

# AUTOINTELLIGENCE: THE ONLINE CHANNEL™

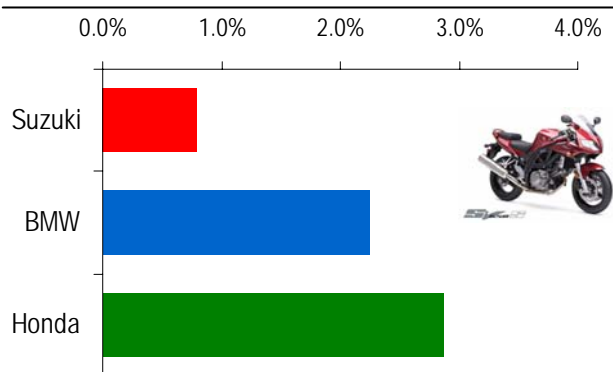
Automotive online competitive insights from Compete

## SUZUKI RIDES MOTORCYCLE HERITAGE

Suzuki recently announced that its new vehicle advertising campaign would leverage its motorcycle heritage. To determine the baseline level of overlap between Suzuki vehicles and motorcycles, Compete measured the extent to which visitors to the Suzuki automotive site (suzukiauto.com) also visited the Suzuki motorcycle site (suzukicycles.com). Results for Suzuki were benchmarked against like results for BMW sites (bmwusa.com and bmwmotorcycles.com) and Honda sites (automobiles.honda.com and powersports.honda.com/motorcycles). BMW and Honda also offer both vehicles and motorcycles in the US.

Honda had the greatest overlap across autos and motorcycle shoppers, though it was below 3.0% in September 2006. That is, fewer than 3% of visitors to the Honda vehicle site also visited the Honda motorcycle site. Fewer than 1% of Suzuki vehicle site visitors also visited the Suzuki motorcycle site. Suzuki's relatively low overlap and its new advertising campaign may be an opportunity for greater cross-pollination of its automotive and motorcycle imagery.

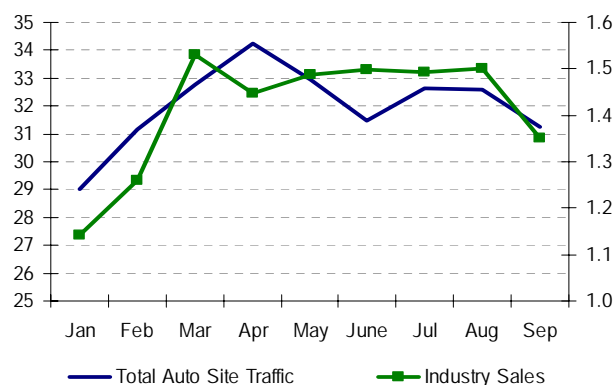
SHARE OF OEM SITE VISITORS THAT VISITED THE MOTORCYCLE SITE OF THE SAME BRAND, SEPTEMBER 2006



Tracking this metric over time is one way Suzuki can measure the change in consumer behavior as the result of its new campaign. Benchmarking against Honda and BMW will help isolate the extent to which behavioral changes are market-typical or unique to Suzuki, and so attributable to the campaign.

## TOTAL AUTOMOTIVE SITE TRAFFIC CORRELATED TO TOTAL SALES

AUTOMOTIVE UNIQUE VISITORS (LEFT, MILLIONS); INDUSTRY SALES (RIGHT, MILLIONS), 2006



Several automakers have sought to use their site traffic as a leading indicator of sales. To shed light on that relationship, Compete assessed the correlation between total automotive site unique visitors to total industry sales. Total unique visitors represents the unique number of consumers across all automotive sites (OEM and third-party) with no double-counting of consumers that visited more than one site in a month or visited a given site more than once in the month. Sales here include retail and fleet sales.

traffic trended with sales. To better show the relationship, Compete calculated the ratio of sales to automotive visitors (table). The industry was the most productive in June: sales were the highest relative to visitors at 4.8%. It was the least productive in January at 3.9% (consistent with buyer pull-ahead in December).

Automakers use the relationship of total automotive site traffic to sales to benchmark their own site's performance and ability to indicate sales potentials. The best insights come from using retail sales (for the industry and for the OEM).

In general, total automotive site

Month	Ratio
Jan	3.9%
Feb	4.0%
Mar	4.7%
Apr	4.2%
May	4.5%
June	4.8%
Jul	4.6%
Aug	4.6%
Sep	4.3%
Average	4.4%

**Suzuki automotive and motorcycle cross-pollination is untapped to date**

Compete provides contextual automotive online intelligence framed in the most detailed and immediate insights into online advertising effectiveness, site effectiveness, and channel synchronization. Our services help automotive online executives optimize content, tool, and marketing decisions and benchmark performance against rival actions.

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