

CAR AND DRIVER

— TESTING —

OUR VISION

A world in which people can find order in a chaotic automotive marketplace and feel confident in their decisions.

OUR MISSION

Car and Driver Testing brings to life a car's nuances, advantages, and competitive fitness in a landscape of perceived product parity.

CONSUMERS TRUST CAR AND DRIVER

95%
TRUST RATING

Source: Car and Driver Brand Awareness Study, Dec 2017

81%
SHOPPING
TRAFFIC

Source: Google Analytics, 01-2018 (includes social and referral traffic)

I think Car and Driver is a trusted resource that provides credibility to the consumer

Its name is known and adds value and trust

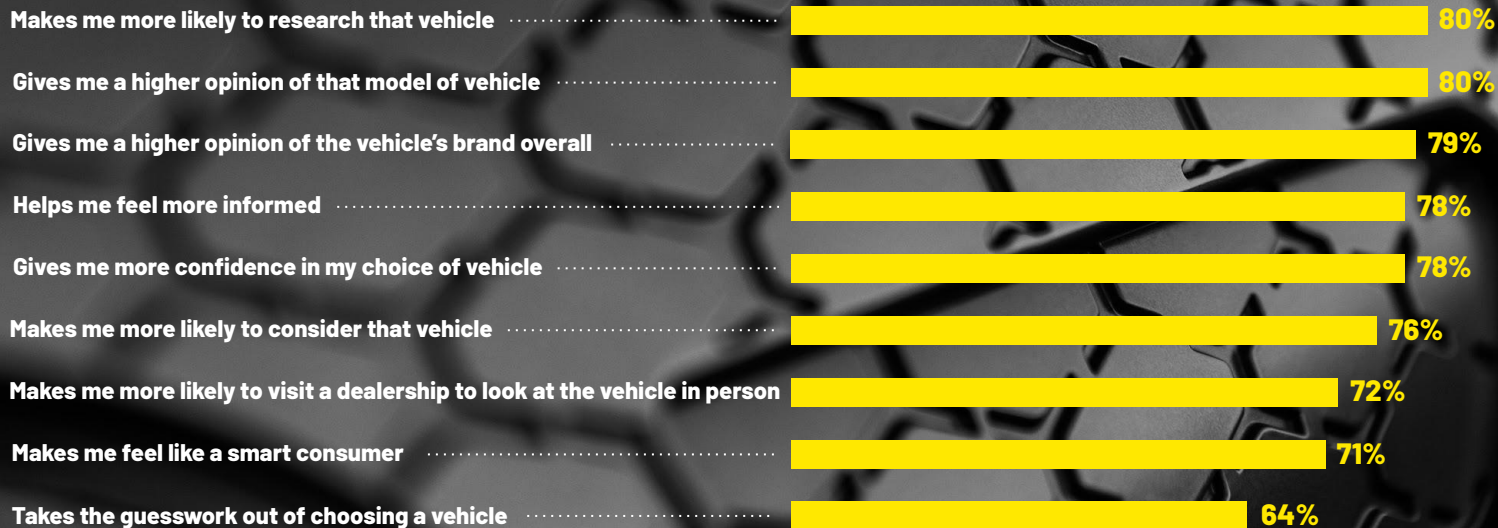
It promotes automotive progress

Source: Hearst Autos Survey – June 2018



OUR ACCOLADES LIFT OPINION AND SPUR ACTION

Agreement with Statements About Vehicles / Accolades
Among Buyers / Intenders



WHY DO CONSUMERS TRUST US AND ACT ON OUR ADVICE?

BECAUSE OF OUR VEHICLE TESTING

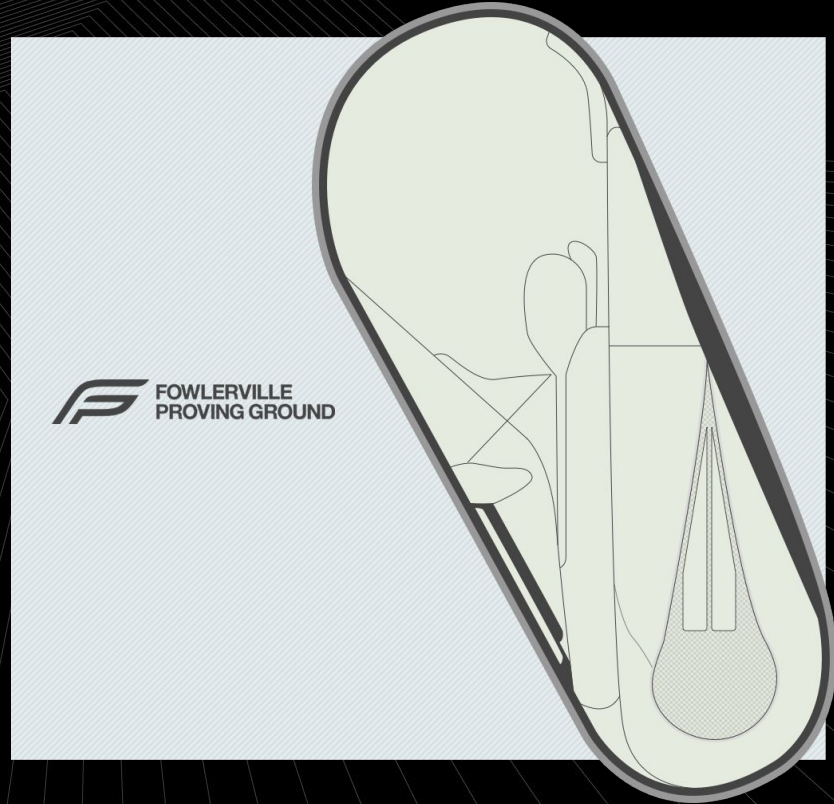
We invented the stuff. And over the past five years, our staff of experienced testers and engineers has radically expanded the scope of these efforts, now measuring more than 200 vehicle traits. *Car and Driver* currently evaluates everything from EV range to cup-holder size, because people increasingly shop by attribute, not just horsepower.



LET US DO IT FOR YOU

Car and Driver Testing will design and execute custom automotive evaluations at state-of-the-art facilities, according to your priorities and segmentation. These include:

- Performance and Timed Laps
- EV Range and Charging Time
- ADAS Evaluations
- Interior Comfort and HMI



TESTING AND COLLECTED DATA



CAR AND DRIVER TESTING

PARAMETERS

VEHICLE PERFORMANCE

- Powertrain (4 standard tests)
- Chassis (5 std. tests)
- Interior Sound (2 std. tests)
- Fuel Economy (3 std. tests)
- Aerodynamics (1 std. test)
- Lightning Lap @ VIR (1 std. test)

STATIC MEASUREMENTS

- Exterior (9 std. tests)
- Interior (24 std. tests)
- Mass (5 std. tests)



CAR AND DRIVER TESTING

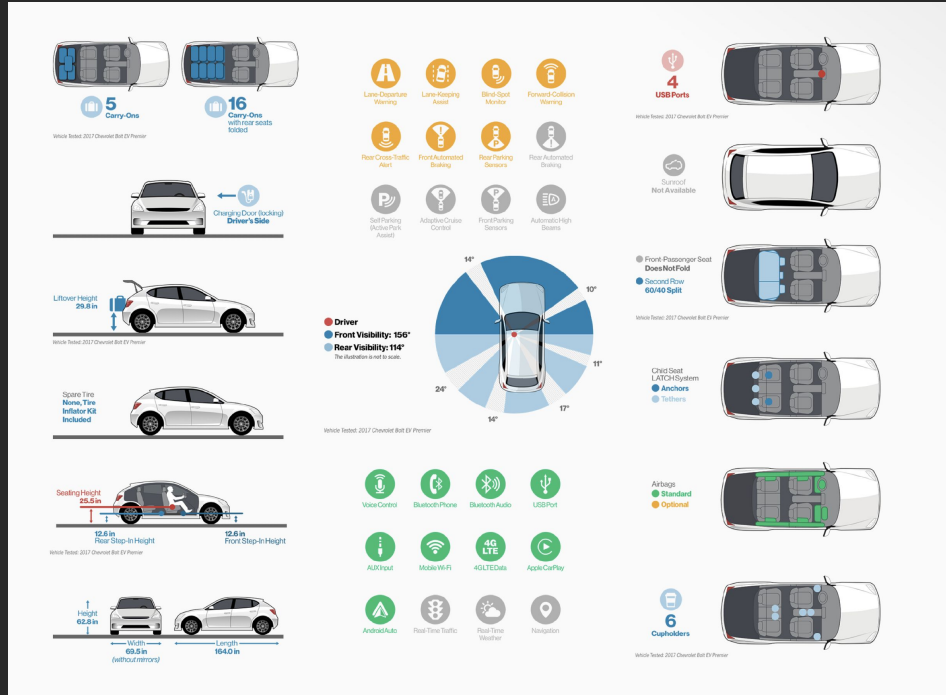
COLLECTED DATA

- Vehicle VIN
- Body Style
- Steering Turns, Lock-to-lock
- Engine Location
- Driven Wheels
- Number of Seatbelts
- Number of Doors
- Transmission Type
- GVWR
- Engine Type (with indicated redline, rev/fuel cut if applicable)
- Odometer When Tested
- Speedometer Inaccuracy
- Ambient Conditions
- Stability Control Modes
- Tire make, model, tests



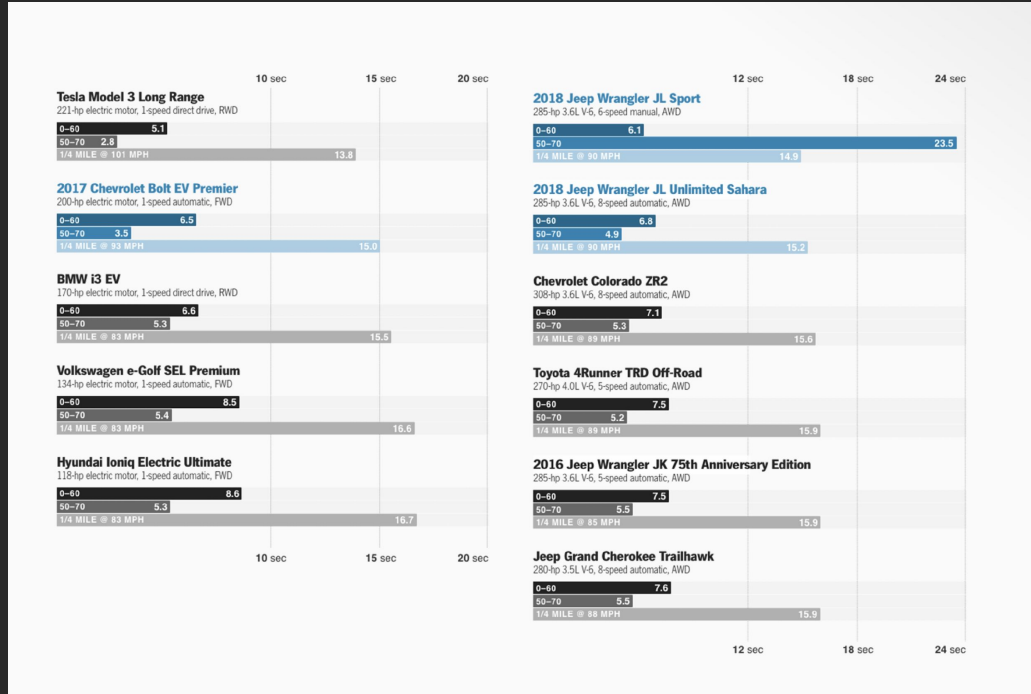
DATA VISUALIZATIONS

Comprehensive Infographics



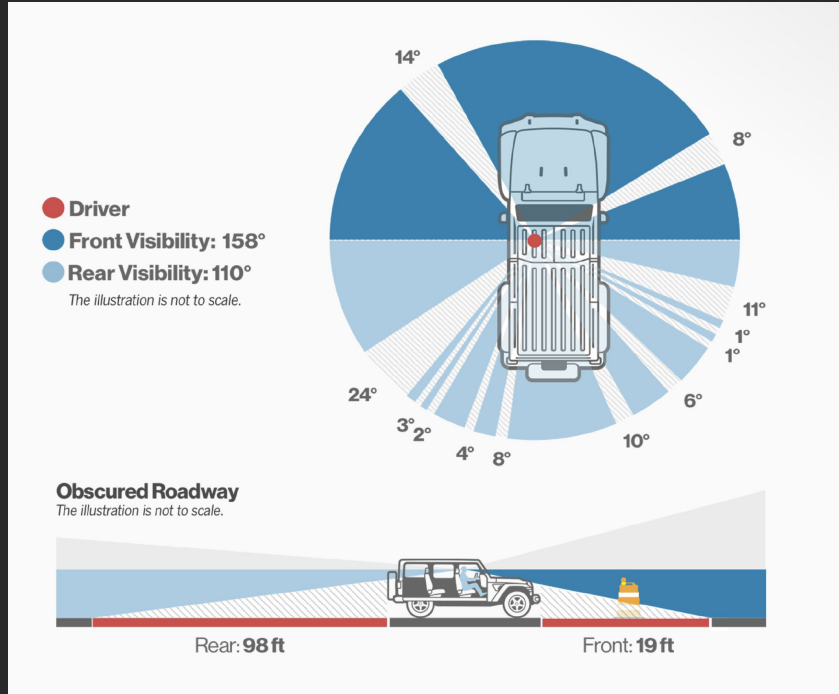
DATA VISUALIZATIONS

Detailed Comparison Charts



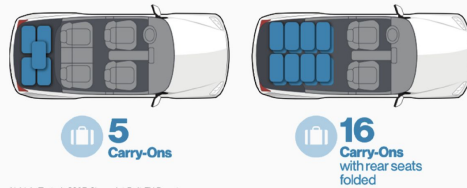
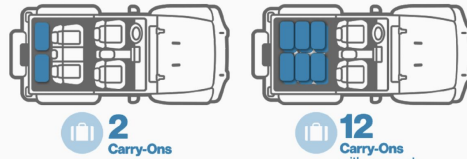
DATA VISUALIZATIONS

Driver Visibility

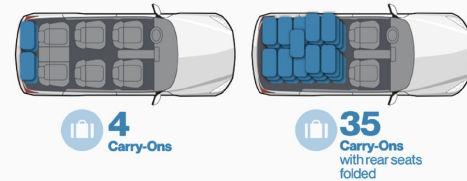


DATA VISUALIZATIONS

Cargo Space & Storage



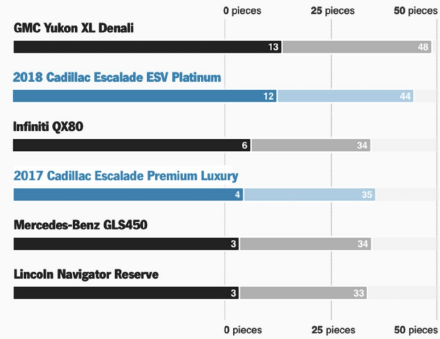
Vehicle Tested: 2017 Chevrolet Bolt EV Premier



Vehicle Tested: 2017 Cadillac Escalade Premium Luxury

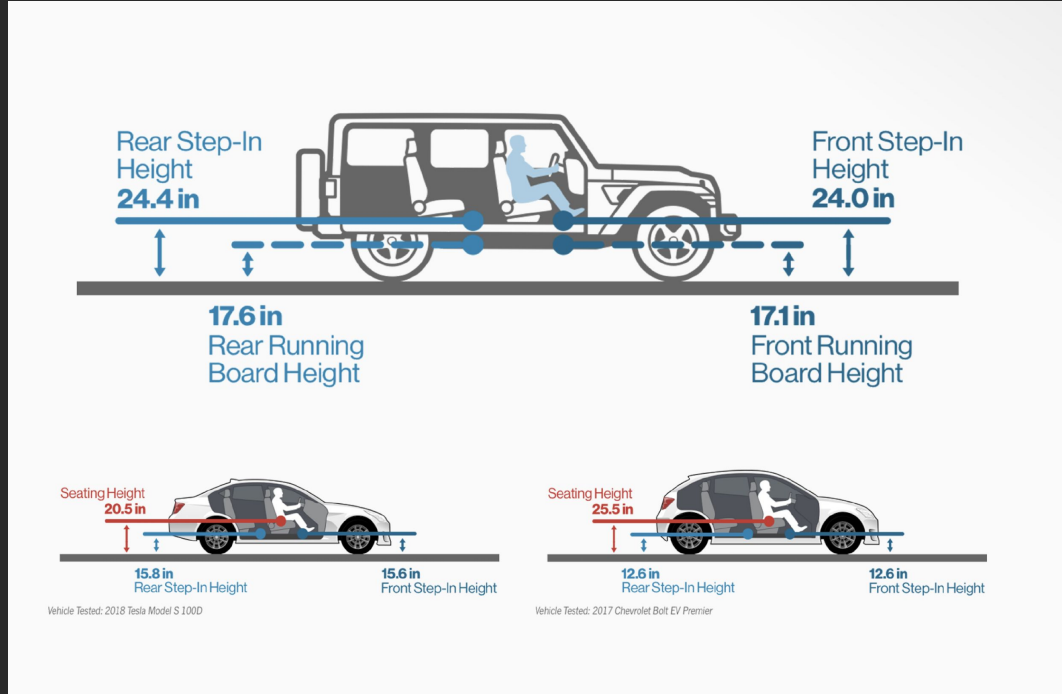
Pieces of Carry-On Luggage
(22 x 14 x 9 inches each)

■ All Seats Up (behind second or third-row)
■ Rear Rows Folded



DATA VISUALIZATIONS

Ergonomic Dimensions





THANK YOU

For more, please reach out to:

EDDIE ALTERMAN 248.444.7721
Eddie.Alterman@Hearst.com

