



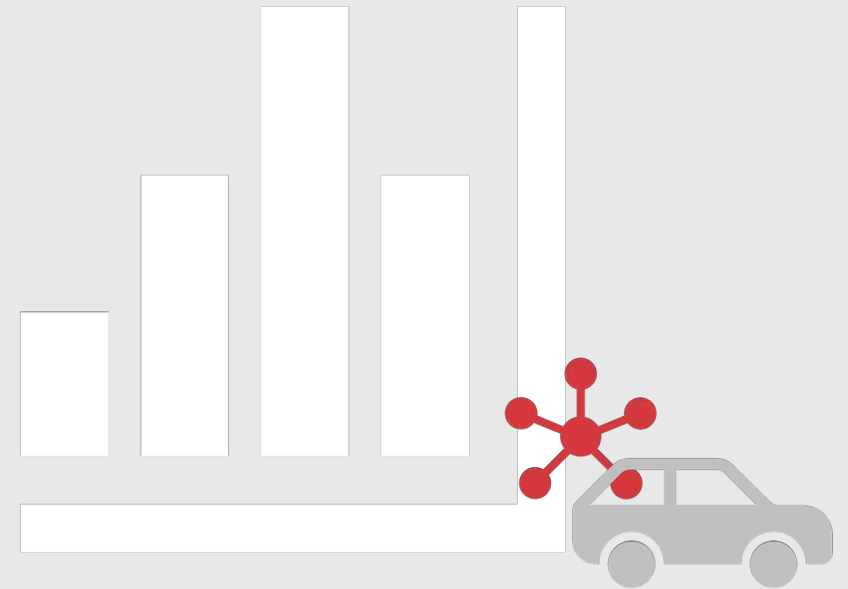
AUTO RESEARCH

IN THE AGE OF COVID₁₉

AGENDA

COVID19 and its impact on US Automotive Sales

- WHO WE WORK FOR
- WHO WE ARE
- COVID₁₉ IMPACT
- HOW WE HELP DEALERS



GINI RESNICK



Bachelor's of English from University of Georgia
20+ years in market research and 19+ with Sinclair

KIRBY HOOD

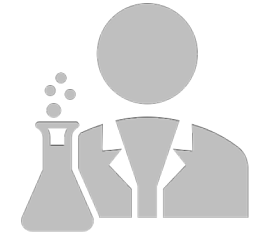


Masters of Applied Data Science from Syracuse University
More than 10 years in marketing management and study

OUR GOAL IS TO TRANSFORM
AUTOMOTIVE MARKET
RESEARCH INTO ...

DEALER DECISION SCIENCE

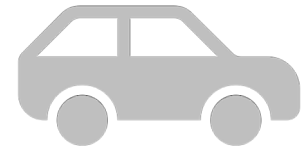
USING DATA &
SCIENTIFIC
METHODS



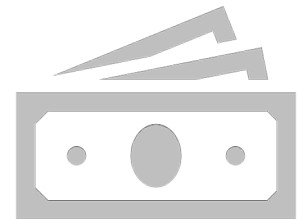
TO IDENTIFY
OPPORTUNITIES
& ISSUES



THAT HELP CAR
DEALERS MAKE
SMARTER
DECISIONS



AND SELL
MORE CARS



Dealer Summary

DMA®: BALTIMORE | MAKE: HONDA
DEALER: APPLE HONDA

HONDA

#2

MAKE WITHIN DMA®

736.0

REGIST
LESS T

2,94

CYTD R

12.0

DMA® M



APPLE HONDA

#38

HONDA DEALER
WITHIN DMA®

390

Acquisition			Behavior			Conversions	
Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Goal Conversion Rate	Goal Completions
1,595 % of Total: 100.00% (1,595)	1,100 % of Total: 100.00% (1,100)	2,263 % of Total: 100.00% (2,263)	42.55% Avg for View: 42.55% (0.00%)	3.70 Avg for View: 3.70 (0.00%)	00:02:47 Avg for View: 00:02:47 (0.00%)	0.00% Avg for View: 0.00% (0.00%)	
173 % of Total: 10.85% (1,595)	145 % of Total: 13.18% (1,100)	282 % of Total: 12.46% (2,263)	35.46% Avg for View: 42.55% (16.67%)	3.90 Avg for View: 3.70 (5.65%)	00:02:20 Avg for View: 00:02:47 (16.43%)	0.00% Avg for View: 0.00% (0.00%)	% of Total: 0.00% (0.00%)
624 % of Total: 39.12% (1,595)	287 % of Total: 26.09% (1,100)	850 % of Total: 37.56% (2,263)	70.12% Avg for View: 42.55% (84.77%)	1.44 Avg for View: 3.70 (40.94%)	00:00:28 Avg for View: 00:02:47 (8.88%)	0.00% Avg for View: 0.00% (0.00%)	% of Total: 0.00% (0.00%)

OUR LAB KIT

Dealer Ethnic Distribution



Dealer Top Models

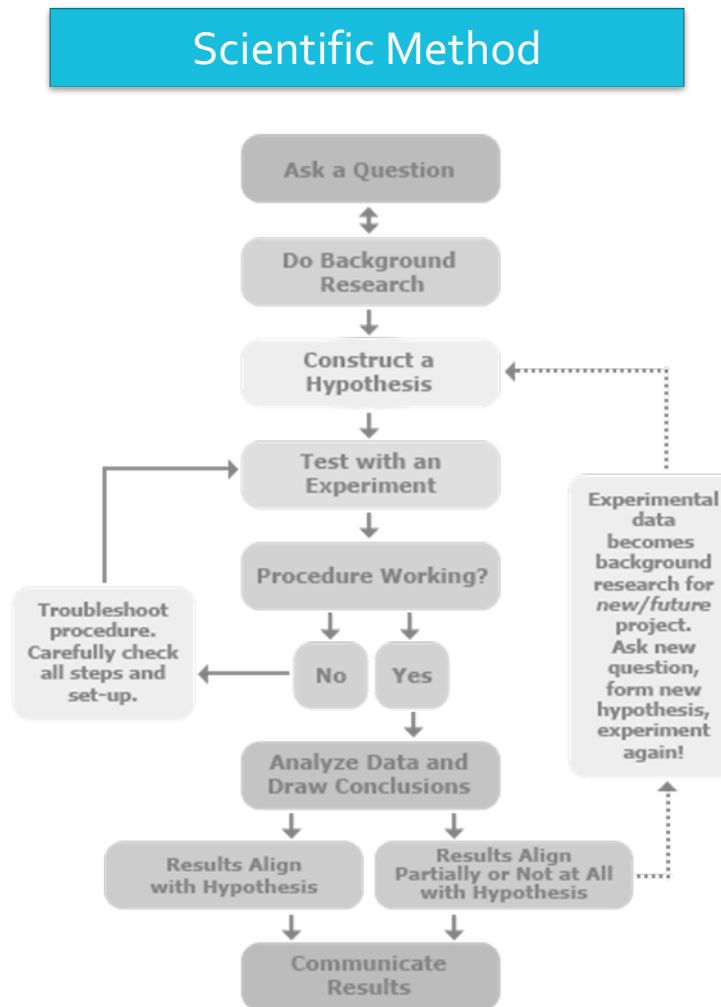


Dealer Registration by County



Brand/Comp	\$12.83/day	Eligible	55.3%	Search	479	1,515	31.62%
Used Make	Used Short \$64.17/day	Limited by budget	36.5%	Search	436	3,699	11.79%
Used Make Model Year	Used \$64.17/day	Limited by budget	40.6%	Search	158	2,388	6.62%
Make BodyType	Used \$64.17/day	Limited by budget	35.4%	Search	129	969	13.31%
Model	Used \$64.17/day	Limited by budget	38.8%	Search	129	1,105	11.67%
	New Short \$15.34/day	Eligible	60.7%	Search	74	407	18.18%
	New \$15.34/day	Limited by budget	50.8%	Search	74	962	7.69%
	\$16.01/day	Limited by budget	54%	Search	32	1,986	1.61%
	New \$15.34/day	Limited by budget	28.2%	Search	20	286	6.99%
	New \$15.34/day	Limited by budget	48.9%	Search	20	162	12.35%
	New \$15.34/day	Limited by budget	66.5%	Search	2	34	5.88%

OUR APPROACH





COVID-19 and Its Impact on Domestic Automotive Sales and Production



NEW AUTO LANDSCAPE

IHS Markit Data

12.5mm

U.S. Vehicle Sales
projected for 2020

-27%

Projected decline in
year-over-year U.S.
Sales

-22%

Projected decline in
year-over-year Global
Sales

+6.3%

Truck retail sales year-
to-date vs. 2019

-27%

Mid-Size Sedan retail
sales year-to-date vs.
2019

6

Number of U.S. states
with positive year-
over-year growth

**Through May 5, 2020*

**states with flat for positive year-over-year growth: AR, AZ, UT, SD, MT, OK*

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THE NEW DEALER REALITY



MON. - FRI. 7AM - 5:30PM
Pickup/Drop-off Available • Delivery/Pickup of Loaner Vehicle

HOFFMAN TOYOTA IS HERE FOR YOU!

**Shop With Us Online and
We will Bring the Deal to YOU**

/// VISIT US ONLINE

Find your next vehicle online and either submit an inquiry or **call us at 888-347-4516**. A member of our team will reach out to you to discuss next steps.

/// DELIVERY TO YOUR HOME

Upon reaching a deal, we will bring the paperwork and your new car to your home, fully sanitized!

1ST PAYMENT DEFERRED FOR 90 DAYS
on New or Certified Pre-owned Toyota vehicles!

\$750 FOR FIRST RESPONDERS

0% for up to **84 MONTHS***
\$'S for up to 6 MONTHS + BUY Online

SAVE TIME WITH EXPRESS CHECKOUT



is to new Ford models. Requires 620 beacon or higher with Ford Credit financing. Certain restrictions apply. See Dealer for



Individuals with Advanced degrees



Exurban, upper class, 2 homes with family or retiree



Exurban, middle upper class, 1 home with family



Average HH Income of \$77,000 or more



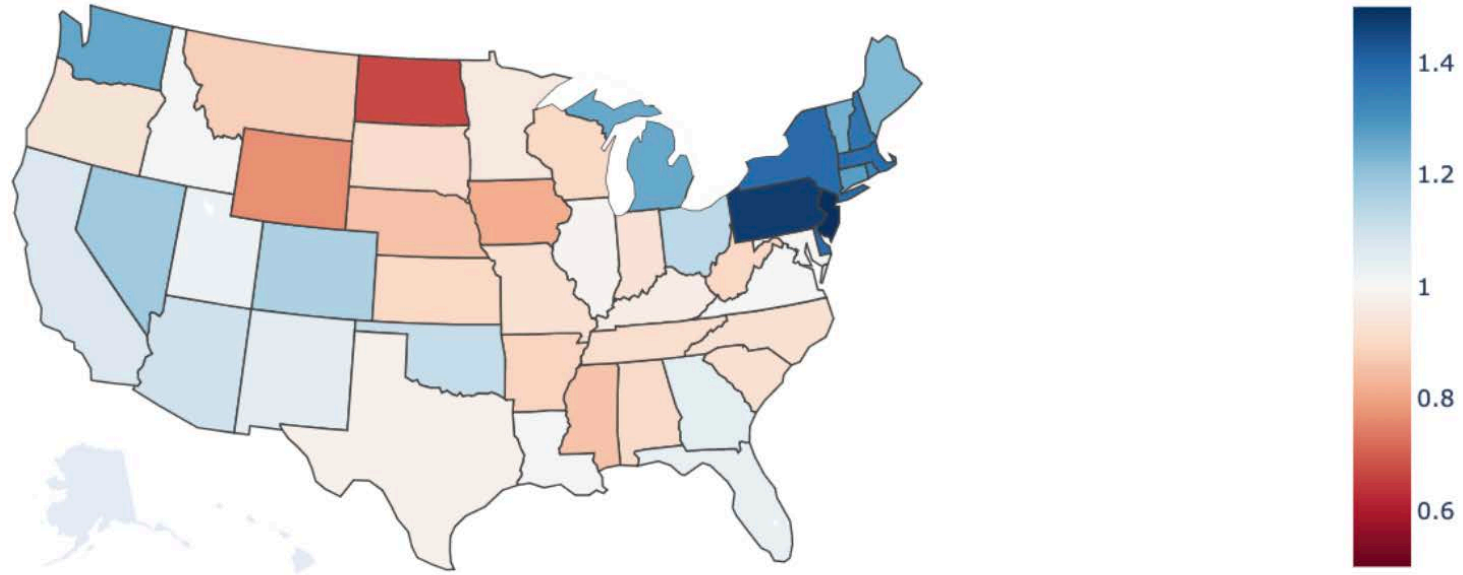
Belief-driven Buyers, respond to brand's positions on societal issues

THE NEW BUYER PROFILE



NEW CONSUMER BUYING CYCLE

New Car - Where Online Car Shopping Activity is Increasing



INCREASING ONLINE CAR SHOPPING ACTIVITY

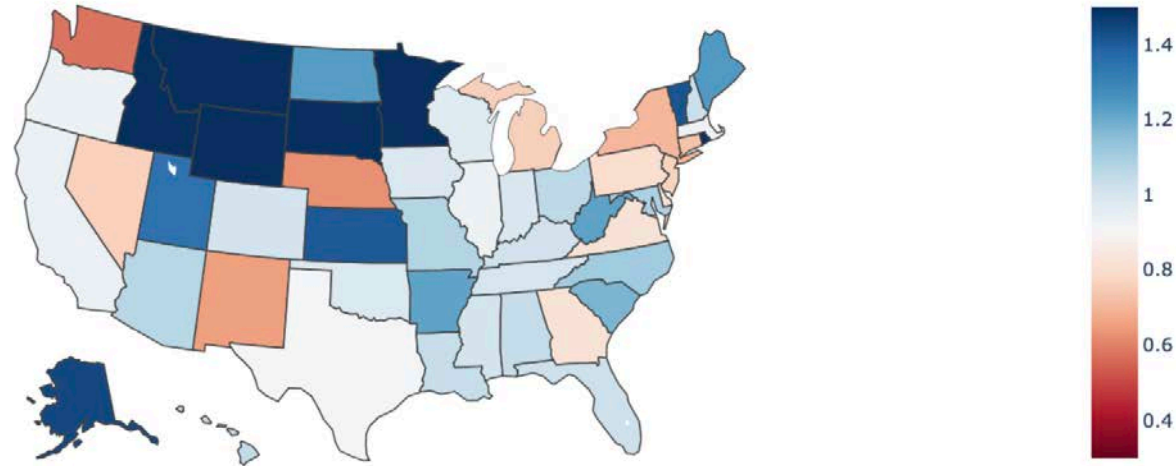
States that had the highest COVID-19 infection counts saw increased online shopping activity.

Michigan - 25% ABOVE Pre-COVID-19 levels

Pennsylvania 45% ABOVE Pre-COVID-19 levels

New Jersey 50% ABOVE Pre-COVID-19 levels

New Car - Where Online Car Shoppers Are Buying



IN WHAT STATES ARE PEOPLE PURCHASING CARS?

Car shoppers are purchasing new vehicles at an increasing rate in the southeast.

Florida is .26% ABOVE Pre-COVID-19 averages for vehicle purchases

Louisiana is .27% ABOVE Pre-COVID-19 averages for vehicle purchases

North Carolina is .84% ABOVE Pre-COVID-19 averages for vehicle purchases

"STAY AT HOME" IMPACT



Florida:

- April 3, 2020
- Car Dealerships deemed essential
- 3% Increase in sales closing rate

Similar correlations exist in North Carolina and Louisiana.



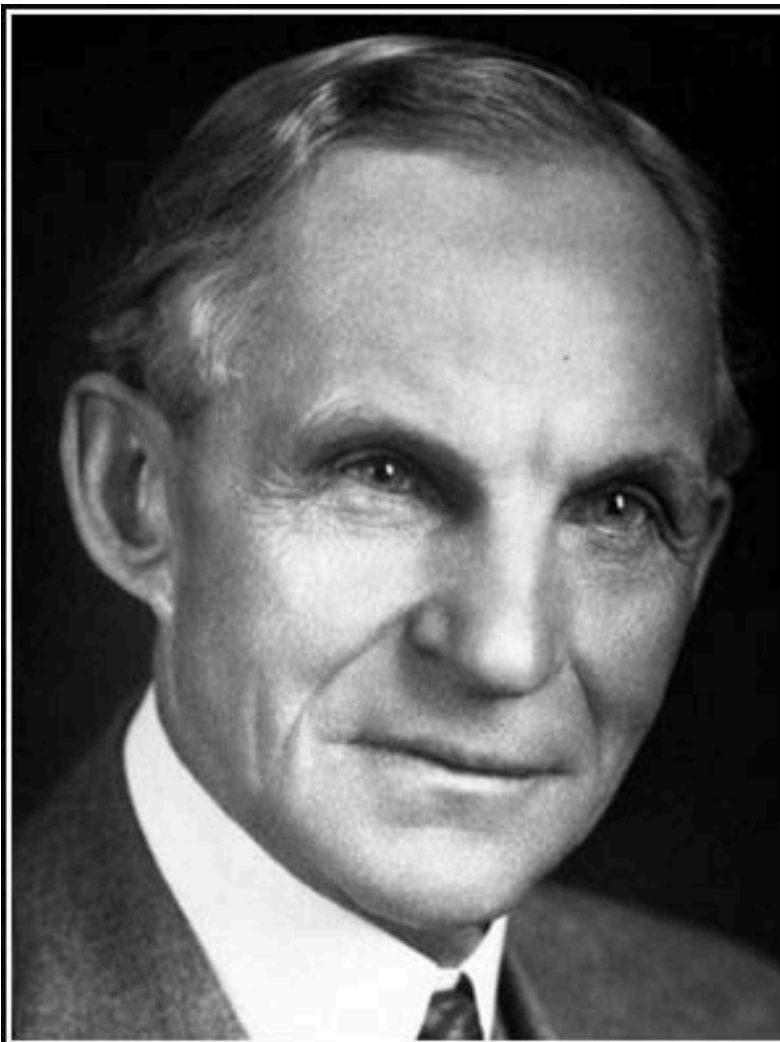
New Jersey:

- Original "Stay at Home" order did not include Car Dealerships
- Clarification on March 30, 2020 allowed for remote and online sales.
- 25% Decrease in sales closing rate

Similar correlations exist in Michigan and New York.



DEALER'S HARD WORK AND RAPID RESPONSE



Those who stop marketing to save
money are like those who stop a
clock to save time.

— *Henry Ford* —

AZ QUOTES

DON'T CUT MARKETING IN A DOWNTURN

- According to a study by Mower Insights and Newhouse School's associate professor Beth Egan, a brand's half-life is 2.5 weeks long
- Cutting budget is like not watering your garden every day
- Stopping marketing is like turning off the water during a drought.



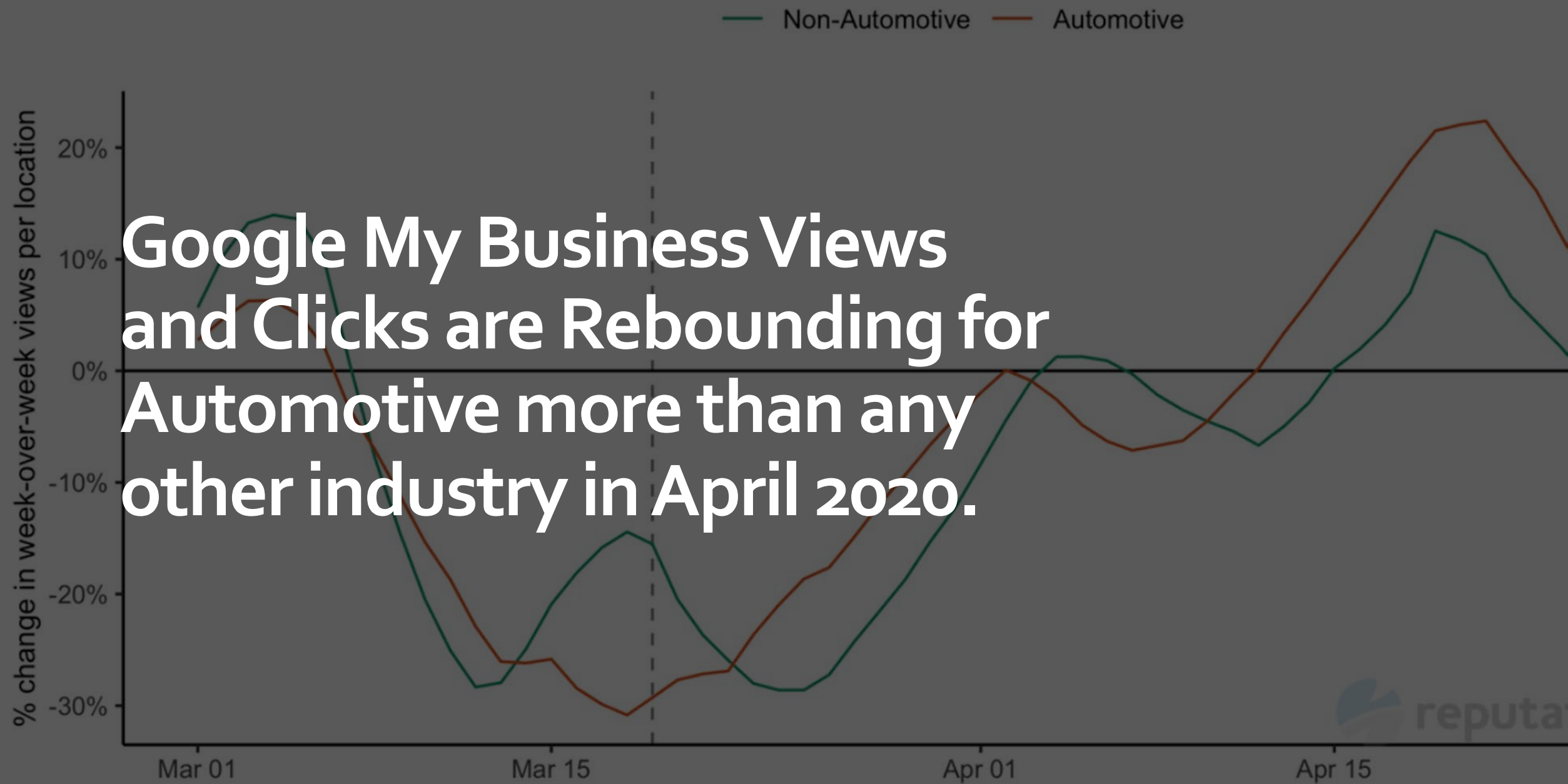
STEADY MARKETING

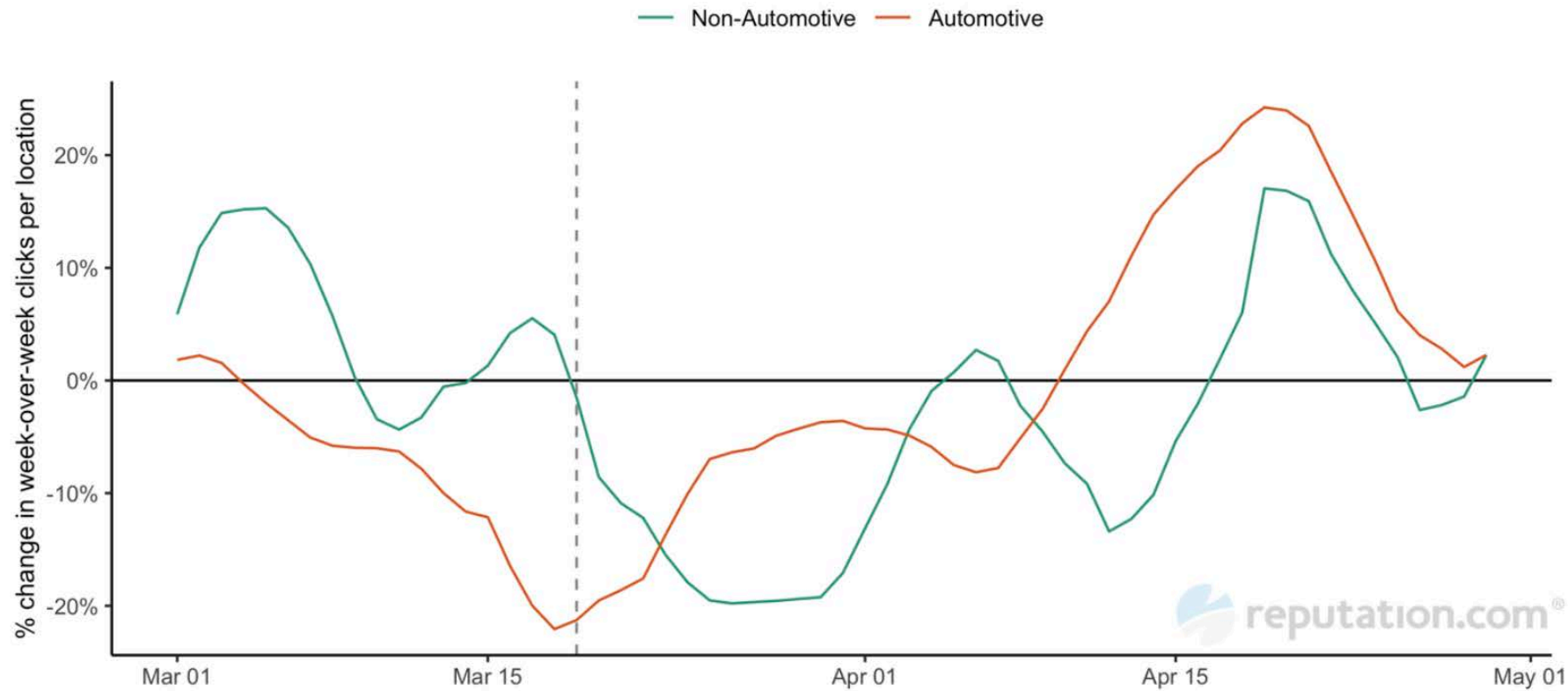


BUDGET CUTS



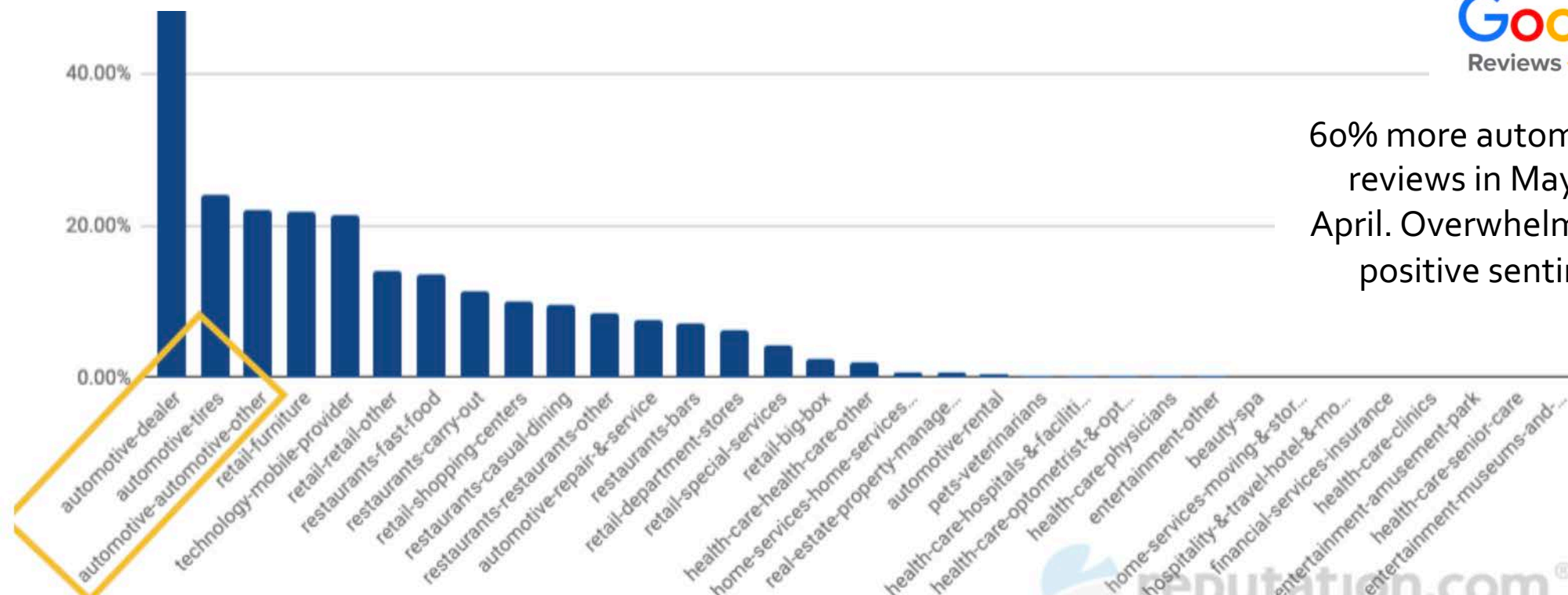
NO MARKETING





Google My Business clicks increased significantly in late April.

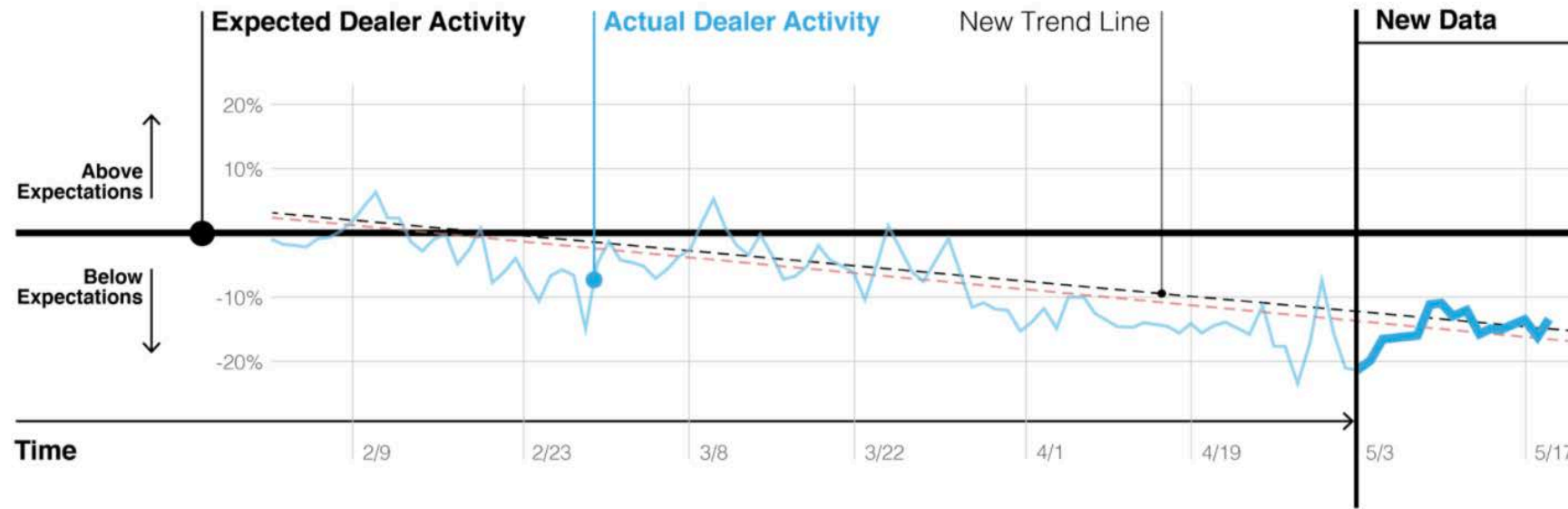
PEOPLE ARE DIGGING FOR INFO



60% more automotive reviews in May than April. Overwhelmingly positive sentiment.

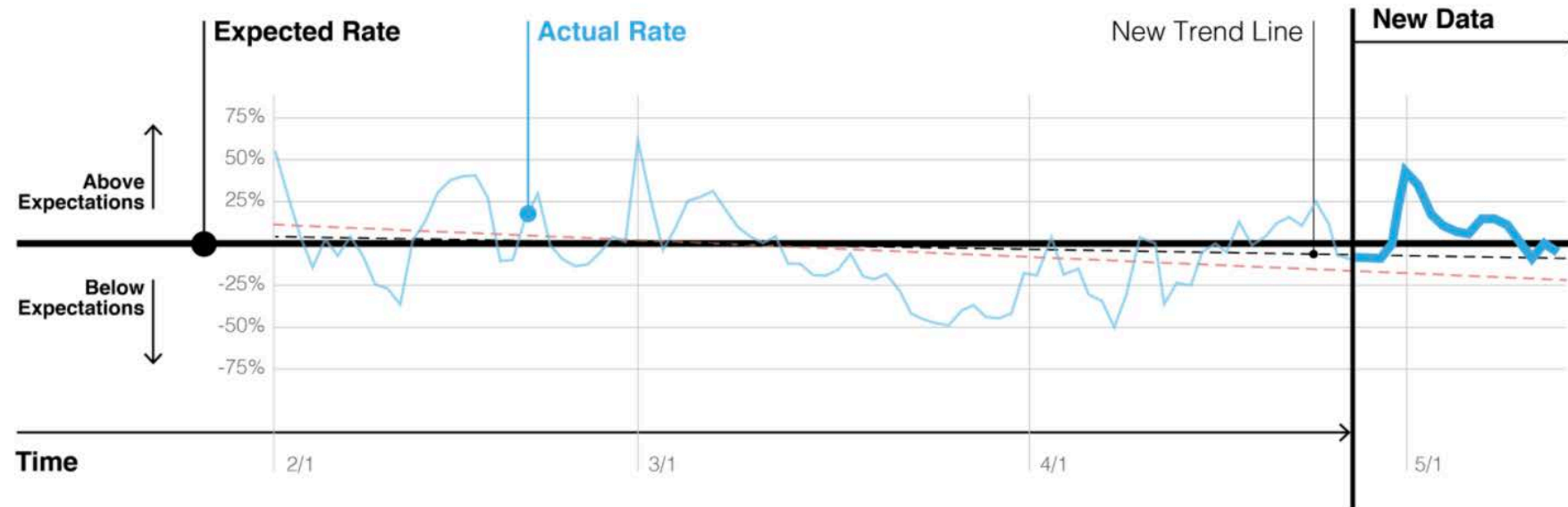
CUSTOMER REVIEWS ARE POSITIVE

Dealer Lead Marketing Activity Index - Expected vs. Actual



DEALER LEADS INCREASING

7-Day Consumer Purchase Rate Index - Expected vs. Actual



SALES ARE REBOUNDED

Projected retail vehicle sales for 2020-21





HOW DO WE USE THIS INFO TO HELP DEALERS MAKE BETTER DECISIONS?

SMARTER MARKETING
HIGHER EFFECTIVENESS
INCREASED SALES
IMPROVED ROI

QUESTIONS WE HELP ANSWER

- Who is the audience that matters?
- Where should marketing be placed?
- What marketing channels are working?
- What is driving traffic into the website?
- What vehicles are getting seen most often?
- What channels are impacting more pageviews or events?
- What can we attribute to marketing? What can we not?
- What are the trends and how does that inform on process?
- How do we best communicate with buyers based on the data?

Smarter Marketing Decisions



HOW TO MARKET
DURING A CRISIS



WHY NOT TO CUT
BUDGET IN A CRISIS



CREATIVE CHANGES
NEEDED RIGHT NOW



COMPETITIVE
INSIGHTS



LEAD HANDLING
PROCESSES

Trends and Patterns in Data



Inventory sales patterns



Lead management processes



Website traffic patterns

CHANGES IN MARKETING MODELS

Standard Operating



AUDIENCE

COVID-19 Pivot



MESSAGE

Come-Back Push

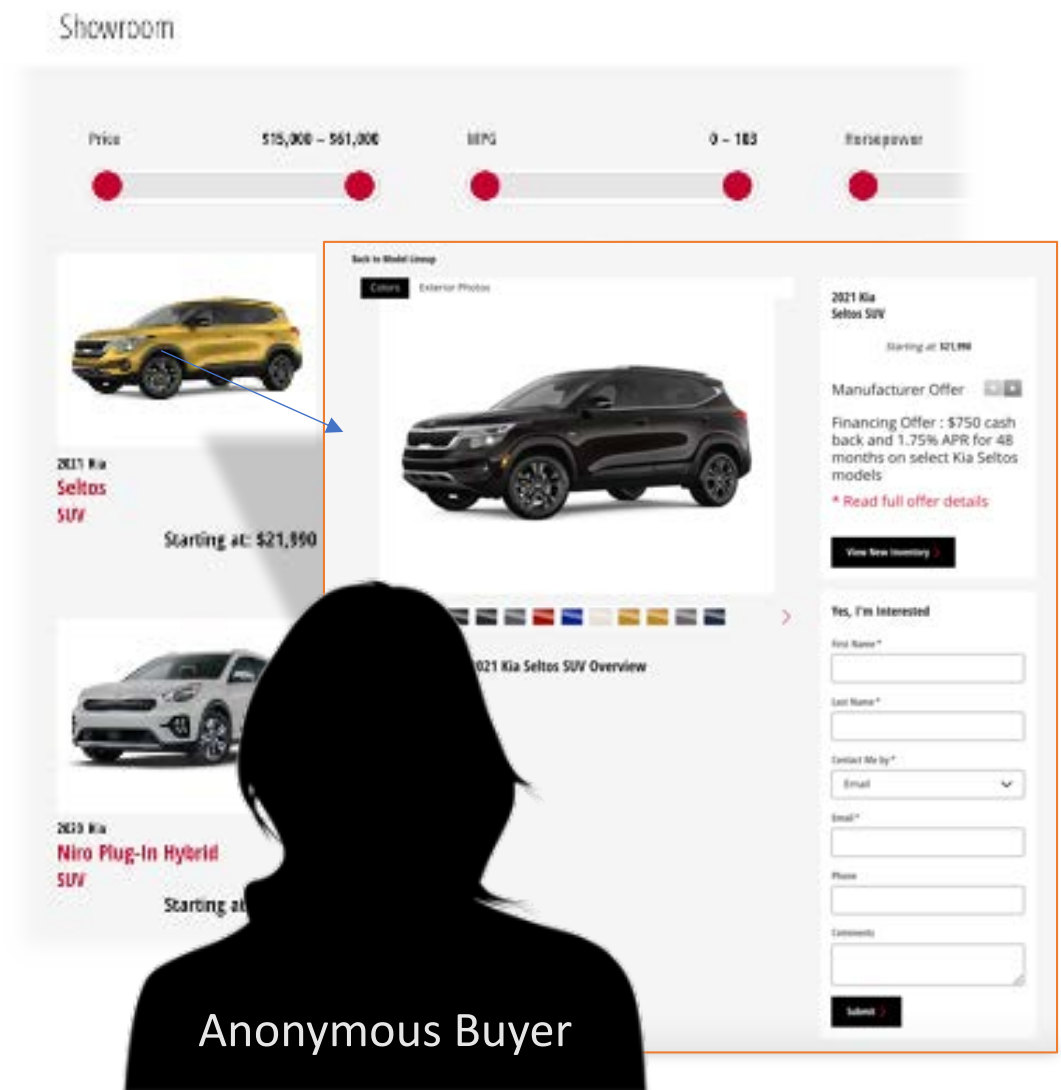


COMMUNICATION CHANNEL

Add Insight to Data

Understanding which pages are getting seen helps dealers to know:

- The types of vehicles most coveted
- What people want to see
- What to put on display at the store
- What to buy at auction or order from OEM
- What to look for in trade





Better Marketing



More Customer
Traffic



More Sales Leads



More Customer
Transactions



Better Absorption
Rates

SMARTER DECISION-MAKING



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THANK YOU