

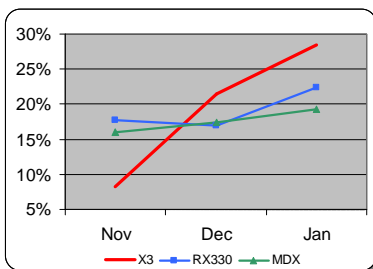
X3 X5 Exchange

With the launch of the X3, BMW is expanding its SUV lineup. Given their proximate sizes, there is the potential for X3 to lure X5 shoppers. To quantify that **risk**, Compete documented X5 cross-shopping over the past three months.

Since December, X3 has been the **leading** model cross-shopped by X5 shoppers. In January, nearly 29% of X5 shoppers considered X3; RX330 was the second-most considered vehicle at 22%.



BMW X3



The risk is not unique: over the past three months, an average of 31% of Lexus LX470 shoppers considered GX470, and 19% of Navigator shoppers considered Aviator. Automakers can use Compete intelligence to quickly and **decisively** document their effectiveness in driving products to unique sections of the market, thereby avoiding cannibalization.

XA and xB Diverge

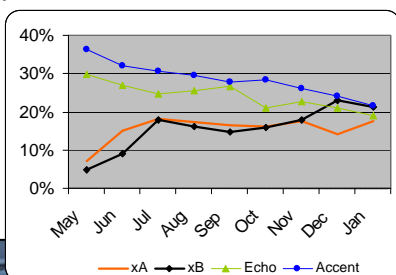
The rollout of xA and xB continues as Scion expands beyond its California roots. Compete assessed Scion's ability to **attract** Entry Compact shoppers nationally over time using the Share of Segment Interest (SSI) analytic.

Though sold only in California at first, xB's SSI was close to that of Echo almost immediately. By December, xB interest levels approached Accent's and exceeded Echo's. xA enjoyed the ride through November, but xA and xB interest levels **diverged** in December, with xA actually losing ground.

Scion can apply this intelligence nationally and regionally to **reveal** the strongest response to marketing, and to help understand the turn in the competitiveness of xA.



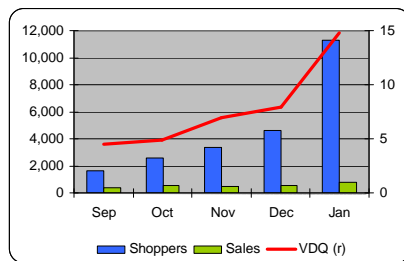
Scion xB



Verona VDD

At the core of Suzuki's ambitious growth plans is the addition of new models, such as Verona. Compete detailed the amount of interest Verona has generated to date and Suzuki's ability to **convert** interest to sales using its Vehicle Demand Quotient (VDQ). A higher VDQ represents a greater amount of unconverted interest.

Verona interest was up 144% in January (month over month) with over 11,000 shoppers. The surge reflects the results of Suzuki's \$40 million campaign for Verona and Forenza. While the campaign has generated interest, Suzuki's ability to convert that interest to sales has **worsened** (VDQ has increased). Verona sales in January totaled 763 (up only 34%). A VDQ of 6.0-7.0 is more typical of the segment.



Suzuki Verona

To reach its sales goals quickly and cost - effectively,

Suzuki needs timely recurring information on Verona to **document** the effectiveness of its marketing to create interest, the degrees to which that interest continues once the campaign ends, and its ability to convert that interest into sales.

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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