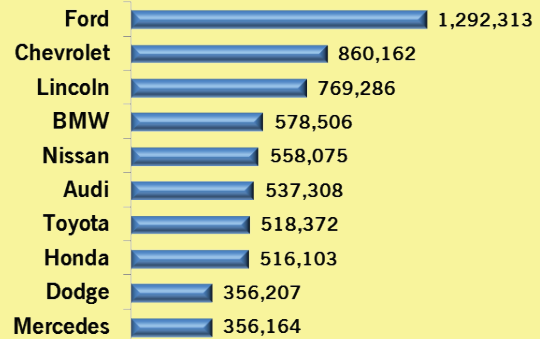




# SOCIAL BUZZ REPORT - NOVEMBER

**SUMMARY:** During November, Ford expanded its lead in overall online discussions. Chevrolet bounced back to second place from a decline last month, due in large part to coverage of the launch of the 2015 Colorado mid-size pickup at the LA Autoshow. Not surprising given their strong reputation in these areas, mentions of Quality and Fuel Efficiency were strongest among Honda brand discussions. Dodge just edged out Toyota with the most Safety mentions in November. Performance dialog was strongest for Mercedes, which was driven by conversations about the highly anticipated, newly launched CLA 250 and the SL65 AMG.

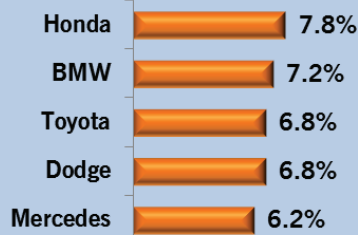
### TOP AUTO BRANDS GENERATING ONLINE CONVERSATION



Note: These figures represent total conversation volume, by brand, during Nov 2013.

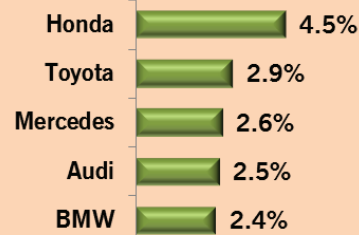
### PRICE

% Of Conversation Within Each Brand



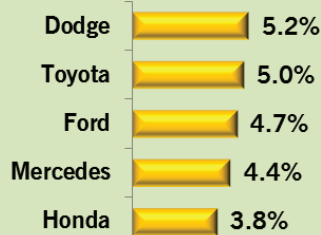
### QUALITY

% Of Conversation Within Each Brand



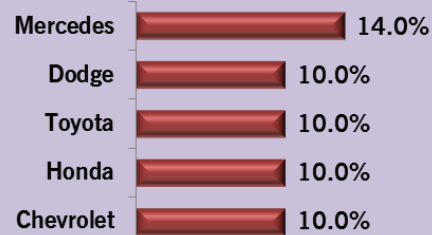
### FUEL EFFICIENCY

% Of Conversation Within Each Brand



### PERFORMANCE

% Of Conversation Within Each Brand



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