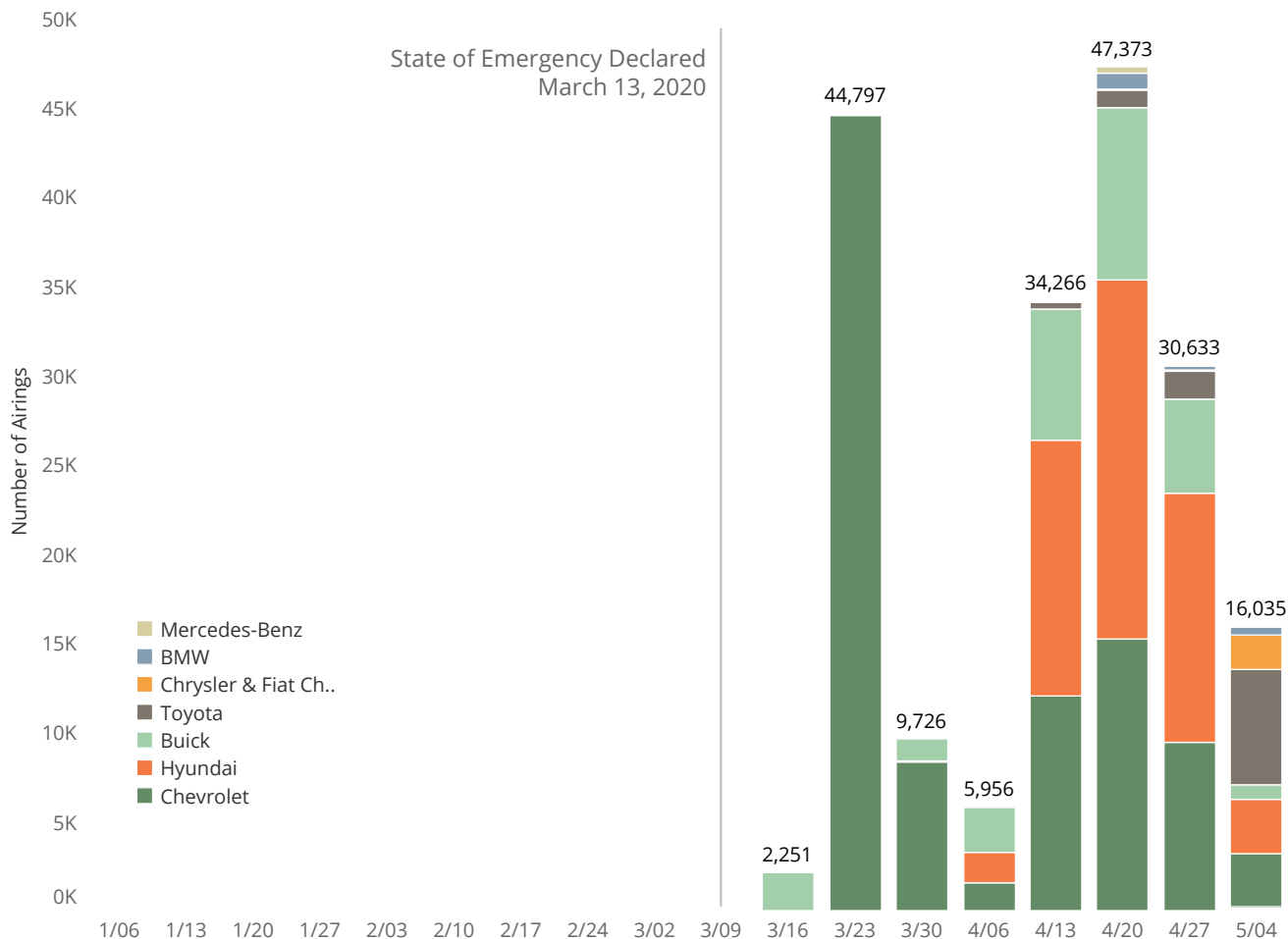


References to online car shopping have increased dramatically since a state of emergency was declared over Covid-19. In a search of ad transcripts, we did not find any ads that offered online shopping prior to the week of March 16. By the last week of April, 33 unique creatives referenced options to shop online and they aired more than 30,000 times. This data is current as of May 8, 2020.



Topline Totals

**Click on brand names to view ad examples*

Chevrolet Airings: 94.2K Spend: \$25.6M

Transcript Excerpt
 ... If you need a new vehicle, we have leases available on select 2020 models where current qualified lessees can practically sign and drive. You may even shop online and take delivery at home were available.

Hyundai Airings: 53.1K Spend: \$15.5M

Transcript Excerpt
 ... right now we're all safer at home. But should you need a vehicle, we have options to shop online, and a participating dealer will deliver it right to you.

Buick Airings: 29.4K Spend: \$7.1M

Transcript Excerpt
 ...If you need a vehicle who are offering 0% financing for up to 84 months plus, you may have the option to shop online and take delivery at home with shop click Drive.