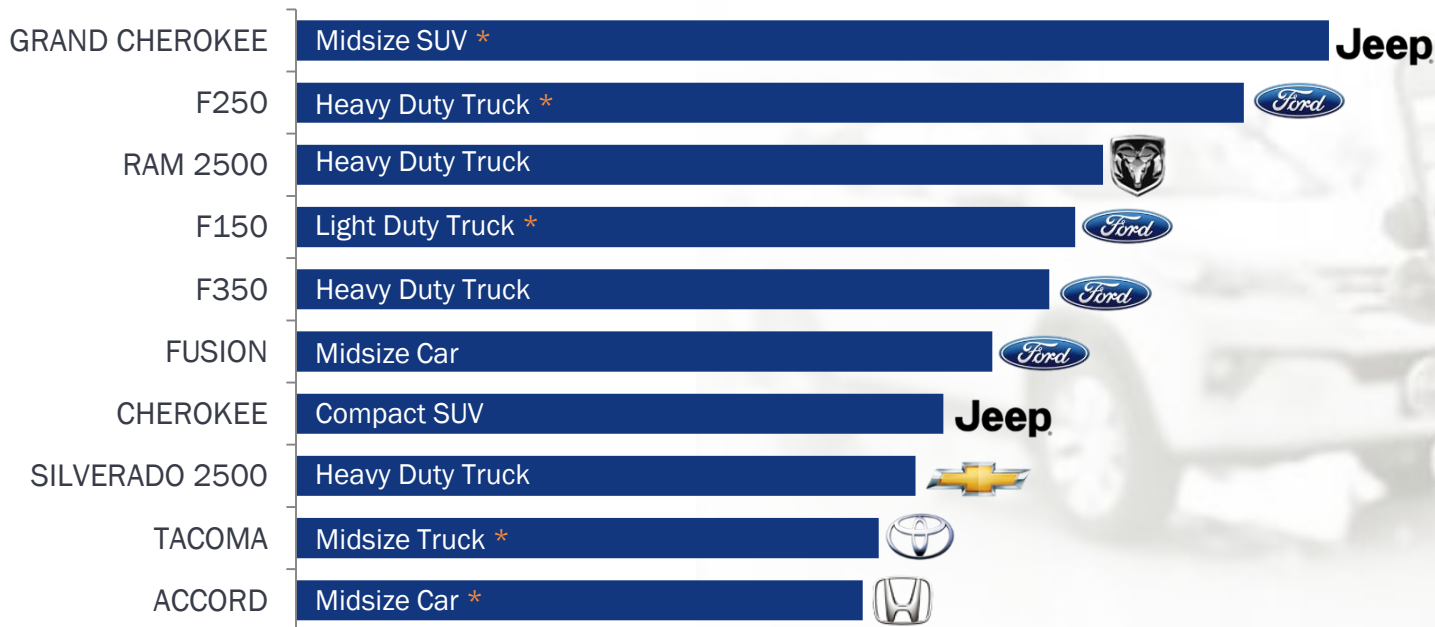


Biggest NON-LUXURY Mobile Movers

DOMESTIC TRUCKS & SUVs RIDE A WAVE OF POPULARITY AMONG MOBILE SHOPPERS



Domestics See Mixed Brand Results



4 of 8 domestic movers belong to Ford, the brand now less than a share point behind Chevrolet

Jeep touts the only two SUV spots but is down mildly overall due to Wrangler's first decline of the year

Heavy Duty Trucks Outpace All Segments



Mobile shopping is up in general, but heavy duty claims the largest increase in traffic volume among all segments

Driving the increase are four of the top 5 segment models (all but GMC 2500), with Ram and Ford recently debuting their 2017 heavy duty models

Midsize Cars Still in the Game



Midsize cars are 2nd only to heavy duty trucks in mobile shopping gains

The segment top two, Accord and Fusion, make the top movers cut, but an honorable mention goes to Camry, which is the #11 mover

Segment Leaders Strengthen



Half of the top movers are already segment leaders*

Four of the five now enjoy larger lead advantages (all but Accord, with pressure from fellow mover Fusion)