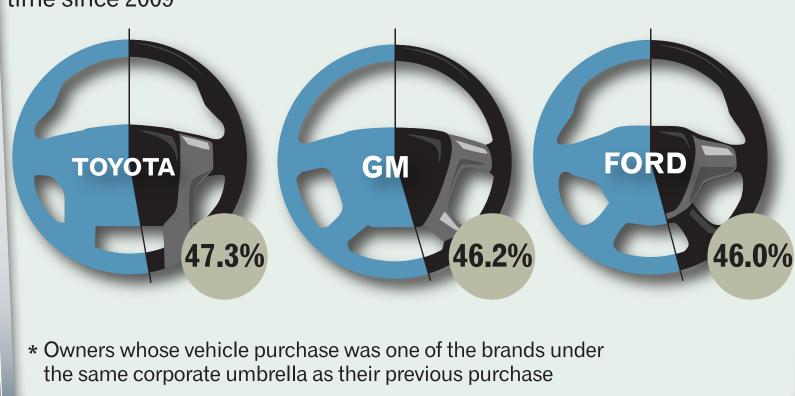
# AUTOMOTIVE MARKET INSIGHTS - 02 2012.

Experian Automotive's quarterly Loyalty and Market Trend analysis includes insight into key industry trends to help

provide a deeper understanding of the market, the vehicles and the people who buy them.

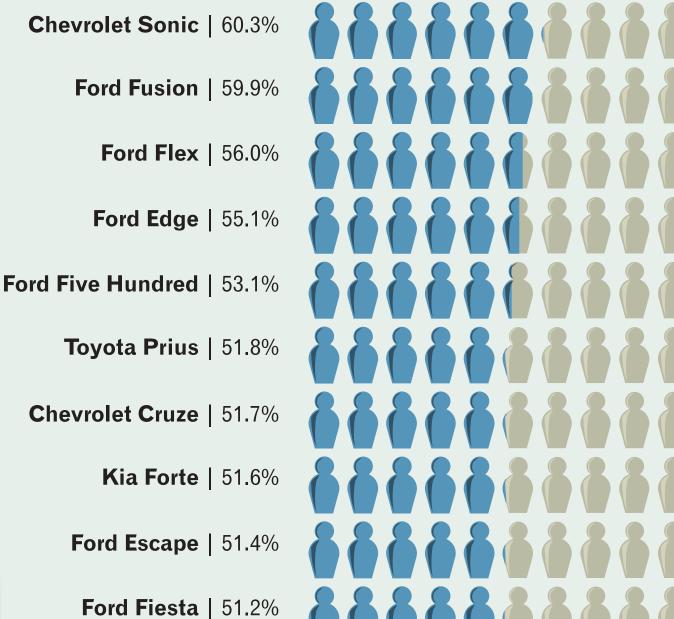
## CORPORATE LOYALTY\*

Toyota grabs the top spot in Corporate Loyalty for the first time since 2009



### BRAND LOYALTY

Ford tops the list in Brand Loyalty and takes 6 of top 10 models



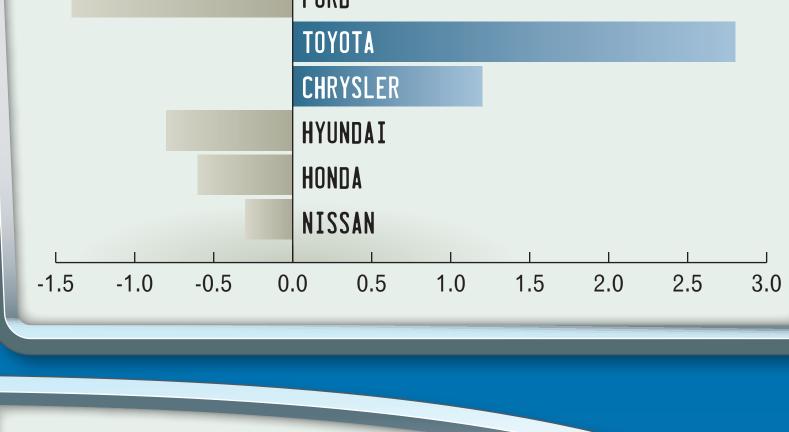
\*\* Owners of a specific model whose next purchase was from the

### Comparing Q2 2011 to Q2 2012

MARKET SHARE

same overall brand

**FORD** 



Toyota showed 2.8 percent

10.6 YEARS

market share gain

#### 10.3 YEARS 10.0 YEARS 9.8 YEARS

AVERAGE VEHICLE AGE

Q2 2012 average vehicle age up a full year from Q2 2008



### Q2 2012 up 11.7% from Q2 2011

2008

10/12 • 6459-CS

3.0 million

3.2 million

2.5 million

3.6 million

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**10.8 YEARS**