AUTOINTELLIGENCE™

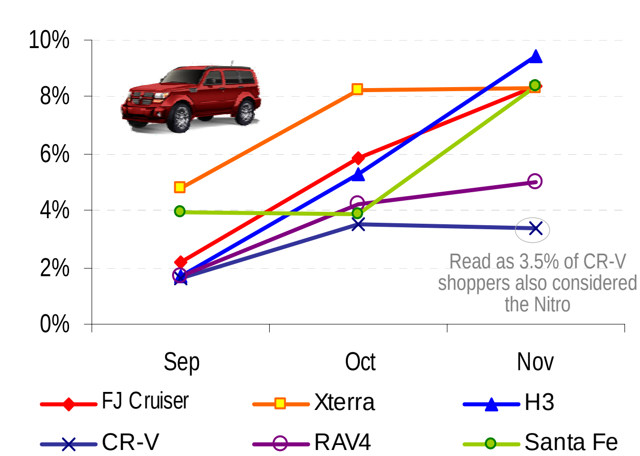
Monthly automotive competitive insights from Compete

NITRO MOVING FORWARD IN REVERSE CROSS-SHOP

Dodge recently launched the Nitro with sales of nearly 5,500 units in November. Compete assessed the extent to which Nitro has been able to penetrate the cross-shop sets of other SUVs based on its Reverse Cross-Shop analytic. Reverse Cross-Shop represents the share of rival vehicles that cross-shopped Nitro over time.

Of the vehicles shown, Nitro penetrated the H3 shopper set most in November. Nearly one in ten H3 shoppers also shopped Nitro. Cross-shopping of Nitro was similar among shoppers of FJ Cruiser, Xterra, and Santa Fe. Nitro ranked #7 or higher in the cross-shop sets of all of the above models but was least effective in penetrating the shopper sets of CR-V and RAV4. Among the vehicles shown, the greatest number of shared shoppers was among Nitro and Santa Fe. Over 5,800 shoppers shopped both in November (not shown).

NITRO REVERSE CROSS-SHOP

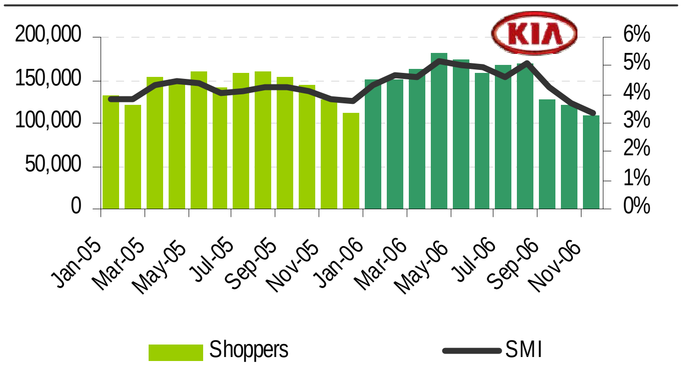


Automakers use reverse cross-shop to identify the best successes in conquesting shoppers and the potential for conquesting sales. Reverse Cross-Shop and shared shoppers after launch help identify sources of spillover demand.

KIA CRESTS AND VALLEYS

Kia sales in 2006 will increase year-over-year. Compete assessed the demand driving Kia sales in 2006 vs. 2005 based on the number of unique shoppers across all Kia vehicles and Kia's Share of Market Interest (SMI). Unique shoppers across the brand means no double-counting of consumers that shopped more than one Kia in a month. SMI is the share of all new vehicle shoppers that shopped one or more Kias.

UNIQUE SHOPPERS BY KIA BRAND (LEFT) & BRAND SMI (RIGHT)



Through November, Kia monthly shopper counts were up an average of 4.4% y-o-y. Kia's 181,800 shoppers in April represented its highest shopper count and SMI ever. Kia's challenge of late has been its reduced shopper counts, down an average of 15.6% y-o-y for the past three months—the only months in 2006 down y-o-y. New vehicle demand in general has been soft, though Kia has underperformed the market as its SMI reached a period low in November.

Because sales are the result of shoppers and conversion, Kia can use brand demand trends in absolute terms and relative to the market to assess the extent to which conversion will need to be enhanced to reach sales goals. Like many brands, Kia conversion has been more aggressive recently (not shown) helping to offset lower demand. The best opportunity for demand and conversion refinement is at the vehicle level.

Nitro was in the top 10 cross-shop sets of FJ Cruiser, Santa Fe, H3 and Xterra

Compete provides automakers with the most detailed and immediate insights into vehicle demand generation and conversion, as well as vehicle and brand competitiveness. Our services help automakers optimize marketing and incentive decisions and benchmark performance against rival actions.

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