

Outlander Reaches Summit

The Outlander is one of several new products vying for the interest of entry SUV shoppers. Compete's Share of Segment Interest measure gauges the **relative** strength of competing products. Compete used this analytic to detail the recent performance of the Outlander.

Compete analysis showed Outlander interest share peaked in February, followed by a sharp **decline** in March. In those same months, Tribute share held steady, while Escape and Forester gained ground.

Outlander fell 6 percentage points **behind** Escape in March (compared to 3.0 points behind in February), and drifted below Forester and Tribute.

Mitsubishi can use this information to quickly map how the Outlander launch campaign is **resonating**, make adjustments to improve share, and benchmark the Endeavor launch.



Mitsubishi Outlander

	Share of Segment Interest		
	Jan	Feb	Mar
Outlander	9.0%	9.4%	7.3%
Escape	12.6%	12.3%	13.3%
Forester	6.9%	7.3%	7.8%
Tribute	7.7%	7.7%	7.8%

Futura in the Future

Ford has announced that it will replace the Taurus with the Mazda6-based Futura. To shed light on Futura's potential, Compete quantified the ability of the Taurus and Mazda6 to **conquest** Accord and Camry shoppers in the first quarter of 2003.

An average of 20.3% of Taurus shoppers considered Accord and Camry in Q1. An average of 3.9% of Accord and Camry shoppers considered Taurus, meaning a Taurus Competitive **Imbalance** of -16.4 percentage points. Given the ratio of sales volumes, the Imbalance should be much smaller.

The Mazda6 Imbalance against Accord and Camry averaged -11.0 points, meaning it **outperformed** Taurus (credit some of strength to the 6's newness). Given that the Mazda6 sales targets are more modest, the Imbalance performance is even better.

The foundation exists for gains against Accord and Camry by Futura. To optimize Futura's launch **success**, Ford should monitor the Mazda6 Imbalance over time and against a broader set of rivals.



Ford Futura

SUV Means Saab Utility Vehicle

The ongoing debate of whether Saab should offer an SUV has been decided: Saab is slated to get a variant of GM's Envoy/TrailBlazer and Subaru's Impreza. Compete identified how frequently Saab shoppers considered SUVs in March to **expose** the untapped SUV-related market potential.

In March 37.8% of 9-3 shoppers considered an SUV, as did 46.0% of 9-5 shoppers. This demarcates the aggregate potential, but key nuances exist. For instance, 17.8% of 9-5 consumers considered a Big 3 mid-size SUV (e.g., Envoy). However, the leading cross-shopped segment was Import Luxury SUV at 25.8%, meaning Saab's version of the GM SUV faces challenges in terms of **containing** defectors.

The leading SUV segment cross-shopped by 9-3 shoppers was Import Mid-size SUV, which captured 15.6% of shoppers. Only 13.2% of 9-3 shoppers considered an Import Entry SUV. Thus, the Impreza-based model has the potential to attract **new customers** to the brand.

SUV Cross-Shop	March
Saab 9-3	37.8%
Saab 9-5	46.0%



Subaru Impreza

Saab can apply this information on a recurring basis to **hone** pricing and positioning strategies for the new models, and quickly assess the impacts of rival vehicles (such as RX330) on Saab shoppers.

Compete Automotive Intelligence

More than two-thirds of auto consumers turn to the Internet to research their purchases, making their online shopping behavior an accurate leading indicator of model preferences and in-dealer demand. Based on the foremost pool of auto intenders—over one million active vehicle shoppers—Compete provides automakers with the most detailed and immediate insights into vehicle purchase intent available. Our intelligence services help automakers optimize decisions and monitor performance in four key areas: marketing effectiveness, demand forecasting, spending optimization, and new vehicle launches.

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