

AUTOINTELLIGENCE™

Monthly automotive competitive insights from Compete

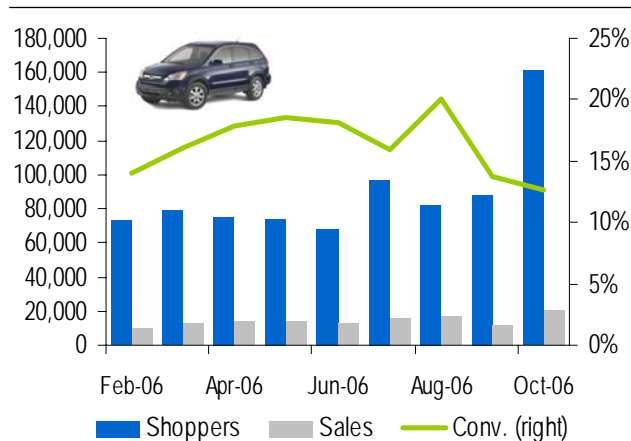
NO NEED FOR CR-V TO CRAVE SHOPPERS

Honda CR-V sales bettered 20,000 units in October—up 68% m-o-m—as the 2007 version became available. Compete assessed the extent to which improved CR-V sales were driven by more shoppers vs. better conversion.

The sales gains were demand-driven. CR-V had 161,600 shoppers in October, up 83% m-o-m (blue column) to the highest ever. CR-V alone had more shoppers than all but ten brands in the U.S. CR-V showed launch-typical conversion patterns. During launch, conversion typically worsens until supply, mix, and distribution are optimized. In the case of CR-V, conversion was at least partially limited by supplies.

OEMs use the shopper/conversion/sales metrics to quantify drivers of sales, and respond tactically when sales are below goals. Changes in shopper counts indicate when additional ad spend is needed and when ad spend allocated to one vehicle could be potentially shifted to another. Conversion is used to understand when changes in supply, mix, and distribution change conversion. Conversion is also an early indicator of when incentives are needed. In general incentives are not needed until improvements in supply, mix, and distribution no longer boost conversion.

SHOPPERS, SALES (LEFT), CONVERSION (RIGHT)



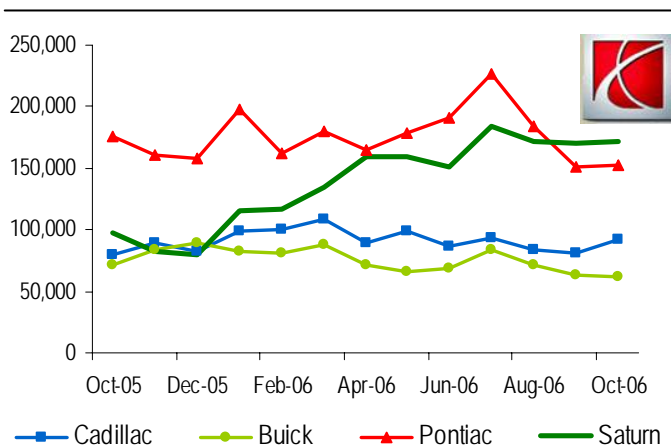
CR-V shopper counts were up 83% m-o-m, pivotal in driving sales up 68%

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.

SATURN DEMAND EDGES BUICK, PONTIAC AND CADILLAC DEMAND

The Saturn brand has been stocked with several product launches, including Sky, Aura, VUE hybrid, and Outlook. Compete compared the number of Saturn shoppers at the brand level to measure the net impact of the product additions. Results for Saturn were benchmarked against brand shopper counts for Cadillac, Buick, and Pontiac. Brand shopper counts do not double-count shoppers that shopped more than one vehicle in the same brand (e.g., a consumer that shopped an Aura and Ion is counted only once in brand totals).

UNIQUE SHOPPERS BY BRAND



Saturn had more shoppers than the other GM brands shown in September and October. Saturn has regularly had more shoppers than Cadillac and Buick. Saturn shopper counts bettered Pontiac's for the first time since August 2003 and are likely to grow further as Outlook launches. Saturn sales reached a CY 2006 high in July—coinciding with its highest shopper counts for the year.

sales potential due to in-brand cross-shopping by tracking its shopper counts at the brand level. Brand-level shopper counts are also a key ingredient in measuring ad effectiveness across model-level and brand-level ad campaigns.

Saturn (or any brand/division) can avoid overestimating retail

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