

MODELS TO WATCH

RISING CONTENDERS ARE COMMANDING ATTENTION

As shopper attention spreads across 2017 model year releases, it's unusual for any model to achieve a multi-month shopping growth trajectory. Heading into the last two months of the year, six models (a mix of cars and SUVs) are doing just that, applying competitive pressure in their respective segments with at least five consecutive months of increasing segment share, most also surpassing competitors as they rise in the ranks.

6

OF MODELS UP
5 CONSECUTIVE
MONTHS IN SHARE
OF SHOPPING
ACTIVITY



+31%



AVERAGE SHARE
INCREASE AMONG
GAINERS (MIRAGE,
SENTRA, OUTBACK,
MKZ, GLE-CLASS,
LX MODELS)

5 out of 6

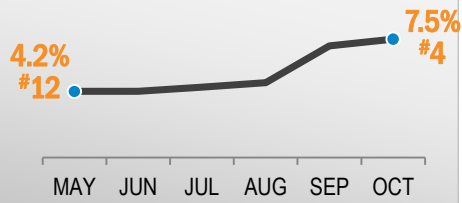
RISING MODELS ALSO
IMPROVE THEIR
RESPECTIVE SEGMENT
RANK POSITIONS



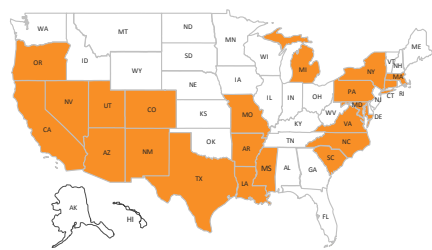
SUBCOMPACT CAR

MIRAGE

+79%
SHARE
GROWTH
+8 RANKS



21 STATES
Where Mirage exceeds
national growth rate

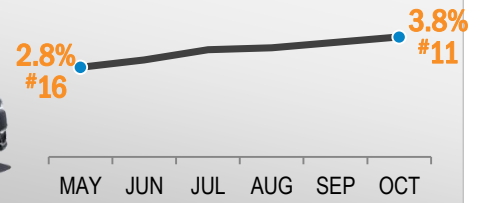


After skipping the 2016 model year, the refreshed 2017 Mirage sparks interest, advancing to its segment top 5 and now merely a share point outside the top 3

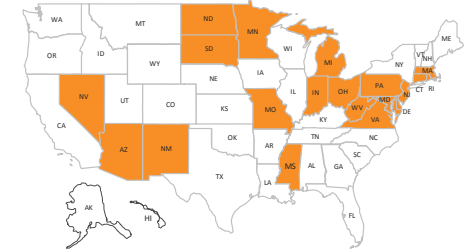
LUXURY ENTRY-LEVEL CAR

MKZ

+34%
SHARE
GROWTH
+5 RANKS



20 STATES
Where MKZ exceeds
national growth rate

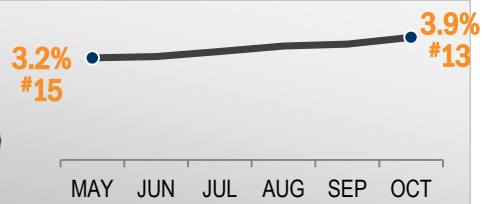


MKZ advances several rank positions (surpassing ILX, ES Models, RC Models, XF, and 2 Series along the way) and is now less than a half share point from a top 10 position

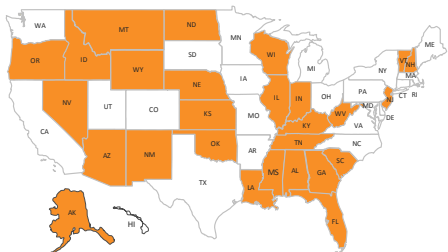
COMPACT SUV

OUTBACK

+20%
SHARE
GROWTH
+2 RANKS



27 STATES
Where Outback exceeds
national growth rate

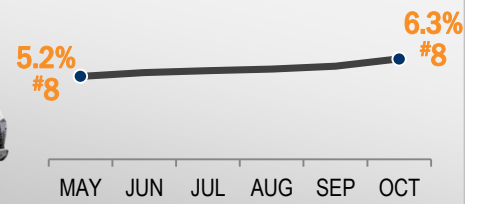


Outback's consecutive gains in this highly competitive and highly trafficked segment is notable - the model has advanced past Tucson and Journey and is enjoying its highest share of the year

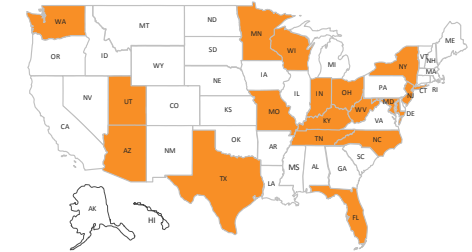
LUXURY LARGE SUV

LX MODELS

+21%
SHARE
GROWTH
n/a RANK



17 STATES
Where LX exceeds
national growth rate

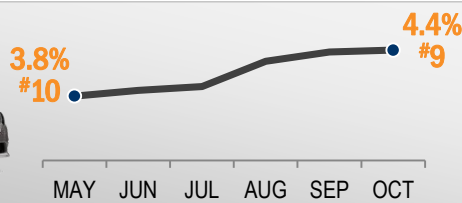


LX is experiencing its highest share since February, and while holding steady at #8, it has nearly tripled its share advantage over GLS-Class and has cut its gap to Navigator nearly in half

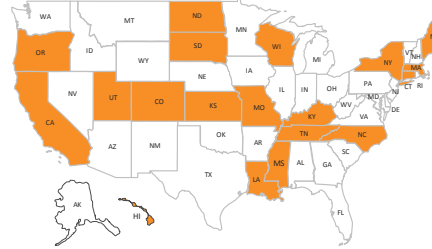
COMPACT CAR

SENTRA

+15%
SHARE
GROWTH
+1 RANK



19 STATES
Where Sentra exceeds
national growth rate

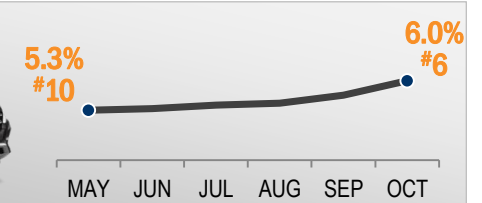


Sentra has grown steadily for six straight months (since April), rising over Impreza last month; this month, Sentra is one of only two compact cars to experience share growth (the other, segment leader Accord)

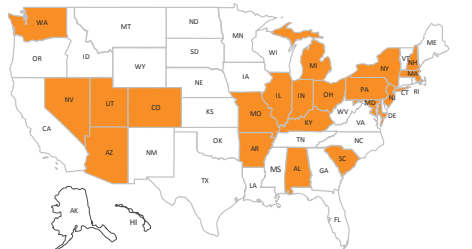
LUXURY MIDSIZE SUV

GLE-CLASS

+14%
SHARE
GROWTH
+4 RANKS



20 STATES
Where GLE-Class exceeds
national growth rate



In only its 2nd year of production in the most trafficked luxury SUV segment, GLE-Class makes a big move, advancing past Enclave, QX60, XC90, and Cayenne, while inching closer to declining #5 Range Rover Sport (down 2 consecutive months)