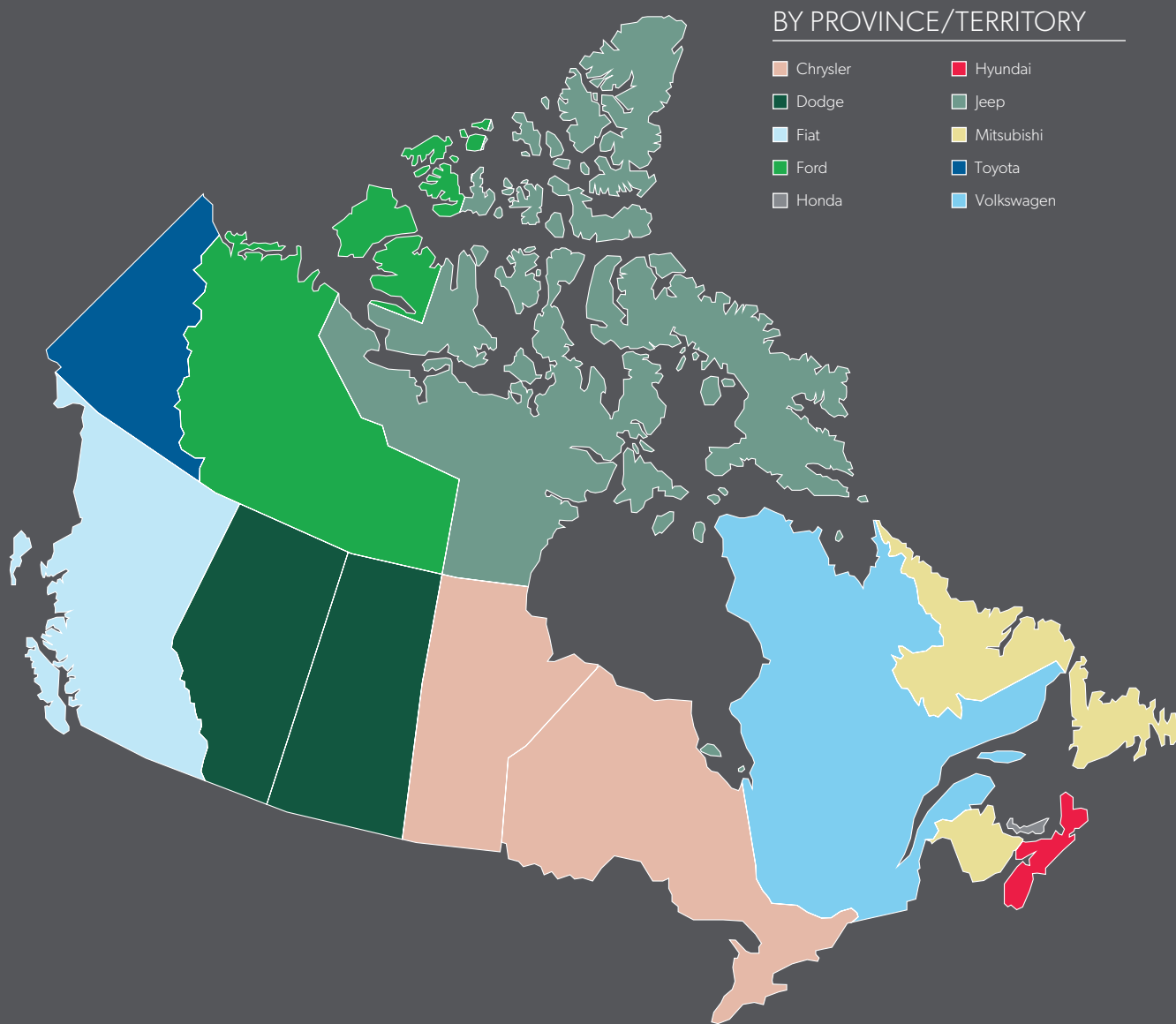
Aligning with increased popularity of SUVs and CUVs, the midsize luxury SUV/CUV affinity score grew by at least 15% in the 3 largest Canadian provinces: Quebec, Ontario, and British Columbia.

Interest in full-size luxury SUV/CUV is growing the fastest in central parts of Canada, especially Saskatchewan, Manitoba, and Alberta.

BRANDS ACROSS THE EXPANSE

BRAND PREFERENCES, BY PROVINCE/TERRITORY

NON-LUXURY BRANDS



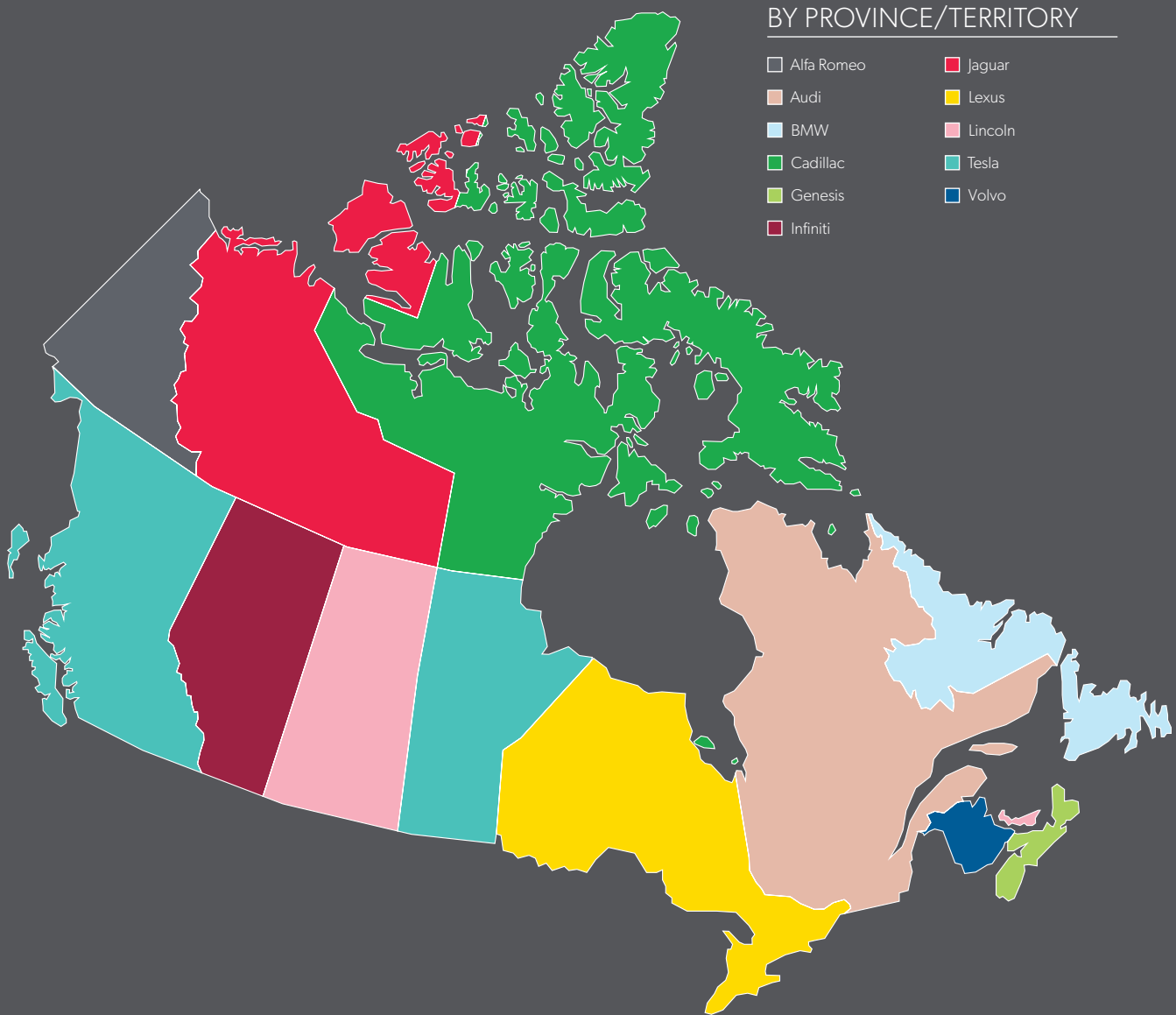
Car shoppers in Canada still skew heavier towards non-luxury brands, with the top-ranking brand being mass-market in 62% of the provinces and territories. That's not to say that luxury isn't moving up in popularity. In fact, luxury brands ranked #1 in the five most-populated provinces

across Canada: Ontario, Quebec, British Columbia, Alberta, and Manitoba. However, as competition continues to grow among the premium nameplates, we found that the top-ranking luxury brand changed in more than half (54%) of the country.

1. Jumpstart Internal Analytics, January 2017 – December 2018

Using a mathematical score that takes into account the mean and standard deviation of traffic to Jumpstart sites, these maps display shopper interest in vehicle segments and brands across all provinces and territories.

LUXURY BRANDS



Consumer preferences on the non-luxury side are proving to be a different story. In 2018 the #1 brand remained unchanged from the prior year in 85% of provinces and territories, showing stronger affinity and loyalty to various brands. Although competitive sets are often well-defined

on a holistic level, understanding regional affinities is crucial to adapting product, media, and marketing plans to ensure automotive companies are reaching the right audiences of prospective buyers.

CASE STUDIES, PERSPECTIVES, AND PREDICTIONS

TODAY'S AUTO BUYER AND THE DIGITAL RETAILING EXPERIENCE

Despite being armed with online information and resources, there are still misperceptions about car purchases today that create an air of distrust. In an effort to gain insight into the retail experience, Jumpstart commissioned global research firm, Ipsos, to conduct a comprehensive study into both the consumer and dealer points of view. The research compares responses from consumers and dealers to understand how closely their perceptions align and where they disconnect.

And while dealers are adapting to new digital ways to interact with their customers (e.g., texting, chat), their processes may still need to change, given the level of frustration that exists. Consumers want a stress-free sales and purchase process that reassures them they got the right car at the right price. Dealers want to sell more vehicles and remain profitable. The ultimate goal for both is to improve the experience—making the purchase more satisfying all around.

ONLINE INFLUENCE



Are researching their vehicles online



Say online research influenced the purchase price and another **42%** say it influenced the dealership they purchased from



Of shoppers are in-market for **3 months** or less

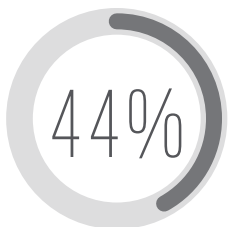
DEALER VISIT



Are visiting fewer dealerships
2.3 average number of dealerships visited



Visited a dealer website prior to their in-store visit



Spend **3+ hours** at the dealership
3.2 hours (mean)

WAYS TO INCREASE DEALERSHIP SATISFACTION

Simple, Fast Purchase Experience

Transparent Pricing

Pressure-Free Shopping Experience

68%

Of consumers prefer to deal with a salesperson who is both

- **Non-commissioned**
- **Near their own age**

PRICING & NEGOTIATION

On average consumers are willing to spend an extra 30 minutes to get an additional \$100 off the price, and an extra hour and a half to get an additional \$500 off.

Men are willing to negotiate twice as long to save \$100.

86% | of consumers have a price in mind before visiting a dealership

81% | expect to negotiate more off the price

44% | believe they can negotiate a **few hundred** dollars off

37% | believe they can negotiate a **few thousand** dollars off

BOTTOM LINE

The organic shift in the way consumers approach selecting and buying a car still represents a rich opportunity for dealers. By moving interactions to digital, dealers can reduce time and friction at the dealership by sorting out a lot of the time-consuming aspects of the purchase in advance. And, with an eye on improving these three key areas, dealers could change negative perceptions of the car-buying process for future generations:

Move towards transparent pricing to increase trust and overall satisfaction

Use collaborative selling to assess needs and expectations, and to reduce pressure

Reduce transaction time with digital retail tools and move a lot of the process online



CARS...REJECTED?


MANUFACTURERS ARE FORCED TO MAKE TOUGH CUTS

SUVs and crossovers have won the vote of consumers, with a noticeable shift in preferences emerging over the last six years. Cars only accounted for 31% of U.S. light vehicle sales in 2018, dropping 13% from the prior year. And it's expected to get worse. Industry forecasting firm, LMC Automotive, is projecting that cars will only make up 27% of industry sales by 2022. Similarly, Jumpstart has seen declines in interest across all car body styles over the past three years.

Although manufacturers (especially American brands) have slowly been making moves to meet market demands, drastic changes were announced across many lineups last year. Many are so confident that the trends will hold that they've abolished their car lines or have presented plans to do so over the coming years.

It started in April 2018 when Ford first announced that it would be eliminating its passenger car lineup (with the exception of Mustang and the Focus Active, essentially a crossover car). Even with phase-out plans extending into 2020, the industry was stunned.

Ford isn't alone. In fact, Detroit automakers started making subtle moves with the phase-out of Chrysler 200 and Dodge Dart back in 2016. GM has also been affected by slowing car sales, and by the end of 2018 they announced big changes across three of its nameplates—cutting six cars in total. Though domestic manufacturers have made the most significant cuts, foreign brands like Toyota folded the Scion brand entirely; and Volkswagen announced that 2019 would be the final year of its iconic Beetle after a seventy-year run in America.



Cars only accounted for 31% of U.S. light vehicle sales in 2018, dropping 13% from the prior year.

SO WHO IS SURVIVING AND THRIVING IN CARS?

Despite the overall trends, there are prominent pockets of success and growth in cars. In the non-luxury space, Honda and Toyota continue to thrive in almost every car segment they're in. Even with dips in sales along the way, Toyota very enthusiastically announced at the 2018 L.A. Auto Show that they are not walking away

from cars and actually plan to double down on them. And while only two brands dominate in non-luxury cars, the luxury car categories are diversifying, with more competitors saddling up next to the mainstays (i.e., the German three) and competing for shoppers.

CAR SUCCESSES IN 2018

TOYOTA COROLLA

Ranks #3 in compact cars with nearly 10% of shopper interest

Saw outstanding **growth of 28%** compared to 2017



NISSAN ALTIMA

Ranks #4 in the midsize sedan segment with nearly 9% share

Increased 68% in 2018, while the overall segment dropped 13%



MERCEDES-BENZ A-CLASS

Ranks #5 in a small segment of six and captures 8% share

Grew nearly 1900% in 2018 with anticipation of the new 2019 model



KIA STINGER

Held the #2 spot in the segment for all of 2018 with 13% share

Grew 27% and is competing closely with BMW 3 Series



ARE CARS REALLY DEAD?

Even with the ever-growing shift to larger body styles that meet the functionality and versatility consumers desire for their day-to-day lives, we don't believe cars are entirely dead. While they will make up a much smaller part of the

market moving forward, a range of options from minimalist to eco-conscious to performance will still be available. And let's not forget a critical component—**cars are simply more fun to drive!**

THE FUTURE OF FLEXIBILITY

HOW JUMPSTART HAS PREPARED FOR THE FLEX/LEAN TRANSITION

The transition from desktop usage to mobile devices has been happening for quite some time. At Jumpstart, audience crossover started in 2015 and has grown exponentially ever since—with two-thirds of our user base on mobile today.¹ The days of one, or even a few screen sizes are over. With the wide array of mobile device sizes available today, the question becomes...how do you deliver creative that resonates with consumers on ALL platforms?

Today, even though most websites have moved toward fully responsive front-end designs, ads served to these optimized templates are still largely static. And when small, fixed-sized ads serve into fluid content, the consumer experience becomes fragmented, triggering banner blindness.

Ads have also gotten heavier. Built on foundational technologies intended for desktop machines with broadband connections, they don't translate well to mobile phones that are often on more restricted cellular connections. Given both of these issues, it's not hard to understand why overall digital performance has declined as a result.

Granted, the industry has made some strides at bridging this gap. Native, for example, leverages deeper content integration, faster speeds, and responsive creative designs to capitalize on the flexibility of publisher content—and tends to drive higher performance as a result. And while native has been a staple of Jumpstart's product development strategy, we've had the realization that the industry needs a more comprehensive solution to this problem.

STATIC VS. FLEX/LEAN ADS



STATIC AD
300X250



FLEX/LEAN AD
1:1 RATIO BASED



ENGAGEMENT PERSPECTIVE

57%

Increase In
Click-through Rates

44%

Increase In
Viewability

1. comScore Media Metrix Multi-Platform, October 2018
2. Jumpstart Google Analytics, 2018

Enter the Interactive Advertising Bureau's (IAB) mid-2017 Standard Ad Unit Portfolio announcement. Focused on trying to remedy these issues, the IAB brought two very important solutions to the table. First, they posited that faster ads perform better and promote an enhanced user experience. And so with the integration of new specifications for what they call Light, Encrypted, AdChoice-supported, Non-invasive ads (LEAN), the IAB set guidelines to limit the number of files requested during the initial ad load and defer non-essential content. A second (and more noteworthy) development came with the introduction of aspect ratio-based flexible ad sizes—ad units that are no longer rooted in static, pixel-based dimensions, but instead “flex” along with the content to maximize their impact.

As soon the new guidelines were introduced, Jumpstart immediately got to work studying the impact of flex/LEAN ads on our diverse publisher portfolio. Our testing goals were to:



Corroborate the IAB's assertions regarding performance



Measure the impact of rolling out the flexible and LEAN principles on both desktop and mobile platforms



Develop implementation that would allow backwards compatibility with legacy static ads

The expectation was that we would see increases in performance due to:



More prominent calls-to-action



Additional space for information and edge-to-edge integration



Higher viewability (ads that would be not only faster, but larger in size)

We first introduced static versions of custom products which were intended to be flexible once the underpinning technology could support it. All were built to be more contextually integrated into the user experience, delivering creative to enhance the shopping experience through simplicity and utility. The final goal, however, was to make these products ratio-based and fluid so they could truly become a seamless extension of the content being consumed by users.

Through a series of A/B tests we delivered flex and non-flex creative iterations onto our publishers' pages, and the results were interesting.

First, on desktop, we found that the benefits were nominal. This wasn't entirely shocking, as desktop templates often have a defined rail for vertical ads; and horizontal units don't gain much of a size benefit under the IAB's new principles. Likewise, the speed benefits seemed to be negligible, as desktop users tend to have faster connections. On mobile, however, the performance was staggering. From an engagement perspective, we saw a 57% increase in click-through rates when compared to that of the static ad units.² Furthermore, these larger, faster-loading ads led to a 44% increase in viewability.

Now that our intensive testing phase is complete, Jumpstart will be supporting ratio fluid ad units on mobile for 2019. These units will be faster, fully responsive, and will leverage the best practices we've achieved in testing. Our in-house-developed creative executions are flexible and LEAN compliant, by default, and we will continue to accept legacy IAB creative sizes in parallel. And while we plan to expand support to desktop as needed in the future, **the immense performance benefits and scale on mobile will keep our focus on that platform to better meet the needs of marketers today.**

While building fluid ad units—much like responsive websites—is more challenging than dealing with their flat counterparts, the proof is in the data. **Engagement improves, ad load times are reduced, and the user experience is enhanced.** And with the ever-fragmented mobile device market continuing to grow, we think that fluid ad units are the best way to drive performance in a way that scales—and you can do it now with Jumpstart.

A NEW CAR BUYING EXPERIENCE

THE FUTURE OF CAR BUYING IS HERE. BUT IS IT FOR EVERYONE?

As consumers today, we gravitate to quality, convenience, flexibility, and options. We are subscribers of meal and grocery delivery services, streaming services on all of our devices, and expect that we can order nearly anything conceivable and have it delivered the next day.

There was no doubt that these expectations would reach the car industry eventually, especially given that 44% of car shoppers find the shopping process to be a painful task¹. As we predicted last year, vehicle subscription services took off and are changing the way consumers can acquire their next car. What used to be a decision to buy or lease, is now a decision to buy, lease, or subscribe.

But have the manufacturers and third-party services that offer subscriptions gotten it right? And are they a good fit for everyone?

While subscription services differ by program or platform, the top factors of consideration for consumers are²:



Term Length

How long do I want to commit financially?



Usage

What are my day-to-day transportation needs?



Budget

How much can I spend on monthly car-related expenses?



Car Preference

Do I want to drive the same vehicle or different vehicles weekly/monthly?

Term Length: Typically, when financing or leasing a vehicle, consumers are generally looking at 36 – 72 months. With a subscription service (depending on which provider you select) you only pay for the month(s) you have the car. For highly populated markets in which many of these subscription services are currently available, consumers may not have the need for a vehicle every month. That's where the next factor of usage comes into play.

Usage: Subscription services are great for consumers that have flexibility in their lifestyle. Depending on the program consumers can opt to pay on a month-to-month basis. This is key for many consumers whose need for a vehicle may change on a regular basis. The option to subscribe monthly can certainly be less money than renting a vehicle for an entire month. Speaking of money, let's look at what financial impact these subscription services bring.

Budget/Car Preference: How much are you looking or willing to spend on a vehicle monthly? \$160 or \$3,000? Luckily, there is a subscription service that can address budgets at all points of this spectrum. Provider, Fair, can get you into a car for as low as \$160/month (depending on your market and vehicle selection). Whereas Porsche can get you into their Accelerate level within the Porsche Passport subscription for \$3,000/month.

Each subscription service differs but consumers have become accustomed to getting more benefits for higher tiers of spending. For example, the Porsche Passport program allows a consumer to keep their vehicle for as long or as little as they want before requesting a new model. Ultimately, as it is with many subscription programs, you get what you pay for.

No matter what the usage case is, let's look at why some consumers are ditching the dealership all together.

¹. Jumpstart Automotive Media, *2018 Automotive Shopper Survey*, February 2018 ². <https://drivecanvas.com/blog/2018/11/01/pros-and-cons-of-car-subscriptions.html> ³. <https://www.digitaldealer.com/car-shoppers-really-want-buy-cars-online/> ⁴. <https://www.capgemini.com/consulting-de/wp-content/uploads/sites/32/2017/05/cars-online-study-2017.pdf> ⁵. <https://www.forbes.com/sites/jacknerad2/2018/11/26/vehicle-subscription-services-doomed-to-fail/#5f4adf8f12a5> ⁶. Jumpstart Automotive Media, *Today's Auto Buyer And The Digital Retailing Experience*, September 2018

Digital buying solutions like Carvana and Vroom and many others take the complexity out of car buying. Consumers can browse inventory, apply for financing, get their trade-in value, complete paperwork, and take delivery with just a few simple clicks. But if it's that easy, why isn't everyone buying their car online? According to a Digital Dealer article, significant obstacles still exist in the eyes of car shoppers who want to buy online, including³:

Accurate, final price quotes that include all cost variables such as credit scores, local taxes and fees

Precise trade-in valuations

Consumers' expectations of credit and financing abilities


Compliance

State laws that require documents to have a wet signature

While many, if not all these obstacles, have been addressed by these digital solution providers, consumers are still leery. Seventy-one percent of car buyers still want to take a test-drive while 61% would still want to negotiate in person⁴.

As with many new product offerings, there will be some trials and tribulations. This was evident when we saw Cadillac pause their program, Book by Cadillac, in December 2018 citing cost and technology issues. In a 2018 Forbes article, contributor Jack R. Nerad cited his conclusion as to why vehicle subscription services are doomed to fail. His conclusion, cost, stating "they are not cheap"⁵. For many consumers, cost is a huge factor in the vehicle acquisition process and will continue to play a big factor for the foreseeable future.

Undoubtedly digital buying solutions and subscription services are going to change the future car-buying experience, but the tipping point will only occur when the programs achieve the optimal trifecta of cost, value, and usage. Today we've found that 31% of consumers show strong interest in subscription services and another 38% show some interest⁶. As the current programs become more refined, we predict that more consumers will gravitate to the conveniences of these services, however, as long as people still crave the entire or partial dealership experience, brick-and-mortar dealerships are here to stay.

A photograph of a car dealership showroom with several cars parked in a row. The image is slightly blurred and has a dark overlay on the left side where the text is located.

Today we've found that 31% of consumers show strong interest in subscription services and another 38% show some interest.

COMING SOON!

WHEELS TO WATCH IN 2019

Every year manufacturers announce new vehicles that will grace North American showrooms. Some are eagerly anticipated; others fill a gap and are received with a reaction of “finally...”; and some give us insight on the demands of the future

generation of buyers. No matter which category these fall into, new vehicle launches are exciting and the industry eagerly watches to see how consumers respond to them. Here are some launches that we have our eyes on in the year ahead:

1

FORD RANGER

Why: The highly anticipated launch of the Ford Ranger has sparked interest since its reveal at the 2017 North American International Auto Show in Detroit. This midsize truck is perfectly positioned to go directly after the segment leader, Toyota Tacoma. We’re very interested to see how Ranger and others in the more robust midsize truck segment will affect the full-size truck market.

When: January



2

BMW 3 SERIES

Why: Whenever a staple of the luxury market gets a redesign or makeover you know you have to keep your eye on it. With a luxury consumer shift towards SUVs/CUVs, we’re eager to see if 3 Series can revitalize interest in the luxury car marketplace and dominate headlines once again.

When: March



1. Automotive News, 2018 U.S. light-vehicle sales

2. J.D. Power, U.S. Automotive Marketing Radar Report, January 2019

3

COMPACT SUVs

*TOYOTA RAV4, FORD ESCAPE,
AND NISSAN ROGUE*

Why: In 2018, RAV4, Escape, and Rogue dominated 33% of compact SUV sales, and are expected to produce more than 1 million units in 2019, combined¹. That type of sales power is bound to make waves. However, we're more curious about how they'll affect the growing subcompact SUV segment, which has been on the rise for the past few years but looking to slow in 2019.

When: Q1, Q3, and Q4, respectively



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TOYOTA SUPRA

Why: Toyota estimates it will produce less than 3,000 units of the Supra² and, not surprisingly, interest among enthusiasts and fans is deafening. The reveal at the 2019 North American International Auto Show in Detroit, followed by a Super Bowl splash, has already earned a site-wide interest peak in the first months of 2019. We'll be watching to see if Supra will have the same halo effect for Toyota that Kia Stinger did for its parent company in 2018.

When: April



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RIVIAN R1T

Why: The first all-electric pickup truck, The R1T has a range of over 400 miles/640 km and could really shake up the truck market. Probably not against the volume leaders at first, but it will shed light on the shifting interests of eco-conscious truck shoppers. Although this one won't be available in 2019, we're eager to see what the future holds for electric powered trucks.

When: Production starts in 2020 but can pre-order now



LOOKING AHEAD

JUMPSTART'S PREDICTIONS ON WHAT'S IN STORE FOR 2019

Buying Conveniences Will Reach The Market In Mass

There's no denying the car-shopping process needs to evolve. Not only because it's a lengthy research and buying process, but also because consumers reach the purchase in a negative mindset. But shouldn't it be exciting? We certainly think so, and so do many others.

Digital Retailing comprises of a multi-step retail experience (online) that allows a consumer to complete many points of the purchase (e.g., determining the vehicle, financing and price, and even arriving at a trade-in value) before they step foot in the dealership. It promises to eliminate the headaches and expedite the buying process, making it a better experience for everyone involved. And though it seems like the latest buzz word, it's one of the biggest emerging tech investments for the auto industry. Solutions are coming to market rapidly, whether by OEMs or from tech companies with integrations into OEM and dealer websites.

Points of contention for consumers are the time it takes to arrive at a price and getting through the paperwork process. Any ability to complete these steps online and reduce the amount of time in-person at the dealership will help cut some of the stress out of the process. In the coming year we expect to see more buying conveniences rolling out to the market. More importantly, we think this will mark the beginning of a shift away from the negative perceptions aligned with buying a car.

Trade And Tariff Talks Will Dampen Sales Optimism

Policy changes around trade, taxes, and tariffs almost always present a threat to the auto industry. Although earlier concerns were around Canada and Mexico, automakers and dealers are now more anxious about the impact of car imports and raw materials from Europe and Asia. The administration is suggesting up to a 25% tariff on imports—a number that is sounding alarms internationally.

While this would have broader implications across many markets, the U.S. is bracing itself for job loss and sales decreases. The Center for Automotive Research projected a worst-case scenario of 366,900 job losses in auto-related industries, and with expected price increases, a potential drop of 1.3 million units in sales¹.

Vehicle pricing has already been on the rise in recent years, but an article published by The Drive (citing estimates from the European Union) suggested that Americans could pay \$11,700 more for the average European car if this goes into effect. And Toyota says that even its made-in-America Camry would see a \$1,800 price hike². Given these severe consequences, both manufacturers and dealers will be cautious on their expenditures and operations until the talks of a trade war die down.

The Road To EVs Relies On Awareness And Options

While the industry has been progressing towards battery-powered vehicles for a number of years, the broader part of the country hasn't fully embraced the change. Whether range anxiety, price, or lack of interest are the drivers of what's been relatively slow adoption, we expect this to change in the next year or two.

The impending growth in adoption will put pressure on car and battery manufacturers who are still grappling with battery technology, size, and costs, to make EVs more cost-effective over the entire ownership period. Additionally, government and energy agencies are working with manufacturers to build standardization around language, signage, and in developing the infrastructure of a strong national charging network.

Yes, these are all critical in increasing awareness and putting consumers at ease, but the biggest impact will come from the products on the market. According to Green Car Reports, OEMs are expected to introduce up to nine new electric SUVs in the next year and a half³, and the movement towards adoption hinges upon offering EVs in the styles that consumers want. The days of alternative fuel vehicles only existing in a compact or hatchback body style are behind us, and with more options we're going to start to see a greater uptick in EV ownership.

1. cargroup.org/wp-content/uploads/2019/02/US-Consumer-Economic-Impacts-of-US-Automotive-Trade-Policies-.pdf

2. thedrive.com/new-cars/22090/what-your-favorite-import-cars-will-cost-after-trumps-tariffs-kick-in

3. greencarreports.com/news/1117536_2019-is-the-year-of-the-electric-suv



ALTERNATIVE FUEL CITIES

Alternative fuel corridors have been in development under the oversight of the U.S. Department of Transportation (DOT), the Federal Highway Administration (FHWA), as well as the U.S. Department of Energy. The goal is to build the national infrastructure with charging stations along the nation's most-travelled highways, and promote and advance the adoption of alternative fuels.

But while these corridors are under development, there's even more advancement coming to the "Alternative Fuel Cities" of America. What do these cities look like? Do they have highways in the sky? Are they powered by space age technologies?



Other products today are giving us glimpses into what might be possible for autos in the near future. Wireless charging is becoming the standard when it comes to our mobile phones, smart watches, and bluetooth devices. This incredible innovation has allowed users to cut the cord and brings a new level of convenience to consumers—so why should it be limited to the world of small electronics?

What if this technology could be used to electrify our cars? Current research conducted at the University of Colorado at Boulder is making groundbreaking advancements in wireless charging that might make this possible. They envision a world where electric vehicles may be able to recharge while driving, pulling power directly from plates embedded into the ground, a system that is being coined "dynamic charging."

These dynamic plates could even be installed in public parking areas (i.e., parking garages and street parking), allowing drivers of electric vehicles the ability to charge with ease. Currently we are seeing major cities in America including San Francisco and New York already requiring the public installation of electric charging stations in new construction development. It's only a matter of time until we see these being switched out to embedded wireless charging plates.

While there's more than 100,000 miles of national highway infrastructure already covered¹, imagine in the near future how you'll be able to power up across American cities without ever going to a station. If that doesn't ease range concerns, we don't know what will.

1. fhwa.dot.gov/environment/alternative_fuel_corridors/

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