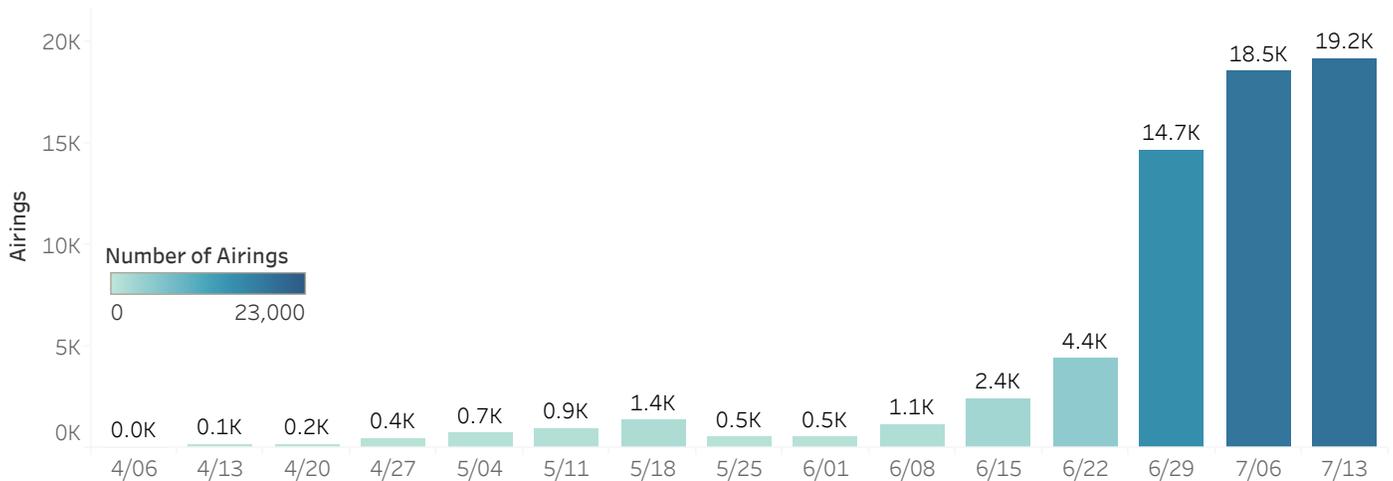


Used Car Ads Skyrocket in July

During Covid-19 closures, car dealers offered consumers incredible deals on new vehicles. The deals worked, but because manufacturing plants were shut down, car dealers are now facing inventory shortages and turning to used vehicles for sales.

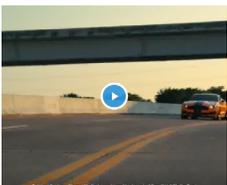
Ads for "Used" or "Pre-Owned" Vehicles



Ad transcription data from April - July shows a rapid increase in the number of ads that refer to "used" or "pre-owned" vehicles. So far in July, ads mentioning "used" or "pre-owned" vehicles have aired 9,000 times more than similar ads in all of April.

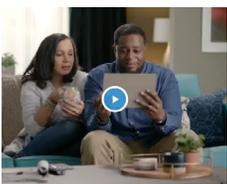
Top Used Vehicle Advertisements

Ford, Mercedes-Benz, and Toyota are the top three advertisers to air ads for used and pre-owned vehicles.



FORD
Tier 1
13.7K Airings
[Click to view](#)

... Visit your Ford dealer, finance a new, certified pre-owned, or used vehicle through Ford credit. And if you lose your job you can return it for up to one year from the day you buy it. You can also get 0% APR financing for 72 months across the Ford lineup...



MERCEDES-BENZ
Tier 1
4.8K Airings
[Click to view](#)

... Visit the Mercedes-Benz summer event or shop online at participating dealers. Get 0% APR financing up to 36 months on select new and certified pre-owned models.



TOYOTA
Tier 1
4.5K Airings
[Click to view](#)

...The best new cars make the best used cars, so look no further than Toyota. Every certified used Toyota has passed a 160 point quality assurance inspection, and you get a seven year, 100,000 mile limited powertrain warranty...