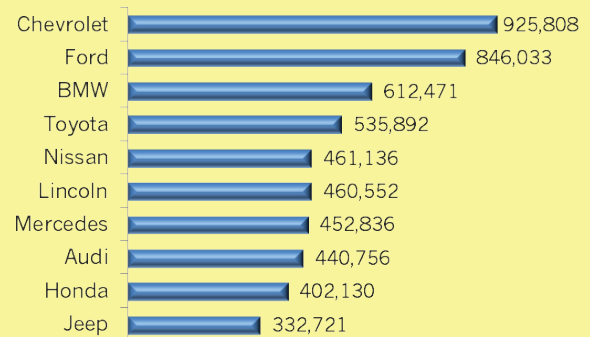


SOCIAL BUZZ REPORT - AUGUST

SUMMARY: During August, Chevrolet edged out Ford to lead overall online discussions, coinciding with recent new product launches / refreshes; though both brands generate notably more conversations than the remaining top brands. Discussions of *Quality* and *Fuel Efficiency* were strongest among the Ford brand. Discussions of *Quality* and *Fuel Efficiency* were strongest among the Ford brand. Nissan, not typically renowned for innovation, had the greatest mentions of *Innovation*. Not surprising given its “Ultimate Driving Machine” heritage, BMW was tied for the lead in *Performance* dialog. Interestingly, Ford had an equal percent of its online conversations that referenced *Performance*.

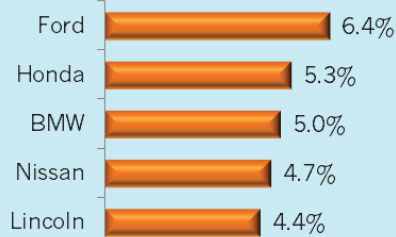
TOP AUTO BRANDS GENERATING ONLINE CONVERSATION



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

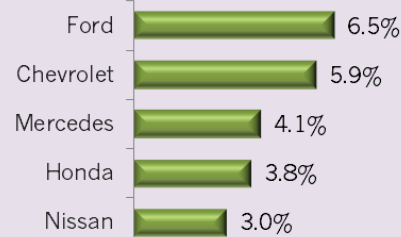
PRICE

% Of Conversation Within Each Brand



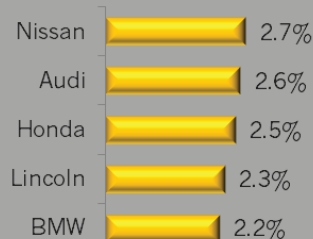
QUALITY

% Of Conversation Within Each Brand



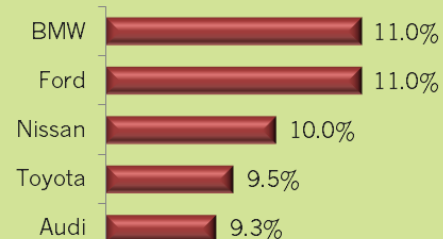
FUEL EFFICIENCY

% Of Conversation Within Each Brand



PERFORMANCE

% Of Conversation Within Each Brand



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