



# Automotive Industry Overview

*Focus: Diesel*

June 2009 Edition

**Please Direct All Inquires to:**

*Julie A. Enzweiler  
Automotive Research Director  
859.905.4940  
Julie.Enzweiler@nielsen.com*

**Report Prepared By:**

*Joe Colacurcio & Jennifer Volz  
Automotive Industry Analysts*

June 2009

**Most Visited  
Auto Information Sites**

1. eBay Motors
2. Yahoo! Autos
3. Kelley Blue Book

**eBay Motors Visitors  
Most Often Visited  
OEM Sites**

1. Ford
2. Honda
3. Chevrolet

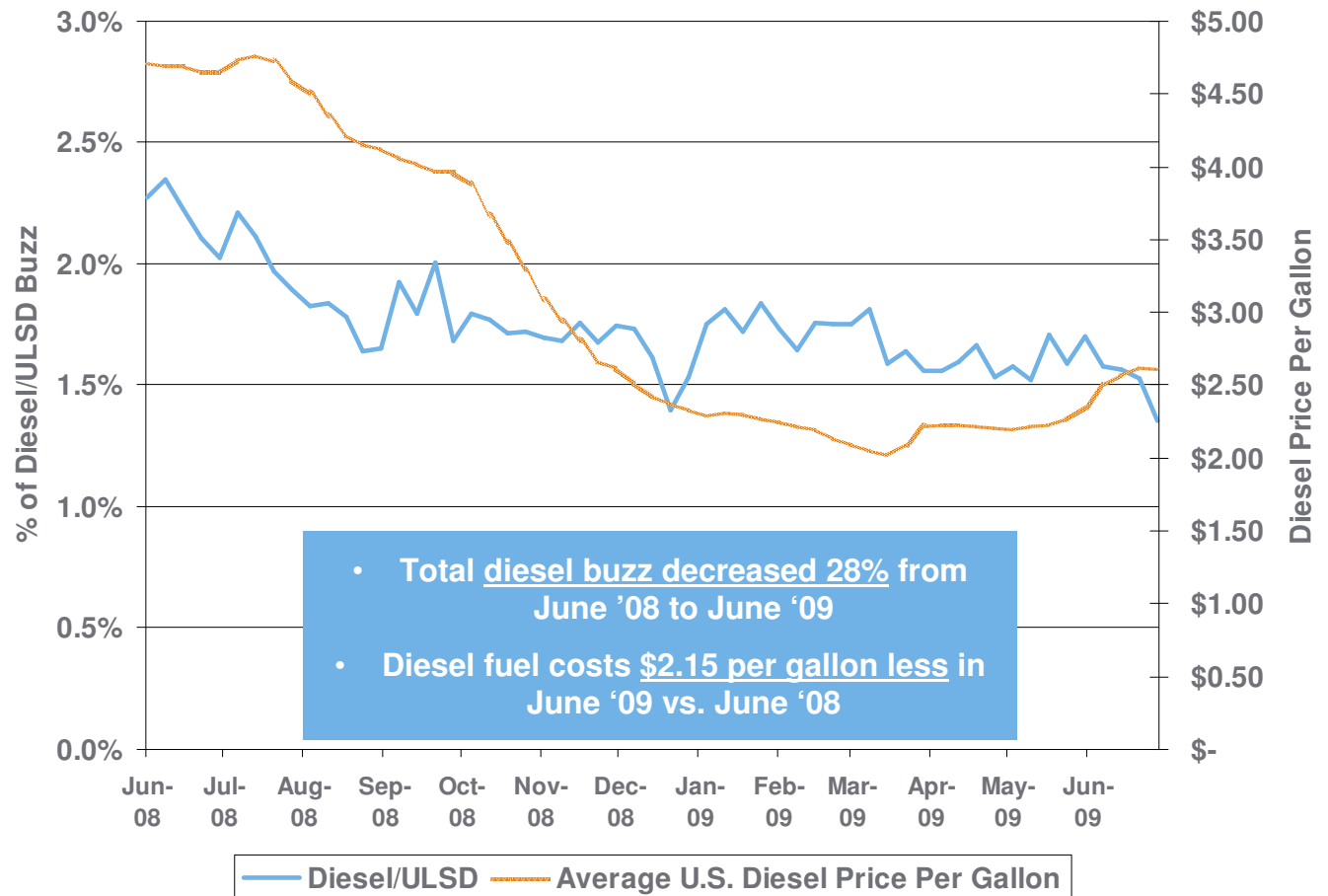
**eBay Motors Visitors  
Most Often Visited  
Auto Information Sites**

1. Edmunds
2. AutoTrader
3. Kelley Blue Book



# Diesel buzz & price per gallon fall in the past year

Though diesel has been a hot topic within alternative fuel buzz at times, a downward trend in discussion over the past year speaks to a decline in consumer interest.






June 2009

**Consumers who have shopped for a vehicle online (past 30 days):**

- 30.3% Definitely / Probably Will Buy in the next 6 months
- 24.5% Probably Will NOT Buy in the next 6 months

**Top Sites for Auto Ads**

(Impressions)

1. Facebook 
2. Yahoo! 
3. Fox News 

**Top Vehicles**

**Advertised Online**

(Impressions)

1. Lincoln MKZ 
2. Ford Fusion 
3. Ford Mustang 

Note: Arrows indicate change from previous month



# Domestic trucks, German cars most prominent within diesel buzz

## Top 5 OEMs Mentioned in Diesel/ULSD Buzz

| June 2008   | June 2009   |
|-------------|-------------|
| 1. Ford     | 1. Ford     |
| 2. Dodge    | 2. Dodge    |
| 3. VW       | 3. VW       |
| 4. Honda    | 4. Mercedes |
| 5. Mercedes | 5. BMW      |

Some consumers believe there is more potential opportunity for diesel in the U.S. market, particularly if OEMs repurpose their small, fuel-efficient European offerings.

“Bring us over some of Ford or Chevy's UK offerings, or the new Fiat 500, or some small Opel's fitted with diesels, some nice Peugeot-Nissan designs...Then you are talking about high fuel efficiency, mass-market vehicles that most people could actually afford.”

**Topix.net, July 8, 2008**

“I really honestly believe Honda and the others are shooting themselves by leaving the Germans to monopolize the diesel market for the time being.”

**Clublexus.com, June 30, 2009**