



LOOKING  
BACK  
/  
LOOKING  
AHEAD

2014–2015

INDUSTRY TRENDS AND INSIGHTS



# What was your favorite 2014 moment?

"Those Matthew McConaughey Lincoln commercials are glorious"



**Elliot Reeves**  
Senior Manager of Sales Operations  
San Francisco

"Jon Hamm debuting the Mercedes-Benz S63 AMG Coupe at the New York Auto Show"



**Tammy Kohansimeh**  
Account Executive  
New York City

"In February, when we announced Jumpstart had the largest audience among its competitors"



**Aaron Serrao**  
Vice President of Audience Development  
San Francisco

"Learning that backup cameras would be required in all vehicles by 2018—I need all the help I can get"



**Jaclyn Ong**  
Business Analyst  
San Francisco

"When the snow finally melted from the Polar Vortex—driving was fun again"



**Cara Kunkel**  
Marketing Director  
Detroit

Wasn't it Henry Ford who once said, "If everyone is working together, then success takes care of itself."?

When I read all these quotes, I'm reminded of how much happened in and around the industry in 2014, and also how events resonate differently for everyone. While each person has a different perspective, we're always working collectively toward the same goals. I know that we're at our best—the most productive and inspired—when we're collaborating. And in 2014, when Jumpstart was looking for new San Francisco headquarters, finding a space that reflected this idea was a no-brainer. We embraced an office-less layout and doubled down on a collaborative culture—one that was already thriving in our other offices (Detroit, LA, and NYC). All our teams are working in sync to ensure we continue to deliver innovative products and a quality customer experience for our clients, every time.

As always, I'm excited to share some of the most notable marketplace insights with you. I think you'll be interested to see how Jumpstart stacks up against the competition (page 16), how people are consuming media across devices (page 11), and which brands captured the most consumer interest in their segment (pages 22 – 37).

This year, as with every year, we'll continue to push ourselves forward. And you'll be hearing more from us:

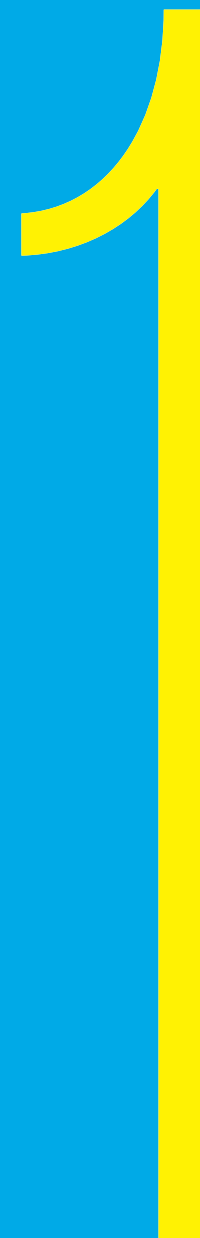
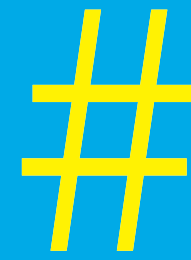
- » Cross-screen media products
- » Branded content integration
- » Data
- » Video

*Here's to getting after it in 2015!*

**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



in the competitive set. 18 million unique visitors.\*  
As the largest, most diverse, highest-performing  
in-market automotive audience, we continue to  
give our clients and partners the insights they  
need to make the most effective marketing and  
advertising decisions.

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

\* comScore Media Metrix Multi-Platform, October – December 2014

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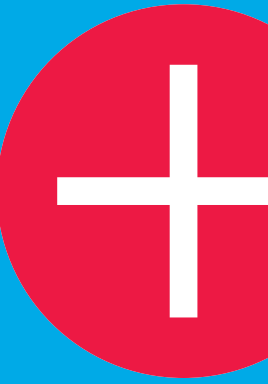
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Jumpstarters share a few of their favorite car memories



## Audience And Data

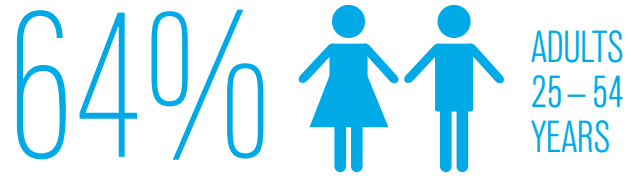
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Share of interest is defined as the percentage of auto shoppers visiting a specific brand, body style, or make/model. Also, in some instances, numbers do not add up to 100 due to rounding.

# The Jumpstart Audience

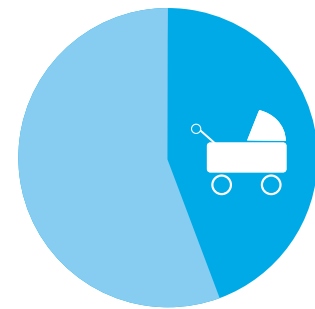
79% of Jumpstart Shoppers Are Looking to Purchase or Lease Within The Next 6 Months<sup>1</sup>



We Reach More Visitors In This Age Range Than Any Other Site In Our Competitive Set

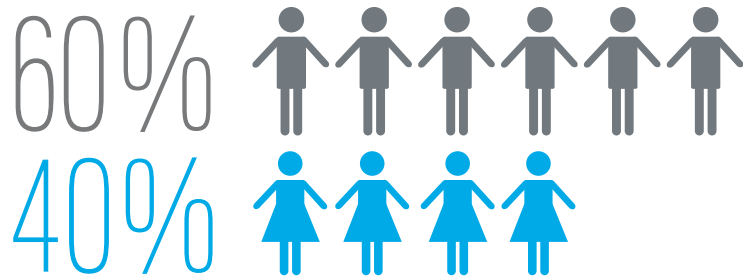


We Rank Second Highest Among Our Competitive Set With Shoppers In This Household Income Range



45% OF JUMPSTART SHOPPERS HAVE CHILDREN

## Audience: Men And Women



\* comScore Media Metrix Multi-Platform, October - December 2014

1. Jumpstart Automotive Group, "Keys to Persuasion," January 2014

# iPhone or Android?

Jumpstart Shoppers Now Use The Android Phone More Than The iPhone, While a Majority Use iPad Tablets



Smartphone: 8.3M  
Average Q4 Unique Visitors

iPhone: 4.0M  
Android: 4.3M

48%

iPhone

52%

Android Phone



Tablet: 1.9M  
Average Q4 Unique Visitors

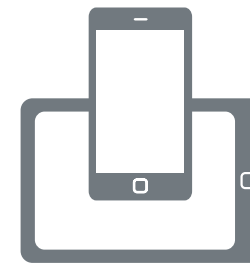
iPad: 1.5M  
Android: 0.4M

80%

iPad

20%

Android Tablet



Total Mobile: 10.2M  
Average Q4 Unique Visitors

iPhone / iPad: 5.5M  
Android Phone / Tablet: 4.7M

54%

iPhone/iPad

46%

Android Phone/Tablet

★ Android use grew 144% from 2013, while iPhone grew 125% ★

\* comScore Mobile Metrix Multi-Platform, October - December 2014

# The Largest Multi-Platform Audience

Jumpstart Has The Highest Number of Unique Visitors on Mobile And Desktop

## Multi-Platform Audience



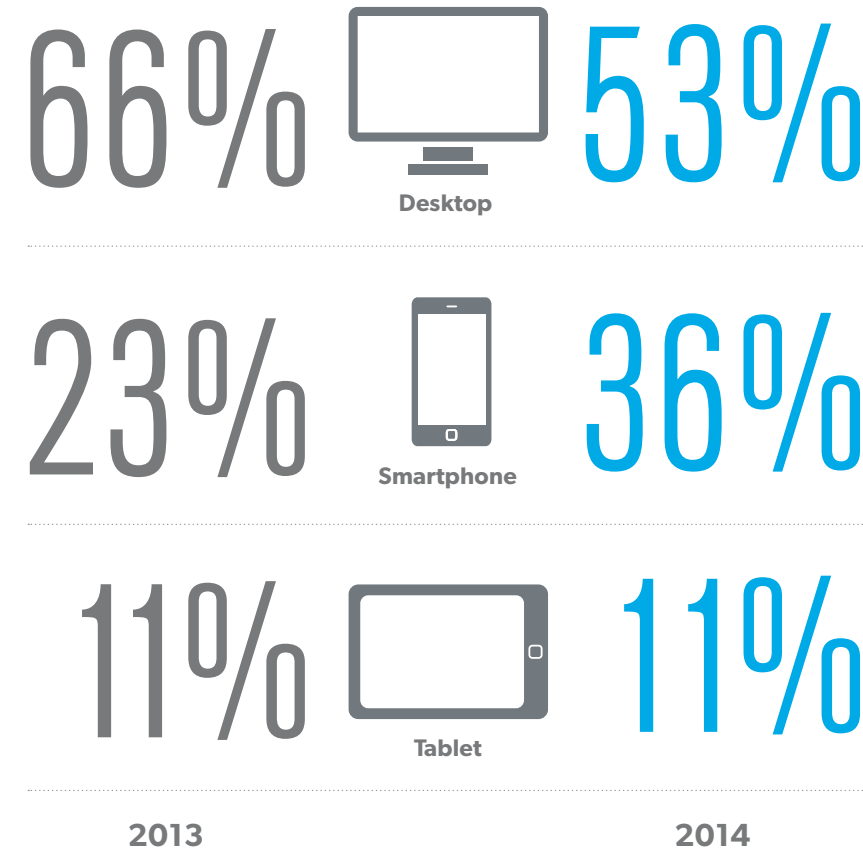
Company	Total Multi-Platform Unique Visitors (M)	Percentage of Desktop Unique Visitors	Percentage of Mobile Unique Visitors
Jumpstart	18.7	49%	51%
Yahoo! Autos	11.6	68%	32%
MSN Autos <sup>1</sup>	10.7	70%	30%
AOL Autos	10.0	79%	21%
AutoTrader.com	9.7	59%	41%
KBB.com	9.3	76%	24%
Cars.com	9.3	57%	43%
Edmunds.com	6.5	67%	33%
TEN Automotive (In-Market)	5.3	59%	41%

\* comScore Media Metrix Multi-Platform, October – December 2014  
 1. MSN Autos included MotorTrend in Q4 2014

# Mobile Usage is on The Rise

Jumpstart's Smartphone Traffic Increases 60% From 2013

## Jumpstart Visitors by Device



86%

of Jumpstart's mobile audience visits exclusively from a mobile device, this is up from 82% in 2013

\* comScore Mobile Metrix Multi-Platform, April 2013 – December 2014



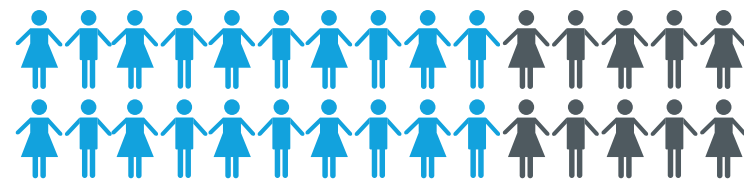
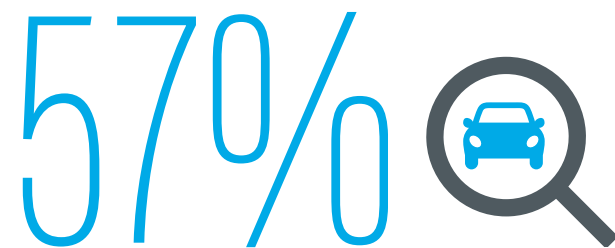
# The WOW Effect

⇒ Today's digital audience consistently moves between multiple devices. In order to reach them, it is imperative to have a presence across all screens.

## Cross-Screen Strategy



Brand Consistency Across Devices



of viewers who see ads on two or more devices are more likely to look up regional dealerships and request test drives than those who see ads on only one screen.\*

Explain the action the viewer should take to engage with the ad ("Tap to Play," "Slide to Open," "Watch Video")

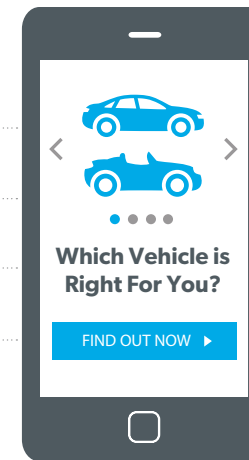


## Design For The Small Screen

Remember that viewers use their thumbs to navigate on mobile devices, so design with this in mind.

**This means utilizing:**

- Simplified designs
- Larger buttons
- Easy-to-navigate elements
- Call to Actions on the bottom



## Focus on User Experience



Interactive activities like image and video galleries, quizzes, games, etc. encourage the viewer to engage with the ad



A strong CTA with incentives may help boost performance in mobile ads



Make the message relevant to the viewer and the device



Add a "loading" screen message so viewers know what to expect

visit [jumpstartauto.com/bestpractice](http://jumpstartauto.com/bestpractice)

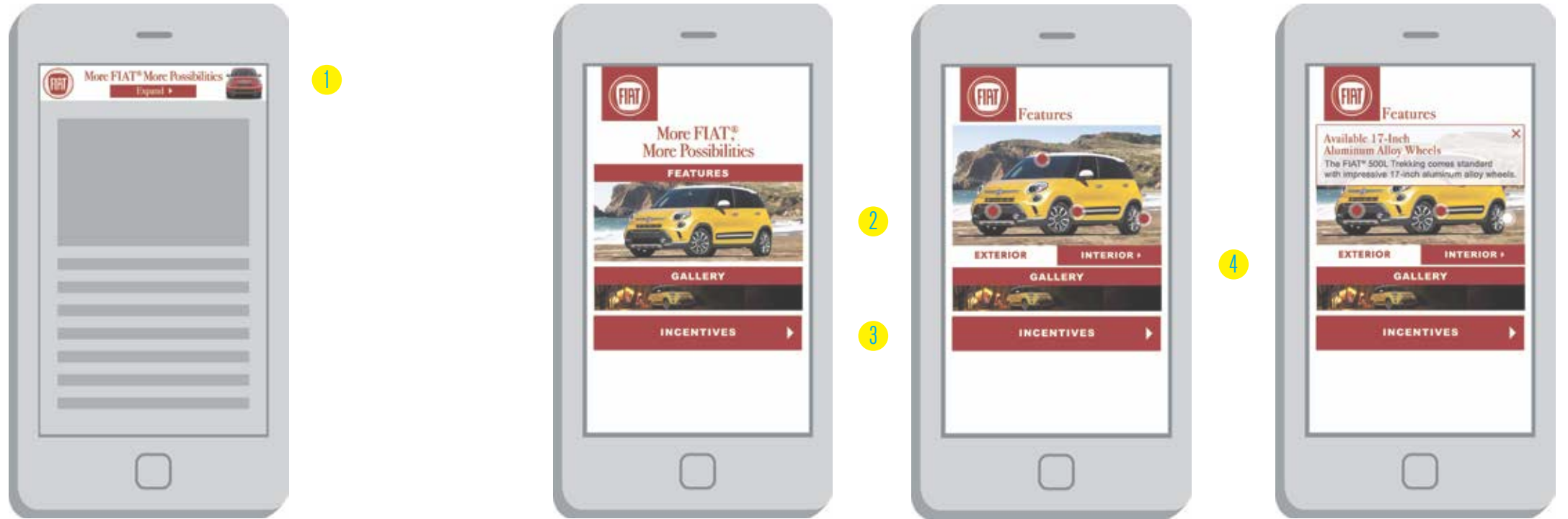
\* TAPAD, Cross-Screen Drives Results in Car-Buying Season, July 2014

# Put to The Test

Mobile Best Practices in Action

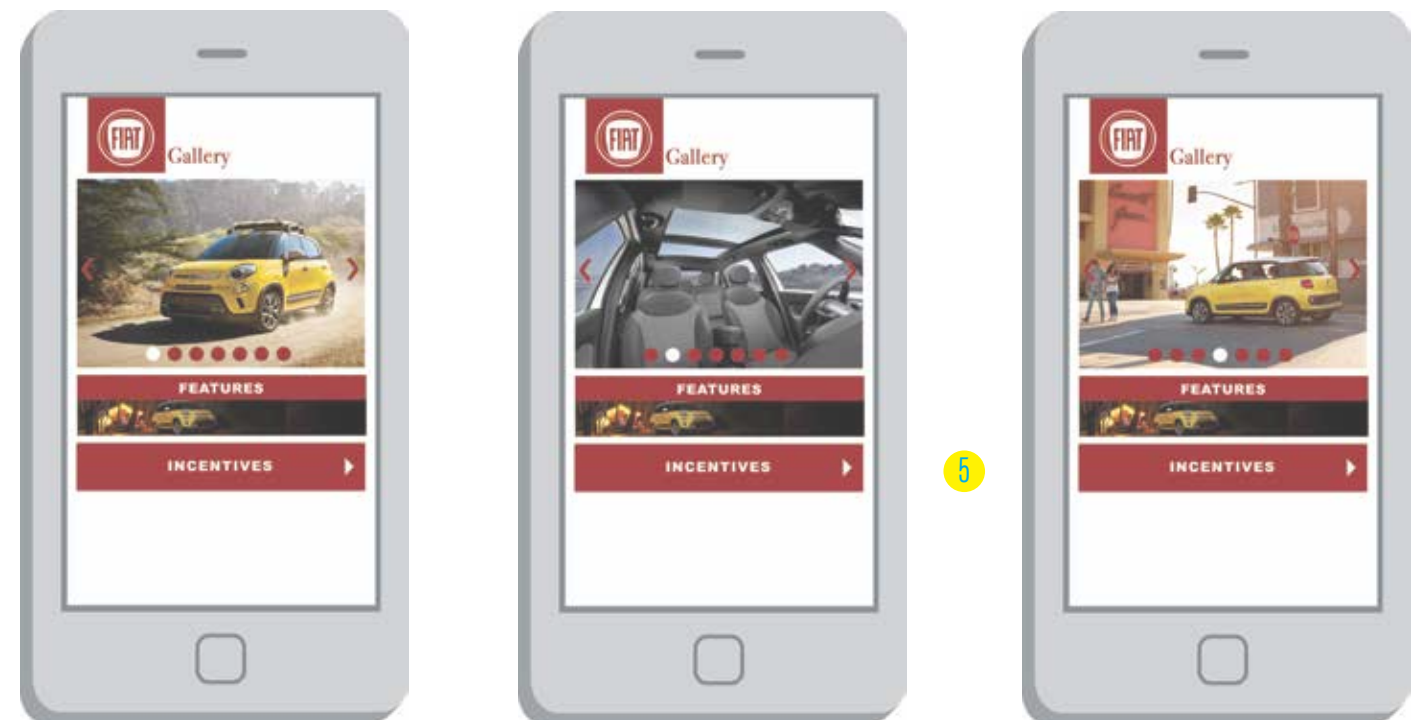
⇒ Rich media ads drive engagement, and capture visitors' attention, encouraging interaction with the brand and enabling visitors to get the information they want without leaving the site they're on.

FIAT Rich Media Ad Unit: Expandable



**Design For The Small Screen by...**

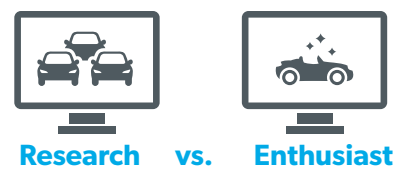
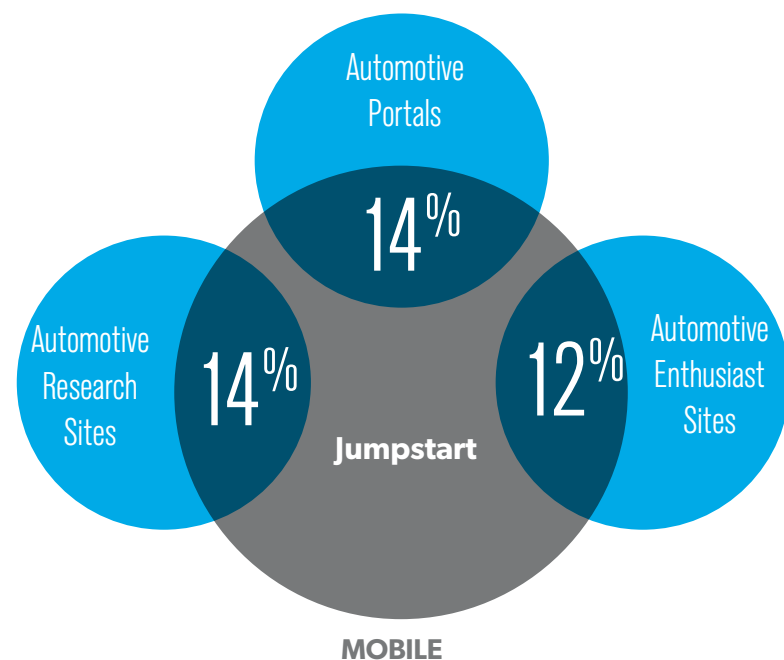
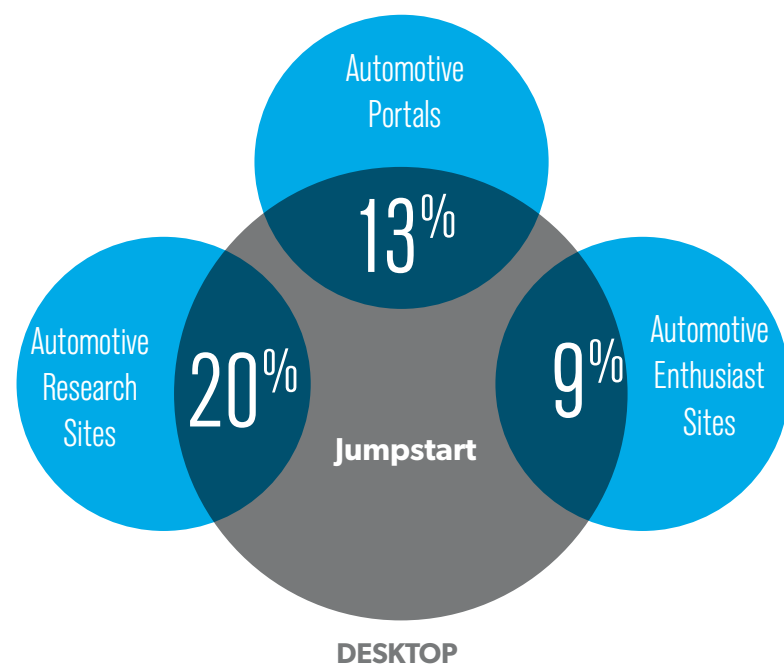
- 1 Clear, engaging copy on banner
- 2 Simplified design
- 3 Large, thumb-friendly buttons
- 4 Easy-to-navigate elements
- 5 Clear call to action on bottom of expanded unit



+ visit [jumpstartauto.com/bestpractice](http://jumpstartauto.com/bestpractice)

# Moving in on The Competition

Jumpstart Has Relatively Low Cross-Visitation Among Its Competitive Set Across Mobile And Desktop



On average, 20% of Jumpstart's desktop audience is also viewing content on competitive automotive research sites, while only 9% of Jumpstart's audience views content on competitive automotive enthusiast sites

### Jumpstart's Top Endemic Competitors

Automotive Research Websites:  
[AutoTrader.com](#)  
[KBB.com](#)  
[Cars.com](#)  
[Edmunds.com](#)

Automotive Portals:  
[Yahoo! Autos](#)  
[AOL Autos](#)  
[MSN Autos<sup>1</sup>](#)

Automotive Enthusiast Websites:  
[TEN Automotive \(In-Market\)](#)  
[MSN Autos<sup>1</sup>](#)

# Taking The Top Spot

Jumpstart Moves From 2<sup>nd</sup> Place to #1 in Total Pages Viewed

## Engagement Among Jumpstart And Competitors

MEDIA	TOTAL PAGES VIEWED (M)	TOTAL MINUTES (M)	AVERAGE VISITS PER VISITOR
<b>Jumpstart</b>	<b>289</b>	<b>220</b>	<b>3.0</b>
<b>AutoTrader.com</b>	<b>277</b>	<b>229</b>	<b>2.8</b>
<b>MSN Autos<sup>1</sup></b>	<b>277</b>	<b>144</b>	<b>10.0</b>
<b>Cars.com</b>	<b>181</b>	<b>197</b>	<b>2.7</b>
<b>Yahoo! Autos</b>	<b>125</b>	<b>79</b>	<b>2.5</b>
<b>KBB.com</b>	<b>124</b>	<b>71</b>	<b>1.7</b>
<b>AOL Autos</b>	<b>77</b>	<b>122</b>	<b>2.2</b>
<b>TEN Automotive (In-Market)</b>	<b>38</b>	<b>32</b>	<b>3.3</b>
<b>Edmunds.com</b>	<b>38</b>	<b>34</b>	<b>1.7</b>

\* comScore Media Metrix Multi-Platform, October – December 2014

1. MSN Autos included MotorTrend in Q4 2014

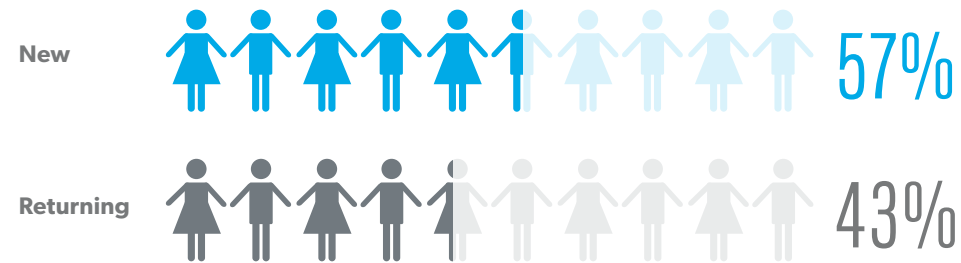
\* comScore Media Metrix Multi-Platform, October – December 2014

1. MSN Autos included MotorTrend in Q4 2014

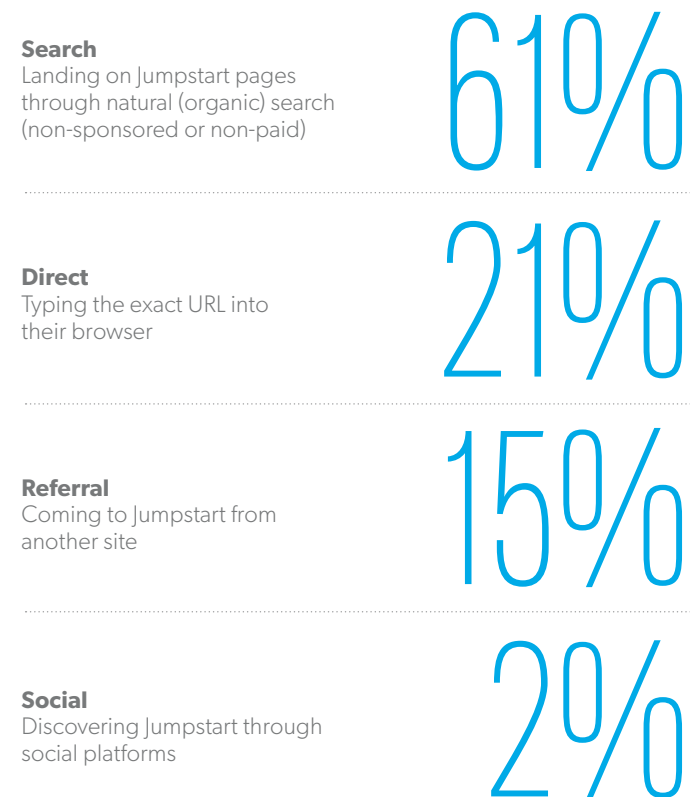
# How Shoppers Reach Jumpstart

A Majority of Traffic Comes Through Search, And 57% Are First-Time Visitors

## New And Returning Visitors



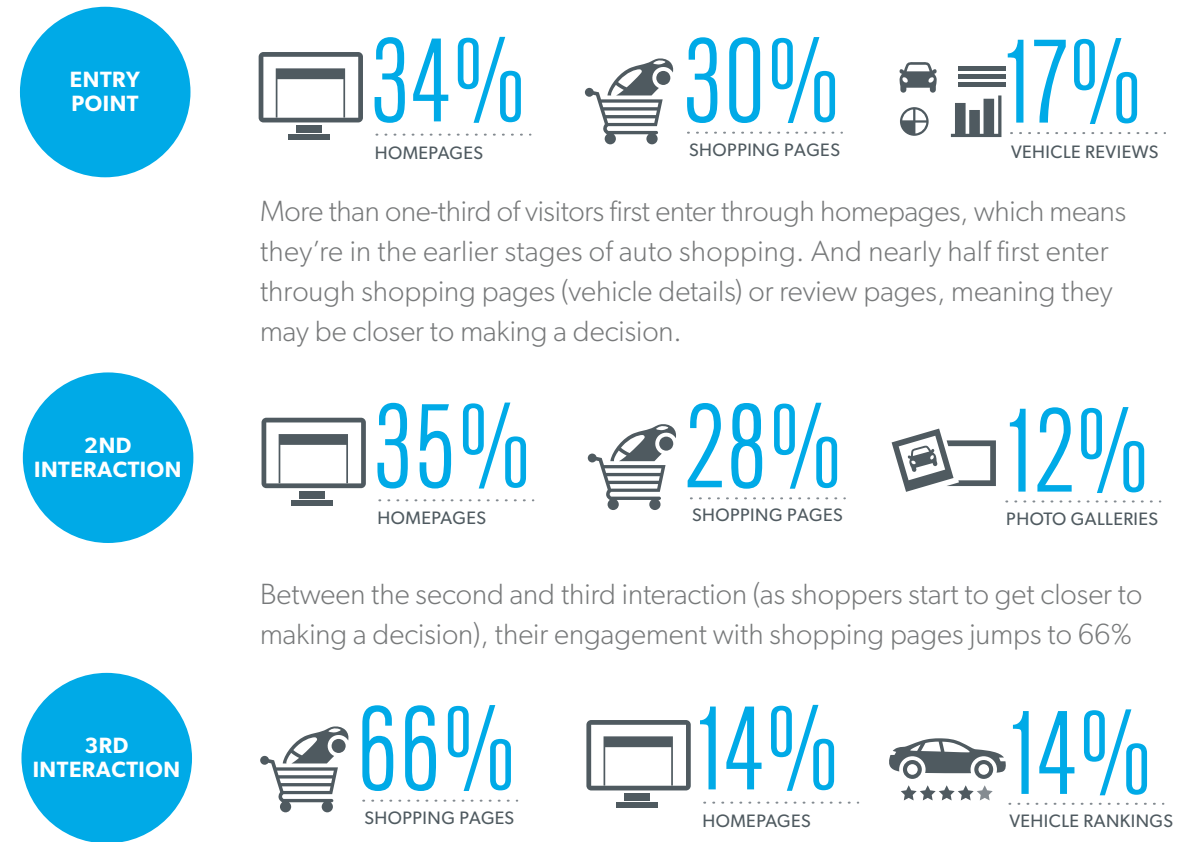
## Traffic Sources



\* Google Analytics, January – December 2014

# There's No One Definitive Path

Jumpstart's Visitors Are Performing Shopping Activities Throughout Each Site Interaction



## How do Mobile (Smartphone & Tablet) Visitors Compare to Desktop?

Mobile visitors land on shopping pages more frequently upon their first interaction than desktop visitors

Mobile: 35%

Desktop: 24%

This interaction aligns with Jumpstart traffic sources, where more mobile visitors go directly to specific vehicle pages via search than desktop visitors

\* Percentages may not add up to 100% because not all interactions are shown.



# 2014 Predictions: WHERE WE LANDED

Before we dive into 2014 shopping trends and our 2015 outlook, here's a look at how we did with our 2014 predictions

## 2014 Prediction #1: Luxury is Redefined

The luxury segment did indeed continue its expansion in 2014, with increased shopper interest and the introduction of a range of new vehicles—on both ends of the luxury spectrum. BMW launched its over-the-top i8 hybrid (MSRP: \$136,650), while Mercedes-Benz launched its entry-level CUV. Shoppers especially gravitated to the luxury CUV/SUV segments, with combined growth of 12% compared to 2013, representing more than 10% of all vehicles shopped on Jumpstart sites.

## 2014 Prediction #2: Trucks Stay Strong

Trucks continued to soar as we had anticipated, having a 19% increase in share of shopper interest from 2013 thanks, in part, to General Motors' return to the midsize truck segment (with Chevrolet Colorado and GMC Canyon). And despite all the attention to Ford F-150's new aluminum body, RAM 1500 ended up seeing the most growth in the large truck category, increasing its share of shopper interest by 28%.

## 2014 Prediction #3: Compacts Make a Comeback

While the momentum for compacts did continue in 2014, it was not as strong as we had expected. We did, however, see remarkable growth across a number of vehicles, most notably the Honda Fit. Fit grew its share of shopper interest, gaining three percentage points from 2013.

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



Image Source: mbusa.com



Image Source: chevrolet.com



Image Source: vw.com











# Body Styles

## SHARE OF INTEREST

Trucks, SUVs/CUVs, And Vans See Biggest Gains, And Collectively Hold 46% of Shopper Interest

### Top Body Styles

		Share of Interest	% Increase/Decrease 2013 - 2014
Sedan		35%	-2%
SUV		20%	+7%
CUV		14%	+11%
Truck		9%	+19%
Sports Car/Convertible		9%	-9%
Compact/Coupe		7%	-5%
Wagon		4%	0%
Van		3%	+8%

\* Jumpstart Internal Analytics, January 2013 - December 2014

# Brands

## SHARE OF INTEREST

Ford Holds on to #1 Spot, Jeep Keeps Momentum For 3rd Consecutive Year, And Subaru Jumps 3 Spots to 8th Place

### Top 10 Brands

1	<b>Ford</b>	2014 Share 11.7%	-11%	6	<b>Audi</b>	2014 Share 4.3%	+3%
2	<b>Toyota</b>	2014 Share 9.9%	+4%	7	<b>Jeep</b>	2014 Share 3.7%	+18%
3	<b>Chevrolet</b>	2014 Share 9.5%	-2%	8	<b>Subaru</b>	2014 Share 3.6%	-1%
4	<b>Honda</b>	2014 Share 6.9%	+2%	9	<b>BMW</b>	2014 Share 3.6%	-7%
5	<b>Nissan</b>	2014 Share 5.9%	+2%	10	<b>Hyundai</b>	2014 Share 3.4%	0%

+ Turn to page 36 for Jumpstart's complete list of brand share

#6

Since 2010, Audi has higher share of shopper interest than BMW, and holds its 6th place ranking

\* Jumpstart Internal Analytics, January 2013 - December 2014

# Highest Growth

## SHARE OF INTEREST

**FIAT Chrysler Automobiles (FCA Group)<sup>1</sup> Takes 5 of The Top 10, While Land Rover, GMC, And Infiniti See Great Increases**

### Top 10 Brands

1	<b>Alfa Romeo</b>	2014 Share 0.2%	+96%
2	<b>RAM</b>	2014 Share 0.9%	+55%
3	<b>Maserati</b>	2014 Share 0.2%	+51%
4	<b>smart</b>	2014 Share 0.1%	+41%
5	<b>Land Rover</b>	2014 Share 1.2%	+38%
6	<b>Infiniti</b>	2014 Share 1.6%	+31%
7	<b>GMC</b>	2014 Share 2.5%	+30%
8	<b>Jeep</b>	2014 Share 3.7%	+18%
9	<b>Chrysler</b>	2014 Share 1.0%	+13%
10	<b>Scion</b>	2014 Share 1.0%	+11%

+ Turn to page 36 for Jumpstart's complete list of brand share

★ Much of Land Rover's growth can be attributed to heightened interest in both the Range Rover and Range Rover Sport. However, shopper interest is also building around the highly anticipated new Discovery Sport ★

+31%

After ramping up media presence (in support of renaming and rebranding its entire lineup), Infiniti enjoyed a 31% growth in interest in 2014

+81%

Every GMC vehicle grew share of shopper interest in its respective segment, with Canyon having the largest increase, taking nearly 12% share of small pickup interest—an 81% increase from 2013

\* Jumpstart Internal Analytics, January 2013 – December 2014  
1. FCA Group brands in this Top 10 include: Alfa Romeo, RAM, Maserati, Jeep, and Chrysler

# Vehicles

## SHARE OF INTEREST

**Ford Takes 4 of The Top 10, Silverado Sees Greatest Gain, And SUVs And Trucks Help Bump Smaller Models Off The List**

### Top 10 Vehicles

1	<b>Ford Mustang</b>	2014 Share 2.6%	Ranking 2013 #1 -13%
2	<b>Ford F-150</b>	2014 Share 2.1%	Ranking 2013 #3 +12%
3	<b>Toyota Camry</b>	2014 Share 1.6%	Ranking 2013 #8 +11%
4	<b>Honda Accord</b>	2014 Share 1.6%	Ranking 2013 #4 -10%
5	<b>Chevrolet Corvette</b>	2014 Share 1.6%	Ranking 2013 #2 -25%
6	<b>Honda Civic</b>	2014 Share 1.4%	Ranking 2013 #7 -7%
7	<b>Jeep Wrangler</b>	2014 Share 1.2%	Ranking 2013 #15 +6%
8	<b>Ford Escape</b>	2014 Share 1.1%	Ranking 2013 #6 -27%
9	<b>Ford Explorer</b>	2014 Share 1.1%	Ranking 2013 #9 -12%
10	<b>Chevrolet Silverado</b>	2014 Share 1.1%	Ranking 2013 #19 +18%

★ Mustang and F-150 have been in the Top 10 every year since 2010. And Escape has made the list every year since 2011. ★

\* Jumpstart Internal Analytics, January 2013 – December 2014

# Compacts And Coupes

## SHARE OF INTEREST

Honda Fit, Volkswagen Beetle, Scion FR-S, And Scion tC See Big Gains in 2014

### Top 5 Compacts

1	<b>Honda Fit</b>	2013 Share 12.2%	2014 Share 15.7%	+28%
2	<b>Volkswagen Beetle</b>	2013 Share 8.6%	2014 Share 10.3%	+20%
3	<b>Ford Fiesta</b>	2013 Share 12.5%	2014 Share 8.5%	-32%
4	<b>Kia Rio</b>	2013 Share 6.8%	2014 Share 8.0%	+18%
5	<b>Toyota Yaris</b>	2013 Share 6.5%	2014 Share 7.7%	+17%

### Top 5 Coupes

1	<b>Scion FR-S</b>	2013 Share 17.0%	2014 Share 28.9%	+70%
2	<b>Honda Accord Coupe</b>	2013 Share 33.3%	2014 Share 27.5%	-17%
3	<b>Subaru BRZ</b>	2013 Share 26.2%	2014 Share 19.8%	-24%
4	<b>Scion tC</b>	2013 Share 12.5%	2014 Share 13.9%	+11%
5	<b>Hyundai Veloster</b>	2013 Share 9.4%	2014 Share 8.6%	-9%

#1

Honda Fit moves up 3 percentage points, and steals the #1 spot from Ford Fiesta

\* Jumpstart Internal Analytics, January 2013 – December 2014

# Trucks

## SHARE OF INTEREST

General Motors' Small/Medium Trucks Make a Comeback, And RAM 1500 And GMC Sierra Heat up The Large Truck Competition

### Top 4 Small/Medium Trucks

1	<b>Toyota Tacoma</b>	2013 Share 51.0%	2014 Share 44.7%	-12%
2	<b>Chevrolet Colorado</b>	2013 Share 20.2%	2014 Share 25.2%	+25%
3	<b>Nissan Frontier</b>	2013 Share 22.3%	2014 Share 18.4%	-17%
4	<b>GMC Canyon</b>	2013 Share 6.5%	2014 Share 11.7%	+81%

### Top 5 Large Trucks

1	<b>Ford F-150</b>	2013 Share 36.7%	2014 Share 35.2%	-4%
2	<b>Chevrolet Silverado</b>	2013 Share 17.0%	2014 Share 17.3%	+2%
3	<b>GMC Sierra</b>	2013 Share 10.8%	2014 Share 11.4%	+6%
4	<b>Toyota Tundra</b>	2013 Share 10.9%	2014 Share 10.1%	-7%
5	<b>RAM 1500</b>	2013 Share 7.4%	2014 Share 9.4%	+28%

37%

Chevrolet Colorado and GMC Canyon represented almost 37% of shopper interest after being on the U.S. market just a few months (both went on sale in the Fall of 2014)

+ To see how trucks performed during the 2014 auto show season, turn to page 54

\* Jumpstart Internal Analytics, January 2013 – December 2014



# Sedans

## SHARE OF INTEREST

Subaru Impreza And Mazda3 See Strong Increases,  
And Dodge Charger Closes in on Chevrolet Impala

### Top 5 Small Sedans

1	<b>Honda Civic</b>	2013 Share 13.9%	2014 Share 15.4%	+11%
2	<b>Ford Focus</b>	2013 Share 14.6%	2014 Share 11.1%	-24%
3	<b>Mazda Mazda3</b>	2013 Share 9.8%	2014 Share 11.0%	+13%
4	<b>Toyota Corolla</b>	2013 Share 10.5%	2014 Share 10.9%	+4%
5	<b>Subaru Impreza</b>	2013 Share 5.7%	2014 Share 6.5%	+15%

### Top 5 Medium Sedans

1	<b>Toyota Camry</b>	2013 Share 14.7%	2014 Share 16.9%	+15%
2	<b>Honda Accord</b>	2013 Share 18.1%	2014 Share 16.8%	-7%
3	<b>Nissan Altima</b>	2013 Share 11.9%	2014 Share 10.5%	-12%
4	<b>Ford Fusion</b>	2013 Share 11.3%	2014 Share 9.7%	-15%
5	<b>Hyundai Sonata</b>	2013 Share 8.7%	2014 Share 9.2%	+5%

★ While many other medium sedans lost shopper interest in 2014, Toyota Camry experienced significant growth and reclaimed the Top medium sedan spot ★

### Top 5 Large Sedans

1	<b>Chevrolet Impala</b>	2013 Share 23.7%	2014 Share 22.2%	-7%
2	<b>Dodge Charger</b>	2013 Share 16.7%	2014 Share 18.9%	+13%
3	<b>Ford Taurus</b>	2013 Share 14.1%	2014 Share 14.9%	+5%
4	<b>Nissan Maxima</b>	2013 Share 11.8%	2014 Share 11.8%	0%
5	<b>Toyota Avalon</b>	2013 Share 12.3%	2014 Share 11.6%	-5%

+ Turn to page 44 to learn more about Toyota Camry's bold moves

\* Jumpstart Internal Analytics, January 2013 – December 2014

# Luxury Sedans

## SHARE OF INTEREST

**Cadillac CTS Wins Big, While Audi A7 Moves in on Mercedes-Benz And Porsche**

### Top 5 Small Luxury Sedans

1	<b>BMW 3 Series</b>	2013 Share 27.0%	2014 Share 20.6%	-24%
2	<b>Audi A4</b>	2013 Share 15.6%	2014 Share 15.7%	+1%
3	<b>Mercedes-Benz C-Class</b>	2013 Share 8.4%	2014 Share 8.3%	-1%
4	<b>Cadillac ATS</b>	2013 Share 9.2%	2014 Share 8.1%	-12%
5	<b>Volvo S60</b>	2013 Share 8.0%	2014 Share 7.5%	-7%

### Top 5 Medium Luxury Sedans

1	<b>Cadillac CTS</b>	2013 Share 15.8%	2014 Share 19.2%	+21%
2	<b>Audi A6</b>	2013 Share 11.7%	2014 Share 13.4%	+15%
3	<b>BMW 5 Series</b>	2013 Share 11.4%	2014 Share 11.4%	-1%
4	<b>Acura TL</b>	2013 Share 11.1%	2014 Share 10.2%	-8%
5	<b>Lexus ES</b>	2013 Share 6.7%	2014 Share 7.0%	+4%

### Top 5 Large Luxury Sedans

1	<b>Mercedes-Benz S-Class</b>	2013 Share 12.8%	2014 Share 8.9%	-31%
2	<b>Porsche Panamera</b>	2013 Share 11.1%	2014 Share 8.3%	-25%
3	<b>Audi A8</b>	2013 Share 8.2%	2014 Share 8.3%	+1%
4	<b>Audi A7</b>	2013 Share 5.2%	2014 Share 8.0%	+54%
5	<b>Tesla Model S</b>	2013 Share 7.3%	2014 Share 7.6%	+4%

★ **The Top 5 small luxury sedans represent more than half of the share of interest in the segment, but are starting to see competition from vehicles such as Cadillac ELR and Infiniti Q50** ★

➤ Turn to page 63 to learn more about the 2014 Cadillac CTS redesign

\* Jumpstart Internal Analytics, January 2013 – December 2014

# Small/Midsize And Large SUVs

## SHARE OF INTEREST

Honda CR-V Sees The Highest Increase in The Small/Midsize Segment, While GMC Yukon Has The Greatest Lift Among Top Large SUVs

### Top 5 Small/Midsize SUVs

1	<b>Jeep Wrangler</b>	2013 Share 14.4%	2014 Share 15.7%	+9%
2	<b>Ford Escape</b>	2013 Share 20.1%	2014 Share 15.1%	-25%
3	<b>Toyota RAV4</b>	2013 Share 13.4%	2014 Share 12.8%	-5%
4	<b>Honda CR-V</b>	2013 Share 8.0%	2014 Share 10.6%	+32%
5	<b>Subaru Forester</b>	2013 Share 11.8%	2014 Share 10.5%	-11%

### Top 5 Large SUVs

1	<b>Ford Explorer</b>	2013 Share 14.3%	2014 Share 11.8%	-18%
2	<b>Chevrolet Tahoe</b>	2013 Share 10.6%	2014 Share 10.7%	+1%
3	<b>Toyota Highlander</b>	2013 Share 10.1%	2014 Share 10.6%	+5%
4	<b>Jeep Grand Cherokee</b>	2013 Share 10.4%	2014 Share 10.2%	-2%
5	<b>GMC Yukon</b>	2013 Share 6.3%	2014 Share 7.8%	+25%

★ Jeep Wrangler held the Top spot, marking another win for the Jeep brand, which had record sales in 2014 ★

\* Jumpstart Internal Analytics, January 2013 – December 2014

# Small/Midsize And Large Luxury SUVs

## SHARE OF INTEREST

Land Rover Dominates in Growth Across Top Luxury SUVs

### Top 5 Small/Midsize Luxury SUVs

1	<b>Porsche Cayenne</b>	2013 Share 32.2%	2014 Share 27.4%	-15%
2	<b>Volvo XC90</b>	2013 Share 14.8%	2014 Share 18.7%	+26%
3	<b>Land Rover Range Rover Sport</b>	2013 Share 9.9%	2014 Share 16.5%	+67%
4	<b>Land Rover Range Rover Evoque</b>	2013 Share 14.6%	2014 Share 15.2%	+4%
5	<b>Lexus GX</b>	2013 Share 8.0%	2014 Share 8.1%	+1%

### Top 5 Large Luxury SUVs

1	<b>Cadillac Escalade</b>	2013 Share 31.5%	2014 Share 31.1%	-1%
2	<b>Land Rover Range Rover</b>	2013 Share 18.0%	2014 Share 23.2%	+29%
3	<b>Lincoln Navigator</b>	2013 Share 10.3%	2014 Share 13.1%	+28%
4	<b>Toyota Land Cruiser</b>	2013 Share 11.0%	2014 Share 11.1%	+1%
5	<b>Infiniti QX80 (and former QX)</b>	2013 Share 9.0%	2014 Share 10.6%	+18%

★ Although Porsche Cayenne still holds the Top spot, Range Rover Sport and Range Rover Evoque give Land Rover 32% share of the segment ★

\* Jumpstart Internal Analytics, January 2013 – December 2014

# Small/Midsize And Large CUVs

## SHARE OF INTEREST

**Nissan Rogue is The Runaway Hit With 66% Increase in Interest, Jumping from 6th Place to The Top Spot**

### Top 5 Small/Midsize CUVs

1	<b>Nissan Rogue</b>	2013 Share 10.4%	2014 Share 17.3%	+66%
2	<b>Mazda CX-5</b>	2013 Share 17.5%	2014 Share 14.7%	-16%
3	<b>Hyundai Tucson</b>	2013 Share 14.1%	2014 Share 12.3%	-13%
4	<b>Dodge Journey</b>	2013 Share 11.1%	2014 Share 11.3%	+1%
5	<b>Jeep Compass</b>	2013 Share 11.2%	2014 Share 10.3%	-8%

### Top 5 Large CUVs

1	<b>Hyundai Santa Fe</b>	2013 Share 12.7%	2014 Share 16.4%	+28%
2	<b>Ford Edge</b>	2013 Share 14.2%	2014 Share 15.1%	+6%
3	<b>Chevrolet Equinox</b>	2013 Share 16.0%	2014 Share 14.0%	-13%
4	<b>Nissan Murano</b>	2013 Share 10.0%	2014 Share 10.7%	+6%
5	<b>Kia Sorento</b>	2013 Share 12.2%	2014 Share 10.4%	-15%

+28%

Hyundai Santa Fe grabbed share from both Chevrolet Equinox and Kia Sorento, moving from the 3rd spot in 2013 to the Top spot in 2014

➤ Read *The Rise of The Crossover Star* on page 48 to learn more about this popular segment

\* Jumpstart Internal Analytics, January 2013 – December 2014

# Small/Midsize And Large Luxury CUVs

## SHARE OF INTEREST

**Lexus RX And BMW X5 Both See Strong Gains in a Segment That Grew 11% in 2014**

### Top 5 Small/Midsize Luxury CUVs

1	<b>Audi Q5</b>	2013 Share 17.2%	2014 Share 12.8%	-25%
2	<b>Acura RDX</b>	2013 Share 10.9%	2014 Share 12.2%	+12%
3	<b>Buick Encore</b>	2013 Share 10.8%	2014 Share 11.9%	+10%
4	<b>Volvo XC60</b>	2013 Share 14.6%	2014 Share 11.7%	-20%
5	<b>BMW X3</b>	2013 Share 10.9%	2014 Share 10.7%	-2%

### Top 5 Large Luxury CUVs

1	<b>Acura MDX</b>	2013 Share 22.4%	2014 Share 18.2%	-19%
2	<b>Buick Enclave</b>	2013 Share 16.4%	2014 Share 16.0%	-3%
3	<b>BMW X5</b>	2013 Share 12.3%	2014 Share 13.6%	+11%
4	<b>Lexus RX</b>	2013 Share 10.9%	2014 Share 13.4%	+23%
5	<b>Audi Q7</b>	2013 Share 9.6%	2014 Share 10.1%	+5%

★ Demand for Audi Q5 stays strong, but entry-level competitors Acura RDX and Buick Encore grow an impressive 22%, collectively ★

\* Jumpstart Internal Analytics, January 2013 – December 2014

# Share of Jumpstart Shopper Interest

## ALL AUTOMOTIVE BRANDS

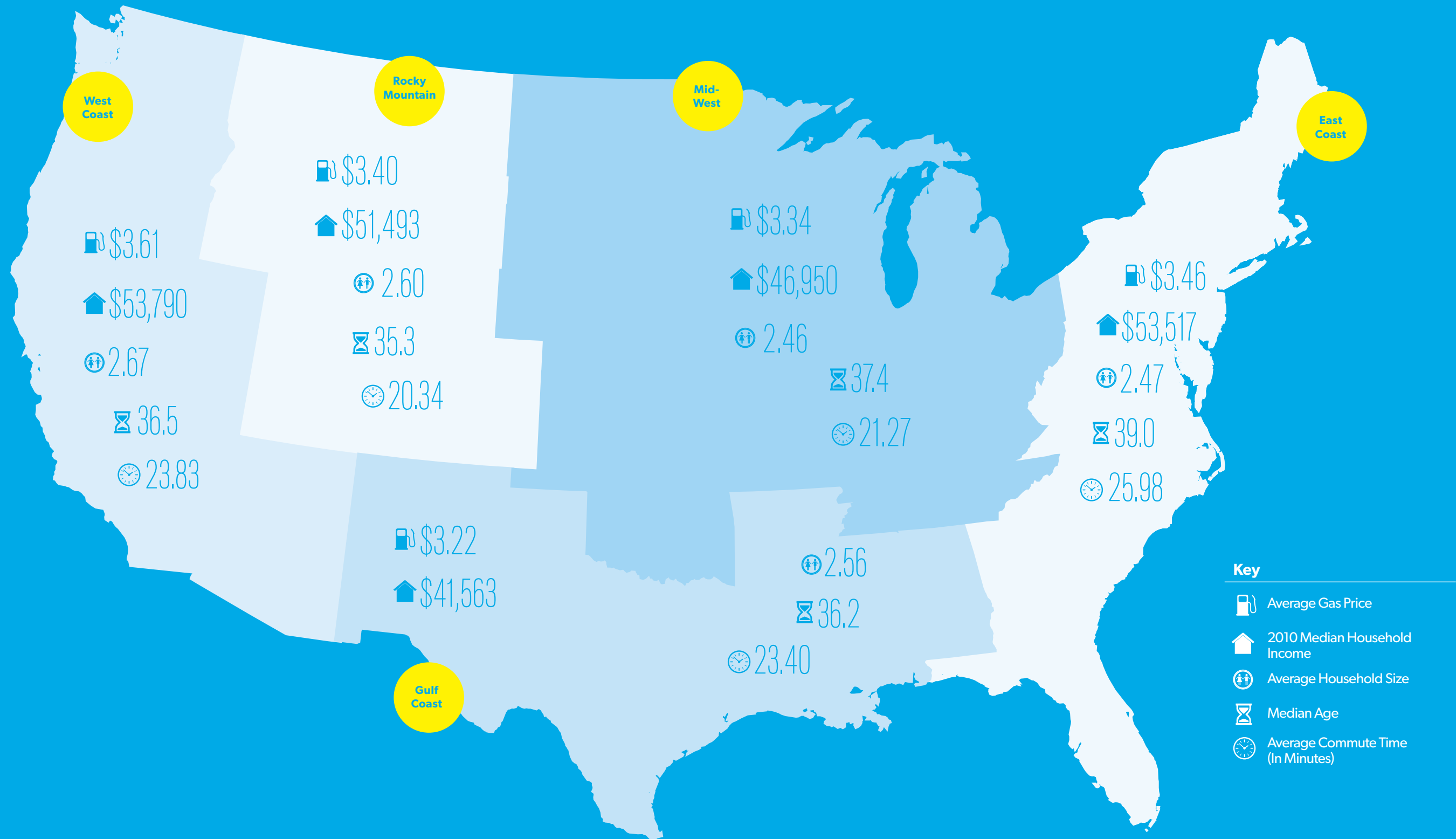
BRAND	2012	2013	2014	% INCREASE/DECREASE 2013 – 2014
<b>Ford</b>	14.0%	13.2%	11.7%	-11%
<b>Toyota</b>	9.1%	9.5%	9.9%	4%
<b>Chevrolet</b>	9.5%	9.7%	9.5%	-2%
<b>Honda</b>	7.4%	6.7%	6.9%	2%
<b>Nissan</b>	6.1%	5.7%	5.9%	2%
<b>Audi</b>	4.7%	4.1%	4.3%	3%
<b>Jeep</b>	2.8%	3.1%	3.7%	18%
<b>Subaru</b>	2.4%	3.7%	3.6%	-1%
<b>BMW</b>	3.1%	3.8%	3.6%	-7%
<b>Hyundai</b>	4.3%	3.4%	3.4%	0%
<b>Dodge</b>	3.7%	3.2%	3.1%	-3%
<b>Volkswagen</b>	3.1%	3.0%	3.0%	2%
<b>Kia</b>	3.1%	2.7%	2.8%	4%
<b>Mazda</b>	2.8%	2.8%	2.7%	-5%
<b>GMC</b>	1.8%	1.9%	2.5%	30%
<b>Cadillac</b>	1.8%	2.2%	2.4%	11%
<b>Acura</b>	1.9%	2.2%	2.2%	2%
<b>Lexus</b>	1.9%	2.2%	2.1%	-2%
<b>Porsche</b>	1.5%	1.8%	1.9%	3%
<b>Mercedes-Benz</b>	2.1%	2.9%	1.8%	-39%
<b>Infiniti</b>	1.1%	1.2%	1.6%	31%

BRAND	2012	2013	2014	% INCREASE/DECREASE 2013 – 2014
<b>Buick</b>	1.2%	1.4%	1.5%	6%
<b>Volvo</b>	1.3%	1.4%	1.4%	3%
<b>RAM</b>	0.4%	0.6%	0.9%	55%
<b>Land Rover</b>	0.3%	0.9%	1.2%	38%
<b>Lincoln</b>	0.9%	1.0%	1.1%	11%
<b>Scion</b>	0.5%	0.9%	1.0%	11%
<b>Chrysler</b>	1.1%	0.9%	1.0%	13%
<b>Mitsubishi</b>	1.3%	0.8%	0.7%	-11%
<b>Jaguar</b>	0.5%	0.7%	0.7%	5%
<b>MINI</b>	0.8%	0.8%	0.5%	-36%
<b>FIAT</b>	0.5%	0.6%	0.4%	-25%
<b>Tesla</b>	0.1%	0.2%	0.2%	4%
<b>Maserati</b>	0.0%	0.1%	0.2%	51%
<b>Suzuki</b>	0.4%	0.3%	0.2%	-35%
<b>Alfa Romeo</b>	0.0%	0.1%	0.2%	96%
<b>smart</b>	0.1%	0.0%	0.1%	41%
<b>SRT</b>	NA	0.2%	0.1%	-59%
<b>Fisker</b>	1.0%	0.2%	0.0%	-100%

\* Jumpstart Internal Analytics, January 2012 – December 2014

# The Factors That Drive Decisions

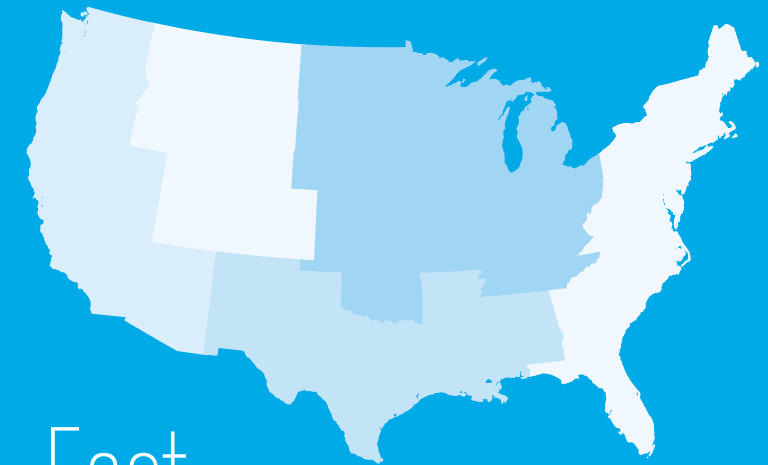
From how much time drivers are spending on the road during their daily commute, to how much they're spending at the pump, we looked at a handful of factors that may have influenced auto purchase decisions in 2014. Then we broke out how brands, models, and body styles rated in each region when compared to the national average.



- Key**
- Average Gas Price
  - 2010 Median Household Income
  - Average Household Size
  - Median Age
  - Average Commute Time (In Minutes)

\* This regional analysis is based on the 2010 U.S. Census data (most recent full U.S. Census), which measured average travel time to work for workers 16 years and older and not working from home from 2006 – 2010.

# The Most Popular Body Styles, Brands, And Models—Across Every Region



## West Coast

Body Style	Index
1 Luxury Convertible	131
2 Compact	126
3 Wagon	124

Brands	Index
1 Tesla	159
2 FIAT	151
3 Mercedes-Benz	147

Models	Index
1 FIAT 500e	218
2 Nissan Leaf	192
3 Toyota Camry Hybrid	175

## Rocky Mountain

Body Style	Index
1 Small Pickup	132
2 Large Pickup	125
3 Large Sport/Utility Vehicle	124

Brands	Index
1 Subaru	145
2 RAM	131
3 Jeep	118

Models	Index
1 Nissan Xterra	180
2 Subaru Impreza	169
3 Subaru Legacy	168

## Gulf Coast

Body Style	Index
1 Large Pickup	131
2 Sports Car-Convertible	118
3 Small Pickup	115

Brands	Index
1 RAM	122
2 GMC	117
3 Chevrolet	112

Models	Index
1 Nissan Titan	142
2 Chevrolet Tahoe	141
3 Dodge Challenger	139

## Mid-West

Body Style	Index
1 Large Sedan	123
2 Large Cross/Utility Vehicle	120
3 Van	115

Brands	Index
1 Chrysler	124
2 Buick	123
3 Chevrolet	122

Models	Index
1 Buick Regal	185
2 Chevrolet Traverse	183
3 Chevrolet Equinox	146

## East Coast

Body Style	Index
1 Luxury Wagon	110
2 Luxury Coupe	109
3 Small Luxury Sedan	108

Brands	Index
1 Volvo	113
2 Acura	111
3 Maserati	111

Models	Index
1 BMW X6	119
2 Acura TL	116
3 Volvo XC70	116

**West Coast:**  
Highest fuel prices in the country. 70% of the most-shopped vehicles were alternative fuel models.

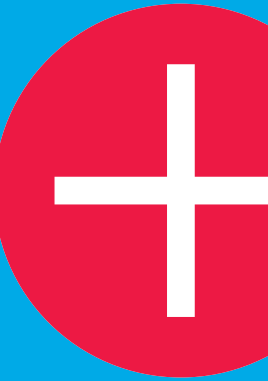
**Rocky Mountain:**  
All Top vehicles shopped were Japanese brands.

**Gulf Coast:**  
Lowest fuel prices in the country. Pickups and Large SUVs were the most shopped.

**Midwest:**  
Every top-shopped vehicle was a domestic brand.

**East Coast:**  
Luxury vehicles dominated as most-shopped vehicles in this region.

\* The index represents (on a scale of 100, where 100 is flat or even) how much more or less shopper interest the body style, make, or model 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.



## Perspective And Predictions



# Sweet Emotion

## Camry Goes "Bold" to Capture More Hearts And Minds



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

The midsize sedan, historically known as the rational, comfortable, reliable (and perhaps bland) vehicle of choice, is revamping its safe image to appeal to a new audience; one that is interested in having a unique emotional connection to a brand. Kia Motors was one of the first to try this with their sexed-up, fantasy-inspired Optima spot, "A Dream Car. For Real Life," that featured supermodel Adriana Lima and Mötley Crüe's "Kickstart Your Heart." And, more recently, we saw Chrysler play off today's popular DIY culture (better known as the "maker" culture) with its "Born Makers" spot for the Chrysler 200. The style and message varies from brand to brand, but the end goal is the same: Evoke more emotion (sporty, fun, sexy, forward-thinking, etc.), while still appealing to consumers' rational side.

Jumpstart has been following the top-shopped and top-selling brands within this midsize segment, as well as newcomers that are starting to gain traction. And surprisingly, one of the most interesting changes we've noticed comes from a brand that's not a newcomer, or even one that needs much of an introduction.

Toyota Camry, the top-selling car in the U.S. for more than a decade, managed to gain five spots in Jumpstart's Top 10 model rankings in 2014, when compared to 2013. Now ranked third among all vehicles, Camry grew its share by nearly 11.5% and moved up five spots among all vehicles on Jumpstart sites. Most importantly, Camry sold nearly 430,000 vehicles in 2014, 20,000 more than it sold in 2013, and at least 40,000 more than its nearest competitor, Honda Accord—proving that shopper interest across Jumpstart has indeed paid off.

While most of its competitors lost about 10 – 15% of shopper interest in 2014, Camry surged ahead with a total of nearly 17% share of midsize sedan shopper interest, and reclaimed its number one spot from Honda Accord.

## Share of Midsize Sedan Shopper Interest

Top Midsize Sedans	2013	2014	% Increase/Decrease
<b>Toyota Camry</b>	<b>14.7%</b>	<b>16.9%</b>	<b>15%</b>
<b>Honda Accord</b>	<b>18.1%</b>	<b>16.8%</b>	<b>-7%</b>
<b>Nissan Altima</b>	<b>11.9%</b>	<b>10.5%</b>	<b>-12%</b>
<b>Ford Fusion</b>	<b>11.3%</b>	<b>9.7%</b>	<b>-15%</b>
<b>Hyundai Sonata</b>	<b>8.7%</b>	<b>9.2%</b>	<b>5%</b>
<b>Chevrolet Malibu</b>	<b>9.1%</b>	<b>7.8%</b>	<b>-14%</b>
<b>Mazda Mazda6</b>	<b>5.9%</b>	<b>5.9%</b>	<b>0%</b>
<b>Kia Optima</b>	<b>5.8%</b>	<b>5.5%</b>	<b>-4%</b>
<b>Volkswagen Passat</b>	<b>4.4%</b>	<b>4.4%</b>	<b>-2%</b>
<b>Chrysler 200</b>	<b>2.2%</b>	<b>3.4%</b>	<b>51%</b>



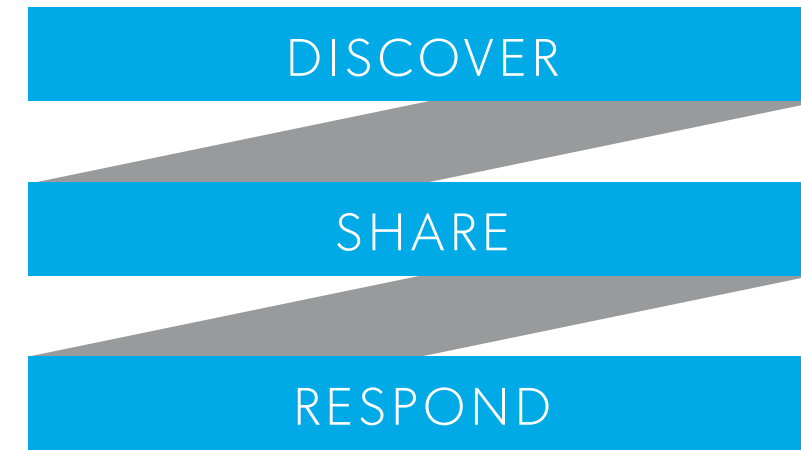
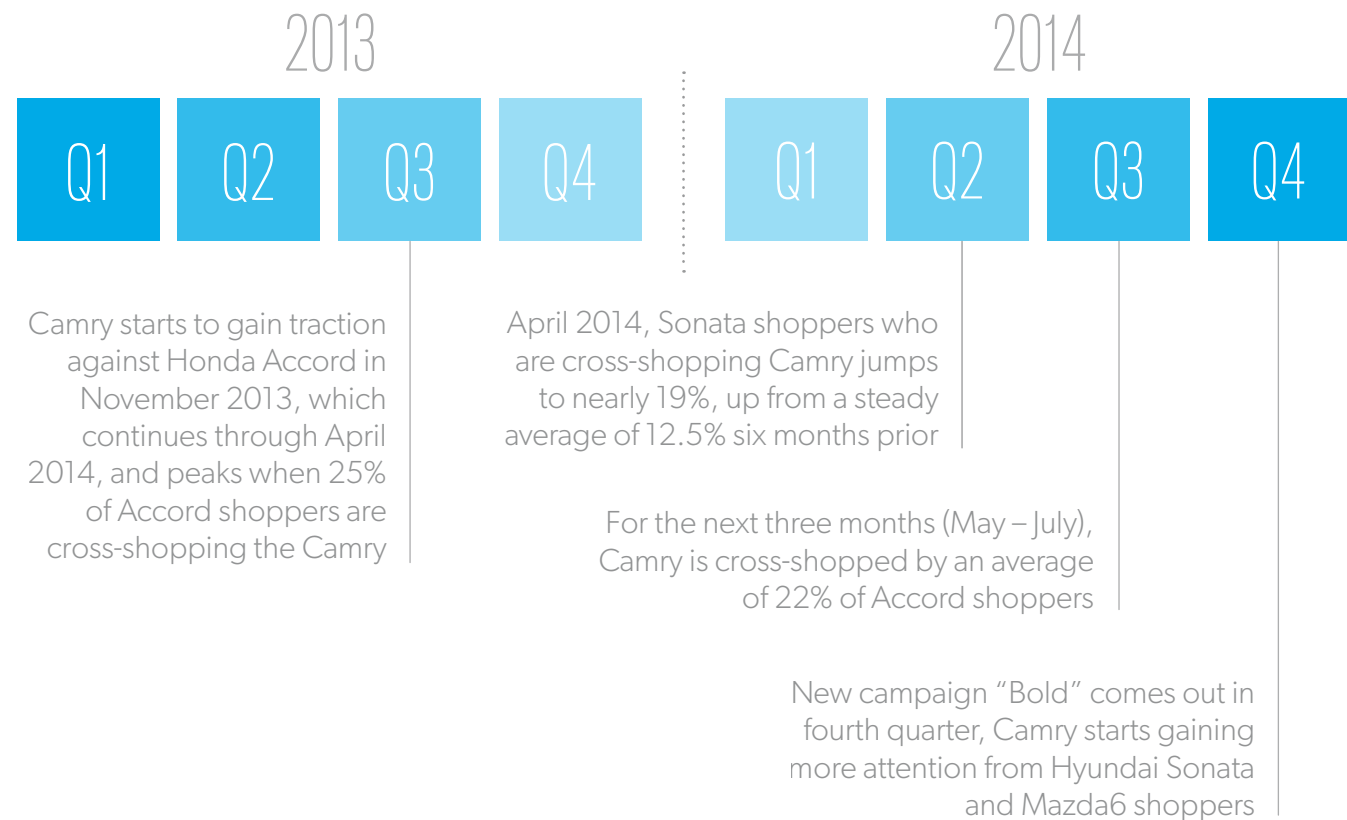
“The differentiator that we’re seeing is emotional attribution.”

**Ethan Leighton**  
Vehicle Marketing & Communications Manager at Camry

So how did America’s best-selling vehicle see such a big bump in shopper interest in 2014? One thing that has stood out to us is Camry’s “Bold Moves” campaign. Toyota’s primary goal with its newly styled 2015 Camry was to effectively reach a younger demographic. And, as Camry’s vehicle marketing and communication manager, Ethan Leighton, told *Automotive News* in November 2014, “The differentiator that we’re seeing is emotional attributes.” By trying to change its safe and reliable (and yes, perhaps a little bit boring) image to a brand that appeals more to consumers’ desire for adventure, fun, and excitement, Camry is managing to make some waves. Toyota has managed to shift the Camry’s median demographic from 60 to 45.

This approach has some in the industry wondering whether Camry is making a mistake by trying to downplay its reputation for reliability, a brand attribute that has been—in many ways—the foundation of its success all these years. And, of course, it’s one thing to say your vehicle or brand is adventurous, exciting, and fun, but ultimately, it’s up to the consumer to make that call. So only time will tell how much Camry’s “bold” moves pay off.

## Evolution of The Camry



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# The Rise of The Crossover Star

**Before Swift, there was Hill, and before Hill, Cash. So what do Taylor Swift, Faith Hill, and Johnny Cash have in common? They all released albums intended for a country audience that had such broad appeal they “crossed-over” to become mainstream stars.**

*J.D. Power Autos* classifies the Honda HR-V as a small crossover SUV, and *Car and Driver* categorizes it as a subcompact crossover. But no matter what we call them—compact, large, mid-size, small, subcompact, large luxury, performance, “cute utes”—CUVs are everywhere these days.

The “crossover” nature of these vehicles is exactly what makes them so appealing. Added cargo space for families with strollers and frequent trips to Costco, utilitarian design for adventurers lugging around snowboards and kayaks, and higher suspension for urbanites and commuters dealing with potholes. Just like country-pop crossover stars, CUVs have a little something for everyone.

“CUVs are appealing to consumers at all life stages. Whether it’s parents who want to downsize, but still need cargo space or a college student looking for something utilitarian, but fuel-efficient. Through surveys and research, we’ve found fuel efficiency to be a top purchase consideration, and if you want size and utility, CUVs—in all their many body styles and price points—are by far the most efficient. And that’s the draw,” said Libby Murad-Patel, vice president, strategic insights & analytics at Jumpstart.

The proof is in the numbers. Almost every CUV segment had increases in share of consumer interest across Jumpstart sites in 2014, and represented 14% of all Jumpstart shoppers (up from 13% in 2013). The Nissan Rogue had the most notable increase at 66%, and the Hyundai Santa Fe, Lexus RX and Acura RDX, had increases of 28%, 23%, and 12% respectively. Sales for the CUV segment—on the whole—were up 12% (from 2013).

Demand for crossovers is high, driving automakers to take measures to keep up. At the end of 2014, plants that produce small crossovers (such as the Jeep Compass and Patriot) even extended production hours during the holiday season—a time of year when many auto factories are typically on shutdown. At the end of 2014, General Motors announced it was investing

# 14%

**of Jumpstart shoppers were considering a CUV in 2014, up from 12% in 2013**

“If you want size and utility, CUVs—in all their many body styles and price points—are by far the most efficient. And that’s the draw.”

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

\$63 million to expand its Lansing Delta Township Assembly plant that builds CUV platforms for vehicles such as the Chevrolet Traverse, GMC Acadia, and the Buick Enclave.

Honda, one of the first automakers to bring CUVs to market in the ‘90s with the CR-V, unveiled its highly anticipated 5-passenger HR-V (Hi-Rider Revolutionary Vehicle) at the Los Angeles Auto Show in November, 2014. Aside from a bevy of tech features, the HR-V features a “Magic Seat” that gives drivers the ability to configure the interior three different ways, which Honda believes will lure 20 to 30-somethings looking for a vehicle with total versatility. Scheduled to hit showrooms sometime in spring 2015, analysts have high hopes for the HR-V.

Murad-Patel adds, “We’re going to continue to see more blending and blurring in the CUV segment this year, and demand is likely not to wane. Even when gas prices are low, this segment—that’s full of options at every size and price—is going to win.”

So move over, Taylor Swift, more crossovers are on their way.



Image Source: nissan.com

## All-Around Increases

**Some of the CUV models that had the highest increases in share of interest in 2014**

66% **Nissan**  
Rogue

28% **Hyundai**  
Santa Fe

23% **Lexus**  
RX

12% **Acura**  
RDX

11% **BMW**  
X5

10% **Buick**  
Encore

6% **Ford**  
Edge



# Looking Ahead

Jumpstart's Predictions  
on What's in Store For 2015

## The War Rages On: Demand For Trucks And SUVs Will Continue— Especially if Gas Prices Stay Low

Usually fuel-efficiency is a top consideration among auto shoppers, but low prices at the pump make this less of a concern for prospective buyers. Consumers are also rationalizing the higher monthly payments of trucks and SUVs, money they would have otherwise spent filling up the tank. At the same time, more competition is entering the fray and putting pressure on the old guard, like Ford F-150 and Chevrolet Silverado. Because its new aluminum frame is both expensive and more difficult to build, the F-150 was slow to come to market in 2014. This opened up an opportunity for RAM 1500 to move in and grab F-150 share of interest and sales, which we expect to continue throughout 2015. And while General Motors may have grabbed some of Toyota Tacoma's shopper interest with the new GMC Canyon and Chevrolet Colorado last year, we'll likely see small to midsize truck shoppers gravitate back to Toyota with its recently launched redesigned 2015 Tacoma.

## Juxtaposed: Automakers Will Start to Push More Fuel-Efficient Vehicles, in The Midst of Trucks' Soaring Popularity

The topic has been noticeably absent from the headlines lately, but auto manufacturers must meet the government's Corporate Average Fuel Economy, or CAFE standards, that mandate an average of about 35.5 miles per gallon by 2016. It's the first phase in the long-term plan to reach a combined corporate average of 54.5 mpg. by 2025. So, while staying ahead of the growing demand for trucks, auto manufacturers are obligated to continue to push sales against their more fuel-efficient vehicles. Typically, hybrids, electrics, and bio-diesels are priced higher than standard, naturally aspirated cars, so if gas prices stay low, we expect to see brands offer more incentives on their more fuel-efficient vehicles in order to shift sales volume and help reach the corporate average among its fleet.

## New Game, New Strategy: Luxury Brands Will Strive to Differentiate Themselves as Once-Coveted Features Become Commonplace

Although luxury segments continue to outpace market growth, there are many more players in the space and—more importantly—less differentiation between them. Luxury brands used to distinguish themselves with high-end features like infotainment, heated seats, and voice-activated controls, all of which are now ubiquitous. The next generation of “luxury” features (blind-spot assist, collision warning, and rear-visibility technology) is, once again, starting to become common. We expect to see luxury automakers up their game to stay ahead where higher-volume brands can't compete: post-sale service, personalization, and unique brand experience. So whether it's giving customers a first-drive of the latest trim or model-year upgrades while their vehicle is being serviced to digitizing the car-buying process and offering extended levels of trim options, we think luxury brands will start to change the total brand experience.

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



Image Source: chevrolet.com



Image Source: ford.com

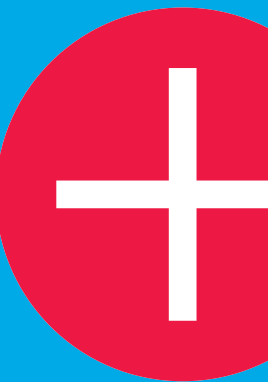


Image Source: bmw.com

# More Insights

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The Best of Jumpstart's 2014 Reporting





# Auto Brands Win Big at Super Bowl XLVIII

**Comparing audience traffic before and after the 2014 Super Bowl, Jumpstart found that Hyundai Genesis, Jaguar F-Type Coupe, and Chrysler 200 scored highest out of the 13 auto brands that advertised.<sup>1</sup>**

Hyundai Genesis (featuring a tale of one cautious father watching out for his son’s safety), Jaguar F-Type Coupe (with Sir Ben Kingsley proclaiming Hollywood villians are always British), and Chrysler 200 (starring ‘60s rock legend Bob Dylan) had audience increases of 59%, 45%, and 41%, respectively.

Chrysler and Jaguar ran only one big game spot, while Hyundai ran two—one for the Genesis and one for the Elantra (featuring actor Johnny Galecki’s dangerous flirtation with a fellow driver).

## Overall Traffic Increases Were Higher This Year

When looking at the audience increases from this year’s event compared to last year’s event, Jumpstart found that jumps in traffic were much higher during and after this year’s game. Last year, many advertisers pre-released their full-length commercials and heavily promoted those spots—possibly diluting some of the excitement around their brands, and affecting audience numbers. While many of this year’s Super Bowl auto advertisers also pre-released their full-length spots, some only released teaser videos. And some (Chrysler, Ford, and Maserati) kept their Super Bowl plans completely under wraps.

## Spikes in Mobile Traffic And Newcomers

- » Smartphone traffic to Jumpstart’s sites went up 45% when comparing Super Bowl Sunday with the the prior Sunday
- » Jumpstart saw an 8% increase in new visitors to its portfolio of sites on game day compared to its total 2013 average



## Shopper Interest Increases

MAKE	MODEL	SUPER BOWL SUNDAY (2/2) VS. PRIOR SUNDAY (1/26)	SUPER BOWL MONDAY (2/3) VS. PRIOR MONDAY (1/27)	SUNDAY/MONDAY COMBINED (2/2 – 2/3) VS. (1/26 – 1/27)
Hyundai	Genesis	17%	94%	59%
Jaguar	F-Type Coupe	13%	76%	45%
Chrysler	200	12%	59%	41%
Audi	A3	14%	54%	35%
Honda	Accord Sport	23%	17%	20%
Hyundai	Elantra	14%	18%	17%
Maserati	Ghibli	-9%	31%	14%
Kia	K900	1%	21%	13%
Toyota	Highlander	1%	22%	12%
Ford	Fusion Hybrid	-24%	32%	7%
Chevrolet	Silverado	8%	6%	7%
Volkswagen	Entire Brand	7%	5%	6%
Jeep	Cherokee	0%	8%	3%

Originally published by Jumpstart Automotive Group, February 14, 2014

\* Jumpstart Internal Analytics, February 2014

1. Jumpstart measured traffic on Super Bowl Sunday and the following Monday and compared that against the Sunday and Monday of the prior week

# 2013 – 2014 Auto Show Season Report

## All Eyes on Chrysler And Anniversaries Galore

Each year, Jumpstart Automotive Group analyzes the shopping patterns of more than 24 million in-market auto shoppers before and during all four of the major U.S. auto shows (Los Angeles, Detroit, Chicago, and New York) to find which brands and vehicles are resonating the most with online auto shoppers. Paying particular attention to global and North American debuts, concept vehicles, and award winners, Jumpstart reveals which brands and vehicles had the most notable traffic increases across its portfolio.

### Domestics Are The Life of The Party

After the 2008 – 2010 automotive crisis, a smarter, more technology-focused U.S. auto industry emerged. With brands Chrysler and General Motors attracting the most attention from in-market auto shoppers during this year’s auto shows, it is clear that domestic brands are still riding high on that wave of reinvention.

### Chrysler Takes The Cake

The automaker had a huge presence this season, debuting several anniversary editions and new models including: the unveiling of Challenger and Charger 100th Anniversary Editions in L.A., the debut of Charger SRT in Chicago, the world debut of 2015 Challenger and Charger models in New York, and the world debut of SRT Viper GTS Anodized Carbon Special Edition in L.A. While these premieres help Chrysler maintain enthusiasts and loyal Charger and Challenger fans, Chrysler is looking to establish itself more firmly in the sedan market—and plans to do so with the Chrysler 200. The automaker unveiled its redesigned “flagship model” in Detroit where Chrysler Group CEO and President, Al Gardner, told audiences, “The 200 will take on the best of the best and beat them at their own game.”

## Cadillac ATS Coupe



image source: Jennifer Sams

## Smart “Color Me Rad” Edition



image source: Laura Schooling

## Volvo XC60



image source: Laura Schooling

## Here’s a Rundown on Each City:

### Los Angeles Auto Show November 21 – November 30, 2013

Speed fanatics everywhere were likely very relieved to finally get a glimpse of the SRT Viper GTS Anodized Carbon (anodized carbon is its unique metallic matte exterior paint) Special Edition. The vehicle is produced by the Chrysler Group’s SRT (Street & Racing Technology) brand. Chrysler later unveiled the addition of its new Time Attack (TA) Group road-racing spec-package, which Chrysler defines as a “chassis part developed specifically by the SRT chassis dynamics team to attain the most out of the race-car-like chassis and create the most confidence inspiring Viper ever.” Only 50 SRT Viper Anodized Carbon Special Editions will be produced, 10 of which will be equipped with the new Time Attack Group package.

The L.A. unveiling was a hit—SRT Viper GTS enjoyed an 80% increase in shopper interest across Jumpstart’s portfolio. Chevrolet Colorado also had a 54% increase, which was not too surprising considering the industry had been anticipating Chevy’s re-introduction of the small truck for more than a year. Nissan was also a big winner in L.A., holding three of the Top 6 increases in shopper interest. The Juke and GT-R experienced 48% and 47% increases, respectively, while the Nissan Sentra enjoyed a 38% lift in traffic.

## Los Angeles Top 5

MAKE/MODEL	INCREASE IN INTEREST
SRT Viper	80%
Chevrolet Colorado	54%
Nissan Juke	48%
Nissan GT-R	47%
Mercedes-Benz SLS AMG	42%

## Detroit (North American) International Auto Show January 13 – January 26, 2014

Detroit show patrons were treated to a number of special appearances, including a visit from Vice President, Joe Biden, and musician, Sheryl Crow. Besides celebrities, showgoers were presented with the world debut of Ford's all-aluminum F-150 (a whopping 700 pounds lighter than earlier models), which experienced a 28% increase in interest across Jumpstart's portfolio. Speaking at the the New York International Auto Show press breakfast, Ford COO, Mark Fields, told the audience he believed taking weight out of vehicles would prove to be a huge part of the future of automobiles. Fields will succeed Alan Mulally as CEO on July 1, 2014.

There was also the world reveal of GM's highly anticipated 2015 GMC Canyon. The automaker was successful in reviving America's interest in smaller trucks—the Canyon enjoyed a 148% increase in shopper interest across Jumpstart's portfolio

## Chicago Auto Show February 8 – February 17, 2014

After last year's auto show season, Jumpstart predicted the industry would start hearing more about diesel. And that rang true at this year's Chicago show where the Nissan Frontier Diesel Runner made its world debut and experienced a 29% increase in shopper interest. It's clear that diesel is something Nissan feels strongly about. Andy Palmer, Nissan Motor Corp's global product planning chief, told *Automotive News* in May 2014, "A few years ago, a couple of my competitors believed that hybridization was the only realistic path to improve fuel economy, and I don't think anyone believes that now."

It didn't translate into any major increases in shopping traffic, but Toyota showed some serious love to its windy city host with a few special Chicago-themed vehicles (Toyota Shedd Aquarium Prius S, 2014 Toyota Cubs Camry, and the 2014 Toyota Chicagoland Speedway Camry Pace Car).

### Detroit Top 5

MAKE/MODEL	INCREASE IN INTEREST
<b>GMC Canyon</b>	<b>148%</b>
<b>Chrysler 200</b>	<b>50%</b>
<b>Cadillac ATS</b>	<b>42%</b>
<b>Honda Fit</b>	<b>38%</b>
<b>Ford F-150</b>	<b>28%</b>

### Chicago Auto Show

MAKE/MODEL	INCREASE IN INTEREST
<b>Nissan Frontier</b>	<b>29%</b>
<b>Cadillac ELR</b>	<b>27%</b>
<b>Kia Optima Hybrid</b>	<b>24%</b>
<b>Chevrolet Express</b>	<b>18%</b>
<b>Hyundai Veloster</b>	<b>16%</b>

## New York International Auto Show April 18 – April 27, 2014

New York brought no shortage of celebrity-fueled appearances and press-worthy debuts. Ford kicked off the event with a re-creation of its famous 1965 stunt, hauling its 2015 Ford Mustang GT 50 Year Limited Edition section by section through the Empire State Building's lobby and up the elevator, then reassembling it on the roof for all to see. Land Rover made a flashy entrance as well, showing off its Land Rover Discovery Vision Concept alongside the Virgin Galactic Enterprise mock-up on the USS Intrepid. The Discovery showcased its "Smart Glass" feature, a technology that projects graphics onto the vehicle's windshield. Mazda celebrated its MX-5 Miata 25th Anniversary Edition by showcasing some 15 vintage Miata models at the show. Only 100 will be made available in the U.S. and in only one color—Soul Red Metallic.

*Mad Men* fans were no doubt pleased to see Jon Hamm (a.k.a. Don Draper) at NYIAS lending some of his suave ad exec appeal to the unveiling of Mercedes-Benz's 2015 S63 AMG Coupe. Hamm announced from stage, "I can promise you if we were doing *Mad Men* today, I would put it into my contract that Don Draper would drive this car." Hamm's appearance may have finally put a face to a voice for some—the actor has narrated several Mercedes-Benz commercials.

*\*For this report, share of auto show shopper interest was measured by comparing traffic averages to a brand's make/model page during each show with its traffic averages from three weeks prior.*

*Originally published by Jumpstart Automotive Group, May 20, 2014*

## 2015 Ford Mustang GT 50 Year Limited Edition



image source: Jennifer Sams

### New York Top 5

MAKE/MODEL	INCREASE IN INTEREST
<b>Infiniti QX80</b>	<b>56%</b>
<b>Dodge Charger</b>	<b>38%</b>
<b>Kia Sedona</b>	<b>26%</b>
<b>Toyota Camry</b>	<b>20%</b>
<b>Nissan Versa</b>	<b>17%</b>



# Germany Celebrates a World Cup Win— And so do The Automakers That Advertised

**The World Cup final between Germany and Argentina drew more than 26 million views in the U.S., making it the most-watched soccer game in American history and topping off a tournament that had exceeded expectations for viewership. And automakers planned spots knowing interest would likely be high.**

Jumpstart wanted to better understand how the four brands that advertised benefitted from their alignment with the World Cup, if their efforts resulted in more consumer interest across Jumpstart sites (*U.S. News Automotive, Car and Driver, J.D. Power Autos, NADAguides, and Autobytel*), and whether the official sponsors (Hyundai and Kia) outperformed the others (Volkswagen and Chevrolet). To find out, Jumpstart compared each brand’s traffic before the games began and then again during the tournament. Jumpstart found that each automaker experienced lifts in online shopper interest, with the official sponsors having slightly higher increases. Here’s the breakdown.

## Kia And Hyundai Bring it

We may never know if Brazilian supermodel Adriana Lima was able to convince a few people to watch “futbol,” but she did, no doubt, convince a few auto shoppers to visit Kia pages. The automaker had a 32% lift during the games.

Hyundai experienced a 31% increase in traffic as well with its two #BecauseFutbol Sonata-focused ads, which also topped social media charts, maintaining a 30% share of voice against all other top-branded hashtags for World Cup. Hyundai has been the official auto sponsor of the World Cup since 2002 and will remain so until 2022.

\* Jumpstart Internal Analytics, June–July 2014  
To find traffic lifts, Jumpstart looked at each brand’s daily average share of shopping across its portfolio during the World Cup (June 12–July 9, 2014) and compared that average to each brand’s daily average share of shopping in the 30 days prior to the tournament.



## VW Gets in on The Action

VW was not an official sponsor, but cleverly leveraged the faces—and voices—of the World Cup. ESPN analysts and former players Michael Ballack (German) and Alexander “Alexi” Lalas (American) took the GTI for a spin in one ad, and the Argentinian (“goooooool”) commentator Andres Cantor appeared in another—targeted at Hispanic audiences. Landing legendary talent from the two nations to make it to the finals (seemingly prescient move by VW) resulted in a 26% increase in shopper traffic. VW aired spots before and after the games as well as online.

## Chevy’s “Bowtie” Logo Finds a New Home

The World Cup continues to attract more attention stateside, and American automakers are not missing the opportunities. Chevy will pay \$559 million over seven years to sponsor the U.K.’s Manchester United soccer team, and on Monday, July 7, the brand debuted as Manchester United’s jersey sponsor. Perhaps it was the excitement around seeing Wayne Rooney (England’s legendary striker) in the Chevy “bowtie” that led the brand to a 17% increase in Jumpstart shopper traffic during the games.

## Only Time Will Tell

Without knowing what each brand paid to be a part of the most important month for the “beautiful game,” it’s impossible to know the actual ROI.

But we do know that soccer is gaining popularity in the U.S. ESPN reported they had an average of more than 4 million viewers for this year’s games—23% more than they had in 2010. Additionally, some 15.9 million people tuned into the U.S. vs. Ghana game (compared to 17.9 million who watched game 5 of the NBA Finals), which is interesting because the World Cup game was the first match in the series, not a championship game. And that first match aired on a *Monday*—and not during prime time.

Get ready basketball fans, sounds like soccer is here to stay.

## Shopper Interest Increases

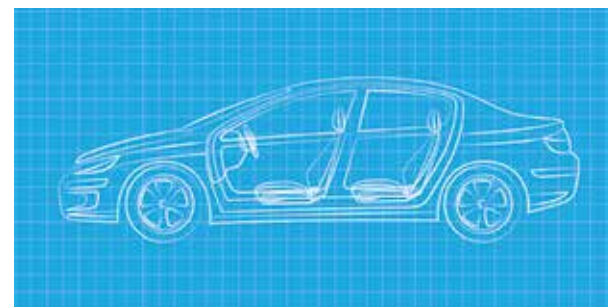
ADVERTISER	AVERAGE SHARE OF TRAFFIC 30 DAYS PRIOR TO WORLD CUP	AVERAGE SHARE OF TRAFFIC DURING WORLD CUP	INCREASE IN INTEREST
<b>Kia</b>	<b>3%</b>	<b>4%</b>	<b>32%</b>
<b>Hyundai</b>	<b>4%</b>	<b>5%</b>	<b>31%</b>
<b>Volkswagen</b>	<b>4%</b>	<b>5%</b>	<b>26%</b>
<b>Chevrolet</b>	<b>11%</b>	<b>13%</b>	<b>17%</b>

Originally published by Jumpstart Automotive Group, July 16, 2014

# 3 Redesigns That Have Been a Hit With Online Shoppers

**Ever wondered why automakers are always redesigning their vehicles? The reason is simple. An updated look can help breathe new life into a car: make it stand apart from competitors, renew customer interest, and—ultimately—drive sales.**

To find out which new vehicle redesigns garnered the highest shopper interest across its portfolio of sites (*U.S. News Automotive, Car and Driver, J.D. Power Autos, NADAguides, Autobyte!*), Jumpstart analyzed shopping traffic to all 2014 (2014 and 2015 model year) redesigns. From new features to brand overhauls—which may or may not have impacted interest—here are the three vehicles that have had the greatest lifts in shopper interest so far this year (plus a few upcoming releases to keep an eye on in the coming months).



## Nissan Rogue: Model Year 2014

In September 2013, Nissan became Apple’s iTunes Radio exclusive auto advertising launch partner. And as part of the rollout, created custom “newsworthy moments” content around its all-new 2014 Rogue, which was made available across multiple platforms and devices (Apple TV, iPhone, iPad, iPod touch, and Macs and PCs). The newly designed Rogue, with optional 3-row/7-passenger seating and Divide-N-Hide Cargo System®, experienced a 70% increase in interest across Jumpstart’s sites. And in November, Nissan reported that Rogue sales climbed 14%.



Nissan’s “Newsworthy Moments,” created with Apple’s iTunes Radio to help launch the redesign, and new interior options may have helped pique interest in the 2014 Nissan Rogue.

## Chrysler 200: Model Year 2015

The introduction of the redesigned 2015 Chrysler 200, with feature upgrades such as a segment-first nine-speed automatic transmission and multiple power outlets, marked the beginning of a new advertising campaign for Chrysler Group LLC. The company changed its “Imported from Detroit” catchphrase (which debuted in the Emmy-winning 2011 Super Bowl “Born of Fire” ad featuring hip hop artist, Eminem) to “America’s Import.” In explaining the decision to switch up the slogan, the company’s chief marketing officer, Olivier Francois, told the press, “We are no longer the phoenix that has risen from the ashes, we have moved on.” The 2015 Chrysler 200 has had a 51% increase in traffic across Jumpstart’s sites and the company reported that sales of the 200 were up 40%, helping give the Detroit automaker its best October since 2001.



Chrysler Group LLC. changing up its tagline (originally launched in the 2011 Super Bowl “Born of Fire” ad) and transmission upgrades could have had an impact on traffic to the 2015 Chrysler 200.

## Cadillac CTS: Model Year 2014

Debuted at the 2013 New York Auto Show, the third generation Cadillac CTS—with a freshened real wood interior accents and the CUE entertainment and heating system—has enjoyed a 26% increase in shopper interest across Jumpstart’s sites. The company also reported in November, that Cadillac CTS sales had risen 49%. Recently, the automaker has been very candid about its desire to be more autonomous from General Motors and reestablish itself as a luxury auto brand (with the CTS and ATS playing an integral role in that positioning). Cadillac made headlines in September when it moved its headquarters from Detroit to New York City.



Moving headquarters from Detroit to New York City (to help signify the company’s desire to become a luxury brand again) and equipping the vehicle with the CUE entertainment and heating system might have helped lift shopper interest in the 2014 Cadillac CTS.

## The Next Ones to Watch

Dodge, celebrating a century in the auto business this year, took a page from the nostalgic marketing playbook to launch its Dodge Challenger (2015 model) redesign. Whether evoking the past with stories of the Dodge Brothers’ rise to fame or new styling (LED taillights, all-new interior Car and Driver describes as “a blend of retro design and contemporary technology”) has had anything to do with it, shoppers have been keen to get a look. The 2015 Challenger has had a 19% increase in shopper interest across Jumpstart’s sites.

The Challenger’s muscle car counterpart, The Charger (2015 model), is getting a midcycle refresh and will be available sometime before the end of the year.

From added horsepower and updated technology to wider grilles and reconfigured interiors, redesigns are vital to a vehicle staying relevant among loyal fans and building buzz to attract new buyers. And Jumpstart looks forward to watching just how much these updates impact shopper interest across its sites.

*Originally published by Jumpstart Automotive Group, November 24, 2014*

\* Jumpstart Internal Analytics, January – December 2013 and January – September 2014. To find share of interest increases, Jumpstart compared 2013 and 2014 share of interest percentages during the same timeframes.

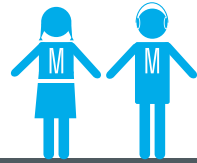
# Millennial Auto Shopping Study

JUMPSTART REPORTS

## The Millennial Auto Shopper: A Look at How They're Buying and Leasing Vehicles Today

Understanding how, when, and why millennials shop for autos is at the center of many conversations. To gain insight into how this highly sought-after group shops for autos, Jumpstart Automotive Group surveyed visitors to its portfolio of sites. Here's what they found.

Millennials are defined between the ages 18 – 30



83%

are currently looking to purchase or lease a new or used vehicle

40%

are planning to purchase or lease a new vehicle

43%

are planning to purchase a used or CPO vehicle

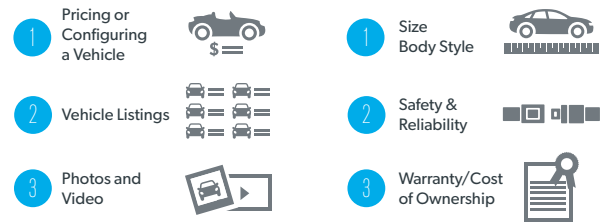
This may present an opportunity to conquest used inventory and convert them to new vehicle or CPO buyers

### Currently Owned



This group shows a willingness to spend more money on something they feel represents them and their style and allows for customization.

### Top 3: Content and Consideration



### Why Wasn't Technology a Top Factor of Consideration?

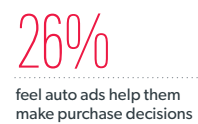
Jumpstart assumes it's because this generation has the expectation that a vehicle will be equipped with the basic technology that will connect to all of their existing devices.

### Planning the Purchase



This may indicate they're researching for longer periods of time

- 1 Be sure you're investing in awareness spends to ensure you reach them well before they make a decision
- 2 Advertise on mobile and tablet
- 3 Don't change who you are. This is not a one-size-fits-all demographic. Much better to try and appeal to a mindset, not an age group.



\* Jumpstart Automotive Shopping Series, July 2013

# 4 Reasons a Private Marketplace is Good For Business

By Nick Matarazzo

**Agility. Innovation. Technology. Speed.** These are just a few of the words I use to describe the automotive industry—and any good sales organization. As CEO of Jumpstart Automotive Group, I'm always looking for ways to improve the sales process and ROI for our clients, and the efficiency of our business. That's why I'm embracing the programmatic private marketplace just as wholeheartedly as I passed on an open marketplace.

## Better Quality

Programmatic ad platforms are still primarily known for selling remnant inventory at low CPMs, but the industry is moving beyond that. With demand for a contextually relevant environment that reaches real consumers (not fraudulently driven traffic), private marketplaces offer transparency and quality. Now advertisers can hand select a high-performing and trusted publishing partner to work with and still benefit from the automation of a programmatic platform.

## Sweet Freedom

The dream is as media buying becomes more automated, salespeople and brands can spend more time on bigger, custom ideas—and less time correcting Excel functions. Content, disruptive ad units, social media, and events (the fun stuff) require person-to-person collaboration, deep thinking, and human power. Let's use our time strategically and employ the machines for everything else.

## Impact Buying Decisions

The more advertisers are able to serve the right ads, at the right time, in the right place, to the

right person, the more they stand to truly impact a consumer's buying decision. I think Paul Dolan, SVP of global business development at Xaxis, may have said it best at Advertising Week in New York last year, "Clients aren't saying, 'I need somebody who has an automated workflow.' They want to use data and technology to reach the right audience."

## It's the Future

According to a November 2013 eMarketer report, programmatic ad buying was projected to account for 19% of U.S. digital display advertising last year (eMarketer has yet to release final 2013 numbers). The digital marketing research company also predicted in October that by 2017, programmatic ad buying would account for 29% of the total U.S. digital display spending. At the 2014 Programmatic I/O conference in San Francisco, Neal Mohan, VP of display advertising at Google, told the audience that more than half of the brands on Advertising Age's "100 Leading National Advertisers" list would have in-house programmatic specialist teams this year.

Brands and agencies will continue to drive demand for premium inventory, and also look for more lasting, one-on-one relationships with fewer partners.

## The Bottom Line

All advertising buying and selling that can be automated should be automated. And the brands and organizations that embrace premium private marketplaces now will spend less time worrying about workflow and more time growing their business. ●

Originally published on iMediaConnection, April 9, 2014

Originally published by Jumpstart Automotive Group, February 4, 2014



# Is “Millennial” a Marketing Misnomer?

## 3 Ways Automakers Are Appealing to a Mindset Instead of an Age Group

By Nick Matarazzo

**Millennials. There are old ones, young ones, ones who aren't married (and ones who are), urban ones, suburban ones. The list goes on. Just like with every labeled age group before (Generation X, Baby Boomers, the Silent Generation), it's virtually impossible to fit this generation perfectly into one, single entity. “Millennial” is a marketing misnomer if unilateral marketing strategies are applied to the lot. But there are commonalities that can help marketers connect with younger buyers—across lifestyles and sensibilities.**

### 1. Customization, Without the Price

This group likes to customize. They think of themselves as brands, and want their products to represent their unique identities. According to a January 2014 J.D. Power study, some 27% of young drivers say they want to personalize their vehicle with options and features. And in a recent survey, Jumpstart found that younger buyers list cost of ownership as the third most important factor when buying or leasing a vehicle, which means the price needs to be right. Chevrolet has been successful by giving them loads of customization options, and keeping costs low. The Chevrolet Spark (starting at under \$13,000) comes with an in-dash seven-inch touchscreen and is available in a range of vibrant colors with names like (“salsa,” “lemonade,” “denim,”). Their strategy has resonated with buyers.

Jumpstart found that after launching in 2012, Chevy Spark's share of shopper interest grew more than four times in 2013, giving it a 6% share of all compact shopper interest for the year. Chevy also reported that Spark sales exceeded the company's first-year sales expectations by 35%.

### 2. Innovation That Matters

Younger shoppers grew up with technology and expect products to have it. Automakers understand this and are focused on developing new forms of safety, entertainment, and information in vehicles—and making our cars true extensions of our digital lives. To stay ahead, companies like Ford, General Motors, BMW, Renault-Nissan, and Volkswagen have opened up offices in and around Silicon Valley. By being closer to the engineers who are developing the technology and working more closely with companies like Microsoft, Apple, and Google, these brands hope to better integrate computing power into the automobile. Richard Wallace, the director of transportation systems analysis at the Center for Automotive Research told the Washington Post in January 2013, “It is a brave new world, and, obviously, a lot of that telecommunications and app-making skill set lies outside of the auto industry.”

He added, “It is a logical link for the Silicon Valley companies to start playing in that.”

### 3. Mobile Appeal

In 2013, more than 30% of visits to Jumpstart's sites came from a mobile device. Auto brands are responding by consistently spending more on digital advertising. According to a June 2013 eMarketer report, “continued strong growth puts the U.S. auto industry on track to become the second-biggest spender in paid online and mobile media by 2015, surpassing the financial services industry.” Auto brands are also helping their customers stay connected by equipping more of their models with 4G LTE, which allows customers to connect devices—up to several at a time—to high-speed wireless.

### The Bottom Line

Our time is better spent figuring out habits and interests rather than trying to appeal to an age group. Because, no matter what you choose to call them, they are smart, hardworking, and do not fit neatly into one demographic.

The brands that stay true to a quality product, ahead of the innovation curve, and offer competitively priced models are more likely to create a lasting impression with them today and have a strong relationship with them tomorrow.

For more on how to reach these young auto shoppers, download Jumpstart's latest report. ●

*Originally published on iMediaConnection, February 13, 2014*

# The 5 Ways to an Auto Shopper's Heart

By Nick Matarazzo

**It's true. The classic shopping funnel no longer exists. Ever-evolving technology and a deluge of devices have forever changed the way customers shop, and the automotive industry is no exception.**

**So Jumpstart conducted extensive user surveys to get a better understanding of what in-market auto shoppers are looking for and how dealers can reach them. These are the top 5 takeaways from our findings that dealers should know.**

## More Content

Customers want information they can trust. Long before they call a dealer or step foot on a showroom floor, they've read reviews, compared brands, and researched prices. In surveying visitors to its portfolio of sites, Jumpstart found auto review websites to be the primary information source for vehicle purchase decisions—valued even higher than talking to friends and family!

*Dealer Tip: Manage your reputation and showcase great reviews on your site.*

## Access on Any Device

It's no secret that traffic is shifting to mobile. In fact, Jumpstart found that 76% of in-market auto shoppers use a smartphone or tablet while researching a vehicle and that 45% look up information on a mobile device while at a dealership. Jumpstart's publishers are seeing its mobile audience grow too: U.S. News Automotive has had an increase in mobile traffic to its site since 2012 (visits from smartphones are up 22%, and visits from tablets are up 21%).<sup>i</sup> Additionally, Jumpstart found that

21% of shoppers are requesting a quote from a mobile device.

*Dealer Tip: Make sure your website is mobile optimized. If a consumer can't access your site from a smartphone, they may rule you out entirely. Also, if you're running online media—don't limit that to desktop ads.*

## Sight, Sound, and Motion

Jumpstart has found that photos and videos are the most popular auto-related content customers are viewing on smartphones and tablets and the third most-popular content viewed on laptops and desktops. And video has become an integral part of the auto shopping process (84% plan to watch one the next time they shop for a vehicle).<sup>ii</sup> Elise Kephart, the Internet sales manager at Sunset Honda in San Luis Obispo, California creates videos to respond to her customers. This has given her a way to truly set herself—and the dealership—apart. Sunset Honda gets glowing reviews (and a near-perfect 5-star rating) on Yelp, thanks, in part, to their unique approach to engaging with customers and promoting their vehicles.

*Dealer Tip: Have up-to-date photos on your inventory pages. Ditch stock photography for high-quality OEM-provided images or shots you commission. And use video to connect with your customers when you need to bring your vehicles to life.*

## Engagement on Their Terms

Some consumers flat-out refuse to engage the old-fashioned way—take Millennials, for example. They are less brand loyal and by the time they step onto a lot, they've probably already made up their mind. It's important to find new ways to connect with these

consumers because their business is the future of the industry. In fact, 71% of Millennials anticipate purchasing or leasing their next vehicle within the next six months. To keep the conversation going with these valuable shoppers, you'll need to engage with them when—and how—they want.

*Dealer Tip: Don't shy away from chatting with shoppers over the phone or via email. By providing information ahead of time, you'll end up with customers who are ready to purchase when they hit your lot.*

## Equality

Whether it's age, race, or gender, the typical auto customer looks very different today than in decades past. And yet, the most common complaint from women, Millennials, and people of color is that they feel like they are treated differently when they walk into a dealership. And these consumers actually make up the vast majority of the U.S. auto-buying market.

*Dealer Tip: Treat everyone as a valued customer who has done their homework. A positive experience will not only create a repeat customer, but could lead to referrals.*

## Bottom Line:

Embrace change, put your brand where consumers are, and find ways to make a personal connection. And, because some things never change, give people what they want today, and chances are they'll be back tomorrow.

For more on how to reach these young auto shoppers, download Jumpstart's latest report. ●

*Originally published on Cobalt, August 5, 2014*

\* Statistics used in this article are from two Jumpstart shopping studies (July 2013 and January 2014). Jumpstart surveyed visitors to its portfolio of automotive sites.

i. Google Analytics, January 2012 – May 2014

ii. Millward Brown Digital/Google Vehicle Path to Purchase Study, September 2013

# 4 Reasons to Have a Killer Cross-Screen Strategy

By Nick Matarazzo

**Consumers are increasingly moving between multiple devices—and sometimes using two simultaneously. Chances are, as a marketer, you've been thinking about this more than the average person. I get it. As the CEO of an automotive marketing and advertising company, so have I.**

I'm constantly looking for the most effective way to connect with in-market auto shoppers, and right now, I know that being on every screen is one way to do it. Here are four reasons why.

## 1) Shoppers Are on Every Screen—All the Time.

It's no secret that today's consumers are more connected than ever. They are reading the news, shopping for shoes, and researching their next big investment (home, car, college) on laptops and desktops, smartphones, and tablets, and constantly shifting between the three. In fact, 98% of viewers move between devices in the same day<sup>1</sup>.

*In what ways are you making sure your message is everywhere? Have you been buying across all screens? If not, why?*

## 2) People Are Viewing a Lot of Content.

According to a 2013 J.D. Power automotive study, shoppers visit an average of 10 auto sites before making a purchase<sup>2</sup>. Every one of those visits is another opportunity to engage with customers, but because the other guys are out there vying for attention too, brands must cut through the noise and find a way to stand apart. Most important, because authenticity is an inherent value that resonates with shoppers, brands must keep content fresh while staying true to their core identity.

*How are you connecting with your audience while staying authentic?*

## 3) Great Experiences Rule.

People expect to be able to easily find what they're looking for, not feel overwhelmed, and get content that is relevant to them. Their complete digital experience—whether it's a website or an ad—needs to be easy and intuitive. But in order to truly deliver the right experience, you must first understand behavior. For example, a friend of mine was recently car shopping for his son, and when I asked him how it was going, he told me something very interesting. He said that when he was at home, he researched vehicle specs and browsed photos on his desktop. When he was out and about, he used his smartphone to locate dealerships and access mobile-exclusive discounts. In other words, the device he was using dictated his content needs.

*Knowing that no one piece of creative will work across every screen, are you ready to execute with the right creative (including HTML5)?*

## 4) Data Is About to Get Way Bigger—and Smarter.

Right now, we are focused on optimizing across three screens, but it won't be long before we're strategizing for hundreds or thousands (think watches, refrigerators, and, of course, vehicles). In the future of the Internet of Things (IoT), anything that can be connected will be connected. This technology shift is happening now. Know that if you're not already perfecting your data-driven strategy, you'll soon be playing catch-up.

*How are these advances in technology changing the way you think about your cross-screen strategy?*

## The Bottom Line.

While 67% of marketers listed cross-channel marketing integration as their top priority for 2014, only 10% believe their messaging is aligned across all touchpoints<sup>3</sup>.

*Be a trailblazer and take advantage of this opportunity to be at the forefront. As cross-screen usage becomes more and more a part of your shoppers' day-to-day lives and is fully integrated into the research and buying process, having your message out there—everywhere—is the only way to stay front and center. At the end of the day, if you're not advertising across all screens, you're reaching only a fraction of your audience. ●*

*Originally published on iMediaConnection, October 27, 2014*

1. Think with Google, The New Multi-Screen World Study, August 2012    3. eMarketer, September 2014  
2. J.D. Power, 2013 New Autosopper Study, September 2013

# Every Car Has a Story

Jumpstarters share a few of their favorites



**Dennise Aardema**  
Director, Account Management



*"My 1989 Mercury Lynx that taught me appearance is never as important as presence."*



**Jason Koenigskecht**  
Vice President, National Sales



*"My official first car, a 1984 Renault Fuego—in pearl."*



**Brian Miller**  
Web Analyst, Strategic Insights



*"Going to prom in my freshly striped (by my Dad and I) 1997 Dodge Intrepid."*



**Dave Valentine**  
Graphic Designer



*"My brother and our 1982 Chevy Van—a.k.a. "Plan B" (last seen in Mexico)."*



**Jennifer Sams**  
Copy Manager



*"Moved from Detroit to San Francisco in this '88 Ford Ranger that had 150K miles on it."*



**Mike Aimo**  
Director of Business Development



*"The beginning of my truck obsession."*



**Chad Gennow**  
Director of Client Services



*"We called her 'Betty.'"*



**Phil Peterson**  
Director of Sales, West Coast



*"I delivered pizza, Mexican, and Chinese food in this 1982 Buick Skylark."*



**Genevieve Brown**  
Human Resources Manager



*"My brother washing our Chevette in '76."*

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