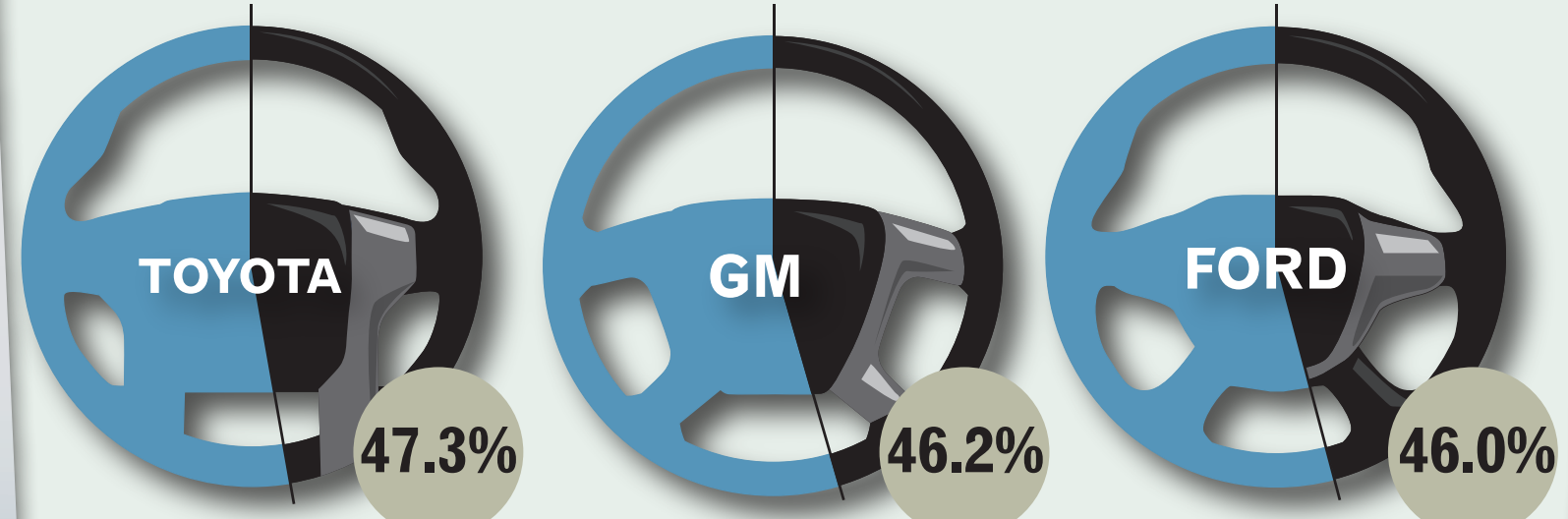


AUTOMOTIVE MARKET INSIGHTS — Q2 2012

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*

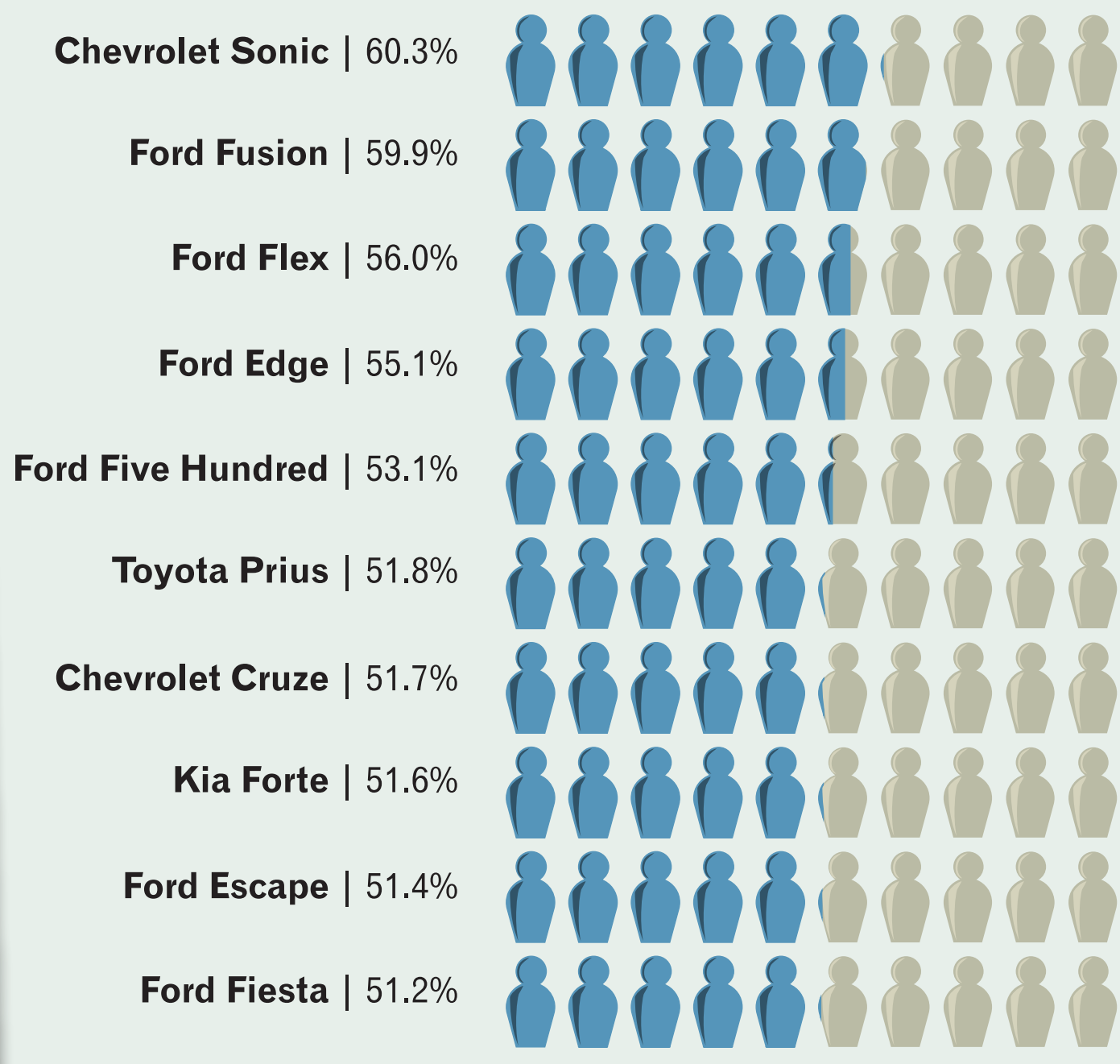
Toyota grabs the top spot in Corporate Loyalty for the first time since 2009



* Owners whose vehicle purchase was one of the brands under the same corporate umbrella as their previous purchase

BRAND LOYALTY**

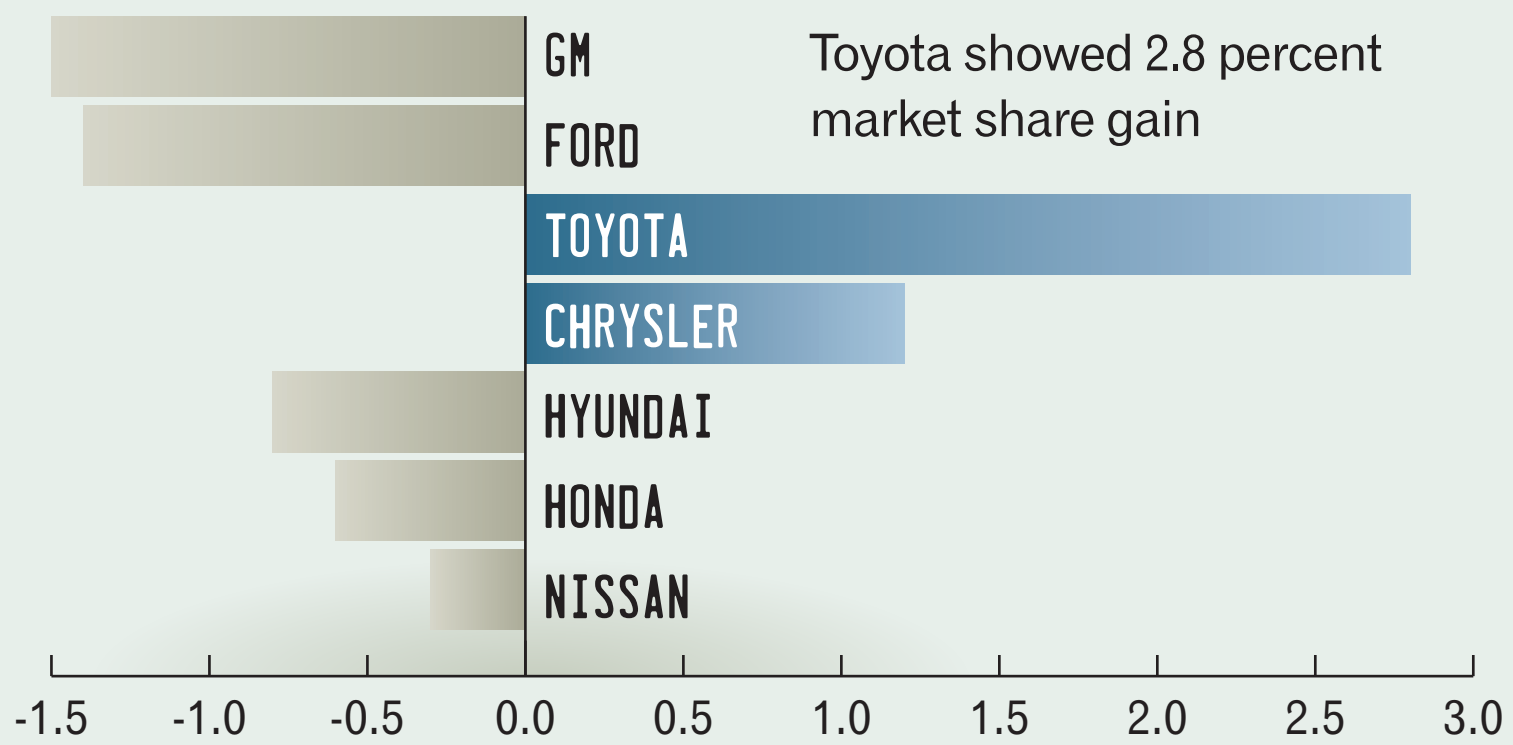
Ford tops the list in Brand Loyalty and takes 6 of top 10 models



** Owners of a specific model whose next purchase was from the same overall brand

MARKET SHARE

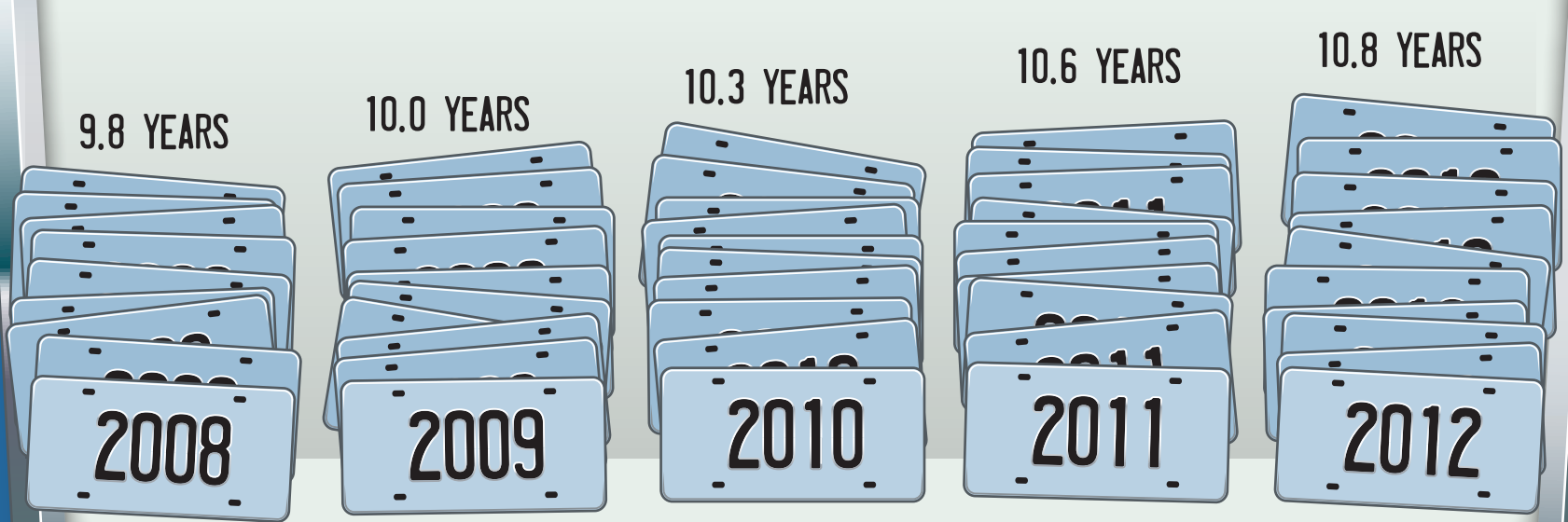
Comparing Q2 2011 to Q2 2012



Toyota showed 2.8 percent market share gain

AVERAGE VEHICLE AGE

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



VEHICLE PURCHASES

Q2 2012 up 11.7% from Q2 2011

