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OVERALL LUXURY INDUSTRY INSIGHTS:

In July, Mercedes earned the top spot in the Luxury SUV/CUV segment and BMW captured the top spot in the Luxury Car segment. Both ads contain a very strong focus on performance and feature the vehicle in action. BMW used the performance theme to appeal to the inner-child in us all whereas Mercedes used performance as way of showing that the vehicle can appeal to a variety of different consumers. The Mercedes ad also makes a concerted effort to communicate that the GLA is available at a very attractive starting price, which addresses many consumers' fears that they could never afford a Mercedes.

TOP LUXURY CAR AD:

The BMW ad, "Drive It," is the top performing luxury car ad in July. The ad chronicles the past 40 years of the BMW 3-series by showing various scenes of each generation driving aggressively on a variety of roads. The performance theme is evident throughout the ad mostly due to the visuals of the vehicles carving up the roads along with shots of the drivers power shifting the manual transmissions. The ad also shows quick clips of the tachometers, implying that the vehicles are being pushed hard. Further enhancing the performance theme are the consistent sounds of the motors revving. The stylish way in which the vehicle is being portrayed, along with the sporty essence of the ad, makes this a top ad in July.

PERFORMANCE DRIVERS:

Performance, Shows A Vehicle I'd Love To Buy, Quality, Makes Me Want To Take Action, Buzzworthy, Credible and Honest, Spoke Directly To Me, Visually Appealing



Brand:

BMW

Title:

"Drive It"

Length:

30 Sec



TOP LUXURY SUV/CUV AD:

Mercedes' GLA ad "Part of Everything" is the top luxury SUV/CUV ad in July. This ad achieves success by showing that the GLA has qualities that appeal to a variety of different needs consumers have. The ad focuses on themes known to resonate with luxury consumers such as performance, design, and innovation. But what really helps this ad excel is the fact that with the GLA you can have all of those things at a very attractive starting price. Frequently Phoenix gets comments from people indicating that they love Mercedes but don't think they could ever afford one. This ad reassures people that they can have an amazing design, great performance, and innovation at an attractive price, which is why this is a top ad in July.

PERFORMANCE DRIVERS:

Performance, Shows A New Side Of The Brand, Addresses Important Issues, Relevant, Relatable, Spoke Directly To Me, Informative, Makes Me Want To Take Action

Brand:

Mercedes

Title:

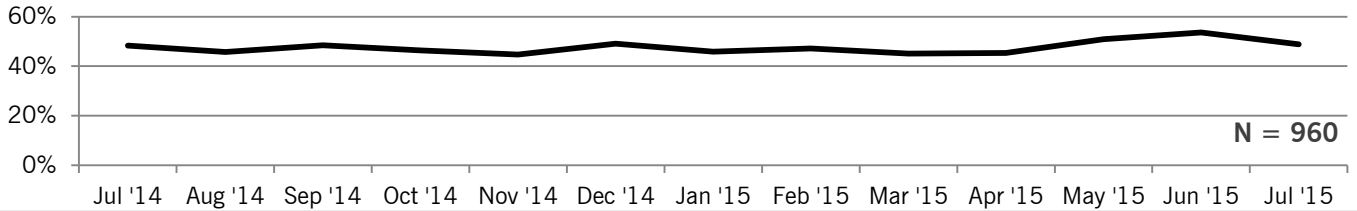
"Part Of Everything"

Length:

30 Sec

% OF INTENDERS PLANNING TO PURCHASE/LEASE WITHIN THE NEXT THREE MONTHS:

The percentage of near-term Intenders who plan to purchase in the next 3 months declined in July to 49% after a few months of steady inclines. Despite the decline, the year-over-year percentage is still higher than Jul '14.



In July, actions/intentions to Test Drive A Vehicle and Research My Next Vehicle Online saw somewhat large increases month-over-month, and along with Planning To Visit A Dealer, continued to be the action/intentions most frequently generated among 3-month intenders. Plans To Purchase/Lease From Same Dealer saw a somewhat large decline. Additionally, Loyalty To The Salesperson, Brand and Dealership, remain the actions/intentions that were least frequently generated among 3-month intenders.

AMONG 3-MONTH INTENDERS...

