

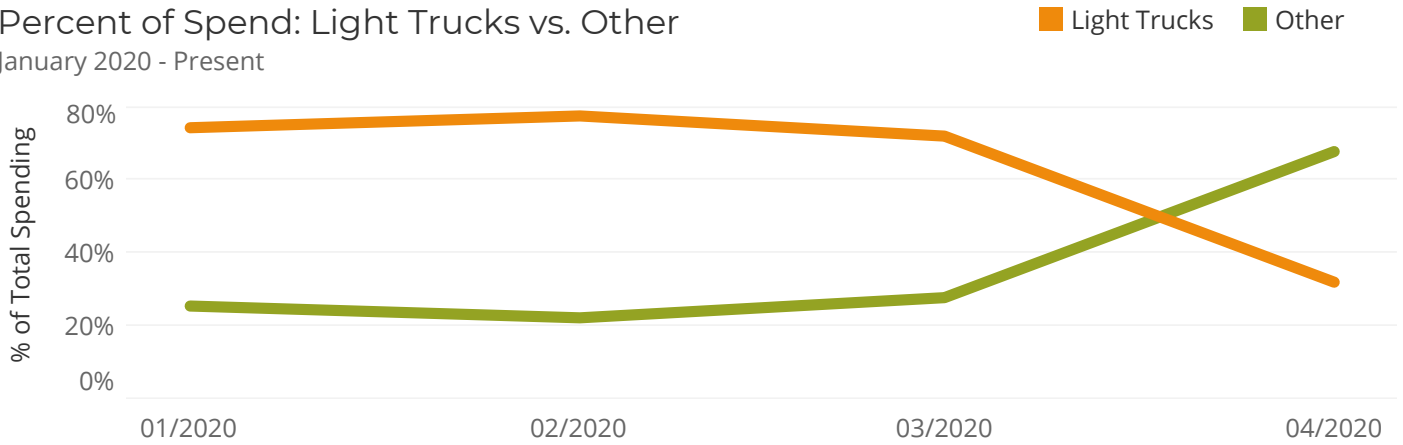
Light Truck Trends - Tiers 1 & 2

Light Trucks = vans, trucks, SUVs, CUVs; Other = all other models + general messaging

The light truck category dominated automotive ads and spend in Q1, 2020. Airings and spend for this category have decreased due to Covid-19, but based on the light truck boom in early 2020, we expect these models to be at the forefront of the auto industry's recovery. (Data current as of April 24)

Percent of Spend: Light Trucks vs. Other

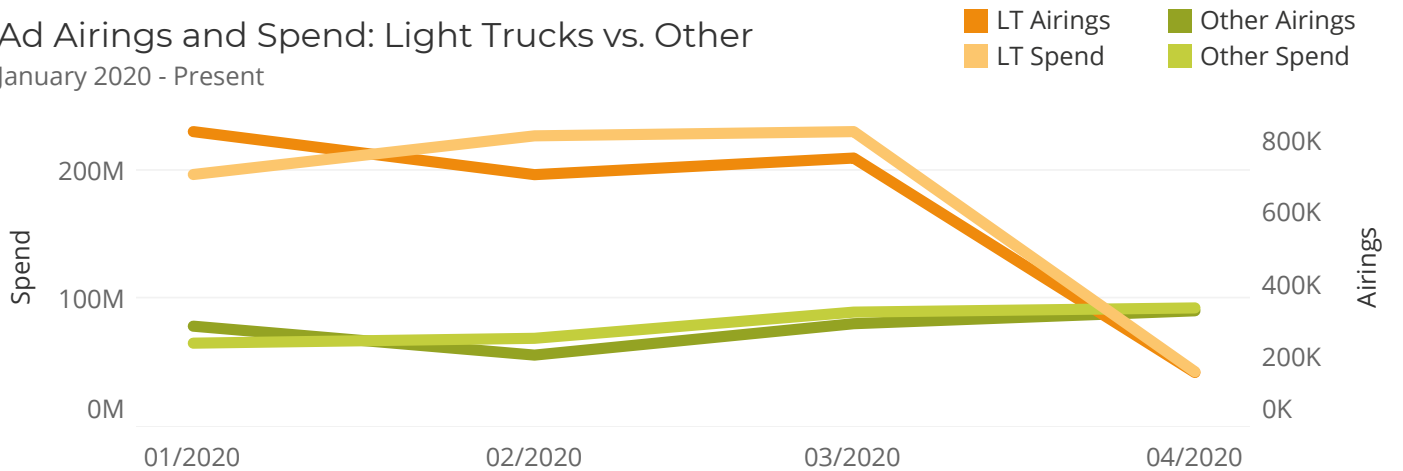
January 2020 - Present



Through March, light trucks accounted for an average of 75% of total auto spend. The rise of "other" ads during April is likely due to a 60% increase in ad spend on messages focused on service, support, and general offers.

Ad Airings and Spend: Light Trucks vs. Other

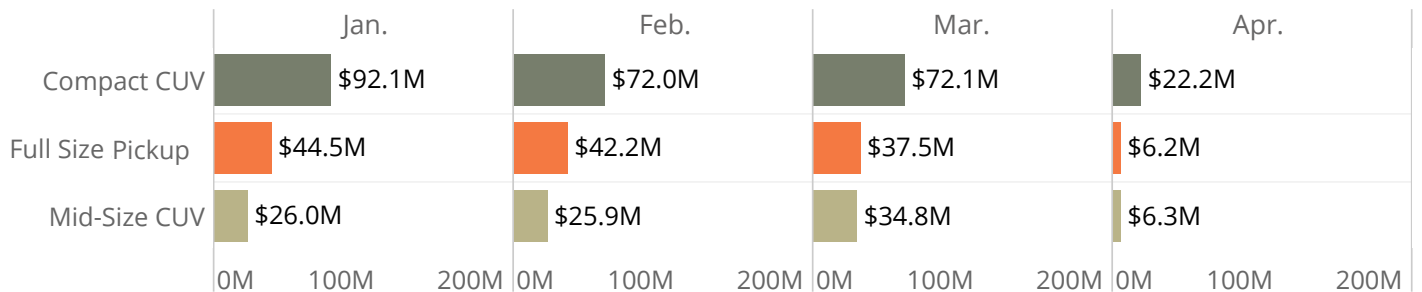
January 2020 - Present



Light trucks peaked at 824k airings and \$209M spend in March, but experienced an 80% decrease in airings and spend in April due to Covid-19. The "other" category actually saw both airings and spend rise, again likely due to Covid-19 messaging around servicing and support.

Ad Spend: Top Three Truck Sizes

2020



Compact CUVs remain the most popular light trucks, with a \$16M spend advantage over full size pickups in April.