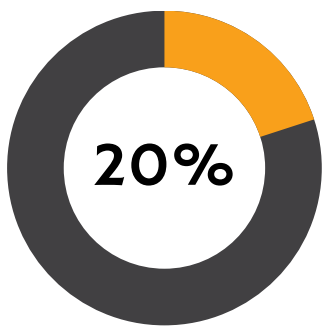


MARKET INSIGHTS

Quick review of April with recommendations to prep for Memorial Day



Lots are full, consumer payments are on the rise and shopper engagement is down an average of 10% across brands, with some seeing a decrease over 20%.

Speed-to-market and payment-first info is critical!

TIP Provide **highly relevant, helpful content consistently, end-to-end, across all digital channels** up-front!

Include lease and finance payments, savings, MSRP, compliant disclaimers, service coupons, and more - down to vehicle make, model, and trim level.

"We had our BEST new vehicle month of ALL TIME in April. On-the-fly changes with a partner that knows our objectives can make the difference between a good new car month, and a record one. "

— Kris McKinzie | GM | Kruse Buick GMC

LET'S TAKE A LOOK AT A FEW INDICATORS FROM LAST MONTH:

 11.4%

YOY SAAR increase in new light-vehicle sales

New light-vehicle sales in April 2023 rose significantly year-over-year. The 15.9 million unit SAAR for April 2023 represents an increase of 11.4% compared with a 14.3 million SAAR for April 2022.

 16%

Fleet sales from total sales in April

Increased vehicle availability, which alleviated some consumer and fleet pent-up demand, helped fuel the sales rise. According to Wards Intelligence, fleet sales were forecasted to account for 16% of total April 2023 sales.

 59%

YOY increased incentive spending per unit

According to J.D. Power, average incentive spending per unit in April was expected to total \$1,599 - an increase of 58.9% compared with April 2022.

CAPTURE BUYER INTENT THAT STILL SURROUNDS MEMORIAL DAY!

OEMs with more supply will be poised to offer incentives with many participate in Memorial Day discounting this month.

WE RECOMMEND

- Review your available incentives
- Update store closures/special hours
- Revise your campaign creative

WE CAN HELP! Automated pre-sets with dynamic digital content makes it EASY.

