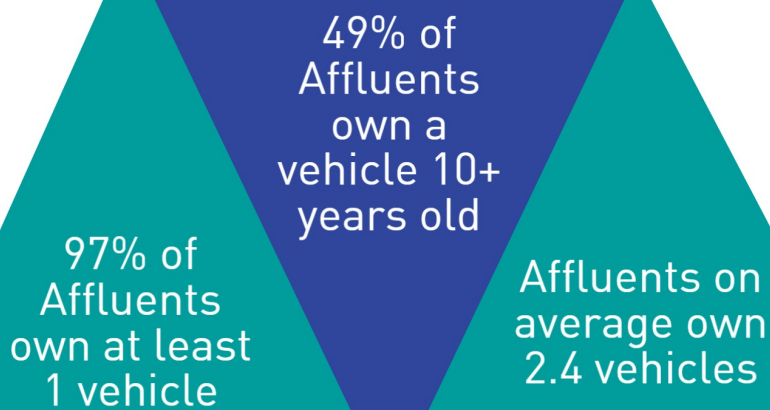


Affluents & Autos

Affluents (\$100K+ household income) are roughly one-fourth of the U.S. population, but they spend nearly half of all dollars spent on new vehicles. New data shows their garage is more mainstream than one might expect, but their interests in technology and innovation are strong.

The Affluent Garage

More mainstream than one might expect



Top Brands

% of Affluents owning each brand

25% 22% 21% 16%



TOYOTA



HONDA



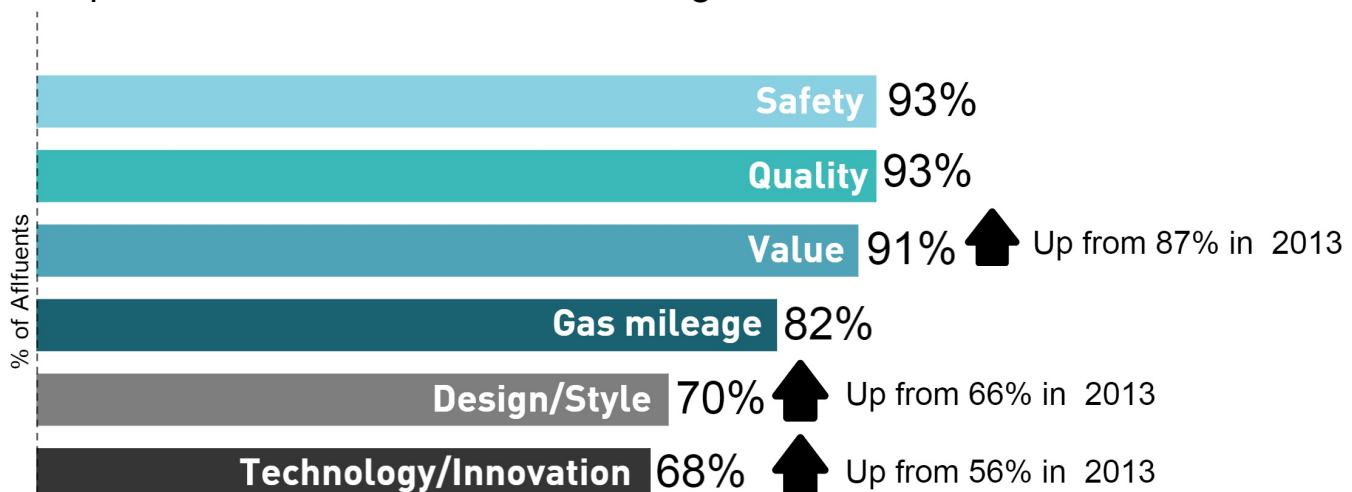
CHEVROLET

Source: Spring 2016 Ipsos Affluent Survey

Cognitive Cars

Tech the new must have

Important Attributes When Choosing a New Vehicle



Source: Q3 2015 Ipsos Affluent Barometer

Alternative Fuels

Lots of room to grow

9%

of Affluents have a hybrid/electric vehicle

44%

of Affluents will seriously consider purchasing a hybrid/electric vehicle for their next purchase

Source: Spring 2016 Ipsos Affluent Survey

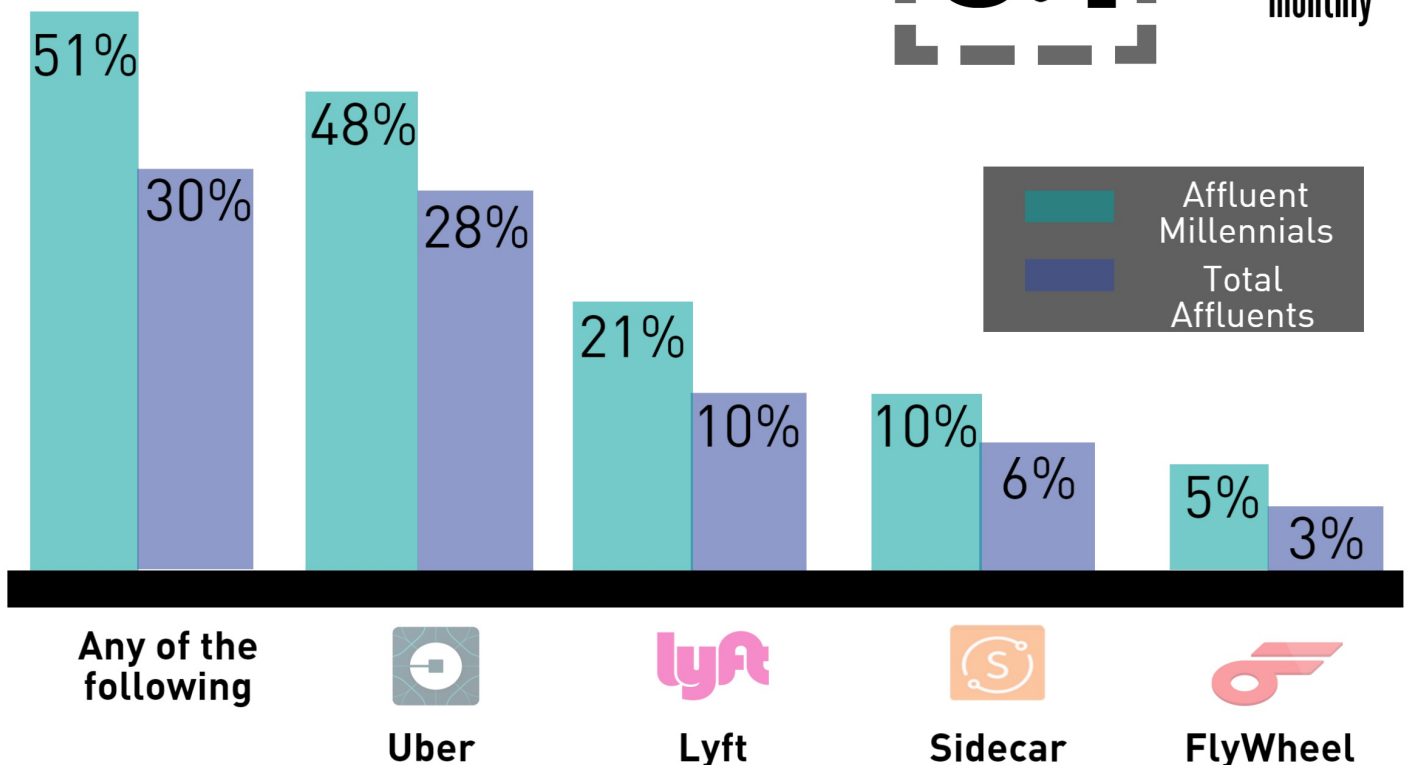
Car Sharing

One-third have apps, but 95% drive daily

% with car sharing app

5.1

Average # of times used monthly



Source: Q3 2015 Ipsos Affluent Barometer

Source: Ipsos Affluent Survey, Ipsos Affluent Barometer. Unless otherwise noted, all data are among adults with \$100,000+ in annual household income ("Affluents").

The Ipsos Affluent Survey is the longest-running, most widely-used study of Affluent Americans. For 40 years, it has tracked the lives, lifestyles, media habits and purchase patterns of Affluent Americans. More than 250 subscribing organizations, including some of the world's leading automotive brands, use it to support advertising sales, media planning, targeted marketing, consumer insights, and a range of other business applications.

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