

January 2013 Dataium Automotive Shopper Intensity Report

The Dataium Automotive Shopper Intensity Index (ASI) is a leading indicator of Automotive Retail Sales. We show that Automotive Retail Sales closely mirror the fluctuations of the ASI. This index serves as an early predictor of the next 30 – 45 days of automotive retail sales.

The index was relatively flat in December, up by a mere 0.39%, indicating a slowdown in January. Based on this, Dataium forecasts the US Retail SAAR in January to be 12.2 million retail units.

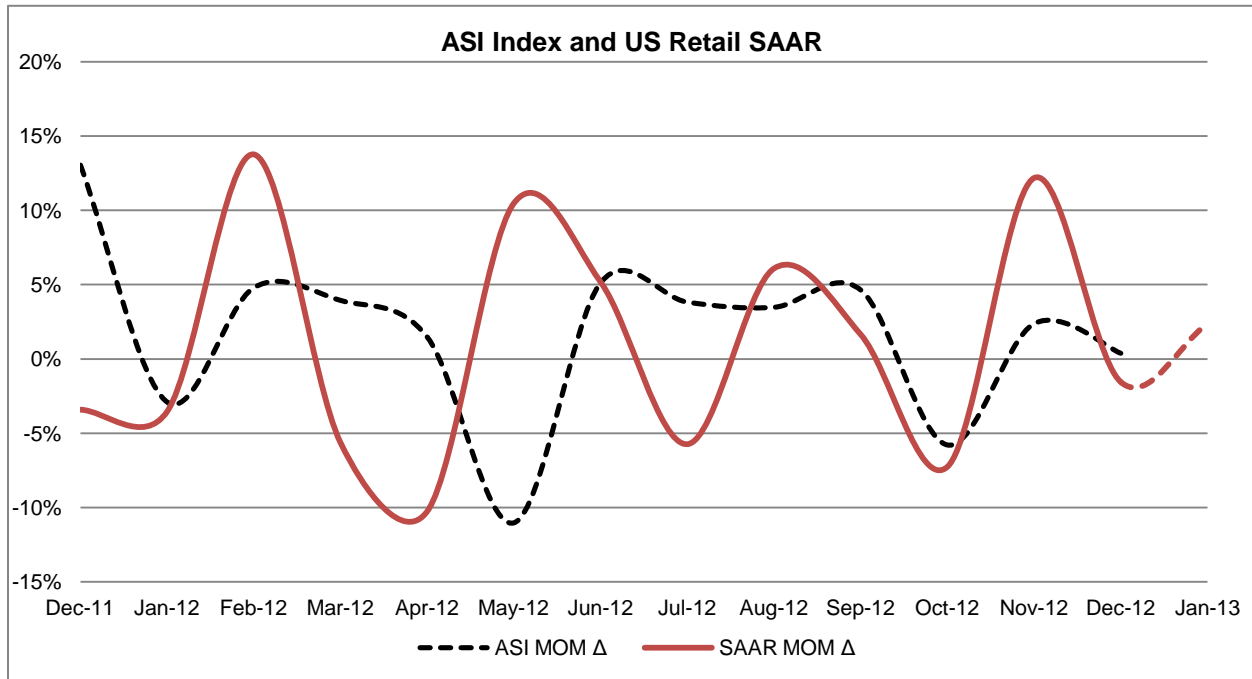
For a second straight month, shopping intensity for mid-size sedans remained high, with three models within the segment ranking highest in ASI for new vehicles. The report identifies intensifying interest for the Honda Accord, which rose from 9th place in December, to rank highest in new vehicle ASI this month. However, the Accord faces strong competition in the New Year from the Hyundai Sonata, which, for the second month in a row, exhibited one of the largest month over month increases in its segment, and ranked second in ASI for new vehicles.

With regards to makes, Toyota continues to outperform both the domestic and import brands alike, with three models: the Camry, Tacoma and Tundra included in the top ten new vehicle ranking for three straight months. However, overall intensity around the brand has gradually declined, with each model dropping a spot or two in the ASI ranking since November.

A notable entry to the top ten ASI new vehicle ranking was the popular compact sedan from Hyundai, the Elantra. For the past two months, the Elantra has outperformed much of the competition in the compact segment in terms of shopping intensity. The ASI report also indicates that despite a slight bump in shopper interest owing to a recent redesign, the Nissan Sentra still trails other compacts within the segment.

Eric Brown, CEO of Dataium noted, "It wasn't a fiscal cliff but the market did slow." He added "However, the mitigation is consistent with past holiday incentives and clearance sales hangovers."

Chart 1. Dataium ASI % Change vs. US Retail SAAR % Change



*Source JD Power US Retail SAAR and US Census Bureau

*Dataium Estimate US Retail SAAR

Table 1. US Retail SAAR vs. Previous Month ASI Index (Forecast)*

	November 2012	December 2012	January Forecast
US Retail SAAR MOM % Chg.	12.2%	-1.55%	* 12.2 Million Retail Units
ASI Index Prev MOM % Chg.	2.38%	.39%	

* Dataium Estimate US Retail SAAR

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Table 2. US Retail SAAR vs. Actual Sales (Year Over Year)

	December 2012	December 2011	% Chg. 2011
US Retail SAAR (In Millions)	12.4	11.3	9.7%
US Retail Sales	1,358,600	1,240,263	13.8%

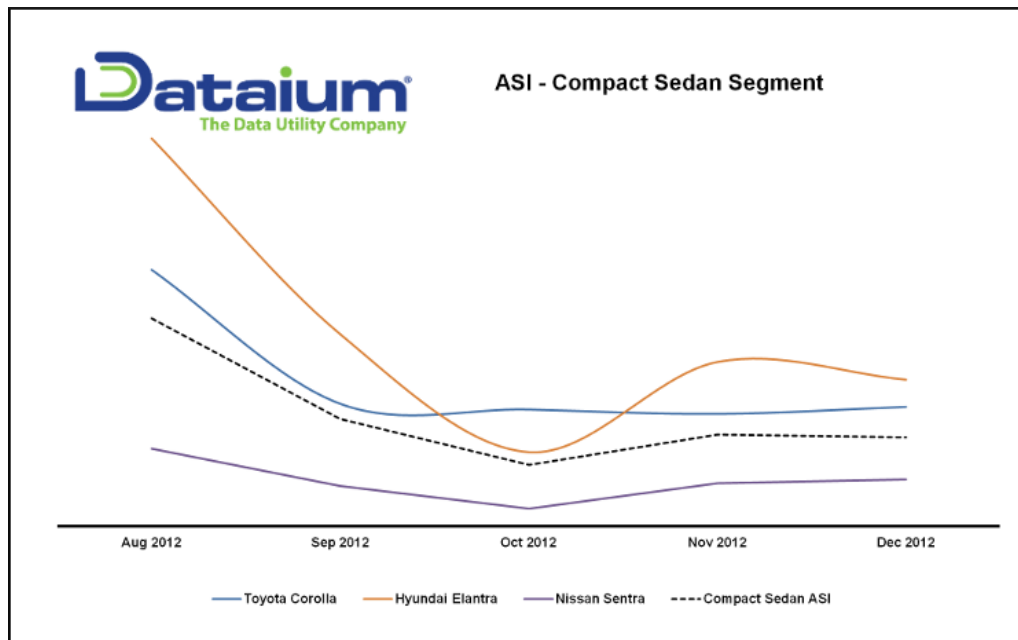
*Dataium ASI Estimates and JD Power

Table 3. Dataium ASI - New Vehicle Ranking

Vehicle	December 2012 Rank	November 2012 Rank
Honda Accord	1	9
Hyundai Sonata	2	**
Toyota Camry	3	2
Toyota Tacoma	4	3
Nissan Altima	5	4
Kia Sorento	6	**
Hyundai Elantra	7	**
Kia Optima	8	**
Honda CR-V	9	**
Toyota Tundra	10	7

** was not ranked in the top 10

Chart 2. Month over Month Compact Sedan ASI % Change



To request complete access to Dataium's ASI predictive modeling tool on future consumer demand by make, model, trim level, segment, region, and market, contact Dataium at www.dataium.com/contact, or call 877-896-DATA (3282).