

NON-LUXURY SEGMENT CROSS-SHOPPING

SHOPPERS DEMONSTRATE BROAD CONSIDERATION SETS, FUELING CROSS-SEGMENT COMPETITION

When considering their next vehicle purchase, consumers shop across an average of **4 alternate segments**, including new and used options

Shoppers of all four non-luxury car segments cross-consider new and used **entry-level luxury cars** as well as multiple SUV segments

SUV shopper behavior indicates indecision on SUV size as well as the category in general, with alternate considerations spanning cars, trucks, and luxury options

Light duty truck shoppers aren't all segment exclusive – they're comparing alongside alternatives in all three SUV segments, both new and used

TOP 5 NEW & USED SEGMENTS CROSS-SHOPPED

SHOPPERS OF THESE SEGMENTS	ALSO VIEW	NON-LUXURY CARS				NON-LUXURY SUVs				TRUCKS		LUXURY CARS			LUXURY SUVs		
		Subcompact	Compact	Midsize	Fullsize	Subcompact	Compact	Midsize	Fullsize	Midsize	Light Duty	Heavy Duty	Luxury Entry-Level	Luxury Midsize	Luxury Fullsize	Luxury Compact	Luxury Midsize
SUBCOMPACT CAR	new		●	●		●	●					●					
	used		●	●			●					●					
COMPACT CAR	new	●		●		●	●					●					
	used	●		●			●					●					
MIDSIZE CAR	new		●		●		●					●					
	used		●		●		●					●					
FULLSIZE CAR	new		●	●			●					●					
	used			●	●		●					●	●				
SUBCOMPACT SUV	new	●	●	●			●					●					
	used		●	●		●	●					●					
COMPACT SUV	new		●	●		●	●				●	●					
	used		●	●			●				●	●	●				
MIDSIZE SUV	new			●			●				●	●				●	
	used						●				●	●	●			●	
FULLSIZE SUV	new						●				●	●				●	●
	used						●				●	●				●	●
LIGHT DUTY TRUCK	new						●		●			●					
	used						●		●			●					

CROSS-SEGMENT SHOPPING SAMPLE:
 SHOPPERS OF NEW Nissan Maxima
 ALSO VIEW

<p>MIDSIZE CAR</p>  <p>NEW/USED Honda Accord</p>  <p>NEW Toyota Camry</p>	<p>FULLSIZE CAR</p>  <p>NEW Dodge Charger</p>  <p>NEW Chevrolet Impala</p>	<p>LUX ENTRY-LEVEL CAR</p>  <p>NEW/USED BMW 3 Series</p>  <p>USED Lexus IS</p>	<p>MIDSIZE SUV</p>  <p>NEW Jeep Grand Cherokee</p>	<p>COMPACT CAR</p>  <p>NEW Honda Civic</p>	<p>LUX MIDSIZE CAR</p>  <p>NEW Acura TLX</p>
---	--	--	---	---	---