

# A TALE OF TWO SEGMENTS

## POLAR OPPOSITE SEGMENTS POST LARGEST TRAFFIC SHARE GAINS

While car shopping typically softens as the holidays approach, Luxury Large SUV and Alternative Fuel are bucking the trend with rising shopping activity for a second straight month, leading all segments in share of traffic growth. Driven in part by interest in fresh products, brands in these segments have an opportunity to take advantage of heightened segment attention as new competition looks to turn up the heat.



**+10%** Increase in month-over-month share of site interactions

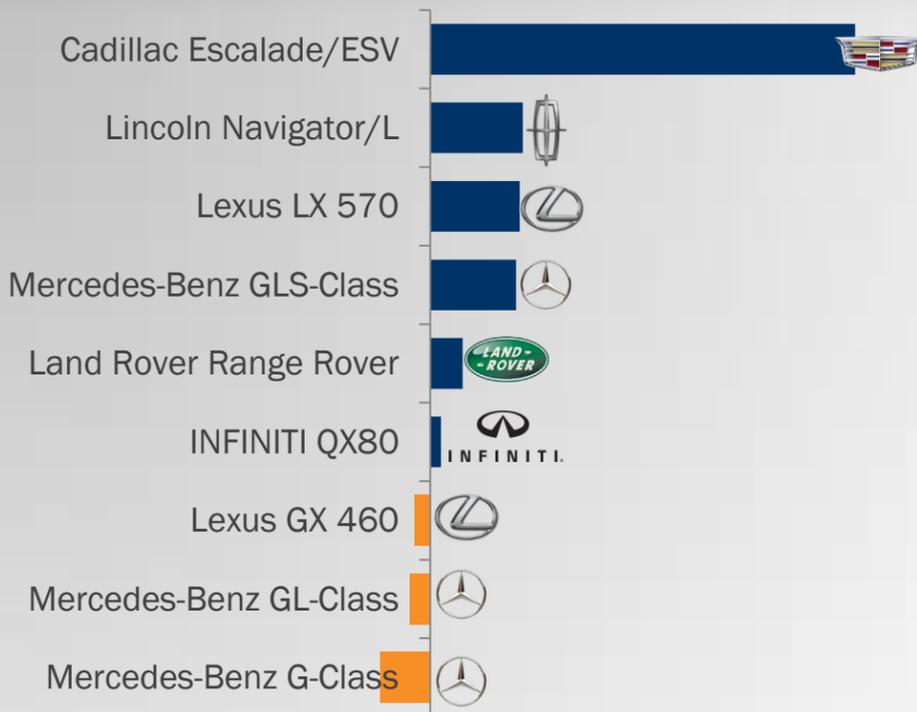


**+7%** Month-over-month growth in share of site interactions

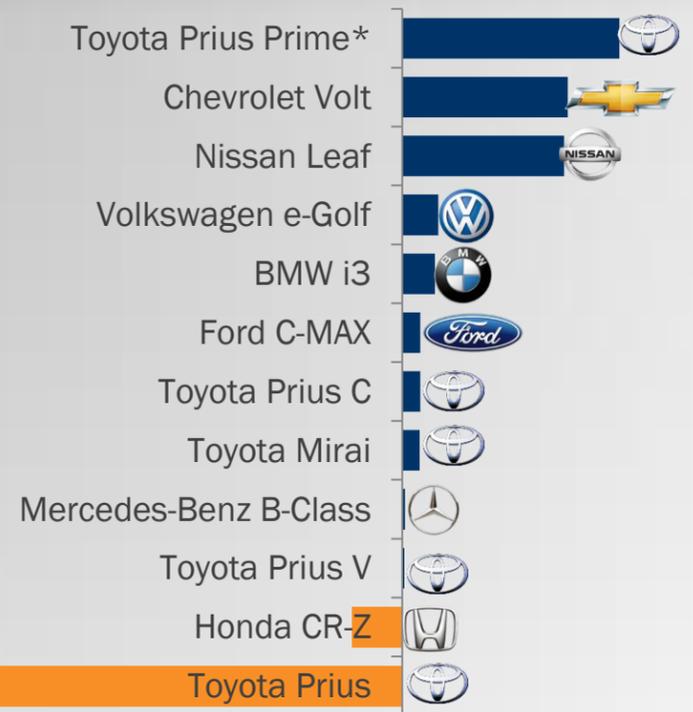
## LUXURY LARGE SUV

## ALTERNATIVE FUEL

MODEL MOVERS



MODEL MOVERS



\* In its inaugural month, Prius Prime acquires a volume of traffic that outpaces the traffic growth rates of other alternative fuel models

## NOTABLE MOVERS CONTRIBUTING TO SEGMENT GROWTH



Domestics Escalade and Navigator make a strong showing, claiming the top two growth spots in the segment, and along with #3 mover LX 570, each post traffic gains of over 10% in the past two months

Newest entry to the segment, GLS-Class, continues to draw attention, stealing some of the spotlight from sister models GL-Class and G-Class (though both retain top 5 segment positions)



The introduction of the Prius Prime accounts for a third of the segment's increased traffic, and Volt and Leaf are reaping benefits as well, both enjoying their highest traffic levels in at least two years as shoppers weigh their plug-in options

As the 2017 model year emerges, C-Max is making inroads, notably now on par with Prius V traffic after trailing the rival model for the past two months

## MODELS CHALLENGED AMID SEGMENT GROWTH



GL and G-Class both decline in shopping activity, with the latter weakening three consecutive months and losing its #3 rank position this month to QX80 by a slim margin (gains by the GLS-Class compensate for these losses such that overall brand interest remains stable)



Lexus experiences mixed results as competition for shopper attention heats up – GX falls short as LX rises to its highest traffic level of the year (of note, while LX traffic is up two months in a row, GX does continue to outpace it in traffic)



In contrast to its four sister models that demonstrate gains, Prius takes the biggest hit this month, though the segment leader retains a healthy traffic advantage over the remaining segment field



CR-Z loses steam after three consecutive growth months as one of only two Alternative Fuel players to decline in shopping activity as shoppers shift their attention towards plug-ins, stimulated by Toyota's newest offering