# CARAND 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

# **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

79%

78%

76%

72%

71%

64%

Agreement with Statements About Vehicles / Accolades Among Buyers / Intenders

Makes me more likely to research that vehicle Gives me a higher opinion of that model of vehicle Gives me a higher opinion of the vehicle's brand overall Helps me feel more informed Gives me more confidence in my choice of vehicle Makes me more likely to consider that vehicle Makes me more likely to visit a dealership to look at the vehicle in person Makes me feel like a smart consumer Takes the guesswork out of choosing a vehicle

# 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.

DRIVER TESTING

CAR AND

## 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 TESTIN** 

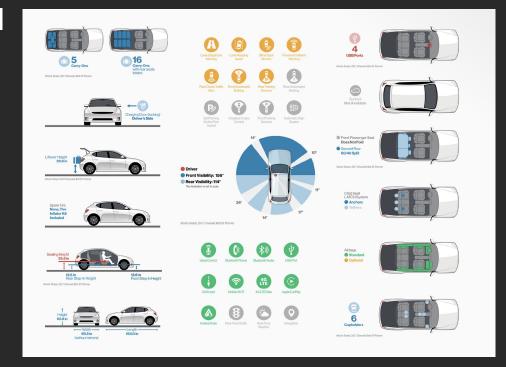
# COLLECTED DATA

- 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

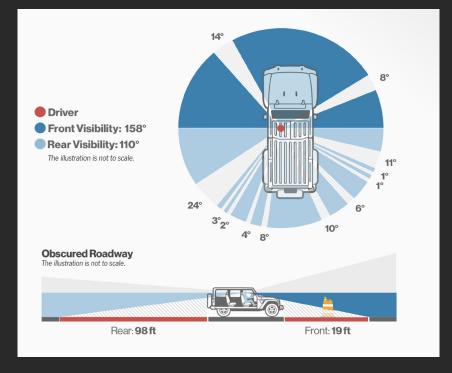
Comprehensive Infographics



Detailed Comparison Charts

	10 sec	15 sec	20 sec		12 sec	18 sec	24 se
Tesla Model 3 Long Range 221-hp electric motor, 1-speed direct drive, RWD				2018 Jeep Wrangler JL Sport 285-hp 3.6L V-6, 6-speed manual, AWD			
0-60 5.1				0-60 6.1			
50-70 2.8 1/4 MILE @ 101 MPH		13.8		50-70 1/4 MILE @ 90 MPH	14.9		23.5
2017 Chevrolet Bolt EV Premier 200-hp electric motor, 1-speed automatic, FWD				2018 Jeep Wrangler JL Unlimited 285-hp 3.6L V-6, 8-speed automatic, AWD	Sahara		
0-60 6.5				0-60 6.8			
50-70 3.5 1/4 MILE @ 93 MPH		15.0		50-70 4.9 1/4 MILE @ 90 MPH	15.2		
		1010		No mile o so mili	15.2		
BMW i3 EV 170-hp electric motor, 1-speed direct drive, RWD				Chevrolet Colorado ZR2 308-hp 3.6L V-6, 8-speed automatic, AWD			
0-60 6.6				0-60 7.1			
50-70 5.3 1/4 MILE @ 83 MPH		15.5		50-70 5.3 1/4 MILE @ 89 MPH	15.0	-	
				IN THE COMMENT	15.		
Volkswagen e-Golf SEL Premium 134-hp electric motor, 1-speed automatic, FWD				Toyota 4Runner TRD Off-Road 270-hp 4.0L V-6, 5-speed automatic, AWD			
0-60 8.5				0-60 7.5			
50-70 5.4 1/4 MILE @ 83 MPH		16.6		50-70 5.2 1/4 MILE @ 89 MPH	15		
DY MILL & DO MITT		10.0		1/4 MILE @ 89 MPH	15	.9	
Hyundai Ioniq Electric Ultimate 118-hp electric motor, 1-speed automatic, FWD				2016 Jeep Wrangler JK 75th Ann 285-hp 3.6L V-6, 5-speed automatic, AWD	iversary Edition	1	
0-60 8.6				0-60 7.5			
50-70 5.3 1/4 MILE @ 83 MPH		16.7		50-70 5.5 1/4 MILE @ 85 MPH	15		
		10.7		1/4 MILE @ 85 MPH	15	.9	
	10 sec	15 sec	20 sec	Jeep Grand Cherokee Trailhawk 280-hp 3.5L V-6, 8-speed automatic, AWD			
				0-60 7.6			
				50-70 5.5 1/4 MILE @ 88 MPH	15	0	
					15		

### **Driver** Visibility

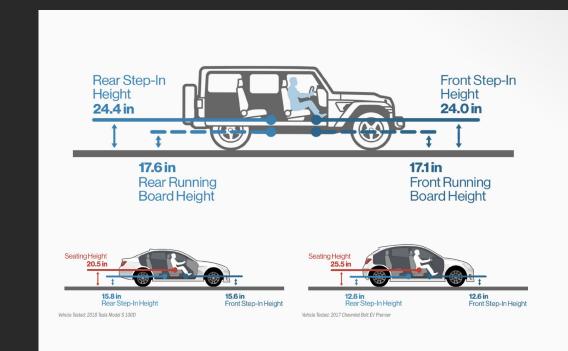


Note: Testing data for example purposes only

#### Cargo Space & Storage

2 Carry-Ons	12 Carry-Ons withrear seats folded	Pieces of Carry-On Luggage (22 x 14 x 9 inches each) All Seats Up (behind second or third-row) Rear Rows Folded O pieces 25 pieces GMC Yukon XL Denali	50 pieces
DE Carry-Ons	16 Carry-Ons with rear seats folded	13 2018 Cadillac Escalade ESV Platinum	48
Vehicle Tested: 2017 Chevrolet Bolt EV Premier Constraints of the second secon	Carry-Ons withrear seats folded	Mercedes-Benz GLS450	50 pieces

Ergonomic Dimensions



Note: Testing data for example purposes only



# THANK YOU

For more, please reach out to:

EDDIE ALTERMAN 248.444.7721 Eddie.Alterman@Hearst.com