

November 2012 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 report illustrates that the ASI index, a leading predictive indicator of automotive retail sales, reversed course in October, and reflecting seasonal trends, declined 5.78% from September.

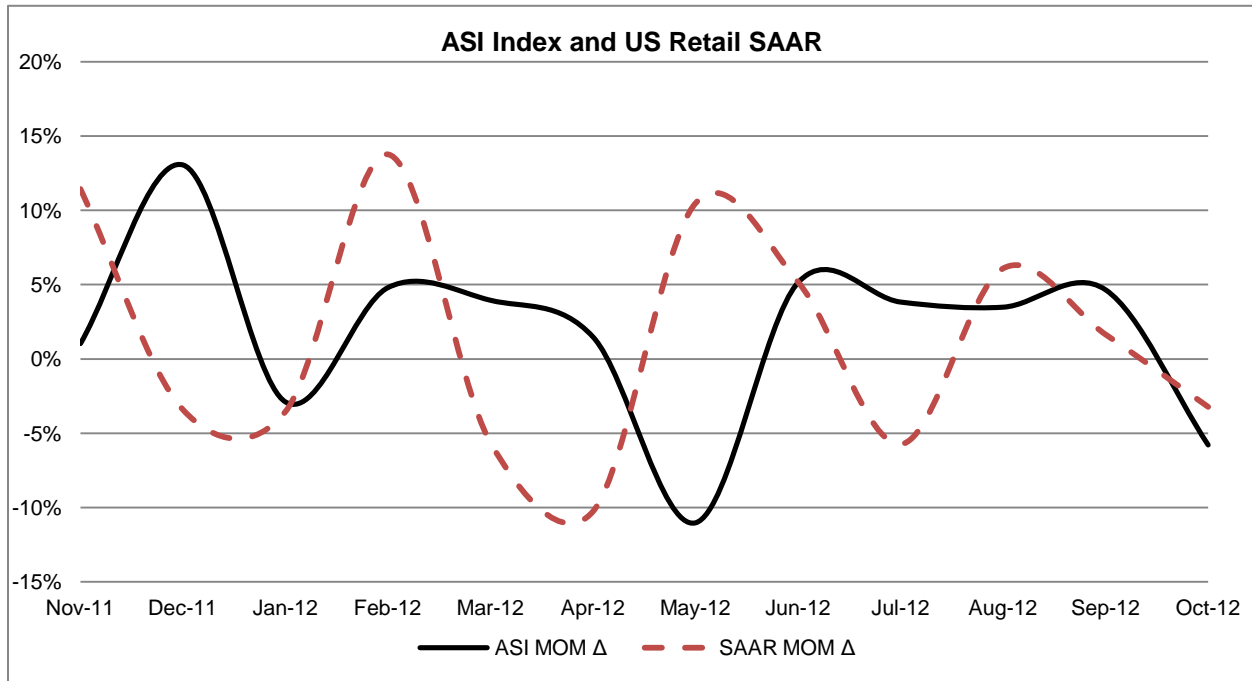
Despite two major recalls within the past few months, shopping intensity around the Toyota brand remains at an all-time high, with the ASI ranking five Toyota models: the Camry, RAV4, Tacoma, Tundra and Prius in the top 10 for new vehicles. Moreover, the Toyota Camry gained a spot from last month to rank highest in ASI of all new vehicles.

Similar to September, October introduced many newcomers to the top ten ASI ranking list, including three luxury imports: Acura's MDX and RDX along with the BMW 328i. Additionally, in October, the former top ASI ranked auto for the past three months, the Chevrolet Silverado, experienced the largest declines in intensity of all new vehicles, and consequently, fell off the top ten list.

The Honda CRV, which has been consistently ranked in the top ten for new vehicles since July, moved up a spot in October, to rank fourth. Furthermore, despite the lack of manufacturer incentives, the CRV has consistently outperformed the compact SUV market since June.

Eric Brown, Dataium CEO stated, "Import brands continue to dominate consumer interest and show no sign of weakening. This is reflected in continued expansion of their US based production capacity and consistent release of new models that are attracting new consumers in to the market."

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



*Source JD Power US Retail SAAR and US Census Bureau

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

	September 2012	October 2012	November Forecast
US Retail SAAR MOM % Chg.	1.64%	-3.23%	Negative
ASI Index Prev MOM % Chg.	4.65%	-5.78%	

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

	October 2012	October 2011	% Chg. 2011
US Retail SAAR (In Millions)	12	10.5	14.3%
US Retail Sales	943,200	832,551	13.3%

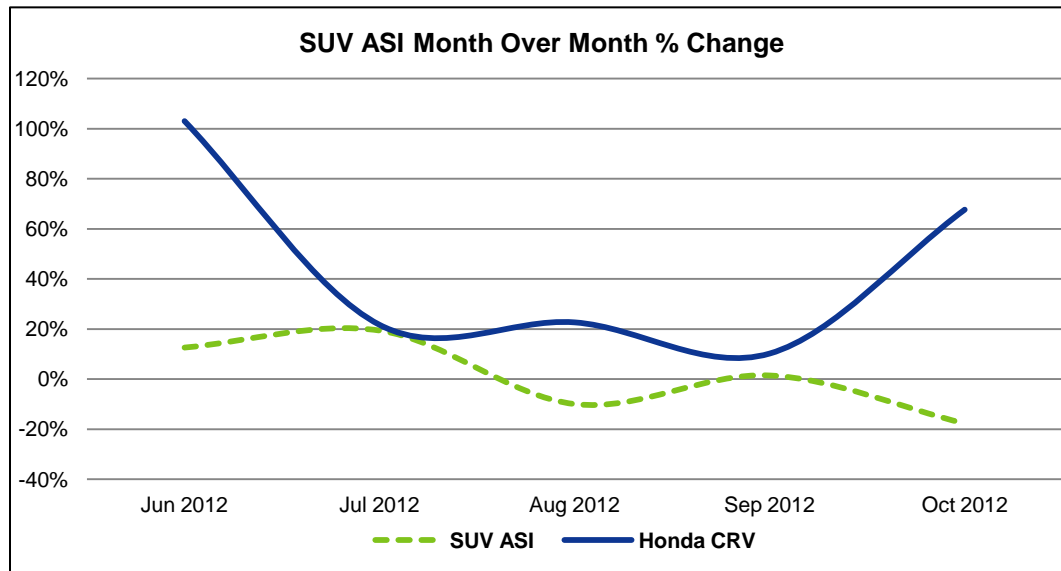
*Dataium ASI Estimates and JD Power

Table 3. Dataium ASI - New Vehicle Ranking

Vehicle	October 2012 Rank	September 2012 Rank
Toyota Camry	1	2
Honda Civic	2	**
Acura MDX	3	**
Honda CR-V	4	5
Toyota RAV4	5	9
BMW 328i	6	**
Toyota Tacoma	7	**
Acura RDX	8	**
Toyota Tundra	9	**
Toyota Prius	10	**

** was not ranked in the top 10

Chart 2. Month over Month SUV 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).