Worst is behind us as vehicle sales grew more than 70% from April to May.

Public transportation concerns along with low fuel costs could yield incremental vehicle purchases in the coming months and years.

3 million leases will expire before the end of 2020 representing a ripe opportunity to reach consumers ready to buy.

Engage opportunistic consumers now to ensure business continuity in 2021 by leveraging better consumer data.

Over 70% of consumers either agree or are indifferent about marketing during the coronavirus outbreak (eMarketer 2020).

Nomads - consumers who don’t demonstrate loyalty to specific auto brands - represent over half of the buyers that are in-market now - this represents a critical conquest opportunity.

Nearly 7 million new retail vehicles to be sold between May-December 2020.

9 million in-market consumers are ready to buy without strong loyalty to a specific brand.

3 million consumers are coming off lease this year.

100+ new vehicle introductions and refreshes are planned for 2020-2021.

1.4 million in-market US households own a discontinued brand.

Advertising during COVID-19

Five-point action plan

1. Maintain loyalty – protect the base with a sound communication plan and going back to fundamentals
2. Eliminate waste – mass marketing is out, data-driven performance marketing becomes the new normal
3. Capitalize on opportunities – off-lease and deal-seekers are ready to hear about options
4. Leverage incentives – deal terms are better than ever
5. Measure what matters – measuring vehicle sales demonstrates true ROI

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