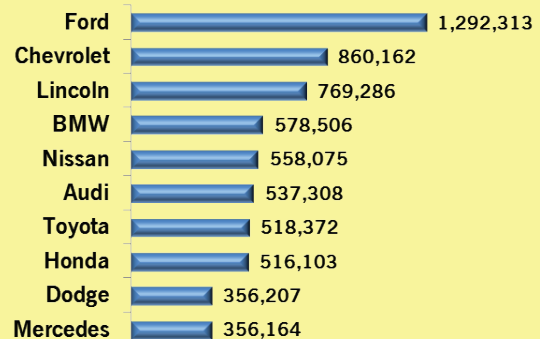




SOCIAL BUZZ REPORT - NOVEMBER

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.

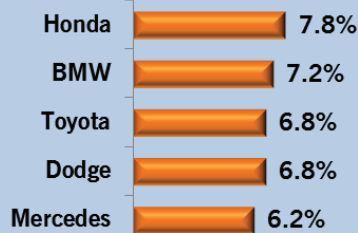
TOP AUTO BRANDS GENERATING ONLINE CONVERSATION



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

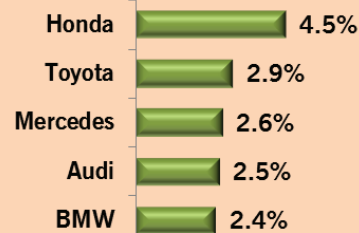
PRICE

% Of Conversation Within Each Brand



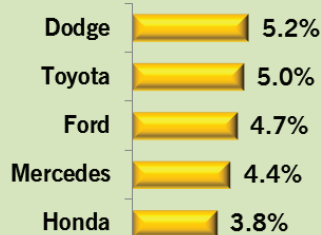
QUALITY

% Of Conversation Within Each Brand



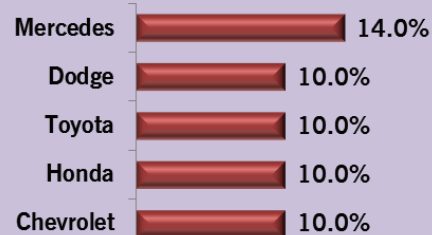
FUEL EFFICIENCY

% Of Conversation Within Each Brand



PERFORMANCE

% Of Conversation Within Each Brand



Phoenix Marketing International's Automotive Practice is the preeminent source for continuous online automotive brand and advertising tracking and concept/copy testing. Since 2007, over 8,300 unique TV and Print automotive ads have been tested against robust industry norms to determine effectiveness. To see other recently released reports from PMI, please visit www.phoenixmi.com/automotive-reports.