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## OVERALL INDUSTRY INSIGHTS:

Top ads from November benefit from showcasing PERFORMANCE and INNOVATION. For Toyota, it means depicting the otherwise mainstream Camry as a vehicle that can thrill. Audi takes the top spot for the second month running with its powerful message on innovation in the form of TDI clean diesel.



### TOP NON-LUX AD:

This ad aims to convince viewers that the Camry can be a thrilling vehicle by showing passengers ride in the car through an automotive obstacle course. It portrays Camry as a performance vehicle by briefly showing use of its paddle shifters after the car speeds around a steeply banked turn and into a straightaway.

**Brand:**

Toyota

**Title:**

“Obstacle Course”

**Length:**

30 Sec

### PERFORMANCE DRIVERS:

Engagement, Impact, and Empathy Connections



### TOP LUX AD:

This :30s version of last month’s top luxury ad condenses the same cinematic execution. Despite an unwitting attendant’s warning, a woman knowingly and confidently uses diesel fuel in her Audi. The ad claims, “The future is Audi TDI clean diesel.”

**Brand:**

Audi

**Title:**

“Clean Diesel”

**Length:**

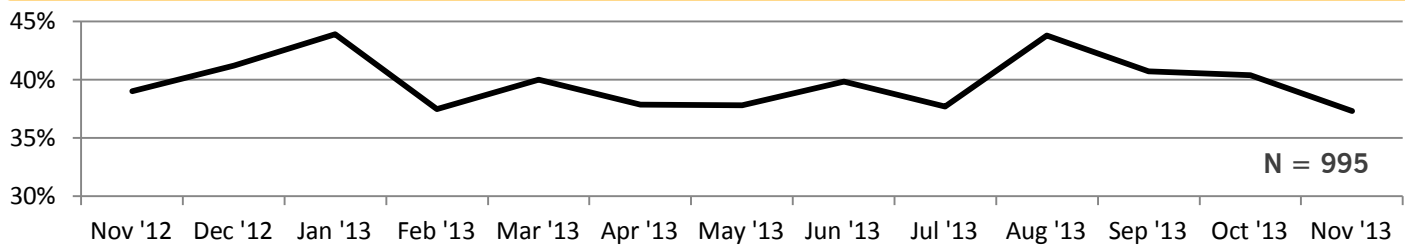
30 Sec

### PERFORMANCE DRIVERS:

Engagement, Impact, Cognitive, Relevance, and Empathy Connections

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

The percentage of November near-term Intenders who plan to purchase in the next three months declined insignificantly to 37%, which is slightly lower than November 2012.



From October to November, changes in market actions and intentions among 3-month Intenders varied. *Researching Vehicles Online, Test Driving Within 30 Days, and Visiting A Dealer* are still the primary actions near-term new vehicle intenders plan to take. However, dealer traffic intentions and salesperson loyalty saw the largest percentage decreases from October to November.

### AMONG 3-MONTH INTENDERS...

