THE 4Ps OF
AUTOMOTIVE AUTOMOTIVE
?

Consumers are often undecided on what vehicle to buy. Connecting your inventory with consumers in the right moments is critical during the vehicle selection process as shoppers consider which PRODUCT to choose. Using our patented Lot Insights technology, we have identified the top five luxury and non-luxury brands with the
most lot visits from Cars.com mobile consumers. For each of these brands, we identified the top five lots that mobile consumers also visited for a cross-shopping analysis to understand which vehicle makes shoppers are most considering.

PRODUCT
TOP LOTS VISITED

1. Toyota
2. Chevrolet
3. CDJR
4. Ford
5. Honda

Top Lots That Toyota Shoppers Also Visited

| Honda | 24.4\% |
| :---: | :---: |
| Chevrolet | let $23.4 \%$ |
| CDJR | 23.3\% |
| Nissan | 22.4\% |
| Ford | 21.8\% |
| Hyundai 18.4\% |  |
| BuickGMC 15.7 |  |
| Kia 15.5\% |  |
| Mazda 14.2\% |  |
| Cadillac 12\% |  |

Top Lots That Chevrolet Shoppers Also Visited


Top Lots That CDJR Shoppers Also Visited

| Ford | 20.1\% |
| :---: | :---: |
| Chevrolet | 20\% |
| Nissan 16 | .1\% |
| Honda 15 |  |
| Buick/GMC | 14.9\% |
| Kia 13.7\% |  |
| Hyundai | 13\% |
| Mazda | 11.4\% |
| FIAT 9. |  |
|  | adillac $9.1 \%$ |

Top Lots That Ford Shoppers Also Visited

| CDJR | 26.1\% |
| :---: | :---: |
| Chevrolet | 24\% |
| Nissan 18.1\% |  |
| Honda 16.3\% |  |
| Buick/GMC | 16\% |
| Kia 15.5\% |  |
| Hyundai | 15.4\% |
| Mazda 14.9\% |  |
| Cadillac 9.9\% |  |
| Mitsubi | ishi 8.6\% |

Top Lots That Honda Shoppers Also Visited

| CDJR | 24.3\% |
| :---: | :---: |
| Nissan | 23.9\% |
| Chevrolet | 21.5\% |
| Ford | 20.1\% |
| Hyundai | 19.6\% |
| Kia | 17.4\% |
| Buick/GMC | C 16.2\% |
| Mazda 15. | .1\% |
| BMw | 12.6\% |
| Cadillac | 11.4\% |

TOP LOTS VISITED LUXURY BRANDS

1. BMW
2. Cadillac
3. Lincoln

Mercedes-Benz
Audi

Top Lots That BMW Shoppers Also Visited

| Honda | 24.7\% |
| :---: | :---: |
| Chevrolet | et $20.1 \%$ |
| CDJR | 19.8\% |
| Mercedes-Benz 19.5\% |  |
| Nissan | 18.1\% |
| Audi | 17.1\% |
| Ford | 17\% |
| INFINITI 15.9\% |  |
| Mazda 15.8\% |  |
| Porsche | 15.3\% |

Top Lots That Cadillac Shoppers Also Visited


Top Lots That Lincoln Shoppers Also Visited
Ford 64.9\%

| CDJR | 22.4\% |
| :---: | :---: |
| Chevrolet 19.3\% |  |
| Nissan 17.3\% |  |
| Mazda 16.9\% |  |
| Kia 14.9\% |  |
| Honda 14.5\% |  |
| Hyundai 14.3\% |  |
| Buick/GMC 14.2\% |  |
| Cadillac 10.7\% |  |

Top Lots That Mercedes-Benz Shoppers Also Visited Honda $20 \%$

| BMw | 19.7\% |
| :---: | :---: |
| Nissan | 19.1\% |
| CDJR | 18.8\% |
| Audi | 18.4\% |
| Chevrolet 17.6\% |  |
| Porsche 17.5\% |  |
| Ford 15.6\% |  |
| INFINITI 15.5\% |  |
| Buick/GMC 13.8\% |  |

Top Lots That Audi Shoppers Also Visited

| Porsche |  | 29.6\% |
| :---: | :---: | :---: |
| Mercedes-Benz |  | 19.6\% |
| Honda | 19.3\% |  |
| Chevrolet | t $18.8 \%$ |  |
| CDJR | 18.6\% |  |
| Nissan | 18.4\% |  |
| BMw | 18.3\% |  |
| Mazda 16 | 16.3\% |  |
| Ford 16 | 16.3\% |  |
| INFINITI | 15 |  |

