

## AUTOINTELLIGENCE™

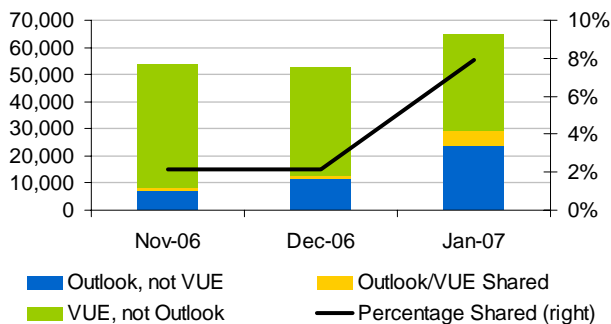
Monthly automotive competitive insights from Compete

### WILL THE NEW SATURN OUTLOOK OBSTRUCT THE VUE?

The new Saturn Outlook has generated significant interest since its January Launch. At the end of its first month on the market, Outlook shopper counts surpassed 29,000. Compete assessed the early launch impact of the Outlook on Saturn's other SUV, the VUE.

#### Outlook & VUE Shared Shoppers

(Combined Unique Shoppers-left; Share of Total-right)



and risks associated with shopper overlap between two models. More shared shoppers can create spillover demand opportunities from one model to another. This type of analysis could also identify a sales risk if demand for one model is falling while the number of shared shoppers is on the rise (as with VUE).

### CAN MANUFACTURERS IMPROVE THE SUCCESS OF A LAUNCH THROUGH TIMING?

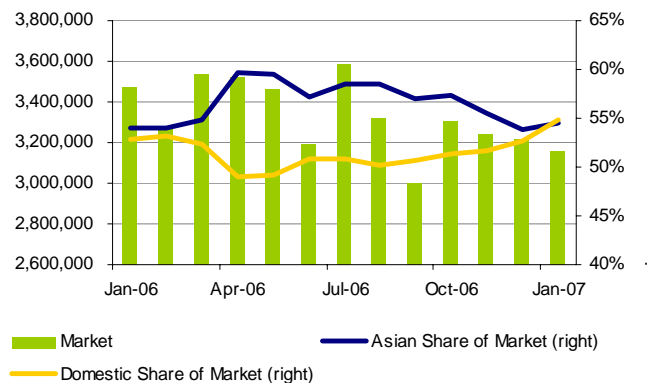
Over the past 13 months, differences in Domestic and Asian OEM launch strategies have had a significant impact on Share of Market Interest. Compete measured Share of Market Interest between Asian and Domestic model groups over time to assess the role of launch timing in overall demand.

Asian OEMs focused launch efforts in mid-Q1 through Q2 in 2006 (just in time for the Spring/Summer buying season), resulting in period-high Share of Market Interest while Domestic Share hit period-lows. Domestic OEMs followed traditional launch timing by introducing several new 2007 models in the fall of 2006. As a result, demand and Share of Market Interest among Domestic model groups has steadily increased since August, but reached parity with Asian Share of Market Interest at best.

Certain Asian OEMs repeated their 2006 strategy and held off launching their new 2007 models until mid-Q1 of 2007. Will Asian Share of Market Interest recover?

Automotive manufacturers can utilize Compete's shopper count and Share of Market Interest metrics to analyze the impact of vehicle launch timing on demand and optimize future launch strategies accordingly. When analyzed over time (one to two years), manufacturers can identify seasonal trends in market-reaction to launches as well. By considering shopper trends at an industry, Brand, and Nameplate level, OEMs can gain a comprehensive view of demand, and better quantify the success of new vehicles.

**Total Shoppers and Share of Market Interest by Model Group**  
(January 2006 – January 2007)



*The shopper count for each model group represents the unique (no double-counting) number of automotive shoppers that shopped any domestic model or Asian model. Consumers that shopped models among both Import and Domestic model groups would be counted once in both groups*

### Saturn Outlook demand built quickly, attracting VUE shoppers



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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