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## OVERALL LUXURY INDUSTRY INSIGHTS:

Mercedes continues to dominate the luxury car category again in March. Also reappearing (for the 4th time) is an Infiniti QX60 ad, which makes a strong impact on consumers' emotions. Both top performers contain themes that resonate well with luxury consumers (performance, safety and innovation). Each top performer has a strong, engaging storyline that captures the viewer's attention. Mercedes' Super Bowl ad capitalizes on a fun/playful storyline that highlights a performance theme to introduce the AMG GT supercar. Infiniti continues to achieve success by showcasing a unique and meaningful safety technology and how it can save lives.

### TOP LUXURY CAR AD:

Mercedes' Super Bowl ad, "Fable," was the top performing luxury car ad in Phoenix's March study. This ad contains a fun, humorous fairytale storyline with cute animated characters. The ad centers around the tortoise and hare fable everyone has known since they were a child, but adds a unique twist. Basically, the very slow tortoise is tired of the old adage "slow and steady wins the race" and decides to use his brain to beat the hare by driving a Mercedes AMG GT supercar. The strong performance feel is uniquely interwoven in an engaging storyline. The creativity of the ad, the performance visuals of the AMG GT, and the engaging storyline make this a top performing ad for Mercedes.

### PERFORMANCE DRIVERS:

Performance, Engaging, Attention Grabbing, Humorous, Cognitive & Empathetic Connection, Stylish, Shows A Vehicle Viewers Would Love To Buy, Portrays A Company Viewers Want To Associate With



**Brand:**  
Mercedes

**Title:**  
"Fable"

**Length:**  
60 Sec

### TOP LUXURY SUV/CUV AD:

"Back-Up Safety," yet again, captures the top spot (4th time). This ad continues to perform well because it does an amazing job of integrating strong safety and innovation themes. It features multiple scenes in which families are backing up in their QX60 and nearly collide with another vehicle. The ad benefits from making a strong emotional impact by showing the relief on parents' faces after potential accidents are averted. By including real-life vehicle demonstrations and showing the QX60 actually stopping itself, the ad was very relevant, relatable, and reassuring to the audience. Safety themed ads are known to resonate very well with luxury consumers, and this ad further supports that insight.

### PERFORMANCE DRIVERS:

Safety, Quality, Relevant, Cognitive/ Empathetic, Stylish, Portrays An Innovative Brand, Spoke Directly To Me, Speaks Directly to Consumers, Portrays A Company Viewers Want To Associate With



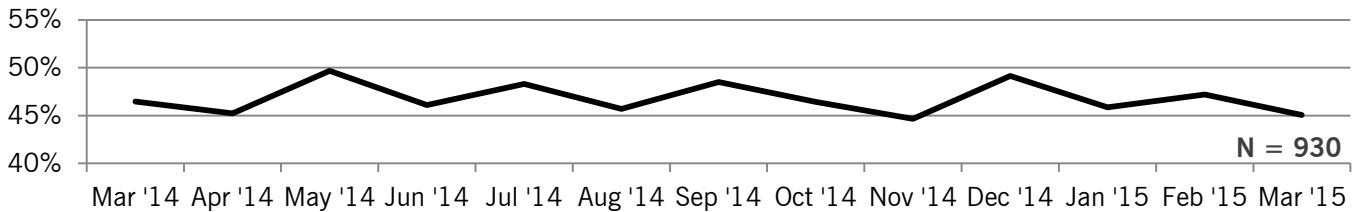
**Brand:**  
Infiniti

**Title:**  
"Back-Up Safety"

**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 three months declined slightly in March to 45%. This is the first time in the last 14 months that the year-over-year percentage is lower (vs. March '14).



Between February and March, all detailed actions/intentions remain the same or declined (exception Loyalty To Brand). The activities with the greatest decline since February include Visiting A Dealer For More Information and Researching Next Vehicle Online; however, both continue to generate the strongest percentage of intentions (just over 60%). Loyalty to Dealership, & Salesperson remain steady but continue to generate the fewest actions/intentions among 3-month intenders.

## AMONG 3-MONTH INTENDERS...

