

The resilient consumer

COX AUTOMOTIVE



MARKETING PARTNERSHIP



OVERVIEW

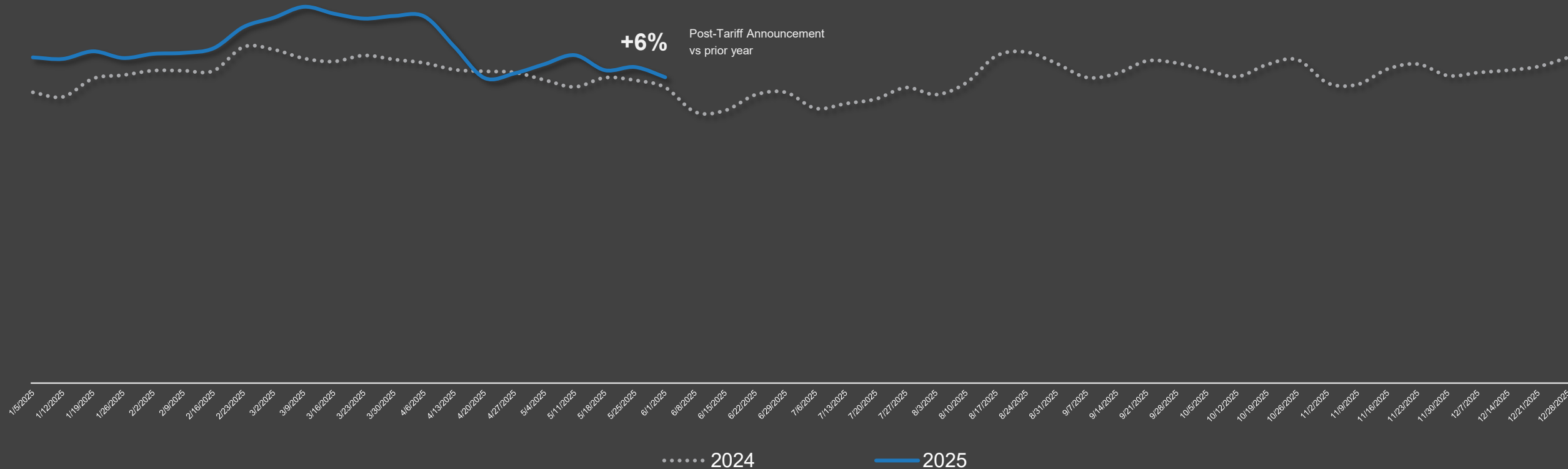
1. Consumers are still shopping
2. In fact...Consumers are more engaged
3. Opportunities exist across domestic and import brands alike

Cox Automotive
sees strength in
New Vehicle
shopping activity



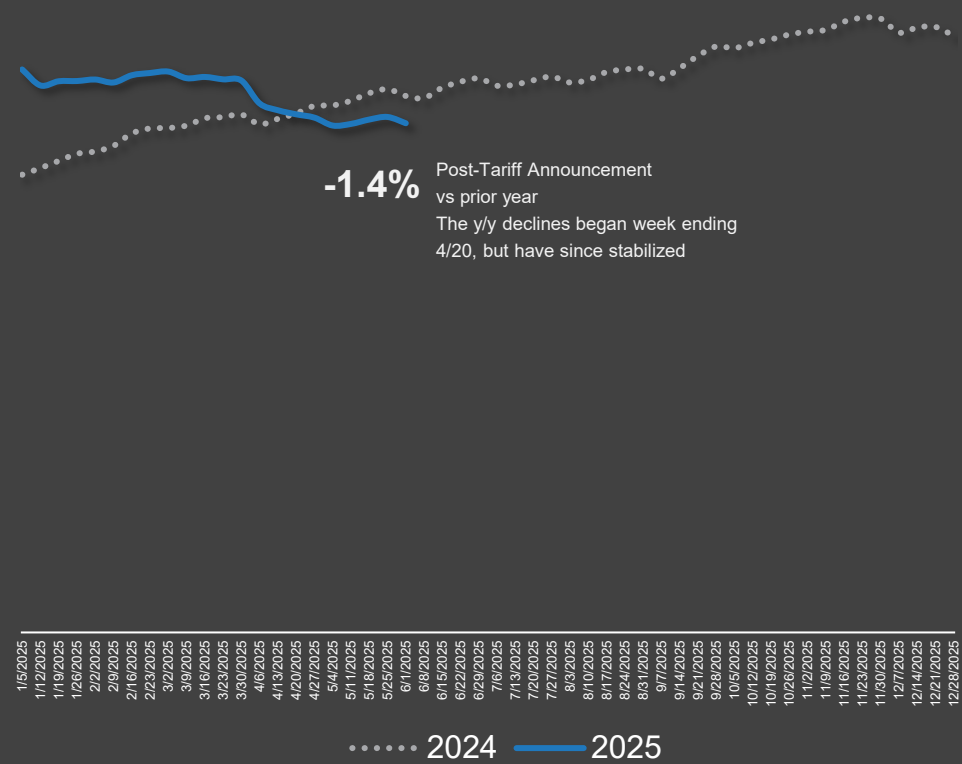
Consumers are shopping new cars

AT + KBB
New Car Visits

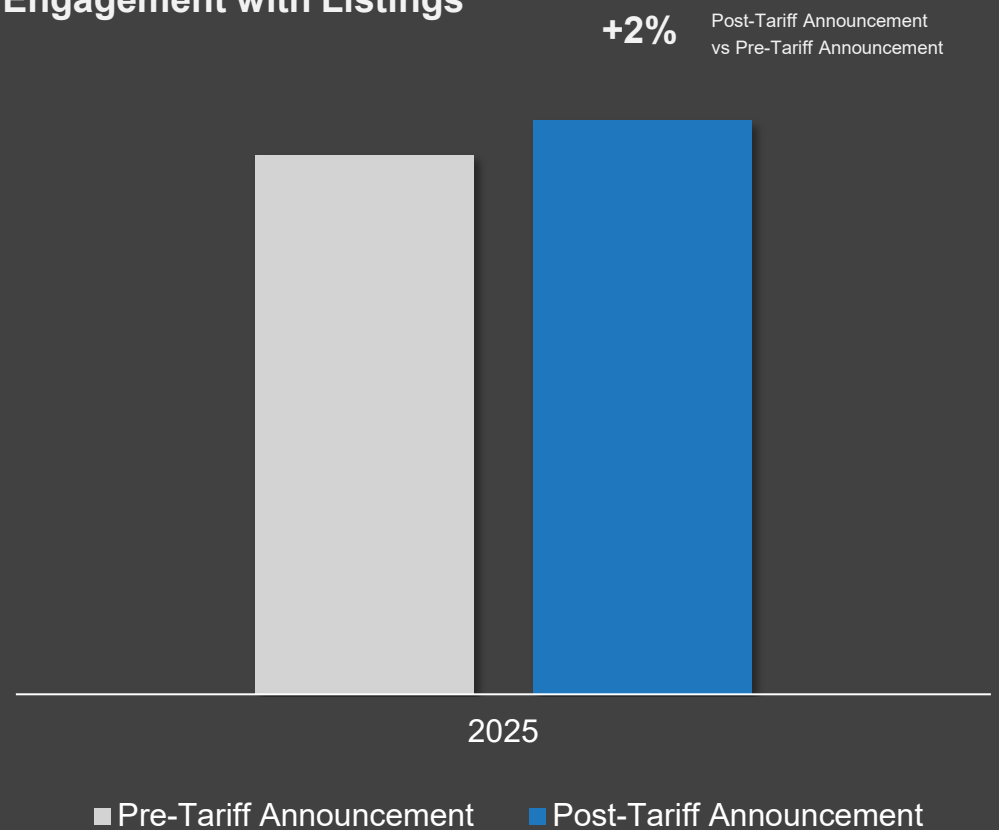


Consumers are engaging with listings

New Car Listings

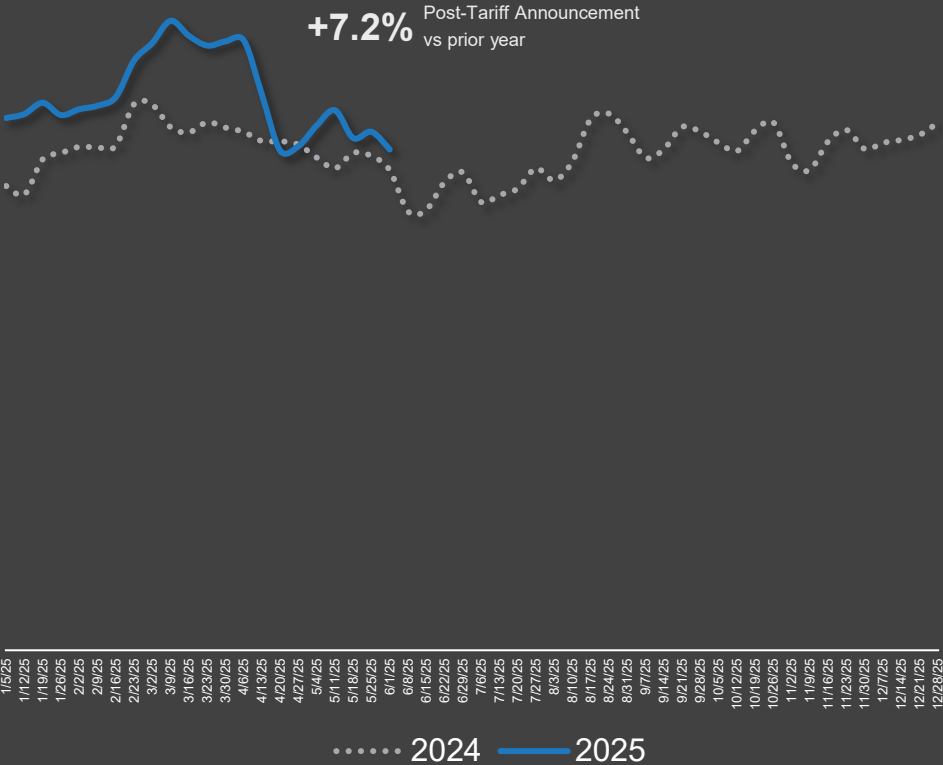


Engagement with Listings

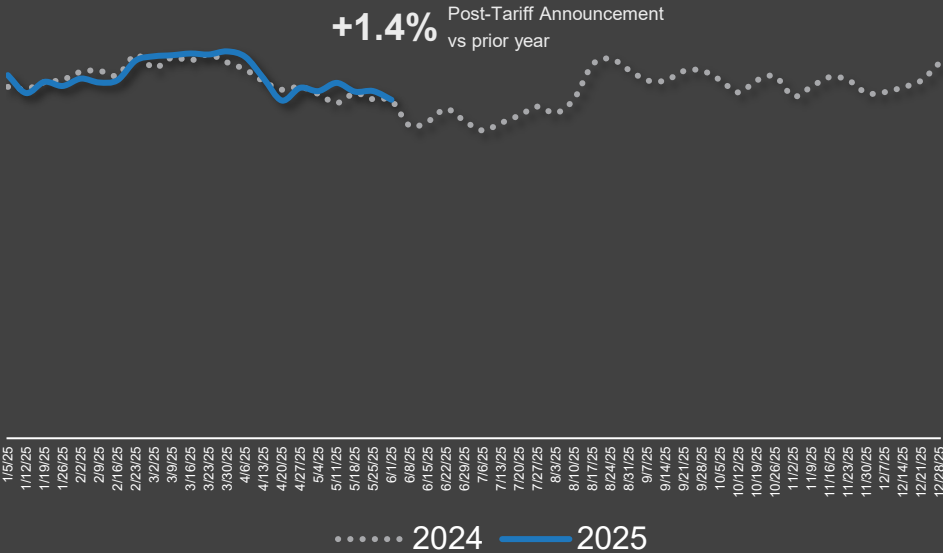


Year-over-Year gains driven by Non-Lux

AT + KBB New Car Visits
Non-Luxury



AT + KBB New Car Visits
Luxury

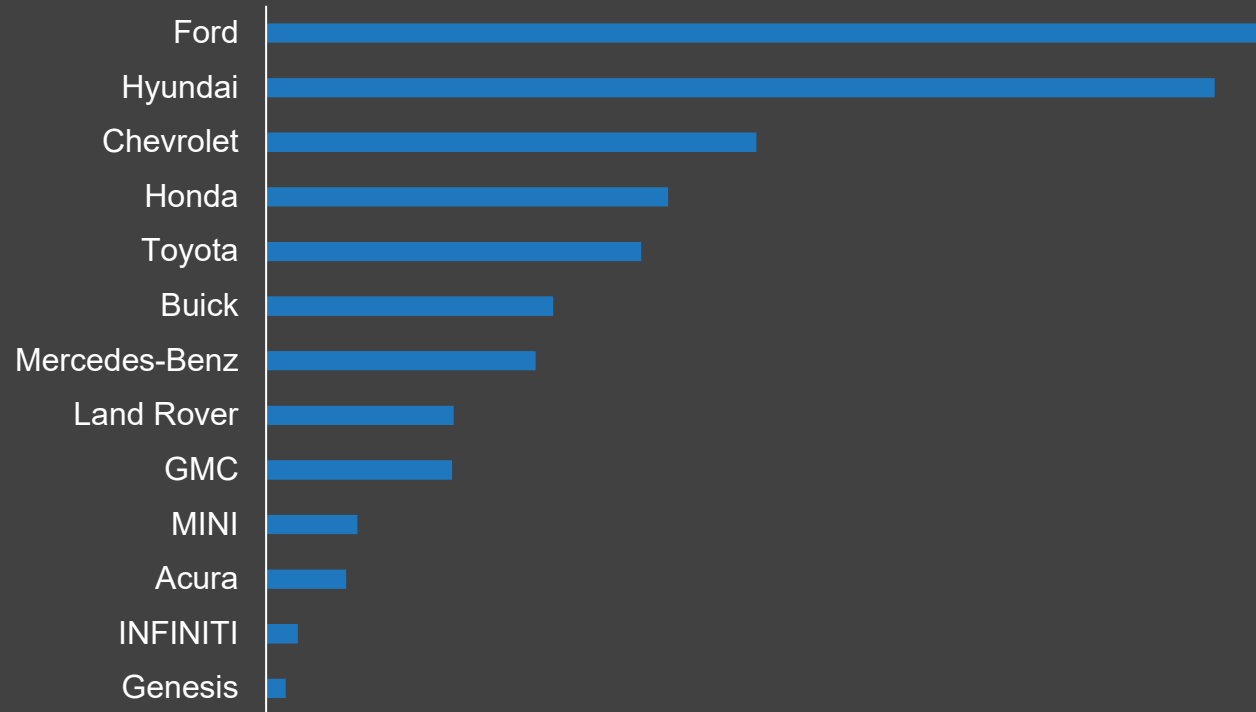


Both Domestic and Import Brands seeing large year-over-year gains

AT + KBB New Car Visits

Post-Tariff Announcement vs prior year

by Brand



Our shoppers aren't waiting... why should you?

Want to reach these high-intent audiences while they're still in motion?

Contact your Cox Automotive sales rep to learn more.

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