



Automotive Industry Overview

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Please Direct All Inquires to:

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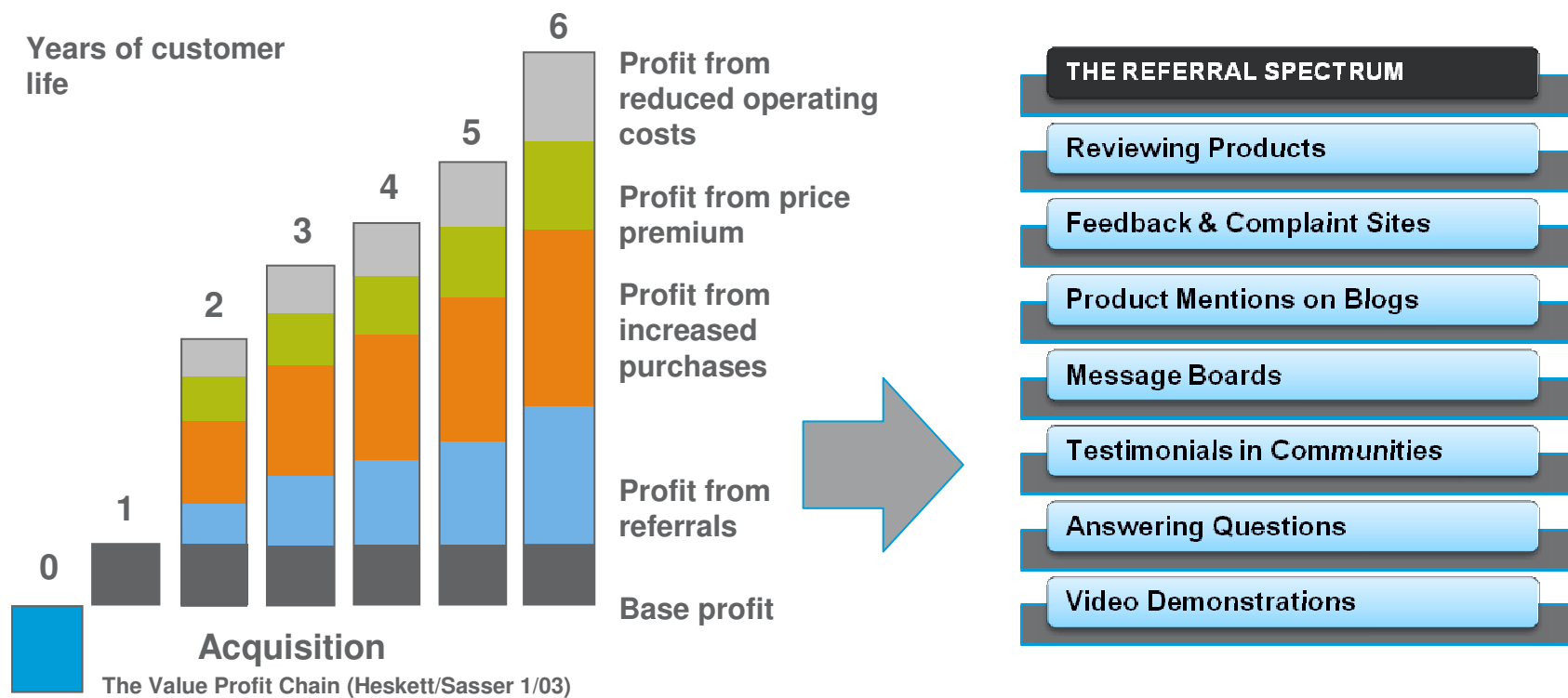
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Brand Referrals Help Drive Company Profits

- Loyal customers acting as brand advocates on blogs, communities and review sites aid in the customer acquisition
- Advocates are often seen as unbiased, trustworthy sources



A New Purchase Funnel to Consider

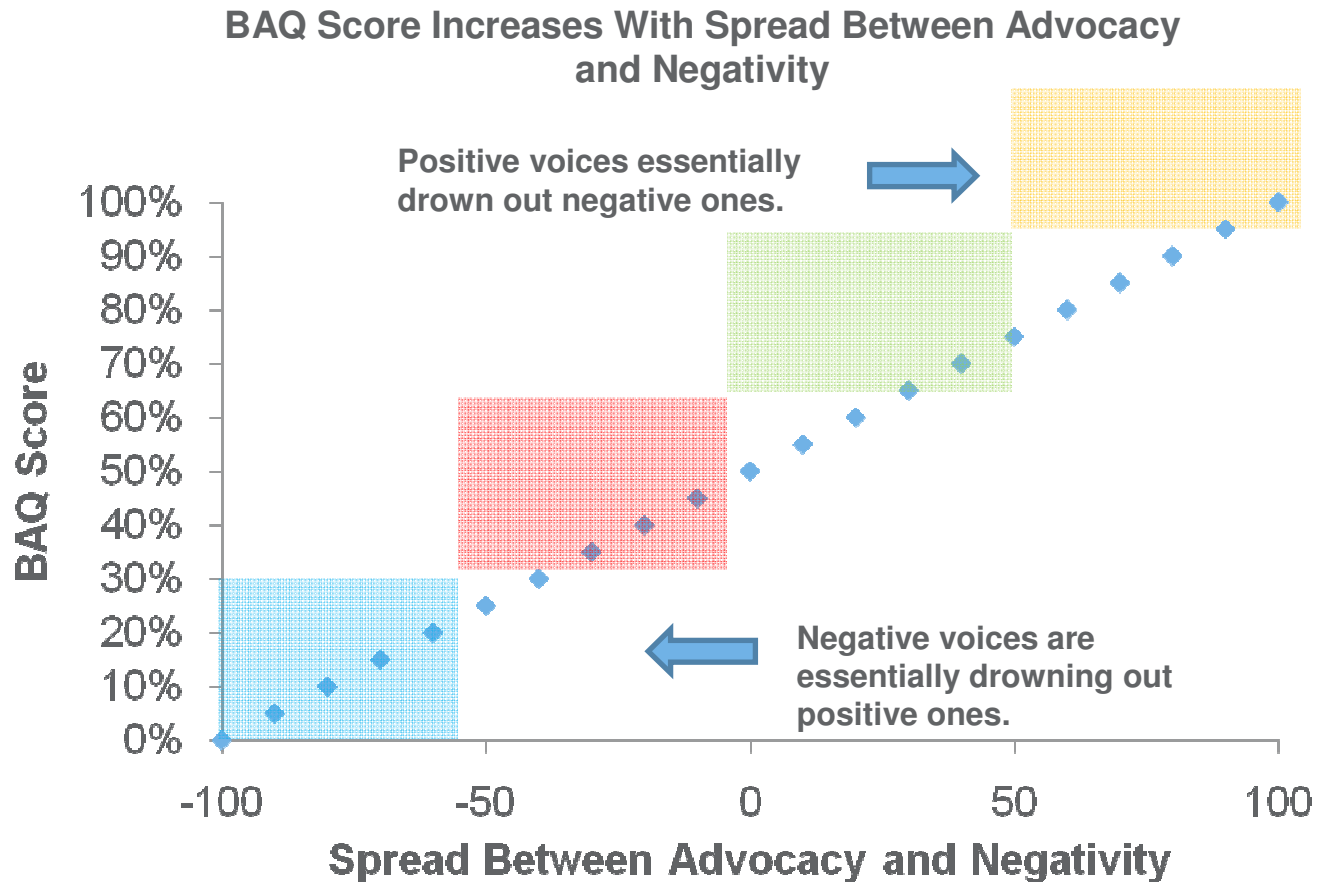
- Curiosity & Advocacy are Two New Dimensions Impacting Purchase

Tools and capabilities for potential application	Key Stages in the Consumer Purchase Funnel					
	Education / Curiosity	Awareness	Consider	Trial / Purchase	Loyalty	Advocacy
Website	Med	Low	Med	High	High	High
Search	High	Med	High	High	Med	Med
Digital Media	High	High	High	Med	Low	Low
Trial/Sampling	Low	Low	High	High	Med	High
eCommerce	Med	Low	Med	High	High	High
CRM/Feedback	High	Low	High	High	High	High
Social Media	High	Low	Med	Med	Med	High



Brand Advocacy Quotient (BAQ)

- The Nielsen Online BAQ is an ongoing quarterly measurement of consumer advocacy toward brands, based on a combination of online survey data & consumer experiences shared through online buzz.



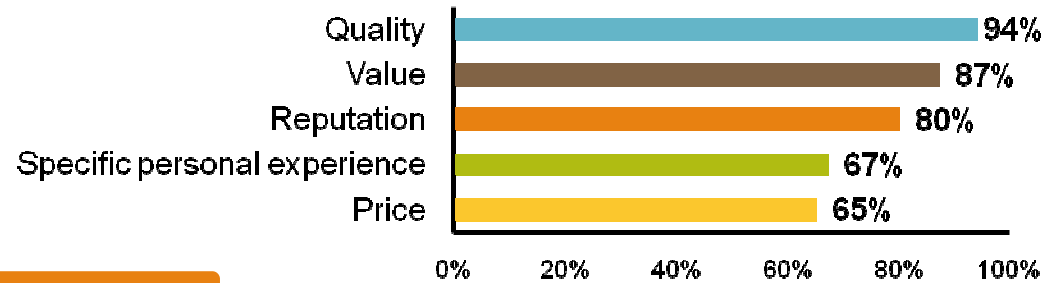
- Results are indexed on a 200 point scale from -100 to 100 to acquire a percentage score. This percentage gives a representation of the spread between advocacy and negativity.

Toyota	69
Honda	68
Lexus	68
Acura	67
BMW	65
Mercedes-Benz	62
Volvo	62
Nissan	61
Audi	59
Cadillac	58
Infiniti	58
GMC	56
Mazda	56
Subaru	55
Chevrolet	54
Jeep	54
Lincoln	54
Saturn	53
Volkswagen	53
Kia	52
Mercury	51
Pontiac	51
Chrysler	50
Buick	49
Ford	49
Mitsubishi	48
Dodge	47
Hyundai	46
Jaguar	43
Suzuki	41
Isuzu	39

Quality helps Toyota Top BAQ Rankings



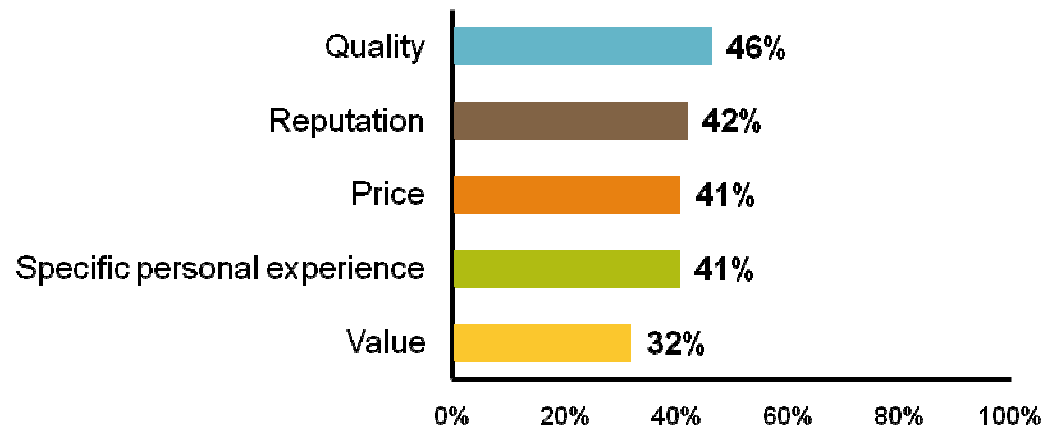
Positive



Positive Buzz

Quality, size, exterior style and dealer experience.

Negative



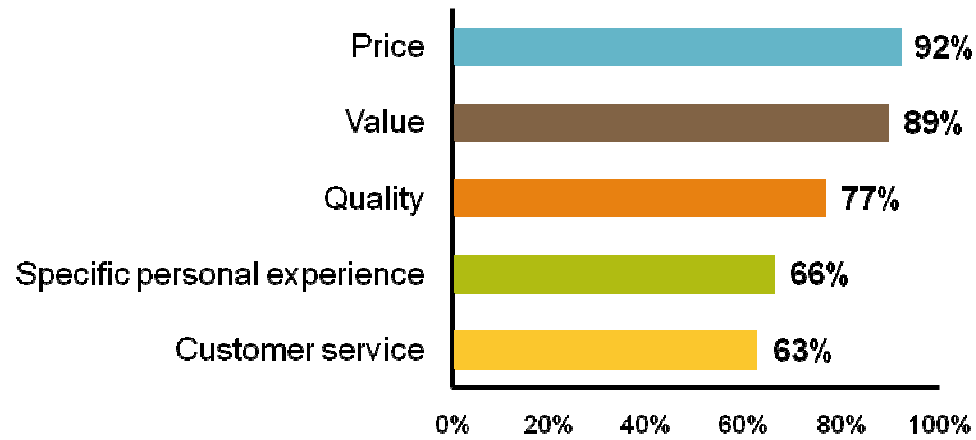
COMPOSITE BAQ RANKING

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Mazda	56
Subaru	55
Chevrolet	54
Jeep	54
Lincoln	54
Saturn	53
Volkswagen	53
Kia	52
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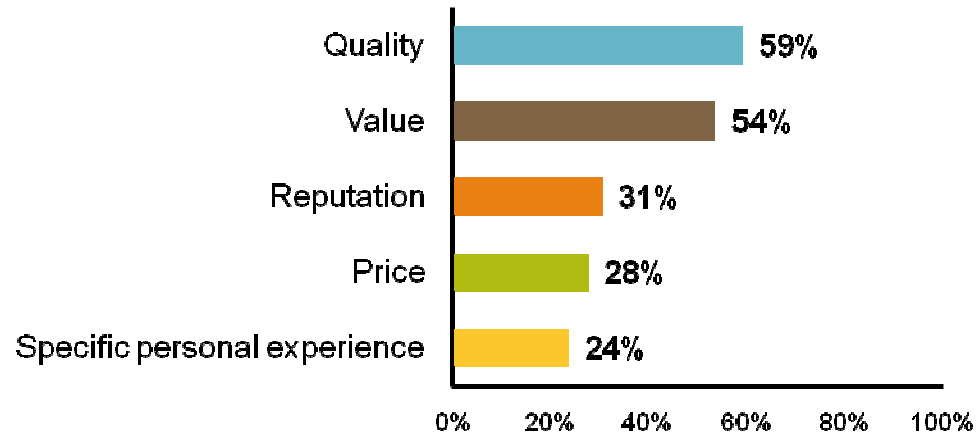
Price & Value Drive Kia Advocacy



Positive



Negative



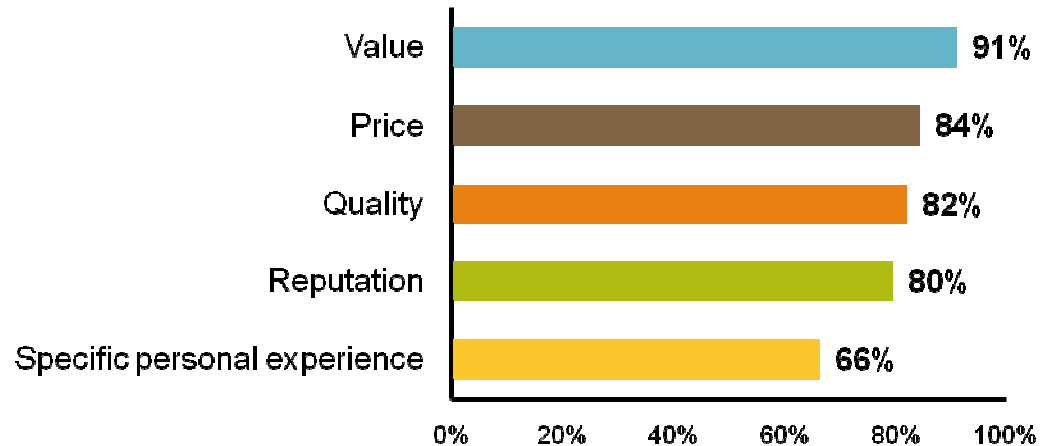
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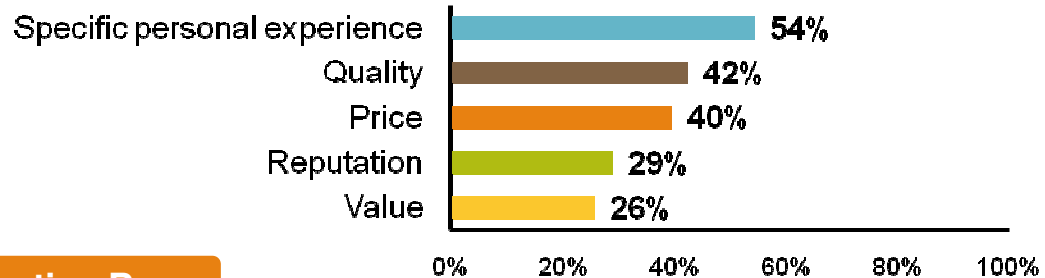
Negative Experiences Detract from Hyundai Advocacy



Positive



Negative



Negative Buzz

Quality issues and poor dealership experiences.

Key Takeaways

- Vehicle quality is one of the largest drivers of both brand advocacy and brand detraction.
 - Price and value also drive advocacy, especially for lower priced brands Hyundai and Kia.
- Unlike Toyota and Hyundai, Kia's reputation is not yet seen as a top driver of brand advocacy, indicating perception problems may still exist for the brand.
- Despite recent positive buzz surrounding Hyundai's impressive new offerings, the brand's BAQ falls lower than many automakers as a result of negative experiences among survey respondents.
- Monitoring BAQ scores can help brands measure the impact company initiatives have on brand advocacy over time.

BAQ Methodology

- Nielsen Online offers the BAQ as a unified solution to the ongoing measurement of consumer good will and advocacy toward your brand, with specific explanatory insights.
 - Surveys from more than 2,000 MegaPanel participants provide advocacy scores by relevancy segments.
 - Nielsen's BuzzMetrics system scours the Internet in real-time, aggregating brand sentiment that is being spread via social media.
- To provide a balanced view of consumer brand advocacy, a weighting system is applied to results from the survey and buzz data.
- Beyond the BAQ ranking, positive and negative drivers are identified via surveys and mining of buzz data.
 - These drivers can be listed as both advocacy and negativity. For example, quality could be a hot topic for both consumer advocates and non-advocates.