



LOOKING  
BACK

LOOKING  
AHEAD

2015–2016

INDUSTRY TRENDS AND INSIGHTS

“We remain committed to delivering innovative solutions that provide an intuitive shopping experience for consumers—and perform for our publishers and advertisers.”

Automotive has always been one of the most innovative industries to work in, but probably never more so than it is today.

The auto shopping process continues to undergo a transformation. People are researching vehicles more than ever (spending, on average, four hours more than they did in 2010) and using multiple devices to do so (54% of Jumpstart shoppers who plan on buying within a month do the majority of their research on a mobile device). And autonomous technology—once a distant notion of the future—is now part of many OEMs’ product road maps. It’s a pivotal time for the industry.

It’s a momentous time for Jumpstart, too. This year marked the beginning of a new business in Canada—including an exclusive partnership with *Canadian Black Book*, Canada’s most trusted vehicle valuation site for more than 50 years—and the addition of *Daily News Autos* and *autoweek.com*. To top things off, the National Association for Business Resources recognized Jumpstart as one of the 2015 Best and Brightest companies to work for.

With that, I’m excited to share with you our annual Insights Book. Along with all the marketplace insights you’ve come to expect from us, this year’s edition includes a custom campaign case study (page 74), a look at one brand’s successful cross-tier strategy (page 76), 2016 predictions from Vice President of Strategic Insights & Analytics Libby Murad-Patel (page 86), and more. I’m also happy to announce the addition of more regional and dealer-specific content, as well as a special Canadian Insights section.

We remain committed to delivering innovative solutions that provide an intuitive shopping experience for consumers—and perform for our publishers and advertisers. In the year ahead, look for:

- » **New tier 2 and 3** ad products to enhance the customer’s shopping experience
- » An expanded version of **suggestive selling** for consumers browsing body styles
- » A new **first-party data** product to give our clients deeper insights into their shoppers
- » The addition of **more publishing partners**, to allow advertisers to reach more in-market consumers
- » More from our newly launched **Brand POV unit**, our first-to-market ad product that gives advertisers the ability to speak directly to customers

The auto industry is taking some of the most innovative strides it’s taken in decades, and we plan to stay one step ahead (check out page 96 to see what I’m talking about).

*Here’s to blazing a trail in 2016!*



**Nick Matarazzo**

CEO, Jumpstart Automotive Group

WE  
BELIEVE  
IN  
INTELLIGENCE  
ABOVE  
ALL  
ELSE

By Leveraging Inquisitive Minds And An  
Analytical Approach In All That We Do

# What's Inside...

---

**08** **The Jumpstart U.S. Audience**  
How shoppers reach our portfolio, the devices they're using, and more

**16** **U.S. Share Of Sales And Shopper Interest**  
From Top 10 vehicles to SUVs and CUVs' explosive growth

**40** **Regional Shopping Trends**  
A look at regional shopper interest and brand loyalty

**46** **Canadian Audience And Data**  
Record-high sales, FCA Group's good year, and more

**74** **Evolving The Digital Ad**  
How a few simple changes can help keep ads relevant

**76** **Perfectly Aligned**  
One brand's cross-tier strategy success

**78** **A Work In Progress**  
Challenges around what we can and cannot measure across screens

**80** **The Shopping Experience**  
A few of the top factors influencing auto shopping today—from the consumer

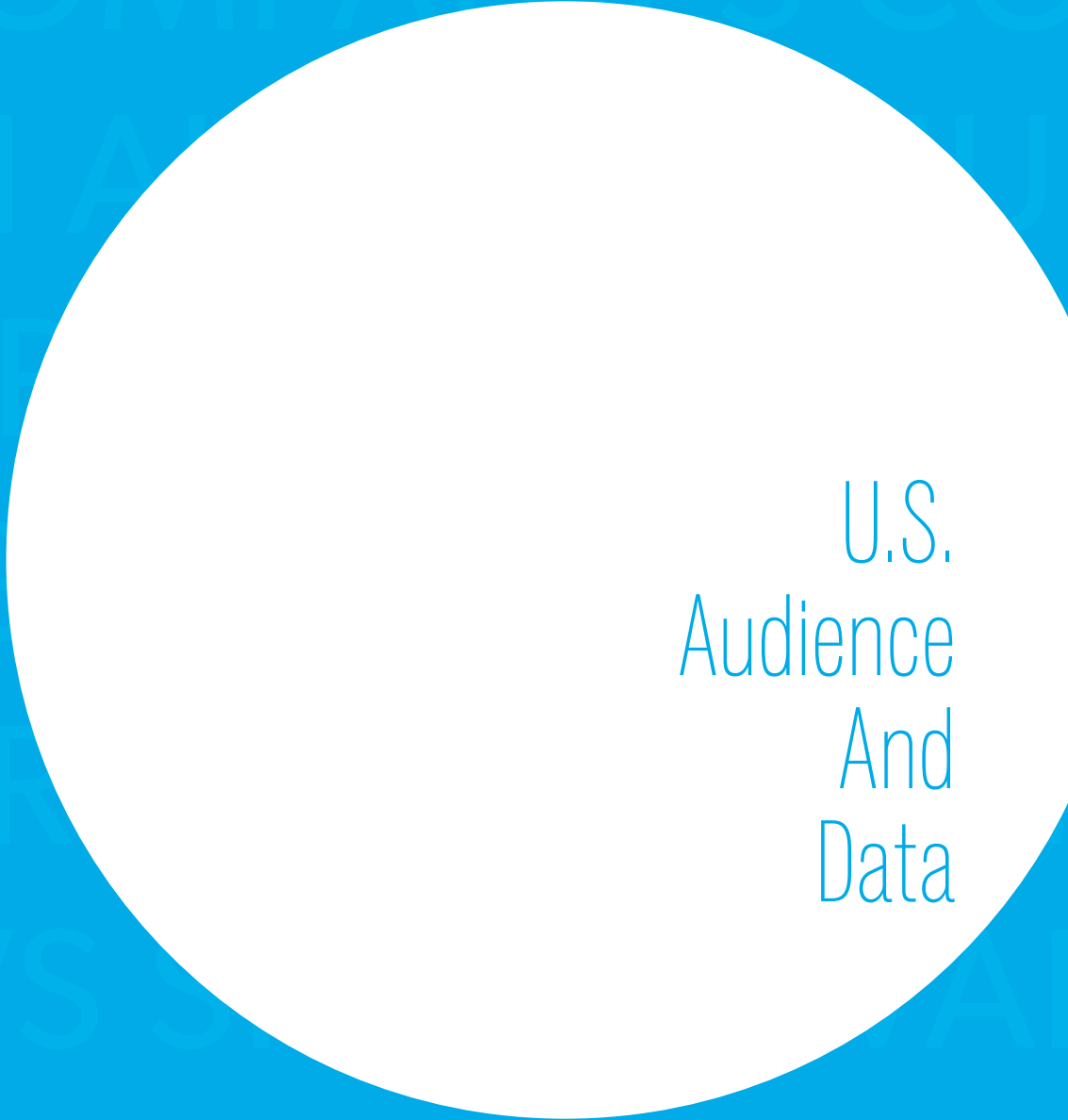
**82** **Detroit vs. Silicon Valley**  
As technology drives the industry, which one will come out ahead?

**84** **Q&A**  
DGDG's Jeremy Beaver talks customer experience, mobile first, and the two things that inform his business decisions

**86** **2016 Predictions**  
From mobility to loyalty, we predict three trends to watch for this year

**96** **Driverless Dreams**  
Jumpstart brings its autonomous vehicle vision to life





U.S.  
Audience  
And  
Data

More than 17 million new vehicles sold  
in 2015—setting a record sales volume.

With the emergence of so many new models, we made some classification changes in 2015, further segmenting vehicles to present a more detailed view of the competitive landscape. In addition—for the first time—we've included sales data to provide perspective on how consumer interest<sup>1</sup> translates into sales (and vice versa).

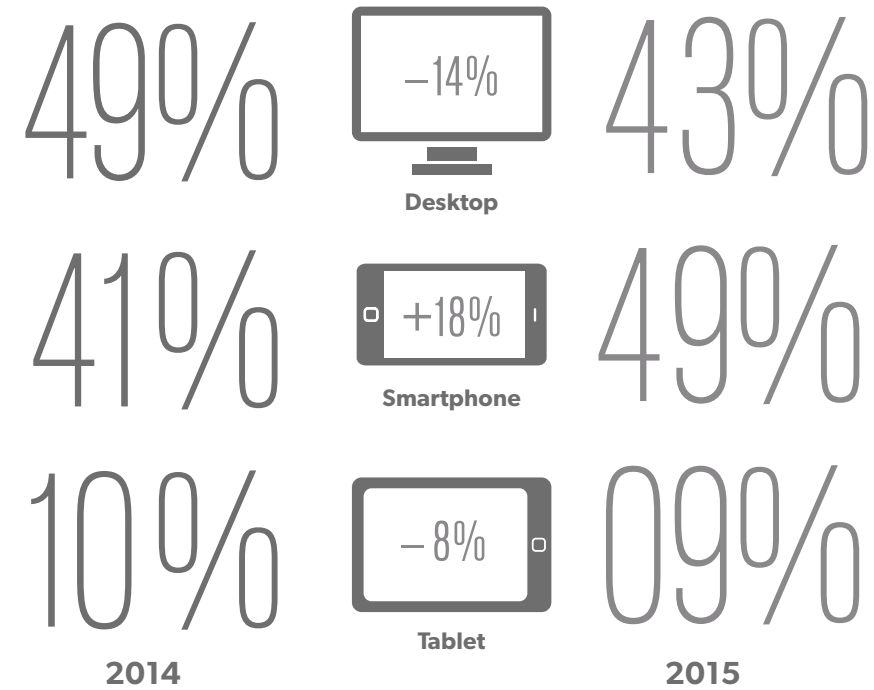
\* Sales data from WardsAuto, December 2015.

1. Jumpstart defines share of interest as the percentage of auto shoppers researching a specific body style, brand, or model.

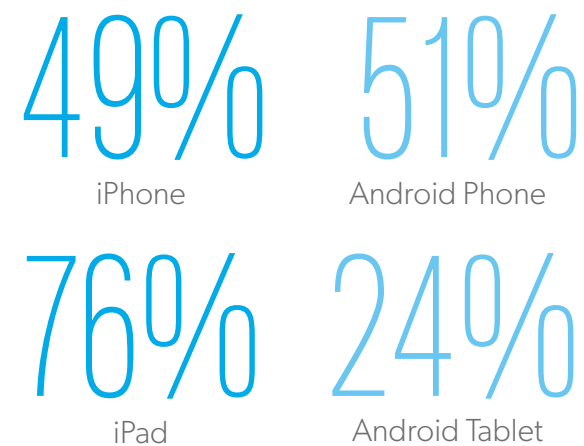
Jumpstart is: *Car and Driver, U.S. News Best Cars, NADAguides, J.D. Power Cars, autoweek.com, Autobytel, Daily News Autos, LeftLane, CarSoup, and CarBuzz.*

# THE JUMPSTART AUDIENCE 21 MILLION STRONG

2014 – 2015 Jumpstart Visitors



## Smartphones And Tablets



51%

The number of shoppers visiting Jumpstart exclusively from a mobile device

# AHEAD OF THE COMPETITION



TOTAL MULTI-PLATFORM  
UNIQUE VISITORS (M)



TOTAL PAGES VIEWED (M)



TOTAL MINUTES (M)

	TOTAL MULTI-PLATFORM UNIQUE VISITORS (M)	TOTAL PAGES VIEWED (M)	TOTAL MINUTES (M)
<b>Jumpstart</b>	<b>21.1</b>	<b>378</b>	<b>278</b>
AutoTrader.com	13.0	192	190
Cars.com	10.7	188	197
KBB.com	10.0	131	88
Edmunds.com	7.3	39	35
TEN Automotive (In-Market)	7.0	38	66
Autoblog	6.5	50	54
MSN Autos	5.8	147	173
Yahoo! Autos	5.2	31	19
TrueCar	2.4	23	18

★ On average, 32% of the competitors' audience is visiting a Jumpstart website, while 11% of Jumpstart's audience is viewing a competitive third-party automotive website ★

\* comScore Media Metrix Multi-Platform, Q4 2014 And Q4 2015

\* comScore Media Metrix Multi-Platform, October – December 2015


# ABOUT OUR SHOPPERS

**59%** 25–54 YEARS      **38%** 18–34 YEARS



Jumpstart Reaches More People In These Two Key Age Groups Than Any Of Its Core Competitors

**31%**  HOUSEHOLD INCOME

One-Third Are Considered Affluent

 **43%**  
Have Children

Audience: Men And Women

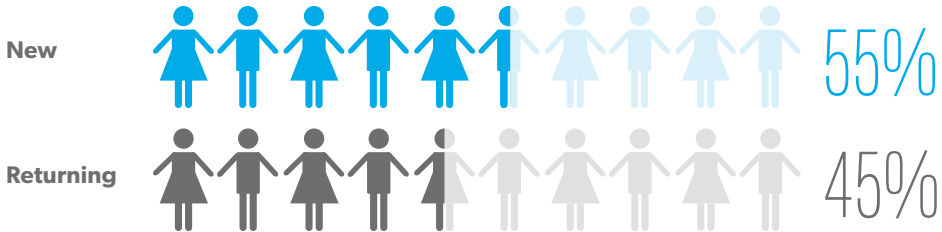
**64%**  **36%** 

More Men Visited Jumpstart Sites In 2015 (60% In 2014)

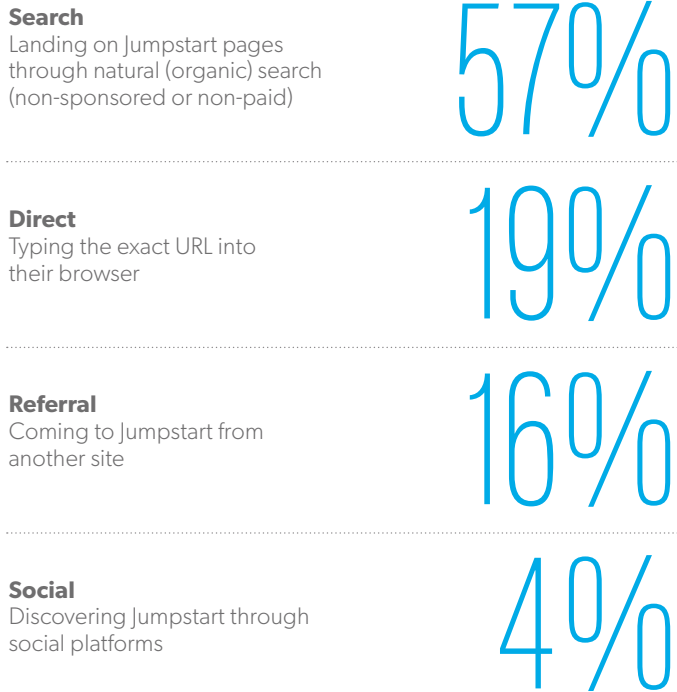
\* comScore Media Metrix Multi-Platform, October – December 2015

# HOW SHOPPERS ARE REACHING OUR PORTFOLIO

## New And Returning Visitors



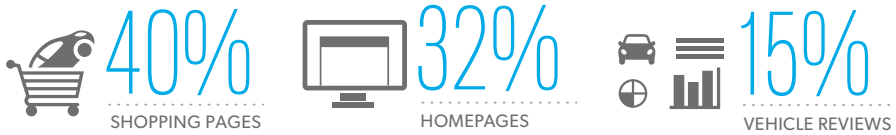
## Traffic Sources



\* Google Analytics Premium, October – Decemeber 2015

# THE 2015 JUMPSTART PATH TO PURCHASE

## ENTRY POINT



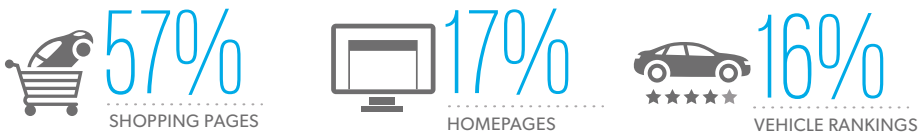
In 2015, more viewers started visiting shopping pages instead of homepages upon entry, largely because of mobile traffic (where visitors tend to go straight to a model page from search).

## 2ND INTERACTION

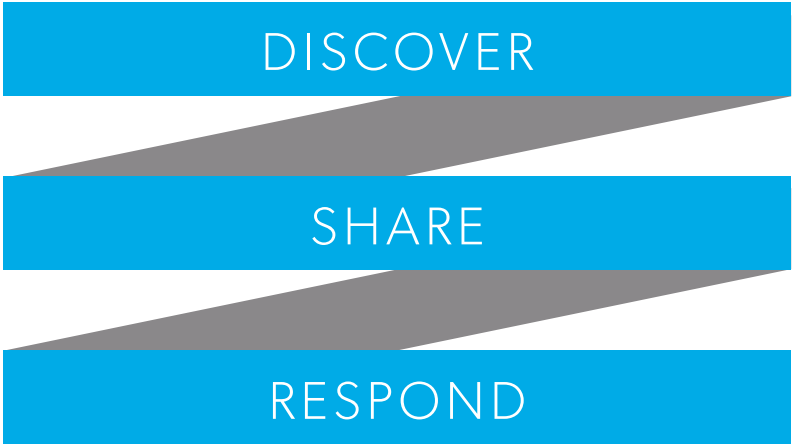


As with 2014, shoppers viewed photo galleries more during the second interaction, before moving on to reviews and rankings.

## 3RD INTERACTION



During the third interaction, 73% of shoppers were more active on shopping pages, or were starting to narrow their choices by viewing vehicle rankings.



Get More Insights—Visit [jumpstartauto.com/moreinsights](http://jumpstartauto.com/moreinsights)

@JumpstartAuto #jumpstartinsights

\* Shopping pages include category, make/model pages, and listings  
Google Analytics Premium, January – December 2015



# WHERE WE LANDED

Before we review 2015 shopping trends and our outlook for the year ahead, here's where we landed with last year's predictions

## Prediction #1: Demand For Trucks And SUVs Will Continue—Especially If Gas Prices Stay Low

In the midsize truck segment, Chevrolet Colorado had a 33% increase in consumer interest and GMC Canyon had an 82% increase. The two pulled share from Nissan Frontier, Honda Ridgeline, and Toyota Tacoma. But, as we expected, Tacoma maintained its top position. In addition, the gap between the Top 3 full-size trucks (Ford F-150, Chevrolet Silverado 1500, and RAM 1500)

narrowed substantially, as both Silverado 1500 and RAM 1500 are now less than nine percentage points away from F-150 in shopper interest—a first in Jumpstart history. Interest in SUVs and CUVs also stayed strong in 2015—once again—and saw a 9.4% increase in consumer interest. Sales numbers reflected this trend, too: 2015 marked the best year ever for SUV and truck sales.

## Prediction #2: Automakers Will Start To Push More Fuel-Efficient Vehicles, In The Midst Of Trucks' Soaring Popularity

Automakers have stayed focused on fuel-efficiency improvements across their product lineups. Helping them meet the 2025 fuel economy standards, a National Highway Traffic Safety Administration June 2015 report concluded that existing technologies, such as eight-speed transmissions, lighter materials, and advanced turbochargers, could allow brands to get there with more ease than was previously thought. To help boost

car sales and keep production steady over the course of 2015, manufacturer and dealer incentive spending increased to levels that left some in the industry a little nervous. According to a November 2015 *Automotive News* article, automakers spent \$3,104 in incentives per vehicle sold in October 2015—an increase of 14% from 2014 and a total of 9.5% of the industry's average transaction price of \$32,529.

## Prediction #3: Luxury Brands Will Strive To Differentiate Themselves As Once-Coveted Features Become Commonplace

Luxury automakers have upped their game with post-sale service offerings, personalization, and unique brand experiences. One brand has a test track near its Atlanta headquarters so would-be buyers can drive its vehicles. Another has dealerships near airports and offers free parking, shuttle service, servicing, and cleaning or detailing while customers are traveling. And most every luxury automaker is focusing heavily on transforming the dealership experience; some are creating a more Apple-

like environment by having dedicated tech specialists available at all times and training employees in the art of delivering exceptional customer service. Other brands have started focusing on eco-conscious customers with interiors constructed of responsibly managed wood and vegan-friendly seats. At the end of 2015, through consumer focus groups, Jumpstart found that the dealership experience is the single-biggest point of differentiation between mass and luxury manufacturers.

+ Stay up-to-date on all Jumpstart news, visit [jumpstartauto.com/insights](http://jumpstartauto.com/insights)



Image Source: chevrolet.com



Image Source: ford.com



Image Source: bmw.com



## Top 10 BRANDS

Share Of U.S. Light Vehicle Sales

1	<b>FORD</b>	2015 <b>14.4%</b> 2014 <b>14.5%</b>	% Change <b>0%</b>	6	<b>JEEP</b>	2015 <b>5.0%</b> 2014 <b>4.2%</b>	% Change <b>+18%</b>
2	<b>CHEVROLET</b>	2015 <b>12.2%</b> 2014 <b>12.3%</b>	<b>-1%</b>	7	<b>HYUNDAI</b>	2015 <b>4.4%</b> 2014 <b>4.4%</b>	<b>-1%</b>
3	<b>TOYOTA</b>	2015 <b>12.0%</b> 2014 <b>12.1%</b>	<b>-1%</b>	8	<b>KIA</b>	2015 <b>3.6%</b> 2014 <b>3.5%</b>	<b>+2%</b>
4	<b>HONDA</b>	2015 <b>8.1%</b> 2014 <b>8.3%</b>	<b>-3%</b>	9	<b>SUBARU</b>	2015 <b>3.3%</b> 2014 <b>3.1%</b>	<b>+7%</b>
5	<b>NISSAN</b>	2015 <b>7.7%</b> 2014 <b>7.7%</b>	<b>+1%</b>	10	<b>GMC</b>	2015 <b>3.2%</b> 2014 <b>3.0%</b>	<b>+5%</b>

## Top 10 BRANDS

Highest Growth In U.S. Light Vehicle Sales

1	<b>ALFA ROMEO<sup>1</sup></b>	<b>+589%</b>	6	<b>MITSUBISHI</b>	<b>+16%</b>
2	<b>TESLA</b>	<b>+63%</b>	7	<b>INFINITI</b>	<b>+8%</b>
3	<b>LAND ROVER</b>	<b>+30%</b>	8	<b>SUBARU</b>	<b>+7%</b>
4	<b>JEEP</b>	<b>+18%</b>	9	<b>GMC</b>	<b>+5%</b>
5	<b>VOLVO</b>	<b>+17%</b>	10	<b>AUDI</b>	<b>+5%</b>

\* Sales data from Wards Auto, December 2015.  
1. Alfa Romeo sold fewer than 100 vehicles in 2014

## Top 10 BRANDS

Share Of Shopper Interest

1	<b>FORD</b>	2015 <b>10.2%</b> 2014 <b>10.9%</b>	% Change <b>-6%</b>	6	<b>BMW</b>	2015 <b>4.7%</b> 2014 <b>4.8%</b>	% Change <b>-3%</b>
2	<b>CHEVROLET</b>	2015 <b>9.2%</b> 2014 <b>9.6%</b>	<b>-4%</b>	7	<b>DODGE</b>	2015 <b>4.3%</b> 2014 <b>4.4%</b>	<b>-2%</b>
3	<b>TOYOTA</b>	2015 <b>6.6%</b> 2014 <b>6.5%</b>	<b>+1%</b>	8	<b>MAZDA</b>	2015 <b>3.7%</b> 2014 <b>3.7%</b>	<b>0%</b>
4	<b>HONDA</b>	2015 <b>6.1%</b> 2014 <b>6.0%</b>	<b>+2%</b>	9	<b>JEEP</b>	2015 <b>3.6%</b> 2014 <b>3.5%</b>	<b>+4%</b>
5	<b>NISSAN</b>	2015 <b>5.3%</b> 2014 <b>5.0%</b>	<b>+6%</b>	10	<b>AUDI</b>	2015 <b>3.5%</b> 2014 <b>3.7%</b>	<b>-7%</b>

## Top 10 BRANDS

Highest Growth In Shopper Interest

1	<b>ALFA ROMEO</b>	<b>+59%</b>	6	<b>FIAT</b>	<b>+12%</b>
2	<b>MERCEDES-BENZ</b>	<b>+51%</b>	7	<b>VOLVO</b>	<b>+12%</b>
3	<b>LAND ROVER</b>	<b>+29%</b>	8	<b>GMC</b>	<b>+11%</b>
4	<b>INFINITI</b>	<b>+17%</b>	9	<b>RAM</b>	<b>+10%</b>
5	<b>MITSUBISHI</b>	<b>+15%</b>	10	<b>LEXUS</b>	<b>+10%</b>

\* Jumpstart Internal Analytics, January 2014 – December 2015

# Top 10 Vehicles













Share Of **Shopper Interest**

2015 Ranking	Share	2014 Ranking	Share
1 <b>Ford Mustang</b>	1.8%	1 <b>Ford Mustang</b>	2.3%
2 <b>Ford F-150</b>	1.3%	2 <b>Ford F-150</b>	1.5%
3 <b>Jeep Wrangler</b>	1.2%	3 <b>Chevrolet Corvette</b>	1.5%
4 <b>Chevrolet Camaro</b>	1.2%	4 <b>Honda Accord</b>	1.1%
5 <b>Chevrolet Silverado</b>	1.1%	5 <b>Chevrolet Camaro</b>	1.1%
6 <b>Chevrolet Corvette</b>	1.1%	6 <b>Jeep Wrangler</b>	1.1%
7 <b>Toyota Tacoma</b>	1.0%	7 <b>Chevrolet Silverado</b>	1.0%
8 <b>Honda Civic</b>	1.0%	8 <b>Honda Civic</b>	1.0%
9 <b>Jeep Grand Cherokee</b>	1.0%	9 <b>Mazda Mazda3</b>	1.0%
10 <b>Honda Accord</b>	0.9%	10 <b>Acura MDX</b>	0.9%

\* Jumpstart Internal Analytics, January 2014 – December 2015

# BODY STYLES

## Share Of Interest

Body Style	2015 Share Of Interest	% Change 2014 – 2015
Luxury 	31.3%	-2%
Non-Luxury 	68.7%	+1%
SUV/CUV 	35.4%	+9%
Sedan 	25.1%	-12%
Sport 	14.5%	-3%
Truck 	9.6%	+11%
Compact 	3.2%	-6%
Coupe 	3.0%	-8%
Van 	2.7%	+12%
Performance 	2.5%	-8%
Hatchback/Wagon 	2.5%	-1%
Alternative Fuel 	1.6%	+13%

\* Jumpstart Internal Analytics, January 2014 – December 2015



# Share Of Shopper Interest And Sales

ALL AUTOMOTIVE BRANDS

BRAND	SHARE OF SHOPPER INTEREST		SHARE OF LIGHT VEHICLE SALES	
	2015	% CHANGE 2014 – 2015	2015	% CHANGE 2014 – 2015
Ford	10.2%	-6%	14.4%	0%
Chevrolet	9.2%	-4%	12.2%	-1%
Toyota	6.6%	+1%	12.0%	-1%
Honda	6.1%	+2%	8.1%	-3%
Nissan	5.3%	+6%	7.7%	+1%
BMW	4.7%	-3%	2.0%	-4%
Dodge	4.3%	-2%	3.0%	-15%
Mazda	3.7%	0%	1.8%	-1%
Jeep	3.6%	+4%	5.0%	+18%
Audi	3.5%	-7%	1.2%	+5%
Mercedes-Benz	3.4%	+51%	2.1%	-1%
Volkswagen	3.3%	-13%	2.0%	-10%
Subaru	3.3%	-3%	3.3%	+7%
GMC	2.8%	+11%	3.2%	+5%
Hyundai	2.7%	-15%	4.4%	-1%
Lexus	2.4%	+10%	2.0%	+5%
Cadillac	2.3%	+3%	1.0%	-3%
Kia	2.3%	0%	3.6%	+2%
Acura	2.3%	+2%	1.0%	0%
Porsche	2.1%	+1%	0.3%	+4%
Infiniti	1.6%	+17%	0.8%	+8%

BRAND	SHARE OF SHOPPER INTEREST		SHARE OF LIGHT VEHICLE SALES	
	2015	% CHANGE 2014 – 2015	2015	% CHANGE 2014 – 2015
RAM	1.5%	+10%	2.8%	0%
Buick	1.5%	-19%	1.3%	-8%
Land Rover	1.5%	+29%	0.4%	+30%
Chrysler	1.3%	-8%	1.9%	-1%
Lincoln	1.3%	+7%	0.6%	+1%
Mitsubishi	1.2%	+15%	0.5%	+16%
Volvo	1.2%	+12%	0.4%	+17%
Scion	0.8%	-9%	0.3%	-8%
Jaguar	0.8%	-12%	0.1%	-13%
MINI	0.8%	-11%	0.3%	-1%
FIAT	0.7%	+12%	0.2%	-13%
Tesla	0.5%	-28%	0.1%	+63%
Alfa Romeo <sup>1</sup>	0.4%	+59%	0.0%	+589%
smart	0.3%	-1%	0.0%	-32%
Maserati	0.3%	-10%	0.2%	-24%

\* Jumpstart Internal Analytics, January 2014 – December 2015

1. Alfa Romeo sold fewer than 100 vehicles in 2014

## By The Numbers

# CARS

---

### Sales

Overall, low gas prices and new product offerings in the SUV/CUV categories contributed to a weaker car market in the U.S.

Cars accounted for only 43% of light vehicle sales, which was down 7% from 2014.

Outside of some of the specialty or sports cars, most car segments were down in both volume and market share in 2015.

The Top 3 selling cars of 2015 were Toyota Camry, Toyota Corolla, and Honda Accord.

### Shopper Interest

Honda remains the dominant player in the compact and subcompact categories (Civic and Fit rank first and second, respectively). But Chevrolet is a strong contender, as Sonic, Spark, and Cruze have seen double-digit increases.

While they're not in the Top 5 in the mid-and full-size sedan segments, we're keeping an eye on Chevrolet Malibu and Buick Lacrosse after they've seen increases in share of interest of 28% and 81%, respectively.

Whether entry, midsize, or full-size, BMW and Audi are leading the luxury sedan category—each has at least one sedan in the Top 5.

Also noteworthy among luxury sedans: The BMW 3-Series, Cadillac CTS, and Tesla Model S are all at the top of their respective segments by a wide margin of at least three percentage points.

\* Shopper interest data from Jumpstart Internal Analytics, January 2014 – December 2015. Sales data from WardsAuto, December 2015.

## Top 5 Subcompact Cars

		% Change
1	<b>Ford Fiesta</b> 2015 <b>13.2%</b> 2014 <b>14.3%</b>	<b>-8%</b>
2	<b>Honda Fit</b> 2015 <b>11.6%</b> 2014 <b>13.3%</b>	<b>-13%</b>
3	<b>Chevrolet Sonic</b> 2015 <b>6.7%</b> 2014 <b>5.2%</b>	<b>+31%</b>
4	<b>FIAT 500</b> 2015 <b>6.7%</b> 2014 <b>8.1%</b>	<b>-17%</b>
5	<b>Nissan Versa</b> 2015 <b>6.5%</b> 2014 <b>5.8%</b>	<b>+11%</b>

## Top 5 Compact Cars

		% Change
1	<b>Honda Civic</b> 2015 <b>13.6%</b> 2014 <b>12.8%</b>	<b>+7%</b>
2	<b>Mazda Mazda3</b> 2015 <b>9.8%</b> 2014 <b>12.5%</b>	<b>-22%</b>
3	<b>Subaru Impreza</b> 2015 <b>7.6%</b> 2014 <b>6.0%</b>	<b>+28%</b>
4	<b>Volkswagen Jetta</b> 2015 <b>7.1%</b> 2014 <b>6.5%</b>	<b>+9%</b>
5	<b>Toyota Corolla</b> 2015 <b>7.0%</b> 2014 <b>7.1%</b>	<b>-2%</b>

## Top 5 Midsize Sedans

		% Change
1	<b>Honda Accord</b> 2015 <b>17.3%</b> 2014 <b>15.9%</b>	<b>+9%</b>
2	<b>Toyota Camry</b> 2015 <b>11.5%</b> 2014 <b>10.7%</b>	<b>+8%</b>
3	<b>Nissan Altima</b> 2015 <b>8.7%</b> 2014 <b>7.7%</b>	<b>+14%</b>
4	<b>Ford Fusion</b> 2015 <b>8.1%</b> 2014 <b>8.5%</b>	<b>-5%</b>
5	<b>Mazda Mazda6</b> 2015 <b>7.6%</b> 2014 <b>8.2%</b>	<b>-7%</b>

## Top 5 Full-Size Sedans

		% Change
1	<b>Dodge Charger</b> 2015 <b>25.0%</b> 2014 <b>23.1%</b>	<b>+8%</b>
2	<b>Chevrolet Impala</b> 2015 <b>15.8%</b> 2014 <b>17.4%</b>	<b>-9%</b>
3	<b>Chrysler 300</b> 2015 <b>14.2%</b> 2014 <b>13.9%</b>	<b>+2%</b>
4	<b>Nissan Maxima</b> 2015 <b>13.6%</b> 2014 <b>9.9%</b>	<b>+38%</b>
5	<b>Ford Taurus</b> 2015 <b>9.6%</b> 2014 <b>12.7%</b>	<b>-25%</b>

\* Jumpstart Internal Analytics, January 2014 – December 2015

\* Jumpstart Internal Analytics, January 2014 – December 2015

## Top 5 Entry Luxury Sedans

		% Change
1	<b>BMW 3-Series</b> 2015 <b>14.3%</b> 2014 <b>13.2%</b>	<b>+8%</b>
2	<b>Audi A3</b> 2015 <b>8.9%</b> 2014 <b>9.3%</b>	<b>-4%</b>
3	<b>Audi A4</b> 2015 <b>8.3%</b> 2014 <b>8.4%</b>	<b>-1%</b>
4	<b>Lexus IS</b> 2015 <b>7.0%</b> 2014 <b>7.0%</b>	<b>+1%</b>
5	<b>Volvo S60</b> 2015 <b>6.1%</b> 2014 <b>4.7%</b>	<b>+31%</b>

## Top 5 Midsize Luxury Sedans

		% Change
1	<b>Cadillac CTS</b> 2015 <b>17.2%</b> 2014 <b>17.3%</b>	<b>-1%</b>
2	<b>Mercedes-Benz C-Class</b> 2015 <b>13.6%</b> 2014 <b>7.4%</b>	<b>+82%</b>
3	<b>Audi A6</b> 2015 <b>10.4%</b> 2014 <b>13.6%</b>	<b>-24%</b>
4	<b>BMW 5-Series</b> 2015 <b>9.9%</b> 2014 <b>10.5%</b>	<b>-6%</b>
5	<b>Hyundai Genesis</b> 2015 <b>9.5%</b> 2014 <b>11.1%</b>	<b>-15%</b>

## Top 5 Full-Size Luxury Sedans

		% Change
1	<b>Tesla Model S</b> 2015 <b>17.6%</b> 2014 <b>16.6%</b>	<b>+6%</b>
2	<b>BMW 7-Series</b> 2015 <b>11.8%</b> 2014 <b>11.3%</b>	<b>+5%</b>
3	<b>Audi A7</b> 2015 <b>10.1%</b> 2014 <b>13.0%</b>	<b>-22%</b>
4	<b>Porsche Panamera</b> 2015 <b>9.3%</b> 2014 <b>7.8%</b>	<b>+19%</b>
5	<b>Mercedes-Benz S-Class</b> 2015 <b>9.3%</b> 2014 <b>10.1%</b>	<b>-8%</b>

\* Jumpstart Internal Analytics, January 2014 – December 2015

\* Jumpstart Internal Analytics, January 2014 – December 2015

## By The Numbers

# SUVs/CUVs

---

### Sales

Collectively, SUVs/CUVs accounted for 37% of 2015 U.S. light vehicle sales, up 16% from 2014.

CUVs saw the most significant growth in volume (18%), while the fastest-growing sub-segments—the small CUV and the midsize luxury CUV—grew 57% and 23%, respectively (both segments saw the introduction of several new vehicles in 2015).

SUVs were up 7%, compared with 2014, and all sub-segments—with the exception of large (non-luxury) SUVs—increased anywhere from 9% to 19% in 2015.

The Top 3 selling SUVs/CUVs in 2015 were Honda CR-V, Toyota RAV4, and Ford Escape.

### Shopper Interest

The red-hot growth of subcompact and compact SUVs/CUVs is successfully grabbing shopper attention across Jumpstart's portfolio. Jeep leads shopper interest in both segments with Renegade and Wrangler, but Honda's new HR-V and CR-V, Chevrolet Trax, and Mazda CX-5 all experienced growth of 80% or more in 2015.

BMW's X1 takes the lead in the compact luxury SUV/CUV segment (where Acura RDX had been holding a wide margin in prior years). This segment is shifting as newer entrants such as Lexus NX and Mercedes-Benz GLA-Class are capturing consumer interest.

Lexus, in particular, is a dominant force in both the compact and midsize luxury SUVs/CUVs with the NX and RX growing more than 60% each in shopper interest.

\* Shopper interest data from Jumpstart Internal Analytics, January 2014 – December 2015. Sales data from WardsAuto, December 2015.

## Top 5 Subcompact SUVs/CUVs

		% Change
1	<b>Jeep Renegade</b>	
	2015 <b>19.3%</b>	<b>+39%</b>
	2014 <b>13.9%</b>	
2	<b>Nissan Juke</b>	
	2015 <b>18.3%</b>	<b>-29%</b>
	2014 <b>25.8%</b>	
3	<b>Honda HR-V</b>	
	2015 <b>15.5%</b>	<b>+208%</b>
	2014 <b>5.0%</b>	
4	<b>Buick Encore</b>	
	2015 <b>14.1%</b>	<b>-65%</b>
	2014 <b>40.5%</b>	
5	<b>Chevrolet Trax</b>	
	2015 <b>11.6%</b>	<b>+106%</b>
	2014 <b>5.6%</b>	

## Top 5 Compact SUVs/CUVs

		% Change
1	<b>Jeep Wrangler</b>	
	2015 <b>13.9%</b>	<b>+9%</b>
	2014 <b>12.8%</b>	
2	<b>Subaru Forester</b>	
	2015 <b>8.1%</b>	<b>+3%</b>
	2014 <b>7.9%</b>	
3	<b>Honda CR-V</b>	
	2015 <b>7.3%</b>	<b>+102%</b>
	2014 <b>3.6%</b>	
4	<b>Mazda CX-5</b>	
	2015 <b>6.7%</b>	<b>+80%</b>
	2014 <b>3.7%</b>	
5	<b>Toyota RAV4</b>	
	2015 <b>6.6%</b>	<b>-2%</b>
	2014 <b>6.7%</b>	

## Top 5 Midsize SUVs/CUVs

		% Change
1	<b>Jeep Grand Cherokee</b>	
	2015 <b>8.6%</b>	<b>+1%</b>
	2014 <b>8.6%</b>	
2	<b>Honda Pilot</b>	
	2015 <b>7.7%</b>	<b>+34%</b>
	2014 <b>5.7%</b>	
3	<b>Dodge Durango</b>	
	2015 <b>7.1%</b>	<b>+17%</b>
	2014 <b>6.1%</b>	
4	<b>Toyota Highlander</b>	
	2015 <b>7.1%</b>	<b>-2%</b>
	2014 <b>7.2%</b>	
5	<b>Ford Explorer</b>	
	2015 <b>7.1%</b>	<b>+3%</b>
	2014 <b>6.8%</b>	

## Top 5 Large SUVs

		% Change
1	<b>Chevrolet Tahoe</b>	
	2015 <b>24.6%</b>	<b>-15%</b>
	2014 <b>28.9%</b>	
2	<b>GMC Yukon</b>	
	2015 <b>17.7%</b>	<b>-9%</b>
	2014 <b>19.5%</b>	
3	<b>Ford Expedition</b>	
	2015 <b>16.1%</b>	<b>0%</b>
	2014 <b>16.1%</b>	
4	<b>Chevrolet Suburban</b>	
	2015 <b>15.0%</b>	<b>-1%</b>
	2014 <b>15.3%</b>	
5	<b>Toyota Sequoia</b>	
	2015 <b>8.9%</b>	<b>+8%</b>
	2014 <b>8.3%</b>	

\* Jumpstart Internal Analytics, January 2014 – December 2015

\* Jumpstart Internal Analytics, January 2014 – December 2015

## Top 5 Compact Luxury SUVs/CUVs

		% Change
1	<b>BMW X1</b> 2015 <b>18.2%</b> 2014 <b>16.9%</b>	<b>+8%</b>
2	<b>Acura RDX</b> 2015 <b>15.6%</b> 2014 <b>28.8%</b>	<b>-46%</b>
3	<b>Lexus NX</b> 2015 <b>14.0%</b> 2014 <b>8.5%</b>	<b>+65%</b>
4	<b>Land Rover Range Rover Evoque</b> 2015 <b>12.8%</b> 2014 <b>12.3%</b>	<b>+5%</b>
5	<b>Mercedes-Benz GLA-Class</b> 2015 <b>10.0%</b> 2014 <b>6.7%</b>	<b>+49%</b>

## Top 5 Midsize Luxury SUVs/CUVs

		% Change
1	<b>Lexus RX</b> 2015 <b>16.0%</b> 2014 <b>9.9%</b>	<b>+61%</b>
2	<b>Audi Q5</b> 2015 <b>14.2%</b> 2014 <b>19.2%</b>	<b>-26%</b>
3	<b>BMW X3</b> 2015 <b>12.0%</b> 2014 <b>11.8%</b>	<b>+2%</b>
4	<b>Cadillac SRX</b> 2015 <b>9.4%</b> 2014 <b>10.8%</b>	<b>-13%</b>
5	<b>Porsche Macan S</b> 2015 <b>8.1%</b> 2014 <b>9.2%</b>	<b>-12%</b>

## Top 5 Full-Size Luxury SUVs/CUVs

		% Change
1	<b>Acura MDX</b> 2015 <b>17.3%</b> 2014 <b>20.1%</b>	<b>-14%</b>
2	<b>BMW X5</b> 2015 <b>12.7%</b> 2014 <b>15.4%</b>	<b>-18%</b>
3	<b>Audi Q7</b> 2015 <b>11.1%</b> 2014 <b>14.0%</b>	<b>-21%</b>
4	<b>Porsche Cayenne</b> 2015 <b>8.0%</b> 2014 <b>11.2%</b>	<b>-28%</b>
5	<b>Land Rover LR4</b> 2015 <b>8.0%</b> 2014 <b>5.5%</b>	<b>+47%</b>

## Top 5 Large Luxury SUVs

		% Change
1	<b>Land Rover Range Rover</b> 2015 <b>17.5%</b> 2014 <b>22.1%</b>	<b>-21%</b>
2	<b>Cadillac Escalade</b> 2015 <b>13.9%</b> 2014 <b>19.0%</b>	<b>-27%</b>
3	<b>Mercedes-Benz GL-Class</b> 2015 <b>13.7%</b> 2014 <b>5.4%</b>	<b>+155%</b>
4	<b>Toyota Land Cruiser</b> 2015 <b>10.4%</b> 2014 <b>12.6%</b>	<b>-17%</b>
5	<b>Lincoln Navigator</b> 2015 <b>9.6%</b> 2014 <b>10.0%</b>	<b>-4%</b>

\* Jumpstart Internal Analytics, January 2014 – December 2015

\* Jumpstart Internal Analytics, January 2014 – December 2015



## By The Numbers

# TRUCKS AND VANS

---

### Sales

Trucks accounted for 15% of 2015 U.S. light vehicle sales and grew 10%, compared with 2014.

The midsize truck segment saw the most growth, at 41% (GM's Chevrolet Colorado and GMC Canyon saw increases of more than 800%, compared with 2014 sales).

The Top 3 selling trucks in 2015 were Ford F-150, Chevrolet Silverado 1500, and RAM 1500.

Van sales were up just slightly in volume in 2015 and accounted for 5% of light vehicle sales in the U.S. in 2015.

Small or passenger vans saw a slight dip (-2%), while large cargo and passenger vans experienced 13% growth.

The Top 3 selling vans in 2015 were Toyota Sienna, Honda Odyssey, and Dodge Caravan.

### Shopper Interest

GM has taken a large bite out of the midsize pickup segment with its reintroduction of Chevrolet Colorado and GMC Canyon and is closing in on Toyota Tacoma's lead.

Ford F-150 still holds the top spot in the full-size pickup truck segment, but Chevrolet Silverado 1500 and RAM 1500 have both made significant gains in closing the gap between the Top 3 full-size pickup trucks.

Honda Odyssey and Toyota Sienna hold the top spots within the minivan space by a wide margin, but Mazda's Mazda5 and Chrysler's Town & Country gained notable ground in 2015 and are both grabbing shopper interest from the minivan leaders.

\* Shopper interest data from Jumpstart Internal Analytics, January 2014 – December 2015. Sales data from WardsAuto, December 2015.

## Top 5 Midsize Pickup Trucks

		% Change
1	<b>Toyota Tacoma</b>	
	2015 <b>35.9%</b>	<b>-5%</b>
	2014 <b>37.7%</b>	
2	<b>Chevrolet Colorado</b>	
	2015 <b>25.6%</b>	<b>+33%</b>
	2014 <b>19.3%</b>	
3	<b>Nissan Frontier</b>	
	2015 <b>14.5%</b>	<b>-28%</b>
	2014 <b>20.1%</b>	
4	<b>GMC Canyon</b>	
	2015 <b>13.4%</b>	<b>+82%</b>
	2014 <b>7.4%</b>	
5	<b>Honda Ridgeline</b>	
	2015 <b>10.5%</b>	<b>-32%</b>
	2014 <b>15.5%</b>	

## Top 5 Full-Size Pickup Trucks

		% Change
1	<b>Ford F-150</b>	
	2015 <b>26.1%</b>	<b>-12%</b>
	2014 <b>29.6%</b>	
2	<b>Chevrolet Silverado 1500</b>	
	2015 <b>21.7%</b>	<b>+6%</b>
	2014 <b>20.6%</b>	
3	<b>RAM 1500</b>	
	2015 <b>17.2%</b>	<b>+8%</b>
	2014 <b>15.9%</b>	
4	<b>GMC Sierra 1500</b>	
	2015 <b>13.3%</b>	<b>+1%</b>
	2014 <b>13.2%</b>	
5	<b>Toyota Tundra</b>	
	2015 <b>12.7%</b>	<b>-3%</b>
	2014 <b>13.1%</b>	

## Top 5 3/4- and 1-Ton Pickup Trucks

		% Change
1	<b>Ford F-250 Super Duty</b>	
	2015 <b>23.9%</b>	<b>-15%</b>
	2014 <b>28.3%</b>	
2	<b>Chevrolet Silverado 2500HD</b>	
	2015 <b>19.0%</b>	<b>-11%</b>
	2014 <b>21.4%</b>	
3	<b>RAM 2500</b>	
	2015 <b>14.1%</b>	<b>-16%</b>
	2014 <b>16.9%</b>	
4	<b>Ford F-350 Super Duty</b>	
	2015 <b>11.6%</b>	<b>+20%</b>
	2014 <b>9.7%</b>	
5	<b>RAM 3500</b>	
	2015 <b>7.9%</b>	<b>+22%</b>
	2014 <b>6.4%</b>	

\* Jumpstart Internal Analytics, January 2014 – December 2015

\* Jumpstart Internal Analytics, January 2014 – December 2015

## Top 5 Small Cargo Vans

		% Change
1	<b>Ford Transit Connect</b>	
	2015 <b>31.9%</b>	<b>-28%</b>
	2014 <b>44.7%</b>	
2	<b>RAM ProMaster City</b>	
	2015 <b>20.6%</b>	<b>+366%</b>
	2014 <b>4.4%</b>	
3	<b>Nissan NV200 Compact Cargo</b>	
	2015 <b>13.5%</b>	<b>-48%</b>
	2014 <b>26.0%</b>	
4	<b>Chevrolet City Express</b>	
	2015 <b>11.1%</b>	<b>+106%</b>
	2014 <b>5.4%</b>	
5	<b>Mercedes-Benz Metris</b>	
	2015 <b>9.7%</b>	<b>N/A</b>
	2014 <b>N/A</b>	

## Top 5 Minivans

		% Change
1	<b>Honda Odyssey</b>	
	2015 <b>26.3%</b>	<b>-12%</b>
	2014 <b>30.1%</b>	
2	<b>Toyota Sienna</b>	
	2015 <b>23.8%</b>	<b>-2%</b>
	2014 <b>24.3%</b>	
3	<b>Mazda Mazda5</b>	
	2015 <b>12.0%</b>	<b>+17%</b>
	2014 <b>10.2%</b>	
4	<b>Chrysler Town &amp; Country</b>	
	2015 <b>11.9%</b>	<b>+21%</b>
	2014 <b>9.9%</b>	
5	<b>Dodge Grand Caravan</b>	
	2015 <b>11.1%</b>	<b>-6%</b>
	2014 <b>11.8%</b>	

## Top 5 Large Cargo & Passenger Vans

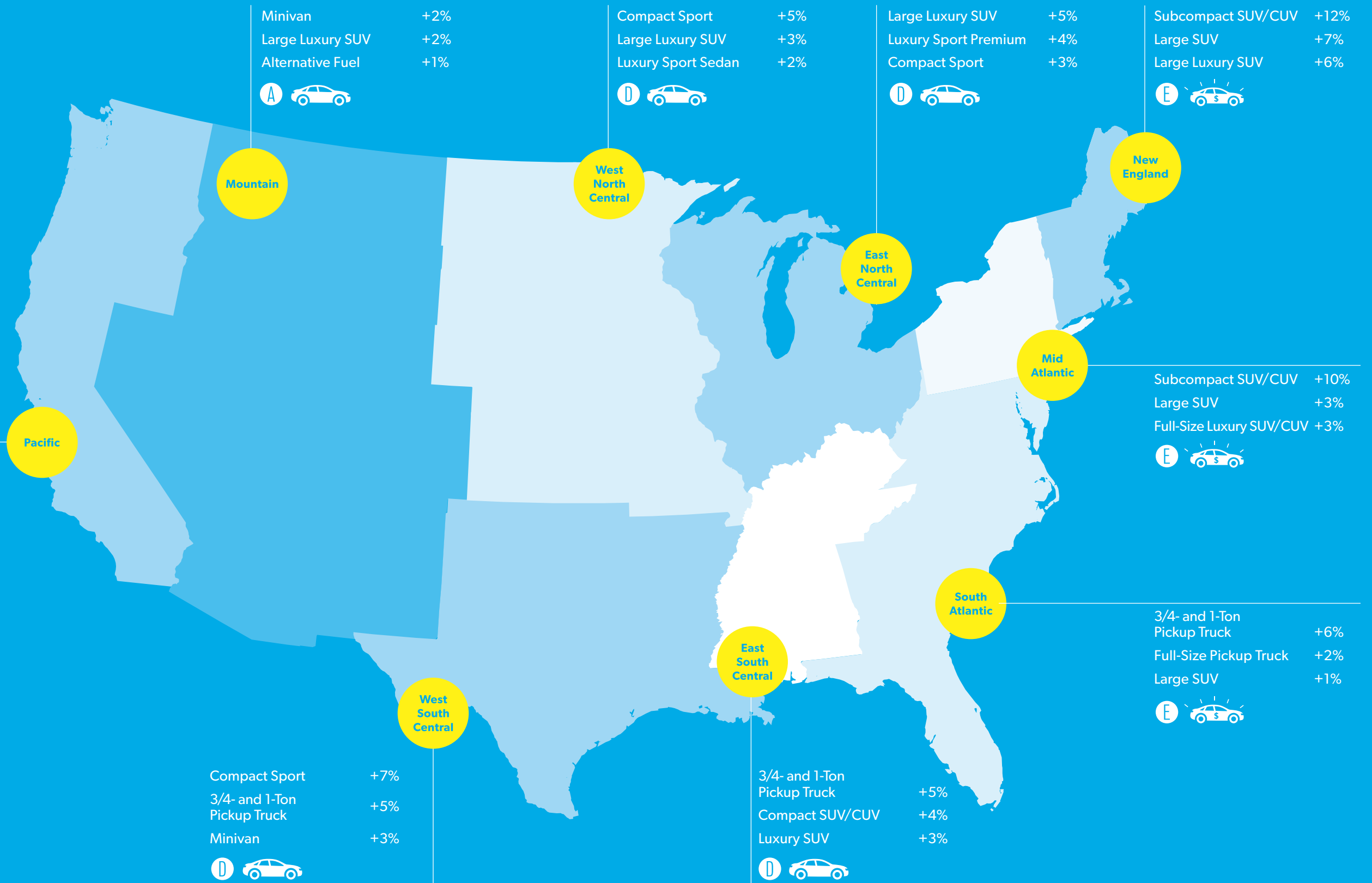
		% Change
1	<b>Mercedes-Benz Sprinter</b>	
	2015 <b>20.1%</b>	<b>+7%</b>
	2014 <b>18.7%</b>	
2	<b>Ford Transit</b>	
	2015 <b>17.7%</b>	<b>-4%</b>
	2014 <b>18.4%</b>	
3	<b>Chevrolet Express</b>	
	2015 <b>17.1%</b>	<b>-15%</b>
	2014 <b>20.0%</b>	
4	<b>Nissan NV Passenger</b>	
	2015 <b>12.4%</b>	<b>+2%</b>
	2014 <b>12.2%</b>	
5	<b>GMC Savana Passenger</b>	
	2015 <b>11.1%</b>	<b>+27%</b>
	2014 <b>8.7%</b>	

\* Jumpstart Internal Analytics, January 2014 – December 2015

\* Jumpstart Internal Analytics, January 2014 – December 2015

# Emerging Trends: A Look At Regional Interest

From the mid-Atlantic where people are researching European luxury brands to the Mountain region where consumers are shopping for minivans and alternative fuel vehicles, we've compared growth in consumer interest levels. Through this analysis, we're able to see trends emerge and, more importantly, where brands have opportunities to align their products with consumer interest and more effectively reach their audiences.

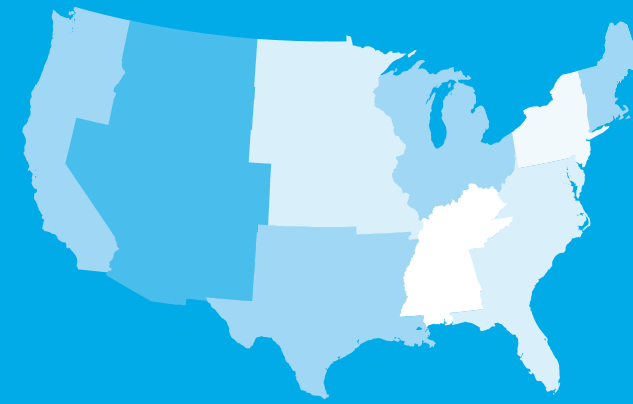


**Key**

- E** European Brand Loyalty
- A** Asian Brand Loyalty
- D** Domestic Brand Loyalty
- Luxury Loyalty**  
(Region is higher than national average)
- Non-Luxury Loyalty**  
(Region is higher than national average)

\* Jumpstart Internal Analytics, January 2014 – December 2015.  
Divisions on maps are based on U.S. Census Bureau. Pacific includes Alaska and Hawaii.

# Loyalty Matters: Where Brands Beat The National Average



Because today's auto shoppers are not as tied to one or two particular brands like previous generations were, loyalty has become an increasingly important topic. Here are the Top 3 brands that hold a higher percentage of consumer loyalty regionally versus nationally.

## Pacific

	Brand	Index
1	Scion	112
2	Tesla	109
3	FIAT	107

## Mountain

	Brand	Index
1	Subaru	111
2	Toyota	103
3	RAM	103

## West North Central

	Brand	Index
1	Buick	122
2	Lincoln	115
3	GMC	114

## East North Central

	Brand	Index
1	Buick	124
2	Lincoln	121
3	Chrysler	116

## New England

	Brand	Index
1	Subaru	120
2	Volvo	115
3	smart	113

## West South Central

	Brand	Index
1	Infiniti	114
2	GMC	111
3	Cadillac	109

## East South Central

	Brand	Index
1	Infiniti	122
2	Nissan	120
3	Buick	114

## Mid Atlantic

	Brand	Index
1	smart	129
2	Subaru	110
3	Mitsubishi	110

## South Atlantic

	Brand	Index
1	Infiniti	112
2	Hyundai	112
3	Kia	109

\* Jumpstart Internal Analytics, January – December 2015. The index represents (on a scale of 100, where 100 is flat or even) how much more or less shopper interest the brand has in every region compared to the national share of interest. Index is based off share of interest in the region, then compared to its national share.

1. Jumpstart defines consumer loyalty by the number of consumers who are only researching vehicles within a brand lineup and not cross-shopping outside of that particular brand.



Canada  
Audience  
And  
Data

The Canadian auto market experienced record sales in 2015 with 1.9 million new vehicles sold.

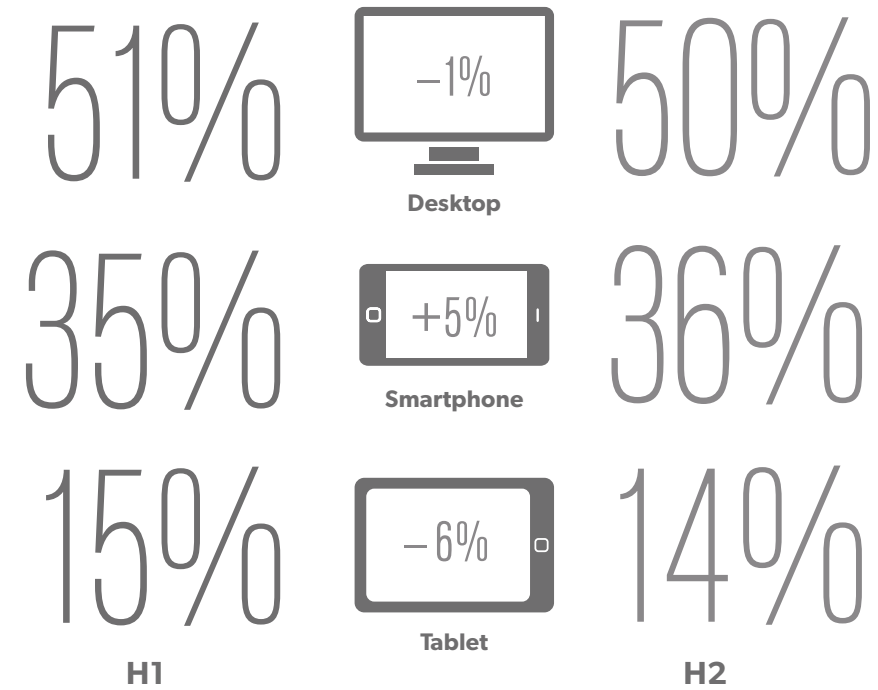
With all the great momentum in the marketplace, Jumpstart is excited to report on our Canadian audience for the first time ever. Because our expansion into Canada is in its first year, our trend data compares the first half (H1) to the second half (H2) of 2015. From 2016 onwards, we'll shift to annual data and provide year-over-year trends.

Jumpstart is: *Car and Driver, Canadian Black Book, U.S. News Best Cars, NADAguides, J.D. Power Cars, autoweek.com, Autobytel, Daily News Autos, LeftLane, CarSoup, and Carbuzz.*

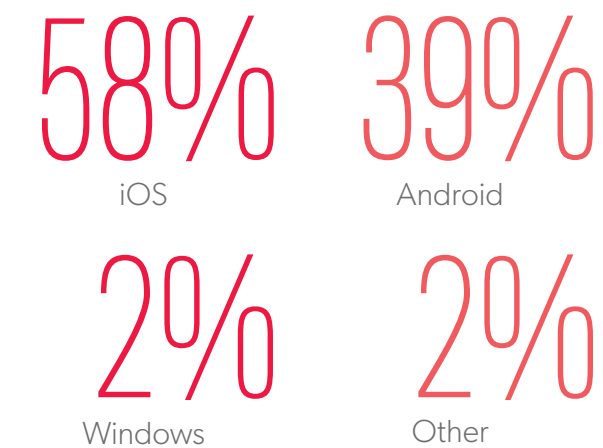
\* Sales data from WardsAuto, December 2015. Jumpstart defines share of interest as the percentage of auto shoppers researching a specific body style, brand, or model.

# THE JUMPSTART AUDIENCE 1.3 MILLION STRONG

## 2015 Jumpstart Visitors



## Mobile Device Operating Systems



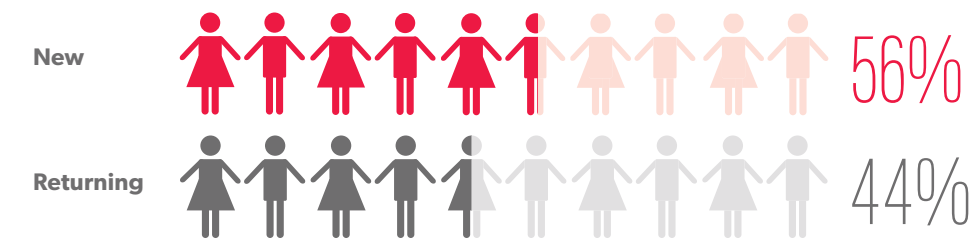
5%

Jumpstart smartphone traffic in Canada increased 5% in the second half of 2015

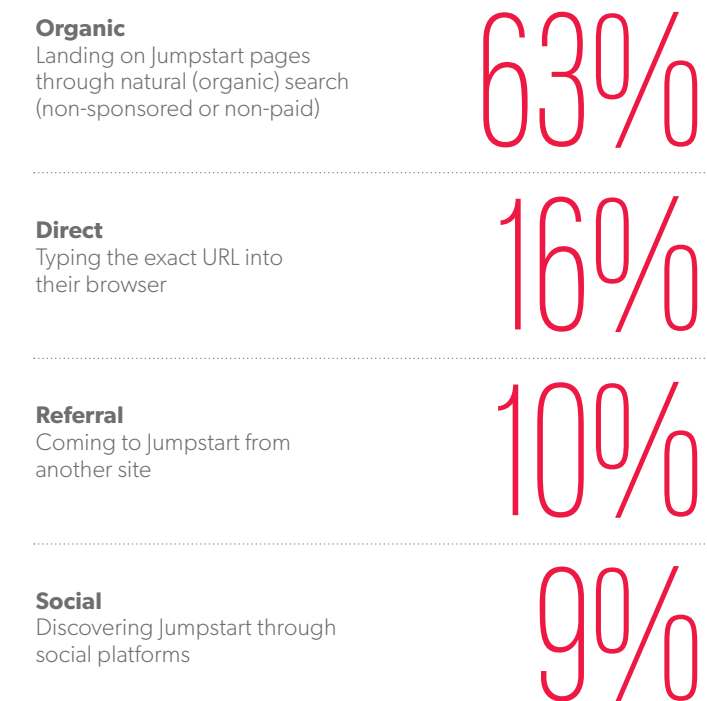
\* Google Analytics Premium, January – December 2015

# HOW SHOPPERS ARE REACHING OUR PORTFOLIO

## New And Returning Visitors



## Traffic Sources



\* Google Analytics Premium, January – December 2015



## Top 10 BRANDS

Share Of Canadian **Light Vehicle Sales**

1	<b>CHRYSLER</b>	H2 2015 <b>14.7%</b> H1 2015 <b>15.4%</b>	% Change <b>-5%</b>	6	<b>HYUNDAI</b>	H2 2015 <b>7.1%</b> H1 2015 <b>7.2%</b>	% Change <b>-2%</b>
2	<b>FORD</b>	H2 2015 <b>14.3%</b> H1 2015 <b>13.8%</b>	<b>+3%</b>	7	<b>NISSAN</b>	H2 2015 <b>6.3%</b> H1 2015 <b>6.2%</b>	<b>+2%</b>
3	<b>TOYOTA</b>	H2 2015 <b>9.6%</b> H1 2015 <b>10.2%</b>	<b>-6%</b>	8	<b>GMC</b>	H2 2015 <b>4.6%</b> H1 2015 <b>4.4%</b>	<b>+5%</b>
4	<b>HONDA</b>	H2 2015 <b>8.8%</b> H1 2015 <b>7.7%</b>	<b>+14%</b>	9	<b>MAZDA</b>	H2 2015 <b>3.8%</b> H1 2015 <b>3.8%</b>	<b>+2%</b>
5	<b>CHEVROLET</b>	H2 2015 <b>7.9%</b> H1 2015 <b>7.8%</b>	<b>+2%</b>	10	<b>VOLKSWAGEN</b>	H2 2015 <b>3.5%</b> H1 2015 <b>4.0%</b>	<b>-13%</b>

## Top 10 BRANDS

Highest Growth In Canadian **Light Vehicle Sales (H1 – H2 2015)**

1	<b>TESLA</b>	<b>+42%</b>	6	<b>INFINITI</b>	<b>+13%</b>
2	<b>LINCOLN</b>	<b>+36%</b>	7	<b>CADILLAC</b>	<b>+12%</b>
3	<b>ISUZU</b>	<b>+30%</b>	8	<b>MITSUBISHI</b>	<b>+12%</b>
4	<b>LAND ROVER</b>	<b>+23%</b>	9	<b>LEXUS</b>	<b>+10%</b>
5	<b>HONDA</b>	<b>+14%</b>	10	<b>ACURA</b>	<b>+7%</b>

\* Sales Data From WardsAuto, December 2015.

## Top 10 BRANDS

Share Of Jumpstart **Shopper Interest**

1	<b>FORD</b>	H2 2015 <b>9.1%</b> H1 2015 <b>9.2%</b>	% Change <b>-1%</b>	6	<b>MERCEDES-BENZ</b>	H2 2015 <b>5.0%</b> H1 2015 <b>4.1%</b>	% Change <b>+22%</b>
2	<b>CHEVROLET</b>	H2 2015 <b>6.6%</b> H1 2015 <b>6.7%</b>	<b>-1%</b>	7	<b>NISSAN</b>	H2 2015 <b>4.9%</b> H1 2015 <b>5.1%</b>	<b>-4%</b>
3	<b>HONDA</b>	H2 2015 <b>6.5%</b> H1 2015 <b>5.8%</b>	<b>+11%</b>	8	<b>AUDI</b>	H2 2015 <b>4.6%</b> H1 2015 <b>4.8%</b>	<b>-4%</b>
4	<b>TOYOTA</b>	H2 2015 <b>5.7%</b> H1 2015 <b>5.0%</b>	<b>+14%</b>	9	<b>MAZDA</b>	H2 2015 <b>4.4%</b> H1 2015 <b>4.6%</b>	<b>-4%</b>
5	<b>BMW</b>	H2 2015 <b>5.3%</b> H1 2015 <b>5.2%</b>	<b>+3%</b>	10	<b>VOLKSWAGEN</b>	H2 2015 <b>3.9%</b> H1 2015 <b>4.2%</b>	<b>-7%</b>

## Top 10 BRANDS

Highest Growth In Jumpstart **Shopper Interest (H1 – H2 2015)**

1	<b>ALFA ROMEO</b>	<b>+33%</b>	6	<b>TOYOTA</b>	<b>+14%</b>
2	<b>FIAT</b>	<b>+30%</b>	7	<b>CHRYSLER</b>	<b>+12%</b>
3	<b>MERCEDES-BENZ</b>	<b>+22%</b>	8	<b>SCION</b>	<b>+12%</b>
4	<b>INFINITI</b>	<b>+19%</b>	9	<b>HONDA</b>	<b>+11%</b>
5	<b>MASERATI</b>	<b>+15%</b>	10	<b>JAGUAR</b>	<b>+9%</b>

\* Jumpstart Internal Analytics, January – December 2015













# Top 10 Vehicles

Share Of **Shopper Interest**

	2015 Ranking	Share
1	<b>Ford Mustang</b>	1.5%
2	<b>Ford F-150</b>	1.3%
3	<b>Honda Civic</b>	1.1%
4	<b>Chevrolet Silverado 1500</b>	1.1%
5	<b>Chevrolet Camaro</b>	0.9%
6	<b>Toyota Tacoma</b>	0.9%
7	<b>Mazda CX-5</b>	0.9%
8	<b>Jeep Grand Cherokee</b>	0.8%
9	<b>Mazda Mazda3</b>	0.8%
10	<b>Honda CR-V</b>	0.8%

# BODY STYLES

## Share Of Interest

Body Style	Share Of Interest H2 2015	% Change H1 2015 – H2 2015
Luxury 	31.5%	+2%
Non-Luxury 	68.5%	-1%
SUV/CUV 	36.7%	+2%
Sedan 	22.8%	0%
Sport 	15.9%	-4%
Truck 	9.0%	+17%
Van 	3.0%	+3%
Performance 	3.0%	-11%
Coupe 	3.0%	-13%
Compact 	2.9%	-19%
Hatchback/Wagon 	2.3%	-2%
Alternative Fuel 	1.5%	+18%

\* Jumpstart Internal Analytics, January – December 2015

# Share Of Shopper Interest And Sales

ALL AUTOMOTIVE BRANDS

BRAND	SHARE OF SHOPPER INTEREST		SHARE OF LIGHT VEHICLE SALES	
	2015	% CHANGE 2014 – 2015	2015	% CHANGE 2014 – 2015
Ford	9.4%	-3%	15.1%	-5%
Chevrolet	6.8%	-3%	14.1%	+3%
Honda	6.3%	+22%	8.3%	+14%
Toyota	5.5%	+2%	9.9%	-6%
BMW	5.4%	-8%	2.2%	+3%
Nissan	5.2%	+5%	6.3%	+2%
Audi	4.8%	-6%	1.4%	-5%
Mercedes-Benz	4.7%	+34%	2.4%	-3%
Mazda	4.7%	+6%	3.8%	+2%
Volkswagen	4.2%	-13%	3.7%	-13%
Dodge	3.7%	-2%	4.6%	-9%
Subaru	3.3%	-12%	2.5%	-5%
Hyundai	3.2%	-4%	7.2%	-2%
Jeep	3.1%	-1%	4.2%	+10%
Porsche	2.7%	-6%	0.3%	+6%
Acura	2.5%	+8%	1.1%	+7%
GMC	2.3%	+8%	4.5%	+5%
Kia	2.2%	+2%	3.6%	-13%
Lexus	2.1%	-4%	1.2%	+10%
Cadillac	2.1%	0%	0.6%	+12%
RAM	1.8%	-13%	5.1%	+1%

BRAND	SHARE OF SHOPPER INTEREST		SHARE OF LIGHT VEHICLE SALES	
	2015	% CHANGE 2014 – 2015	2015	% CHANGE 2014 – 2015
Land Rover	1.6%	+35%	0.4%	+23%
Infiniti	1.6%	+11%	0.6%	+13%
Mitsubishi	1.2%	+23%	1.1%	+12%
Volvo	1.2%	+4%	0.3%	+3%
Buick	1.2%	-19%	0.9%	+3%
Lincoln	1.1%	+4%	0.4%	+36%
Chrysler	1.1%	-9%	1.3%	-4%
Jaguar	1.0%	-16%	0.1%	-18%
Scion	0.8%	-11%	0.2%	+15%
FIAT	0.8%	+21%	0.3%	-33%
MINI	0.7%	-16%	0.4%	+28%
Tesla	0.5%	-50%	0.1%	+42%
Alfa Romeo <sup>1</sup>	0.4%	+46%	0.0%	+5848%
Maserati	0.3%	-34%	0.0%	+6%
smart	0.3%	-8%	0.0%	-73%

\* Jumpstart Internal Analytics, January 2014 – December 2015.  
Sales data from WardsAuto, December 2015.

1. Alfa Romeo sold fewer than 100 vehicles in 2014

## By The Numbers

# CARS

---

### Sales

As with the U.S., low prices at the pump contributed to a weaker car market in Canada in 2015—it also helped drive consumers into larger vehicles rather than smaller, more fuel-efficient vehicles.

Car sales dropped 6% in volume, which translated to a 9% decline in total market share.

Among the seven brands that did see volume growth in their car lineup, five were luxury brands (Tesla, BMW, Porsche, Audi and Daimler/Mercedes).

### Shopper Interest

Toyota Yaris moves up six spots and finishes 2015 as the 5th ranked subcompact car. Scion iA also sees a 181% growth. This is interesting because despite these two brands' success in this segment, Mazda has decided to stop selling the Mazda2 in North America. Instead, it is focusing on its popular CUV segment.

Honda Civic is the leader in the compact car segment with 17% growth in share of consumer interest, it also has the highest growth within its competitive segment (42%).

Nissan Altima jumps 36% ahead and up four spots in the rankings for the first half of 2015. It now ranks 5th among all midsize sedans.

European vehicles hold four of the Top 5 entry luxury sedan spots, followed by Infiniti Q50 (which experiences 24% growth in the second half of 2015 and now ranks 6th in the segment).

Mercedes-Benz E-Class has the most growth among Top 5 midsize luxury sedans, but C-Class still holds the top rank with nearly 27% of shopper interest.

\* Shopper interest data from Jumpstart Internal Analytics, January–December 2015. Sales data from WardsAuto, December 2015.

## Top 5 Subcompact Cars

		% Change
1	<b>Honda Fit</b> H2 2015 <b>13.7%</b> H1 2015 <b>14.8%</b>	<b>-7%</b>
2	<b>Ford Fiesta</b> H2 2015 <b>12.2%</b> H1 2015 <b>12.7%</b>	<b>-4%</b>
3	<b>FIAT 500</b> H2 2015 <b>7.9%</b> H1 2015 <b>8.0%</b>	<b>-2%</b>
4	<b>Hyundai Accent</b> H2 2015 <b>7.7%</b> H1 2015 <b>6.3%</b>	<b>+21%</b>
5	<b>Toyota Yaris</b> H2 2015 <b>6.1%</b> H1 2015 <b>4.1%</b>	<b>+46%</b>

## Top 5 Compact Cars

		% Change
1	<b>Honda Civic</b> H2 2015 <b>17.2%</b> H1 2015 <b>12.1%</b>	<b>+42%</b>
2	<b>Mazda Mazda3</b> H2 2015 <b>11.1%</b> H1 2015 <b>11.7%</b>	<b>-6%</b>
3	<b>Volkswagen Jetta</b> H2 2015 <b>7.4%</b> H1 2015 <b>8.1%</b>	<b>-9%</b>
4	<b>Subaru Impreza</b> H2 2015 <b>6.9%</b> H1 2015 <b>6.9%</b>	<b>-1%</b>
5	<b>Volkswagen Golf</b> H2 2015 <b>6.7%</b> H1 2015 <b>8.0%</b>	<b>-15%</b>

## Top 5 Midsize Sedans

		% Change
1	<b>Honda Accord</b> H2 2015 <b>18.6%</b> H1 2015 <b>16.9%</b>	<b>+10%</b>
2	<b>Toyota Camry</b> H2 2015 <b>11.0%</b> H1 2015 <b>8.8%</b>	<b>+25%</b>
3	<b>Volkswagen Passat</b> H2 2015 <b>9.2%</b> H1 2015 <b>8.7%</b>	<b>+6%</b>
4	<b>Ford Fusion</b> H2 2015 <b>8.3%</b> H1 2015 <b>8.7%</b>	<b>-5%</b>
5	<b>Nissan Altima</b> H2 2015 <b>7.8%</b> H1 2015 <b>5.7%</b>	<b>+36%</b>

## Top 5 Full-Size Sedans

		% Change
1	<b>Dodge Charger</b> H2 2015 <b>24.9%</b> H1 2015 <b>23.8%</b>	<b>+5%</b>
2	<b>Chrysler 300</b> H2 2015 <b>18.8%</b> H1 2015 <b>18.9%</b>	<b>-1%</b>
3	<b>Nissan Maxima</b> H2 2015 <b>13.4%</b> H1 2015 <b>15.5%</b>	<b>-13%</b>
4	<b>Chevrolet Impala</b> H2 2015 <b>13.2%</b> H1 2015 <b>12.5%</b>	<b>+5%</b>
5	<b>Ford Taurus</b> H2 2015 <b>10.9%</b> H1 2015 <b>12.1%</b>	<b>-9%</b>

\* Jumpstart Internal Analytics, January – December 2015

\* Jumpstart Internal Analytics, January – December 2015

## Top 5 Entry Luxury Sedans

		% Change
1	<b>BMW 3-Series</b> H2 2015 <b>16.2%</b> H1 2015 <b>14.6%</b>	<b>+11%</b>
2	<b>Audi A4</b> H2 2015 <b>11.4%</b> H1 2015 <b>9.4%</b>	<b>+20%</b>
3	<b>Audi A3</b> H2 2015 <b>8.4%</b> H1 2015 <b>11.6%</b>	<b>-27%</b>
4	<b>Lexus IS</b> H2 2015 <b>7.0%</b> H1 2015 <b>6.0%</b>	<b>+16%</b>
5	<b>Volvo S60</b> H2 2015 <b>6.4%</b> H1 2015 <b>7.2%</b>	<b>-11%</b>

## Top 5 Midsize Luxury Sedans

		% Change
1	<b>Mercedes-Benz C-Class</b> H2 2015 <b>26.7%</b> H1 2015 <b>30.2%</b>	<b>-12%</b>
2	<b>Cadillac CTS</b> H2 2015 <b>12.3%</b> H1 2015 <b>12.3%</b>	<b>0%</b>
3	<b>Hyundai Genesis</b> H2 2015 <b>9.0%</b> H1 2015 <b>8.7%</b>	<b>+3%</b>
4	<b>Audi A6</b> H2 2015 <b>8.1%</b> H1 2015 <b>8.7%</b>	<b>-7%</b>
5	<b>Mercedes-Benz E-Class</b> H2 2015 <b>7.9%</b> H1 2015 <b>6.5%</b>	<b>+22%</b>

## Top 5 Full-Size Luxury Sedans

		% Change
1	<b>Mercedes-Benz S-Class</b> H2 2015 <b>13.9%</b> H1 2015 <b>9.9%</b>	<b>+40%</b>
2	<b>BMW 7-Series</b> H2 2015 <b>12.8%</b> H1 2015 <b>12.3%</b>	<b>+4%</b>
3	<b>Tesla Model S</b> H2 2015 <b>11.5%</b> H1 2015 <b>14.1%</b>	<b>-19%</b>
4	<b>Audi A7</b> H2 2015 <b>11.1%</b> H1 2015 <b>13.0%</b>	<b>-15%</b>
5	<b>Porsche Panamera</b> H2 2015 <b>10.1%</b> H1 2015 <b>10.5%</b>	<b>-4%</b>

## By The Numbers SUVs/CUVs

---

### Sales

SUVs and CUVs made up nearly half of the Top 30 cars sold in Canada last year, boosting the light truck category in 2015.

With fuel prices low, shoppers migrated back to larger vehicles, which kept demand for SUVs/CUVs strong throughout the year—and helped the segment steal market share from cars.

FCA Group's Jeep brand excelled in SUV/CUV sales, helping FCA take the highest sales in Canada in 2015.

### Shopper Interest

The Jeep brand drives a lot of shopper interest in 2015, with its models holding strong presence in the subcompact, compact, and midsize SUV/CUV categories: Renegade (#4 in subcompact), Wrangler (#3 in compact) Cherokee (#7 in compact), and Grand Cherokee (#1 in midsize).

Among the new and popular subcompact SUV/CUVs, FIAT 500X saw the highest growth with 59%, while Honda HR-V and Mazda CX-3 ranked highest.

In the second half of the year, Lincoln MKX saw the most growth (43%) among top luxury midsize SUV/CUVs and Volvo XC 90 grew 34%.

Already the large luxury SUV/CUV leader, Mercedes-Benz GL-Class grew 58% in the second half of the year.

\* Shopper interest data from Jumpstart Internal Analytics, January – December 2015.  
Sales data from WardsAuto, December 2015.



## Top 5 Subcompact SUVs/CUVs

		% Change
1	<b>Honda HR-V</b> H2 2015 <b>23.2%</b> H1 2015 <b>19.2%</b>	<b>+21%</b>
2	<b>Mazda CX-3</b> H2 2015 <b>19.4%</b> H1 2015 <b>22.2%</b>	<b>-13%</b>
3	<b>Nissan Juke</b> H2 2015 <b>15.4%</b> H1 2015 <b>18.1%</b>	<b>-15%</b>
4	<b>Jeep Renegade</b> H2 2015 <b>13.2%</b> H1 2015 <b>12.3%</b>	<b>+7%</b>
5	<b>Chevrolet Trax</b> H2 2015 <b>10.4%</b> H1 2015 <b>9.3%</b>	<b>+11%</b>

## Top 5 Compact SUVs/CUVs

		% Change
1	<b>Mazda CX-5</b> H2 2015 <b>9.2%</b> H1 2015 <b>10.2%</b>	<b>-10%</b>
2	<b>Honda CR-V</b> H2 2015 <b>9.1%</b> H1 2015 <b>8.8%</b>	<b>+4%</b>
3	<b>Jeep Wrangler</b> H2 2015 <b>8.7%</b> H1 2015 <b>7.9%</b>	<b>+10%</b>
4	<b>Toyota RAV4</b> H2 2015 <b>8.2%</b> H1 2015 <b>7.4%</b>	<b>+11%</b>
5	<b>Ford Escape</b> H2 2015 <b>7.4%</b> H1 2015 <b>6.2%</b>	<b>+19%</b>

## Top 5 Midsize SUVs/CUVs

		% Change
1	<b>Jeep Grand Cherokee</b> H2 2015 <b>8.4%</b> H1 2015 <b>6.9%</b>	<b>+23%</b>
2	<b>Honda Pilot</b> H2 2015 <b>7.6%</b> H1 2015 <b>6.9%</b>	<b>+10%</b>
3	<b>Dodge Durango</b> H2 2015 <b>7.5%</b> H1 2015 <b>7.6%</b>	<b>-1%</b>
4	<b>Ford Explorer</b> H2 2015 <b>6.0%</b> H1 2015 <b>5.4%</b>	<b>+11%</b>
5	<b>Hyundai Santa Fe</b> H2 2015 <b>5.7%</b> H1 2015 <b>6.8%</b>	<b>-17%</b>

## Top 5 Large SUVs/CUVs

		% Change
1	<b>Ford Expedition</b> H2 2015 <b>19.2%</b> H1 2015 <b>19.5%</b>	<b>-1%</b>
2	<b>Chevrolet Tahoe</b> H2 2015 <b>16.4%</b> H1 2015 <b>16.3%</b>	<b>+1%</b>
3	<b>Chevrolet Suburban</b> H2 2015 <b>15.1%</b> H1 2015 <b>16.3%</b>	<b>-7%</b>
4	<b>GMC Yukon</b> H2 2015 <b>12.6%</b> H1 2015 <b>12.5%</b>	<b>+1%</b>
5	<b>GMC Yukon XL</b> H2 2015 <b>11.6%</b> H1 2015 <b>8.9%</b>	<b>+30%</b>

\* Jumpstart Internal Analytics, January – December 2015

\* Jumpstart Internal Analytics, January – December 2015

## Top 5 Compact Luxury SUVs/CUVs

		% Change
1	<b>BMW X1</b> H2 2015 <b>22.9%</b> H1 2015 <b>20.0%</b>	<b>+15%</b>
2	<b>Acura RDX</b> H2 2015 <b>16.0%</b> H1 2015 <b>15.1%</b>	<b>+6%</b>
3	<b>Mercedes-Benz GLA-Class</b> H2 2015 <b>12.0%</b> H1 2015 <b>10.6%</b>	<b>+13%</b>
4	<b>Audi Q3</b> H2 2015 <b>11.0%</b> H1 2015 <b>12.6%</b>	<b>-12%</b>
5	<b>Land Rover Range Rover Evoque</b> H2 2015 <b>10.8%</b> H1 2015 <b>11.5%</b>	<b>-7%</b>

## Top 5 Midsize Luxury SUVs/CUVs

		% Change
1	<b>Audi Q5</b> H2 2015 <b>14.7%</b> H1 2015 <b>18.2%</b>	<b>-19%</b>
2	<b>Lexus RX</b> H2 2015 <b>12.4%</b> H1 2015 <b>13.5%</b>	<b>-8%</b>
3	<b>BMW X3</b> H2 2015 <b>11.4%</b> H1 2015 <b>13.1%</b>	<b>-13%</b>
4	<b>Porsche Macan S</b> H2 2015 <b>8.7%</b> H1 2015 <b>9.7%</b>	<b>-10%</b>
5	<b>Cadillac SRX</b> H2 2015 <b>7.3%</b> H1 2015 <b>8.4%</b>	<b>-14%</b>

## Top 5 Full-Size Luxury SUVs/CUVs

		% Change
1	<b>Acura MDX</b> H2 2015 <b>14.9%</b> H1 2015 <b>15.8%</b>	<b>-6%</b>
2	<b>Audi Q7</b> H2 2015 <b>13.9%</b> H1 2015 <b>16.2%</b>	<b>-14%</b>
3	<b>BMW X5</b> H2 2015 <b>10.3%</b> H1 2015 <b>10.1%</b>	<b>+2%</b>
4	<b>Volvo XC90</b> H2 2015 <b>9.1%</b> H1 2015 <b>6.8%</b>	<b>+34%</b>
5	<b>Land Rover LR4</b> H2 2015 <b>8.1%</b> H1 2015 <b>9.3%</b>	<b>-13%</b>

## Top 5 Large Luxury SUVs

		% Change
1	<b>Mercedes-Benz GL-Class</b> H2 2015 <b>28.4%</b> H1 2015 <b>18.1%</b>	<b>+57%</b>
2	<b>Land Rover Range Rover</b> H2 2015 <b>13.3%</b> H1 2015 <b>13.7%</b>	<b>-3%</b>
3	<b>Infiniti QX80</b> H2 2015 <b>9.0%</b> H1 2015 <b>12.7%</b>	<b>-29%</b>
4	<b>Cadillac Escalade</b> H2 2015 <b>8.3%</b> H1 2015 <b>9.1%</b>	<b>-9%</b>
5	<b>Mercedes-Benz G-Class</b> H2 2015 <b>8.1%</b> H1 2015 <b>6.7%</b>	<b>+21%</b>

\* Jumpstart Internal Analytics, January – December 2015

\* Jumpstart Internal Analytics, January – December 2015

By The Numbers

## TRUCKS AND VANS

---

### Sales

The Canadian truck market was strong in 2015 with five of the seven truck lines seeing growth in sales volume, helping light truck sales outpace car sales.

Although Ford's F-Series was one of the truck brands that saw a decline in volume in 2015, it still is the top-selling vehicle in Canada today, accounting for more than 10% share of truck sales—and an impressive 6% of all Canadian vehicle sales.

Dodge Caravan led the van segment last year by a wide margin, and also ranked 8th in the Top 10 vehicles sold in Canada in 2015.

### Shopper Interest

Anticipation for the 2017 Honda Ridgeline is helping drive shopper interest (43% increase in the second half of the year). It now ranks 3rd in the midsize truck category, ahead of GMC Canyon.

Ford F-150 finishes the second half of the year with a 10 percentage point lead over Chevrolet Silverado 1500, while Nissan Titan sees a 15% increase in share during the same period.

Although the Dodge Caravan leads sales by a long shot, it ranks third in shopper interest just behind Honda Odyssey and Toyota Sienna.

It's FCA minivans, however, that have the highest growth in share of minivan interest in the second half of the year, with Dodge Grand Caravan increasing 16% and Town & Country increasing 36%.

\* Shopper interest data from Jumpstart Internal Analytics, January – December 2015. Sales data from WardsAuto, December 2015.

## Top 5 Midsize Trucks

		% Change
1	<b>Toyota Tacoma</b> H2 2015 <b>31.3%</b> H1 2015 <b>29.8%</b>	<b>+5%</b>
2	<b>Chevrolet Colorado</b> H2 2015 <b>24.9%</b> H1 2015 <b>22.9%</b>	<b>+9%</b>
3	<b>Honda Ridgeline</b> H2 2015 <b>17.7%</b> H1 2015 <b>12.4%</b>	<b>+43%</b>
4	<b>GMC Canyon</b> H2 2015 <b>14.5%</b> H1 2015 <b>20.1%</b>	<b>-28%</b>
5	<b>Nissan Frontier</b> H2 2015 <b>11.5%</b> H1 2015 <b>14.7%</b>	<b>-22%</b>

## Top 5 Full-Size Trucks

		% Change
1	<b>Ford F-150</b> H2 2015 <b>27.2%</b> H1 2015 <b>26.1%</b>	<b>+4%</b>
2	<b>RAM 1500</b> H2 2015 <b>23.6%</b> H1 2015 <b>23.6%</b>	<b>0%</b>
3	<b>Chevrolet Silverado 1500</b> H2 2015 <b>16.8%</b> H1 2015 <b>17.5%</b>	<b>-4%</b>
4	<b>GMC Sierra 1500</b> H2 2015 <b>12.3%</b> H1 2015 <b>12.4%</b>	<b>-1%</b>
5	<b>Toyota Tundra</b> H2 2015 <b>10.8%</b> H1 2015 <b>12.3%</b>	<b>-12%</b>

## Top 5 3/4- and 1-Ton Pickup Trucks

		% Change
1	<b>Ford F-250 Super Duty</b> H2 2015 <b>23.4%</b> H1 2015 <b>17.0%</b>	<b>+38%</b>
2	<b>RAM 2500</b> H2 2015 <b>15.8%</b> H1 2015 <b>18.9%</b>	<b>-16%</b>
3	<b>GMC Sierra 2500HD</b> H2 2015 <b>12.4%</b> H1 2015 <b>13.2%</b>	<b>-7%</b>
4	<b>Ford F-350 Super Duty</b> H2 2015 <b>11.5%</b> H1 2015 <b>8.4%</b>	<b>+36%</b>
5	<b>Chevrolet Silverado 2500HD</b> H2 2015 <b>11.0%</b> H1 2015 <b>13.1%</b>	<b>-16%</b>

\* Jumpstart Internal Analytics, January – December 2015

\* Jumpstart Internal Analytics, January – December 2015

## Top 5 Small Cargo Vans

		% Change
1	<b>Ford Transit Connect</b> H2 2015 <b>32.6%</b> H1 2015 <b>37.4%</b>	<b>-13%</b>
2	<b>Mercedes-Benz Metris</b> H2 2015 <b>18.2%</b> H1 2015 <b>12.9%</b>	<b>+41%</b>
3	<b>Nissan NV200 Compact Cargo</b> H2 2015 <b>13.9%</b> H1 2015 <b>13.2%</b>	<b>+5%</b>
4	<b>RAM ProMaster City</b> H2 2015 <b>13.1%</b> H1 2015 <b>14.5%</b>	<b>-10%</b>
5	<b>Chevrolet City Express</b> H2 2015 <b>9.6%</b> H1 2015 <b>11.4%</b>	<b>-15%</b>

## Top 5 Minivans

		% Change
1	<b>Honda Odyssey</b> H2 2015 <b>22.2%</b> H1 2015 <b>22.8%</b>	<b>-3%</b>
2	<b>Toyota Sienna</b> H2 2015 <b>19.4%</b> H1 2015 <b>23.8%</b>	<b>-19%</b>
3	<b>Dodge Grand Caravan</b> H2 2015 <b>17.4%</b> H1 2015 <b>15.0%</b>	<b>+16%</b>
4	<b>Chrysler Town &amp; Country</b> H2 2015 <b>13.7%</b> H1 2015 <b>10.1%</b>	<b>+36%</b>
5	<b>Mazda Mazda5</b> H2 2015 <b>13.2%</b> H1 2015 <b>12.7%</b>	<b>+4%</b>

## Top 5 Large Cargo & Passenger Vans

		% Change
1	<b>Mercedes-Benz Sprinter</b> H2 2015 <b>24.3%</b> H1 2015 <b>24.4%</b>	<b>0%</b>
2	<b>Ford Transit</b> H2 2015 <b>23.1%</b> H1 2015 <b>19.8%</b>	<b>+17%</b>
3	<b>RAM ProMaster</b> H2 2015 <b>14.2%</b> H1 2015 <b>9.6%</b>	<b>+48%</b>
4	<b>Nissan NV Passenger</b> H2 2015 <b>11.3%</b> H1 2015 <b>16.6%</b>	<b>-32%</b>
5	<b>GMC Savana Passenger</b> H2 2015 <b>9.9%</b> H1 2015 <b>11.0%</b>	<b>-10%</b>

\* Jumpstart Internal Analytics, January – December 2015

\* Jumpstart Internal Analytics, January – December 2015



Perspective  
And  
Predictions

# RULES OF ATTRACTION

## The Evolution Of A Digital Ad Campaign

⇒ Amid short attention spans, and an overwhelming amount of competing information and messages out there, advertisers and marketers know they need to keep content fresh to stay relevant. Here's a look at how Jumpstart has helped evolve the Ford EcoBoost campaign to ensure shoppers stay interested and engaged.

### First Gear: Less Fuel. More Fun.

In the initial creative, shoppers were prompted to take the Ford EcoBoost Challenge: Find out how much money you can save buying an EcoBoost model, and then choose how to spend it. To reveal savings, we asked shoppers to complete multiple activities in a 300 x 600 banner (e.g., choose a competitor model, a Ford model, miles driven per year, zip code, etc.), they were then shown an expanded panel with results (e.g., enjoy \$30 savings or a pizza night).

While the unit saw great engagement, multiple required actions were somewhat cumbersome for shoppers and also limited the available space for client branding and a clear call to action.

### Original Ford EcoBoost Desktop Ad Unit: Half Page Expandable Banner

300x600 > 600x600

Expanded

### Revised Ford EcoBoost Desktop Ad Unit: Half Page Expandable Banner

300x600 > 600x600

Expanded

Expanded (Final State)

### Second Gear: Not Reinventing The Wheel, Just Refreshing It

After the success of the first campaign, Ford renewed the program to promote its seasonal sales events. To simplify the process for shoppers and boost engagement, Jumpstart recommended a few simple layout and functionality updates:

- » Reduce number of required actions from eight to four
- » Reverse selection order so shoppers choose a Ford model before a competitor model
- » Add "auto-advance" function to move shoppers more quickly through the ad
- » Change background creative and copy to match seasonal sales events

### Revised Ford EcoBoost Mobile Ad Unit: Expandable

320x50 > 320x480

Expanded

Expanded (Final State)

### Third Gear: Ford EcoBoost Gets Mobilized

Once the refreshed options were defined, Jumpstart built mobile and tablet units for a complete cross-platform experience.



# THE BIG Picture

How One Brand Employed A Cross-Tier Strategy With Great Success

⇒ When it comes to developing an advertising strategy that is effective and engaging, consistency reigns supreme. While every tier provides the consumer with a unique value, each one must work together to deliver consistent messaging and creative. When campaigns are aligned across all three tiers, brands experience better recognition—and better returns.

To help illustrate that advertising across all three tiers is the most effective strategy—and one that does not have a cross-tier cannibalization effect on advertising ROI or erode campaign performance—Jumpstart evaluated a brand that had a strong presence across national (tier 1), regional (tier 2), and local (tier 3) in the first half of 2015.

Employing a more unified strategy, this brand effectively kept consumers engaged and drove strong performance across all tiers.

- 1 Building brand awareness and consideration for tier 1
- 2 Utilizing regional promotions and sales events to drive qualified leads for tier 2
- 3 Developing local messaging to increase dealership visits and sales for tier 3

## About The Tiers

Manufacturers and retailers exist in almost every industry. But there are sometimes *three* in automotive: the original equipment manufacturer (OEM) and two divisions of retail—regional dealer groups and local dealerships. Advertising efforts are focused on three distinct areas:

## Cross-Tier Buying Strategy

### TIER 1 (BRAND/OEM)

**Cross-Screen Awareness And Category:** Promoting sales events and/or providing heavy-up brand support with homepage sponsorships and category-specific ads on sedan, compact, and van pages

### TIER 2 (REGIONAL ASSOCIATIONS)

**New-Car Retention And Regional Targeting:** Creating a presence on new make and model-specific pages with regional messaging

### TIER 3 (LOCAL DEALERSHIPS)

**Geo-Targeting:** Targeting shoppers (to either market or 3-digit zip code) who are on new and used make and model-specific pages

**Audience Retargeting:** Continue to reach shoppers—who have visited a Jumpstart site—as they go on to visit more sites

## The Results

Not only did the brand maintain a competitive advantage in markets where it was already strong and discover new markets to conquest where consideration was low, it also...

9%

Saw a 9% increase in consumer interest, nationally

92%

Had up to a 92% increase in conversion rates on tier 1 and tier 2 campaigns

14%

Revealed that dealer website visitors who were exposed to display ads prior to visiting a dealer's site were 14% more likely to submit a lead

19%

Saved the brand money. Having a stronger presence across all three tiers drove down costs, saving the brand 19% on cost per visit.

\* DFA (DART for Advertisers), January – June 2015



# CROSS-SCREEN Demystified



**Libby Murad-Patel**

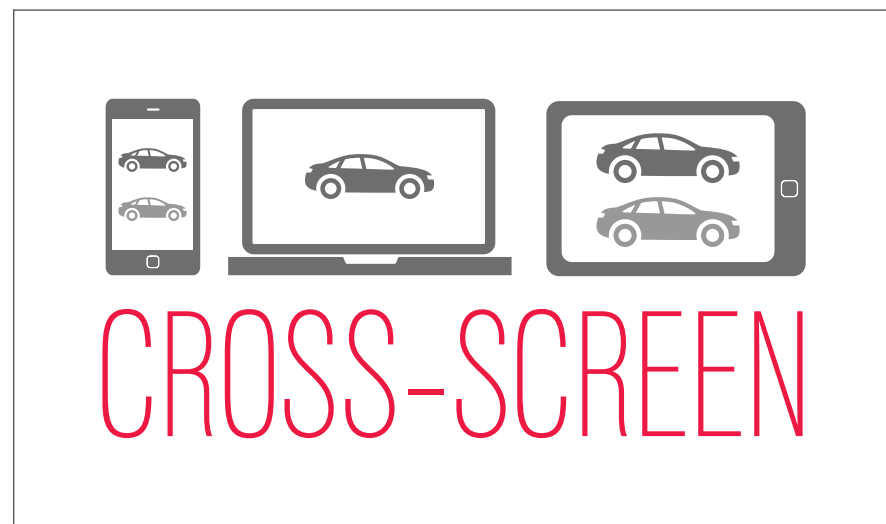
Vice President, Strategic Insights & Analytics

**Advertisers and marketers understand the importance of having a presence across all screens, to be able to reach consumers throughout their entire shopping process, and to maximize messaging along all touchpoints. As a result, there has been a shift in our approach from device targeting to ‘people-based’ targeting. Everyone wants to (naturally) be able to successfully implement this, but the technology to accurately make this happen still faces challenges. To address a few of the common beliefs and misconceptions around cross-screen targeting, measurement, and attribution, here is some clarification around the capabilities and limitations of targeting a single shopper across all screens.**

## The Hurdles

As it stands today, there isn’t a single, universal way to track a visitor across all digital platforms. Advertisers and marketers used to rely on cookies to identify shoppers, but many of today’s devices and browsers either don’t allow cookies or have the capability to block them altogether.

Unless a brand or publisher website requires a visitor to log in, we do not have a reliable way to track the same visitor across smartphones, tablets, and computers.



## The Solution Is Really Not Much Of A Solution

User metrics (unique users, frequency of exposure, user path, etc.) across most analytics platforms, ad servers, or measurement platforms are still fragmented and not capable of reporting true unique visitor activity across all devices.

Advertisers and marketers that are dedicated to people-based targeting are forced to rely on technology companies or different measurement platforms to identify the consumer path and touchpoints across multiple devices. There are typically two forms of cross-screen measurement that companies are offering:

### Deterministic:

This option, which relies on user information (login to a website, or app.), gives marketers the ability to understand the consumer, their shopping patterns, and the degree of interest they have in a specific brand or content.

**Example:** A person shopping for jeans logs into a denim retailer’s website from their work computer and starts browsing a specific style and brand of jeans. Later, when the person logs into the store’s mobile app, the retailer is able to let them know that those jeans they were looking at earlier are now on sale.

### Probabilistic:

In this option, marketers track customers using a shopper’s IP address, web analytics log files, or ad server data to identify—with a high degree of probability—that that same shopper is accessing content from a different device. This information could include geo-location, Wi-Fi signal, device type, browser, IP address, and more.

**Example:** A Ford F-150 shopper is looking at reviews and photos on *CarandDriver.com* from their home computer. An hour later, they check their local dealer’s inventory from their phone (i.e., to see if that dealer has the Ford F-150 they’re looking for). Two hours later, that same person opens their browser on their tablet and sees an advertisement with a finance offer on Ford F-150. This happens because there is a pattern in activity from the location, the Wi-Fi signal, or the devices—a pattern that creates a high degree of probability that this is the same F-150 shopper.

## So, What Happens Next?

Accurate cross-device measurement will continue to be a work in progress. We know that consumers are jumping from one device to another, and that we need to be there no matter what. Testing the technologies that allow for cross-device measurement and attribution will allow us to create a better ad experience for the customer and—ultimately—build greater customer loyalty.

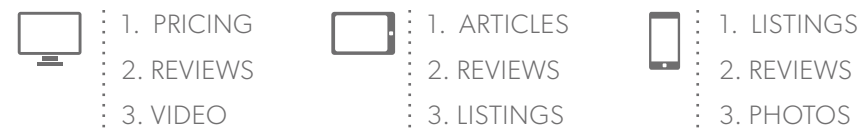
# 4 Key Trends

⇒ From a few of the fundamental differences between men's and women's shopping patterns to how the dealership experience affects brand perception, Jumpstart reveals some of the top trends influencing auto shopping today.

## 1 People Use Multiple Devices, And Each Screen Plays A Critical Role

54% of shoppers who anticipate purchasing within 1 month do a majority of their research on a mobile device

### Top 3 Research Activities, By Device

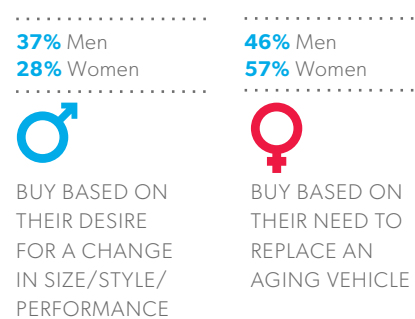
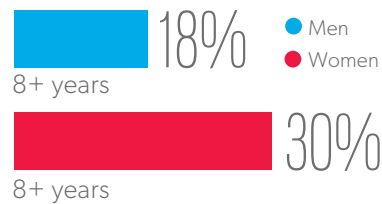


Shoppers Are More Likely To Request A Quote From An Auto Website Or App Than They Were 2 Years Ago

DESKTOP +48%    TABLET +130%    SMARTPHONE +186%

## 2 Men And Women Shop Differently, It's True

### Who Holds On To Their Car The Longest?



### Practical Matters

Women are more focused on practical features, and rank these higher than men:

1. FUEL EFFICIENCY
2. CARGO CAPACITY
3. COST OF OWNERSHIP

## 3 The Dealership Experience Is Still As Important As Ever

64% 

SAY A GOOD EXPERIENCE INFLUENCES THEIR BRAND PERCEPTION IN A POSITIVE WAY

65% 

CONSIDER A "KNOWLEDGEABLE SALESPERSON" THE MOST IMPORTANT SERVICE OFFERING

Consumers Who Bring Their Car Back To The Dealership For Service Rate These 3 Factors Most Important:

1. Complimentary Loaner Vehicle
2. Transparency Of Repairs
3. Comfortable Waiting Rooms

## 4 Not Only Are Enthusiasts Influencing Buying Decisions, They're Buying Too...

60% 

ENTHUSIASTS ARE 60% MORE LIKELY TO BE IN MARKET FOR A CHANGE IN SIZE/STYLE/PERFORMANCE

79% 

ARE BACK IN MARKET AFTER PURCHASING OR LEASING IN THE LAST 1 - 2 YEARS

69% say they have been asked car-related advice by 3 or more people in the past year

\*Jumpstart Automotive Shopping Survey, July 2015. Recruitments for incentivized survey were delivered across Autobytel, Car and Driver, CarSoup, LeftLane, NADAguides, and U.S. News Best Cars from June 19, 2015 through July 6, 2015. Total responses: 2,240.

# Will Silicon Valley Be The New Motor City?

**As technology reshapes the industry—and Silicon Valley plays a more central role—will the San Francisco Bay Area become the new automotive (or, rather, “mobility”) hub, or will Detroit stay in the proverbial driver’s seat?**

By and large, technology has become *the* driving force in the automotive industry. From smarter owner manuals that help consumers learn about and operate their vehicles with the use of augmented reality to the first—affordable—fully electric car for the masses, the industry is evolving at an accelerated pace.

As automakers are now partnering with ridesharing and ride-hailing companies and investing heavily in research and development facilities in and around the Bay Area (Toyota announced in November 2015 that it was investing \$1 billion in an artificial-intelligence research facility, which will be one of the largest of its kind in the area), all eyes are on Silicon Valley. The region is also home to Apple, Google, and Uber—all of which have self-driving cars in the works—as well as Tesla, the of-the-moment EV maker that is also bucking the traditional dealer model to sell directly to the consumer.

**But make no mistake: Detroit is not about to be left eating anyone’s dust.**

U.S. automakers have been testing the waters with transportation companies and services for the past few years now (Daimler and Car2Go, General Motors and RelayRides, Ford and Getaround). But more recently, they’ve been pivoting their businesses to meet the changing transportation needs of today’s consumer. In 2015, Ford launched its Ford Smart Mobility program, embracing the notion that “people value access more than ownership.” And GM announced in January 2016 that it was investing \$500 million in the ride-hailing service, Lyft. It’s also worth mentioning that GM, not Apple or Tesla, has successfully brought the first electric vehicle—with a 200-mile range and an affordable price tag (under \$30K after federal tax credit)—to market.

Most people who work in and around the tech industry believe that the companies that have the most patents (in areas such as computing, hardware and software tech, and mobility) are the ones with the upper hand. According to a January 5, 2016, *Automotive News* article, it’s automakers—not Silicon Valley tech companies—that currently have the most autonomous vehicle patents.

6%

**Tesla Model S sees 6% increase in shopper interest, and holds top spot in full-size sedan segment**

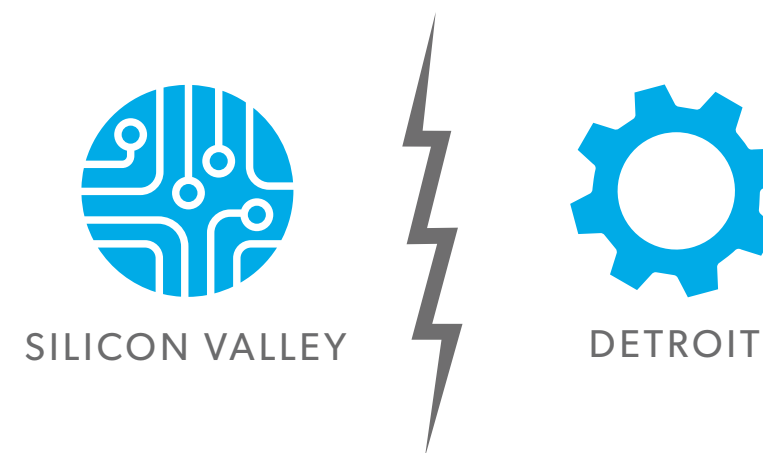
“Rather than ‘duking it out,’ I think the two will fully embrace partnerships and re-imagine the technology and automotive spaces completely. We’re just seeing the beginning of a very powerful alliance.”

**Libby Murad-Patel**  
Vice President,  
Strategic Insights & Analytics

This conversation also raises another very interesting question: What makes Detroit the automotive capital? Is it the culture? Its skilled-trades workforce? Or the city’s history? Many Detroiters would argue that’s it’s all the above and more.

To be sure, the West Coast is alluring: the region has plenty of talent, it’s the center of technological innovation, and it offers mild year-round temperatures (no harsh winters or smoldering Michigan summers). However, it’s also one of the most expensive, densely populated areas in the United States (i.e., not the most ideal option for young engineers, programmers, designers, and skilled laborers looking for low-cost living). Conversely, Detroit’s affordability has proven to be a huge draw for some. Tech entrepreneur (and San Franciscan) Aaron Mason told NPR in 2015 “to go to a place like Detroit and see that you have fairly cheap space and an infrastructure that is already in place, it’s a very exciting place to be.”

Over the next several months, industry professionals and consumers are likely to ask one question more and more: Will Detroit be able to remain competitive in this technology-driven automotive market? The answer has yet to be seen, but, as a recent *Forbes* article pointed out, it will definitely involve a change in mindset. “[Detroit’s staying on top] will take a risk-taking approach that’s embedded in the DNA of the tech industry.”



## The Scorecard

**A Few Recent Innovation Milestones:**

OCTOBER 2010

Google announces self-driving-car project, with a clear goal of making driving safer, more enjoyable, and more efficient.

FEBRUARY 2014

Two Tesla employees drive from Los Angeles to New York in a Model S, spending \$0.00 on gas.

JANUARY 2015

Ford announces its Ford Smart Mobility plan at the Consumer Electronics Show (CES).

FEBRUARY 2015

*The Wall Street Journal* reports that Apple has “several hundred employees” working on an electric-car project, code-named Project Titan.

JULY 2015

Mcity—the world’s first mock city designed specifically to test driverless cars—opens on the University of Michigan campus.

JANUARY 2016

GM and Lyft announce a long-term strategic alliance to create “an integrated network of on-demand autonomous vehicles in the U.S.”



# Leave It To Beaver

As the chief operating officer of the largest family-owned dealer group in the Bay Area, Jeremy Beaver knows a thing or two about what it takes to build a successful business. From embracing the next generation of car shoppers to finding the right partners, he tells Jumpstart how he does it.

## 1. What are two ways you ensure a good customer experience?

### **JB: The Dealership Experience.**

When our customers come in to buy a car or to service their vehicle, they're most likely not expecting to be wowed or blown away by the experience. We're focused on changing that perception by making their visit a little more impactful and memorable. One way we do this is by being mindful of time. Time is valuable to everyone. If someone wants to be moved along the financing process more quickly, we help make that happen. And if someone wants to spend three hours pairing their Bluetooth and setting up their radio, we'll have a product specialist there to help.

### **JB: The Negotiation.**

Helping the customer validate that they got a good deal is important. Today's consumer is not always looking for the lowest price, but rather looking for a fair price validated by either outside resources or friends and family. This is especially true for younger (Millennial, Gen Z) generations. We share competitor and comparison vehicles with our guests to ensure they know we have nothing to hide. This way, they can feel confident they're making the right decision.



## 2. Is it important for OEMs to align communication and media strategy across all three tiers? When it comes to OEMs creating a strategy that helps dealers, what do you find works best?

**JB:** Media strategy needs to be collaborative. It needs to be communicated well. And it needs to be one voice to the consumer. When you have consistent messaging (customers are seeing the message on TV, on the manufacturers' websites, and on tier 2 and 3 websites) that is aligned across all three tiers, you build trust and confidence.

As for the second part of this question, it's really a best-of-both-worlds scenario. As a dealer, we need the ability to be creative and include our message the way we see fit but still to work within the OEM's brand guidelines to maintain the integrity of their brand—and recognition in the eyes of the consumer.

With increasing ad standards and many OEMs now opting to have preferred partnerships with "advertising vendors," it should be an interesting next couple of years. I think this may work for dealers who are not as knowledgeable, but a sophisticated dealer, who has extensive experience buying media, may find it prevents them from being in the right place at the right time.

## 3. In your opinion, what emerging technology or product will change the dealer business most over the next 5 to 10 years?

**JB:** Technology is going to be—and needs to be—the foundation of growth. This could be in the dealership or in the marketplace (e.g., driverless cars). Technology will keep creating buzz for the industry and drive consumers to continue to want to purchase new vehicles. People love driving. People love cars.

## 4. As the chief operating officer of Del Grande Dealer Group, overseeing 14 dealerships in the Bay Area, you're on the front lines of innovation. With media changing as quickly as it is, how do you stay current? If you could give advice to other dealers who may not be so close to the changes (or as savvy as you are), what would you say?

**JB** We're blessed to be in the heart of Silicon Valley, so we get to see a lot of amazing things on a daily basis. But staying current really starts with our team and our culture: being nimble and quick, designing a process around what our guests want, and having partners (like Jumpstart) who are truly invested in our business.

My advice: Look for partners who are interested in seeing you grow and growing with you—not someone you're just paying a monthly service fee.

## 5. It's no secret that the auto shopping process has changed quite a bit the past few years. What have you learned about the way people research that has informed your business decisions?

### **JB: Two Things.**

**One:** Mobile must be 100% integrated into our media strategy. People are no longer using just one device; they're using many—desktops, tablets, and phones. So, we're making sure we have a solid cross-platform strategy to ensure our message is in front of our customer no matter where they are.

**Two:** Content is king. When our customers are in the market for a new vehicle, they're reading reviews, viewing images, and comparing prices in different places (OEM, dealership, and third-party sites). We'd like to bridge that gap to make it even easier for customers to find the information they're looking for. We're exploring some possibilities for 2016, and one idea is to leverage content from a third-party site (like *Car and Driver*) on our dealer site. Stay tuned!



# Looking Ahead

## Jumpstart's Predictions on What's in Store For 2016

### Auto Companies Will Continue To Surprise Us Through Innovation

Automakers have always invested in research and development and innovated at a steady pace. But today's automotive market is better than ever (the U.S. reported record sales volume in 2015), which is allowing manufacturers to explore new ideas and really shift their attention to future growth (technology partnerships, integrating mobility into strategy). Brands are now innovating at a much faster pace and taking risks that may have seemed out of character just five years ago. For 2016, we expect to see manufacturers continue to push the envelope with new technology partnerships and by integrating more mobility into their businesses. Low prices at the pump, sales of higher-margin vehicles, and an election year will definitely help fuel this momentum.

### Building And Maintaining Customer Loyalty Will Be A Challenge

Today's consumer has more options—good options—to choose from when shopping for a vehicle (about 27% more than they had in 2010). As a result of expanded product lineups, major improvements in quality, fuel efficiency, and standard features offered, it's become more difficult to differentiate between vehicles or brands. And generally speaking, Americans' shifting mindset about manufacturing also leaves fewer of today's auto shoppers connected to brands like prior generations were. Although this topic is not new to automakers, the struggle is real. Only 14% of our visitors state that they're loyal to just one brand, so the stakes are high. In 2015, we saw a 20% increase in brands that were buying into conquest strategies, which shows us that competition is heating up. In 2016, we expect to see automakers continue to explore new ways (such as more personalized messaging and unique brand experiences) to not only reach these customers, but also make sure they hold their interest before and after they purchase.

### People Will Fall In Love With Driving—All Over Again

We've seen the data on the decline of manuals, and how fewer teens (who are reaching the driving age) are concerned about getting their driver's license, but we believe the passion for cars and driving is about to make a comeback. This renewed passion will come from two very different groups of drivers:

1. Early adopters who are drawn to autos because of technological advancements—which will eventually allow for every aspect of their life to be connected—will have more options than ever before. Their vehicle will become the last device to bring their connectivity nirvana full circle.
2. Whether it's simplicity, nostalgia, or rebellion (e.g., think comeback of artisanal products and vinyl records), these people will join the long-time enthusiasts, who are passionate about driving and have an appreciation for the raw mechanics. They have pride in their vehicles, and are true advocates (#savethemanuals!).

The more automakers can build a naturally devoted audience—with customers who feel truly connected to their vehicle—the more they will create advocacy. In 2016, we expect to see an entirely new demographic of ardent driving enthusiasts surface, and shopper interest in the ultra-luxury or high-performance segments continue to grow.



Image Source: google.com



Image Source: ford.com



Image Source: subaru.com





More  
Insights

# Super Bowl XLIX Real-Time Report: Auto Ads Bring It.

From animated and star-studded to tearjerkers and healthy doses of nostalgia, this year's Super Bowl ads were full of surprises. Jumpstart's overall traffic on Super Bowl Sunday was up 12% (when compared to the previous two Sundays). And smartphone traffic accounted for 46% of all Jumpstart visitors on game day—compared to an average of 38% for the month of January.

Here's the lowdown on how each ad performed—in real-time.



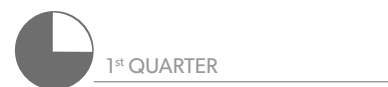
## Shopper Interest Increases

ADVERTISER & SPOT NAME	LENGTH OF SPOT (SECONDS)	PLACEMENT IN GAME	SHARE OF ACTIVE VIEWERS WITHIN TWO MINUTES OF AIRING
Mercedes-Benz AMG GT S "The Big Race"	:60	Fourth Quarter	85%
BMW i3 "Newfangled Idea"	:60	First Quarter	60%
Jeep Renegade "Beautiful Lands"	:90	Third Quarter	36%
Lexus RC "Let's Play"	:30	Third Quarter	17%
FIAT 500X "Blue Pill"	:60	Second Quarter	14%

### First Quarter:

#### Chevrolet Colorado "4G LTE Wi-Fi"

- » Following the very "unexpected" Chevrolet Colorado spot, visitors to Colorado pages increased to nearly 4% across mobile and desktop
- » Visits to Colorado pages jumped after the commercial aired, making its pages the second and third most-viewed (mobile pages ranked higher than desktop)
- » During the Colorado sponsored post-game, Colorado pages were the third and fifth most-viewed pages, with more than 4% of active visitors viewing them



Five minutes after the spot aired, the Chevrolet Colorado First Drive (CarandDriver.com's first review on every vehicle) moved up to the second most-viewed page—second only to the homepage

### BMW i3 "Newfangled Ideas"

- » BMW jumped to the first and second most-viewed pages within one minute after airing and had the attention of more than 60% of visitors, (38% coming from mobile devices)
- » Following the i3 spot, Jumpstart's total traffic jumped to three times the average due to consumers searching for the i3, and the i3 held the Top 2 pages viewed by visitors for the next hour of the game
- » i8 was also viewed more during this time, being the third most-viewed page, and holding 4% of active visitors' attention

### Second Quarter:

#### Lexus NX "Make Some Noise"

- » BMW i3 and i8 still held three of the Top 5 active pages during this timeframe

#### Nissan Maxima "With Dad"

- » Following the emotional ad from Nissan, Maxima mobile pages shot up to the most-viewed page, representing 8% of all active visitors
- » Maxima also held the sixth spot from its desktop pages, and brought the active visitor percentage up to 10%

#### FIAT 500x "Blue Pill"

- » Fiat Chrysler Automobiles (FCA) made its first appearance with the FIAT 500X ad, later ads appeared for Dodge Challenger and Jeep Renegade giving FCA the most spots under one brand, and the most airtime with a total of three and a half minutes of commercial time
- » FIAT 500X mobile page jumped to the fifth most-viewed page during air-time, and then to the third most-viewed page within the first minute after airing, grabbing 14% of active visitors

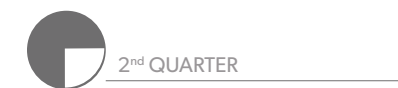
**Half-Time Sponsor:**  
**Toyota Camry "My Bold Dad" (Second Camry Ad)**

★ **Active visitors dropped from an average of 4,800 during the game to an average of 2,400 during the half-time show, showing viewers were either engaged with the half-time performance or they stepped away from their devices during this period** ★

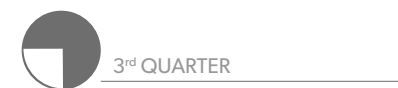
### Third Quarter:

#### Lexus RC "Let's Play" (Second spot for Lexus)

- » Lexus RC pages jumped to first and second most-viewed pages within one minute of airing, holding more than 17% of active traffic
- » Lexus RC held four of the Top 10 most-viewed pages within two minutes of airing, with mobile capturing 14% of visitors
- » Active visitors during this commercial break were nearly twice the average for the game period



After one minute of airing, the Lexus NX jumped to the third most-viewed page with mobile driving 30% of its visitors and desktop accounting for 1.6% of visitors



After five minutes, Jeep Renegade held 42% share of active pages, with mobile accounting for 75% of that

### Dodge Challenger “Wisdom” (Second for FCA)

- » After the first minute of airing “Wisdom,” Dodge Challenger pages jumped to the sixth most-viewed
- » After five minutes, Challenger pages made up three of the Top 10, representing 9% of active pages

### Kia Sorento “The Perfect Getaway”

- » Kia Sorento jumped to the second most-viewed page within one minute of airing, representing 5% of active pageviews

### Jeep Renegade “Beautiful Lands” (Third ad for FCA)

- » Jeep Renegade immediately jumped to the highest active pages, holding six of the Top 10 pages and more than 36% of visitors within the first two minutes of airing

### Fourth Quarter:

#### Mercedes AMG GT S “The Big Race”

- » More than 60% of the AMG’s most-viewed pages were from mobile visitors
- » Active pages jumped above 51,000 during this commercial break—nearly twelve times the average during the game, and more than five times of any other spike in the game
- » Five minutes after the commercial aired, AMG GT S still held more than 42% of visitors and eight of the Top 10 pages
- » CarandDriver.com’s First Drive articles/reviews were among the most-viewed pages during this timeframe
- » AMG GT S traffic didn’t start dropping off until 20 minutes after the ad aired, and Renegade made its way back into the Top 10, sharing four of the Top 10 pages with AMG GT S

Originally published by Jumpstart Automotive Group, February 3, 2015



The AMG GT S grabbed 85% of the pages viewed by visitors, holding seven of the 10 most active pages—making it, by far, the highest immediate impact seen from all 2014 Super Bowl commercials

# How to Reach Consumers Through Emotion and Logic

By Libby Murad-Patel

**As consumers, we like to eat delicious food, drink wine, and buy nice things, even when we understand the potential negative impacts, health or otherwise. With more data and information available to help us make choices, we’re torn between giving into what we really want and making rational decisions.**

**As marketers, we must find ways to keep consumers focused on the positive, to appeal to emotion (trust, imagination) and rationale (convenience, logic). Here are three ways to do it.**

#### Keeping it real

Target is the perfect example of a company that does a great job of appealing to consumers’ emotional side (fun, sparkly commercials that make even laundry look peppy) and rational (savings and one-stop-shop convenience). They are not the rational “low-price leader” like Wal-Mart, but a master of mixing practical with frivolous to somehow make a \$300 purchase seem like a savings. Shoppers are attracted to their designer collections because they benefit from high-end names at bargain prices. And people who don’t traditionally shop at big-box stores benefit from big-box savings.

#### Appeal to value (rationale):

Consumers like to save money, so tout value as much as you can.

#### Appeal to belonging (emotion):

Use humor -- when it makes sense -- to humanize your brand and win hearts.

#### Shifting perception

People are well aware of the effects of sugar (diabetes, weight gain, mood). This means companies that produce products containing sugar must compel consumers to buy. One way to effectively do this is by finding -- and publicizing -- evidence that shifts public opinion. Just last month, Coca-Cola helped fund a study suggesting exercise -- not diet -- is at the heart of health problems like Type 2 diabetes and obesity. By offering “hard evidence,” Coca-Cola is helping people feel better about their sugar consumption. I know when I see elite cyclists and ultra marathoners chugging soft drinks, I rationalize the sweet stuff as a “recovery drink.” Who doesn’t need a little post-workout boost?

#### Appeal to logic (rationale):

In this data-focused age, people look for research to make decisions, so use data and statistics to back up your brand and support your message.

#### Appeal to trust (emotion):

Turn negative press into an opportunity to educate your consumers and build trust.

#### Convenience takes center stage

Even if consumers know they’re never going to drive through the Sahara or the Amazon, chances are some SUV advertisements make them want to. Auto marketers are great at tapping into imagination and fantasy. But while emotion might do some of the heavy lifting, auto marketers must stay equally focused on convenience. Despite how far SUVs have come in the last 10 years (they’re more fuel efficient, smaller, and the stigma of owning one no longer exists), a few truths remain. They do require more fuel (i.e. greater negative impact on the environment, more expensive to drive), take up more road space, and can be more difficult to park. But they are also very convenient. Extra cargo space is appealing to parents who need extra storage for child accessories and groceries and urbanites who just want more utility. Additionally, all-wheel drive models give people the freedom to go from the city streets to the mountains (even if it’s not for off-roading).

#### Appeal to convenience (rationale):

People are busy and crave simplicity. Communicate how your product/brand/service makes life easier and you’ll have a customer for life.

#### Appeal to trust (emotion):

We are, by nature, emotional creatures who like to dream. Whether it’s following the latest TV drama or reading fictional fantasy, we enjoy escapism. Find a way to fuel consumers’ imaginations and you’ll connect in a more meaningful way.

**With that, I think I’ll finish the last season of “Game of Thrones.”**

Originally published October 29, 2015

\*Jumpstart used the Google Analytics Real-Time tool to analyze shopping behavior across its portfolio of sites. Google Analytics Real-Time monitors activity seconds after it occurs and reports are updated continuously. Active Visitors and Pages in Real-Time differ from standard reports because activity is based on an event or pageview within the past five minutes vs. a session which is defined by a 30-minute window in standard reporting.



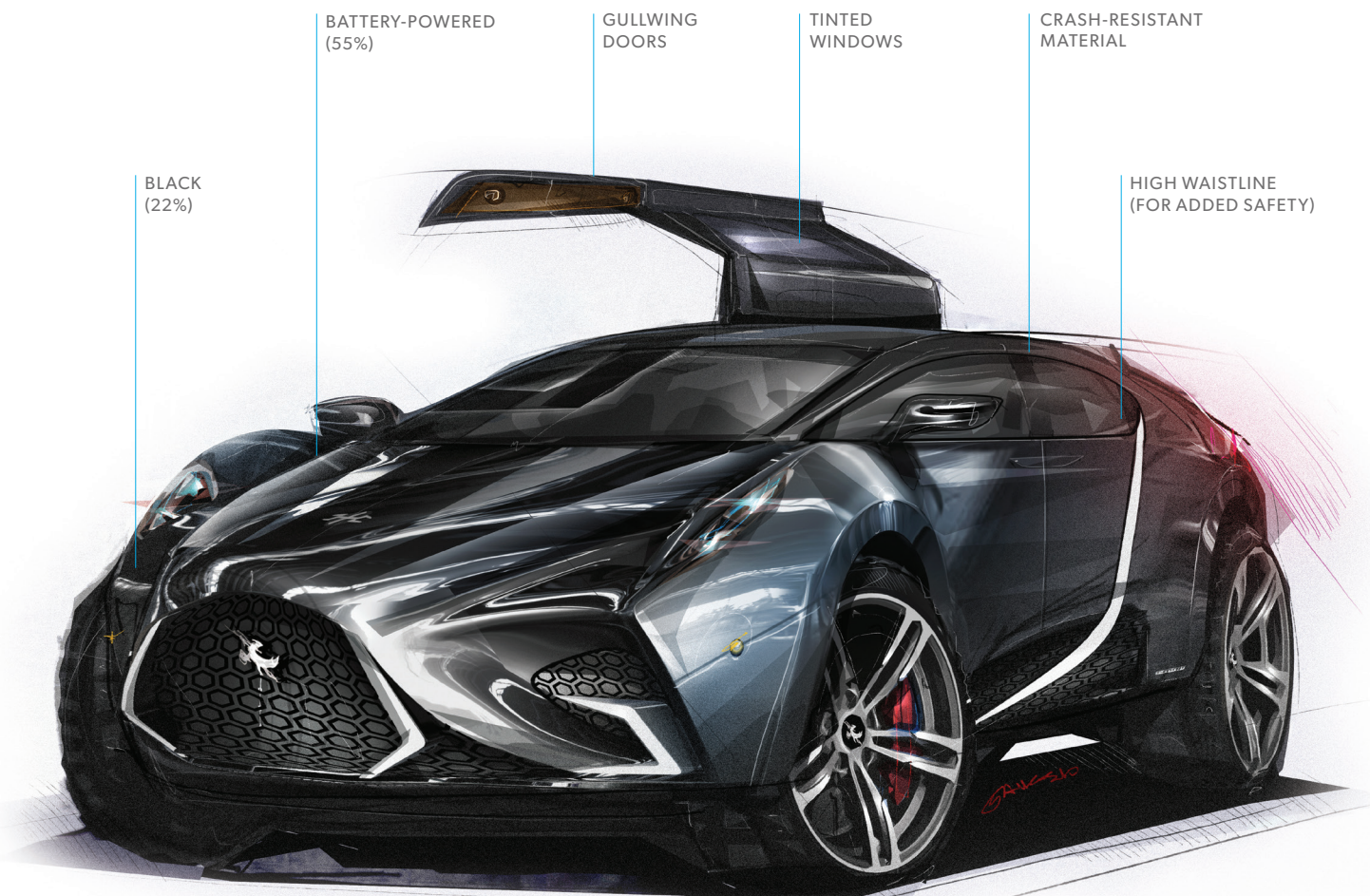
# For The Road Ahead

## Jumpstart Designs The Driverless Car Of Its Dreams

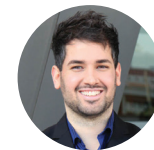
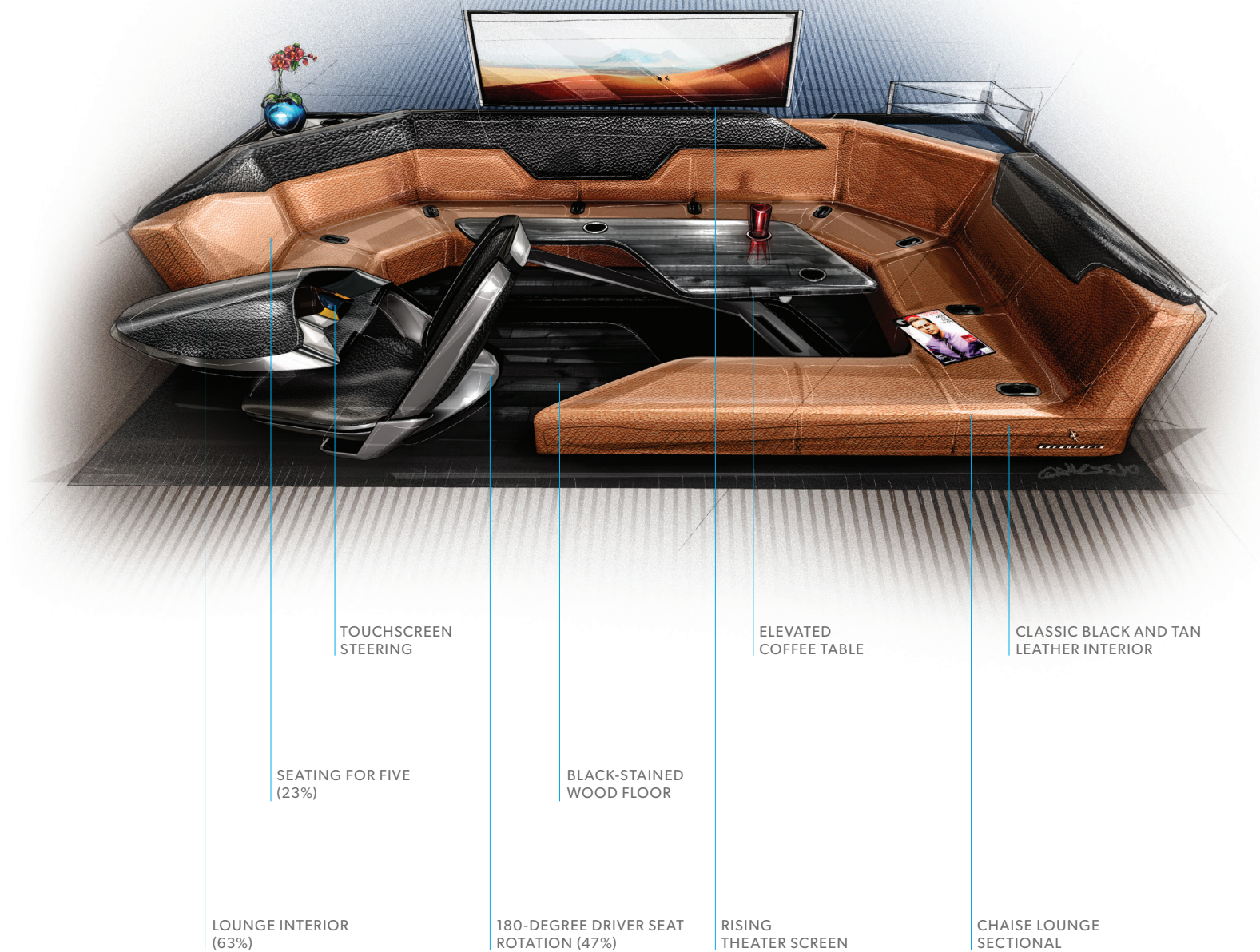
It's no surprise that most of us here at Jumpstart are "super stoked" about autonomous technology. And as a company who is entrenched in the automotive industry (more than half of us are either from Detroit with deep auto roots, total gearheads—or both), we know what we want to see in a driverless car.

From body style (we overwhelmingly want either a CUV or an SUV) to an interior with every imaginable tech feature and our own personal playlists (84% of us want to listen to streaming music versus NPR, audio books, or radio), we asked everyone to describe their ideal self-driving car. We then hired fellow Detroit and auto designer, Angelo Kafantaris, to bring our vision to life.

## Jumpstart's Driverless Luxury Sport Crossover



*"This car should be sleek, modern, forward-thinking..."*  
 – Nick Ricci, Director of Digital Sales, East Coast



### About The Designer

Constantine 'Angelo' Kafantaris is a car designer from Detroit's College for Creative Studies. For 10 years he has designed vehicles for automotive, aerospace and entertainment industries. His clients include Toyota,

Pininfarina, SpaceX, Hot Wheels, Paramount, Fox, and Disney. His studio designs and builds full-size clay models for the automotive and film industries. For more information please visit: [www.cardesignstudios.com](http://www.cardesignstudios.com)

\* Jumpstart Driverless Car survey, September 2015. Total responses: 64. Features that do not include a % are features that more than one employee suggested in the comment section.





WE  
WENT  
BACK  
TO THE  
FUTURE...



#### **Contributors**

Aline Hilsabeck

Kris Joesel

Trianda Keramidas

Nick Matarazzo

Brian Miller

Libby-Murad Patel

Jaelyn Ong

Shawn Poe

Jennifer Sams

Colin Thomas

Dave Valentine

#### **Special Thanks To**

Bob at Infinity Press

Jessica Epstein

Angelo Kafantaris

Annie Tucker



---

**USA Headquarters**

550 Kearny Street  
Suite 500  
San Francisco, CA 94108

---

3000 Ocean Park Blvd  
2nd Floor  
Santa Monica, CA 90405

---

1041 South Main Street  
Suite 200  
Royal Oak, MI 48067

---

300 West 57th Street  
23rd Floor  
New York, NY 10019

---

**Phone:** 415.844.6300  
**Website:** [jumpstartauto.com](http://jumpstartauto.com)  
**Twitter:** [twitter.com/JumpstartAuto](https://twitter.com/JumpstartAuto)



---

**Canada Headquarters**

130 Spadina Avenue  
Suite 405  
Toronto, ON M5V2L4

---

**Phone:** 416.255.2592  
**Website:** [jumpstartautomotive.ca](http://jumpstartautomotive.ca)

---