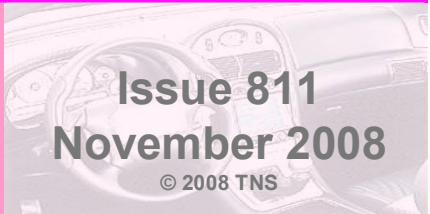


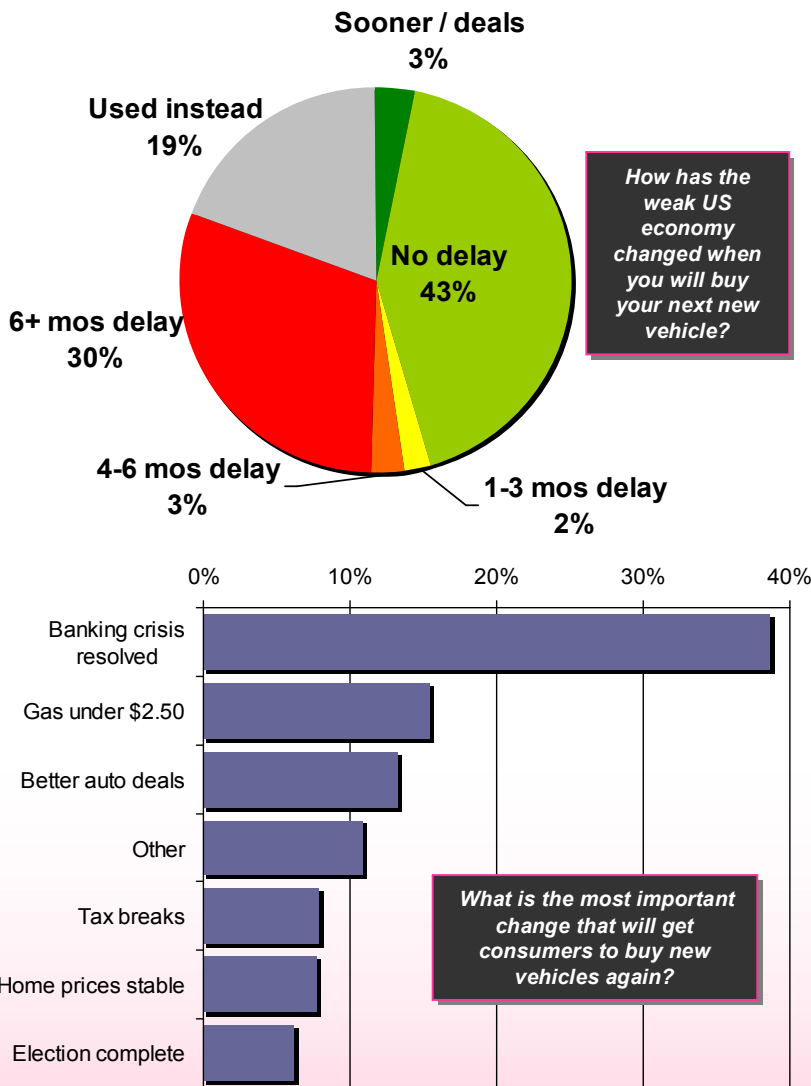


the sixth sense of business™

# TNS.SENSE<sup>SM</sup> AUTOMOTIVE



## VEHICLE PURCHASE DELAYS



Consumers have many reasons to delay new vehicle purchases, including the recession, lack of confidence, and a weak stock market. TNS asked 2500 consumers how the current economy has **impacted their new vehicle purchase decisions** (top chart).

There are **two camps**: Excluding those that said they do not buy new vehicles, **43% have not changed** their purchase horizon. But nearly half said they have **delayed** a purchase by over 6 months or are opting for a **used vehicle** instead. Few have delayed for less than 6 months or are buying sooner (to capitalize on deals).

TNS also asked respondents to identify the most important change that would **re-start vehicle sales** (left). Resolving the **banking crisis** was the leading answer, which may be tied to consumers' inability to get credit. Only 13% felt **incentives and related deals** on vehicles would help. Respondents completed the survey *before* the election; its completion will do little to jump start vehicles sales.

The results suggest **distinct sets of tactics to drive sales**: one recognizing consumers still in market and the other for those now out of the market.. For the former, it is crucial to quantify and influence consideration and shopping behavior continuously, and to **address the credit challenge**. For the latter, consider tapping into revenue associated with delayed (and used vehicle) purchases, such as from **parts and service**. But it is also crucial that brands **remain top of mind** with those consumers when they do come back.

TNS is the world's foremost provider of custom research and analysis, combining in-depth industry sector understanding with world-class expertise in the areas of new product development, segmentation and positioning research, brand and advertising research and stakeholder management. For additional information on these results contact Lincoln Merrihew of TNS Automotive (Lincoln.Merrihew@tns-global.com) or Melanie Mumper of TNS Marketing (Melanie.Mumper@tns-global.com)