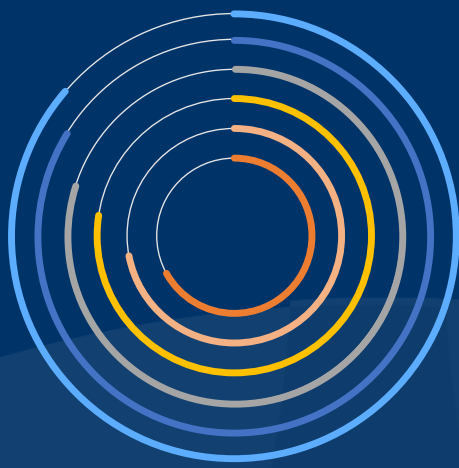


STEERING CONSUMERS IN THE RIGHT DIRECTION WITH INFORMATIVE, TRUSTED CONTENT

Capturing shoppers' attention in a fragmented digital environment may feel tough; however, the right content can bring their next vehicle into focus. Over 3 in 4 new vehicle shoppers rely on content marketing to learn about brands and specific models. It serves as influential bookends during their journey: impactful during the initial (exploration) and final (purchase) phases. With Autotrader and Kelley Blue Book editors providing trusted advice, comparisons and recommendations, shoppers feel like they have a "car guy" in the passenger seat helping steer them in the right direction.

CONTENT MARKETING IS WIDELY USED AND IMPACTFUL TO THE VEHICLE PURCHASE PROCESS



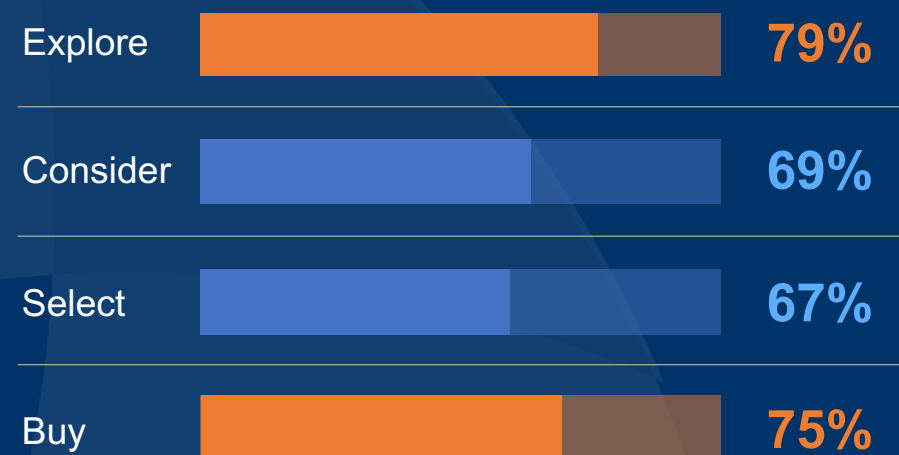
- 70% Find sources **valuable**
- 73% Are **highly influenced**
- 77% Find sources **useful**
- 80% Use it to **learn about brands**
- 85% Use it to **learn about specific vehicles**
- 88% Use it while **researching a new vehicle to purchase**

THIRD-PARTY SITES ARE THE MOST POPULAR FIRST AND LAST DESTINATIONS. MEET SHOPPERS AT THE RIGHT TIME WITH THE RIGHT CONTENT

First And Last Website Visited*
(Among New Car Buyers Visiting Multiple Websites)

	First	Last
Third-Party Sites <i>(including Cox Automotive)</i>	43%	44%
OEM Sites	11%	7%
Dealership Sites+	17%	35%
Google Search	21%	7%
New Form Online Retailer	8%	7%

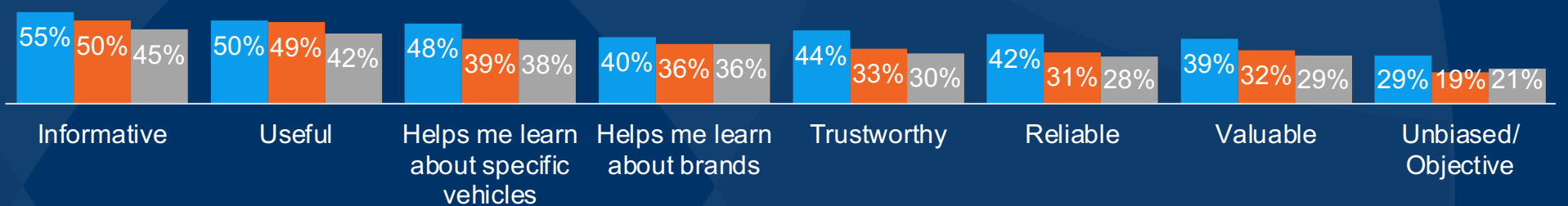
Influence of Content Marketing by Shopping Phase



KELLEY BLUE BOOK AND AUTOTRADER LEAD IN INFORMATIVE, USEFUL CONTENT

Attributes of Sources of Information

■ Kelley Blue Book ■ Autotrader ■ Average of All Other Brands



I read professional articles online and blogs and gained informative data and information from those that helped me make my decision.

I look to sites like Kelley Blue Book for information, opinions, and ratings.

I try to find reviews by people who are known for honesty. They tend to be fair and gives up and downs.

2020 NIELSEN CONTENT INFLUENCE STUDY COMMISSIONED BY COX AUTOMOTIVE

This research was commissioned by Cox Automotive and conducted by Nielsen, a global independent measurement and data company that provides a comprehensive understanding of what consumers watch and buy. It was an online study conducted October-November 2020 among 1,600+ new vehicle shoppers and recent new vehicle purchasers to understand the influence and effectiveness of content marketing across stages in the shopping process.