

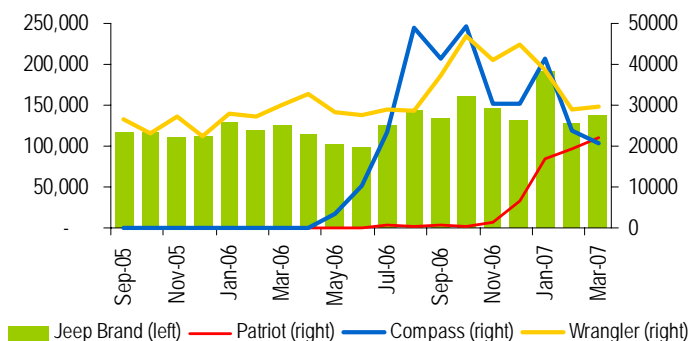
AUTOINTELLIGENCE™

Automotive online competitive insights from Compete

2007 JEEP LINE-UP: IS SEVEN A CROWD?

DaimlerChrysler launched three new Jeeps in the last eight months, meaning consumers can now choose from seven current-year Jeep vehicles. To better understand the impact of this expansion Compete analyzed the year-over-year change in demand for the Jeep brand – looking for evidence of cannibalization or growth.

JEEP & JEEP NAMEPLATE SHOPPER COUNTS
(Combined Unique Jeep Shoppers-left; Nameplate Shoppers -right)



Average unique Jeep shopper counts from August 2006 to March 2007 were 24% **higher** than average shopper counts from August 2005 to March 2006. The introduction of the Compass drove Jeep brand demand up 13% m-o-m from July to August 2006. The all-new Wrangler, in addition to peak Compass shopper counts, drove demand up 20% from September to October 2006. Jeep's newest addition, Patriot, has driven shopper counts up 8% month-over-month from February to March 2007.

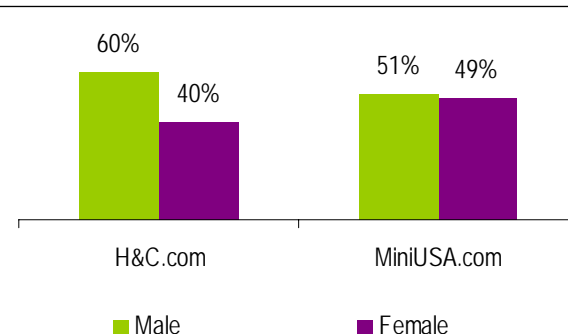
While there has been some evidence of increased cross-shopping, the overall impact has been positive: Jeep's newest additions have provided an average of 27,900 net-new shoppers for the brand on a monthly basis. With brand demand on the rise, the challenge for Jeep will be to maintain this shopper momentum and convert these new shoppers into sales.

MINI USA DRIVES INTO CORE AUDIENCE WITH HAMMERANDCOOP.COM

In February, Mini USA launched hammerandcoop.com, featuring a series of short films starring the Mini Cooper named "Coop" and a character named Hammer. The "Hammer and Coop" campaign has been marketed through various traditional and non-traditional channels with the goal "to engage consumers in the brand offering in an ongoing, interactive dialogue." But who is this campaign actually engaging?

Compete evaluated the gender appeal of hammerandcoop.com* relative to miniusa.com. Traditional demographics indicated that H&C.com has a stronger male audience (60% male) than the official mini site (51% male). This male skew was validated behaviorally as well; Compared to MiniUSA.com visitors, H&C.com visitors were less likely to visit online categories that skew female (such as retail health/beauty and child/baby needs sites.)

AGE SEGMENTATION FOR MINICOOPER SITE VISITORS
By percentage share of total traffic, March 2007



H&C.com also attracted a significantly younger audience. The 18-24 year old segment was 15% larger (by share of total site traffic) than MiniUSA traffic (not shown). While MiniUSA's audience consisted of a larger share of 25-34 year olds, H&C.com attracted a much smaller segment of visitors 55 years or older.

Initial indications appear that the Hammer and Coop campaign was more successful at attracting a core audience of younger males than broadening online interaction with the car. Further analysis would determine the overall effectiveness of the campaign in light of its stronger appeal to men.

*In this article HammerandCoop.com is also referred to H&C.com

Three recent vehicle launches drove unique Jeep brand shopper counts up 24% year over year.



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