

Polk Automotive Solutions

New EV Audiences Now Available



Polk Audience's New EV segments

A new taxonomy crafted specifically for the EV marketplace

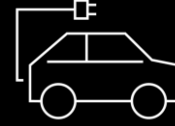
- 150+ segments covering EV buying behavior and vehicle replacement
- EV specific in-market and owner audiences at the segment and make level



Extensive EV Audience Suite

Built from rich knowledge, robust data sets and **true expertise**

- Historic buying patterns
- New buying behaviors
- Lifestyle triggers
- Financial profiles
- Complete garage view



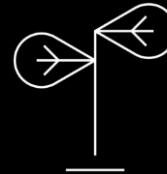
Owner Audiences

- Aggregated vehicle information by fuel type
- Vehicle disposal behavior



Comprehensive customer profiles

- Garage profile – vehicles owned
- HH demo and lifestyle attributes



New EV buying behavior profiles

- Full understanding of different EV buying customers and motivations
- Migration patterns by segment, class and fuel type

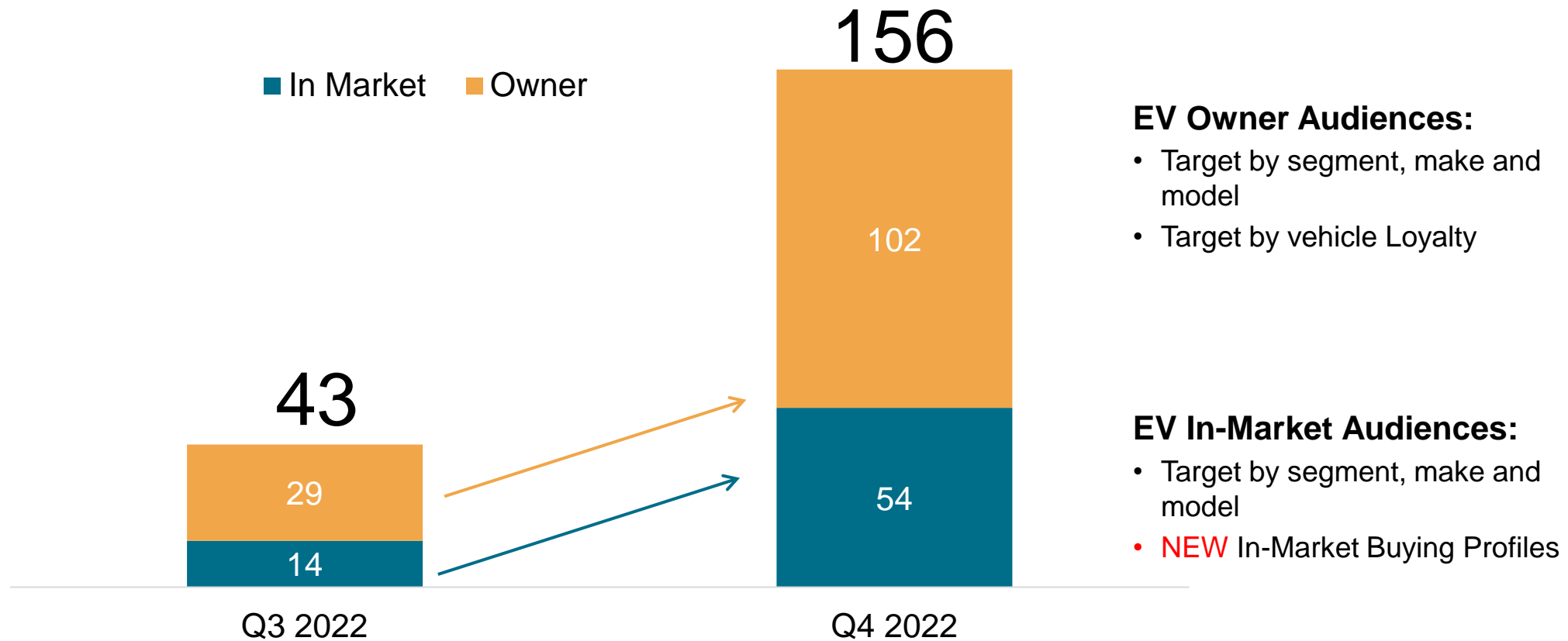


Best-in-class

- Industry leading, proprietary modeling capabilities

Polk Audience's EV segments grow nearly 4x

Target In-Market and Owner audiences by segment, make and model



NEW EV In-Market Buying Profiles

Target by garage profiles and customer buying motivations

Are they replacing a vehicle?

EV: Replacing ICE

HHs likely to purchase an EV in the next 6 months and replace an existing gas vehicle

EV: Replacing EV

HHs likely to purchase an EV in the next 6 months and replace an existing EV



**Someone is
In-Market
for an EV**

Are they adding to garage?

EV: Adding to garage

HHs likely to purchase an EV in the next 6 months and keep existing vehicle(s)

EV: Adding additional EV to garage

HHs that already own an EV and are likely to purchase another one in the next 6 months to add to their garage

EV: First vehicle purchase

HHs likely that first vehicle purchase will be an EV within the next 6 months

Polk Audiences: EV Segments Menu

Helping brands connect with EV shoppers

Polk Audiences has more than tripled the number of available EV segments, spanning Owners and In-market shoppers—that gives marketers the opportunity to target at the segment, make, and model level.

Polk Audiences: EV segments menu

Owner Audiences – Vehicle Type

- Owns Electric Vehicle

Owner Audiences – Loyalty Segments

- Electric Vehicle Super Loyalist
- Electric Vehicle Loyalist
- Electric Vehicle Nomad
- EV or Hybrid Super Loyalist
- EV or Hybrid Loyalist
- EV or Hybrid Nomad
- Tesla Super Loyalist
- Tesla Loyalist
- Tesla Nomad

Owner Audiences – Vehicle Segments

- Any Luxury EV
- Any Non-Luxury EV
- Compact Car EV
- Compact Luxury Car EV
- Subcompact Car EV
- Subcompact Luxury Car EV
- Mid-Size Car EV
- Full-Size Luxury Car EV
- Prestige Sport EV
- Compact Utility EV
- Compact Luxury Utility EV
- Subcompact Utility EV
- Subcompact Plus Utility EV
- Subcompact Plus Luxury Utility EV
- Lower Mid-Size Luxury Utility EV
- Upper Mid-Size Luxury Utility EV
- Full-Size Half Ton Pickup EV
- Full-Size Half Ton Luxury Pickup EV

Owner Audiences – Vehicle Make

- Audi EV
- BMW EV
- Chevrolet EV
- Fiat EV
- Ford EV
- Genesis EV
- Global Electric Motors EV
- GMC EV
- Honda EV
- Hyundai EV
- Jaguar EV
- Kia EV
- Lucid Motors EV
- Mazda EV
- Mercedes-Benz EV
- Mini EV
- Mitsubishi EV
- Nissan EV
- Polestar EV
- Porsche EV
- Rivian EV
- Smart EV
- Tesla EV
- Toyota EV
- Volkswagen EV
- Volvo EV

Polk Audiences: EV segments menu

Owner Audiences – Vehicle Model

- Audi E-Tron Gt EV
- Audi E-Tron EV
- BMW Active EV
- BMW I3 EV
- Chevrolet Bolt Euv EV
- Chevrolet Bolt EV
- Chevrolet Volt EV
- Chevrolet Spark Ev EV
- Fiat 500 EV
- Ford F150 EV
- Ford Focus EV
- Ford Fusion Plug in EV
- Ford Mustang Mach-E EV
- Genesis Gv60 EV
- GMC Hummer EV
- Honda Clarity EV
- Hyundai Ioniq 5 EV
- Hyundai Kona EV
- Jaguar I-Pace EV
- Kia Ev6 EV
- Kia Niro EV
- Kia Soul EV
- Lucid Motors Air EV
- Mazda Mx-30 EV
- Mercedes-Benz B EV
- Mini Cooper EV
- Mitsubishi I Miev EV
- Nissan Leaf EV
- Polestar 2 EV
- Porsche Taycan EV
- Rivian R1T EV
- Smart Fortwo EV
- Volkswagen E-Golf EV
- Volvo C40 EV
- Volvo Xc40 EV
- Tesla Model 3 EV
- Tesla Model S EV
- Tesla Model X EV
- Tesla Model Y EV
- Volkswagen Id.4 EV

Polk Audiences: EV segments menu

In-Market: Buying Behavior

- Adding EV to garage (HH owns another vehicle)
- Adding additional EV to garage (HH already owns at least one EV vehicle)
- EV is first new vehicle purchase
- Replacing ICE (gas) vehicle with an EV (disposes replacement vehicle within 90 days of purchase)
- Replacing current EV with a new EV (disposes replacement vehicle within 90 days of purchase)

In-Market Audiences: Vehicle Type

- In-Market Electric Vehicle (0-6 months)
- Future In-Market Electric Vehicle (12-24 months)

In-Market: Vehicle Segments

- Any Luxury EV
- Any Non-Luxury EV
- Compact Car EV
- Compact Luxury Car EV
- Subcompact Car EV
- Full-Size Luxury Car EV
- Full-Size Half Ton Luxury Pickup EV
- Compact Utility EV
- Compact Luxury Utility EV
- Subcompact Utility EV
- Subcompact Plus Utility EV
- Subcompact Plus Luxury Utility EV
- Lower Mid-Size Luxury Utility EV
- Upper Mid-Size Luxury Utility EV

In-Market: Vehicle Makes

- Audi EV
- Chevrolet EV
- Ford EV
- Hyundai EV
- Kia EV
- Lucid Motors EV
- Mercedes-Benz EV
- Mini EV
- Nissan EV
- Polestar EV
- Porsche EV
- Rivian EV
- Tesla EV
- Volkswagen EV
- Volvo EV

In-Market: Vehicle Models

- Audi-E-Tron EV
- Audi-E-Tron Gt EV
- Chevrolet Bolt Euv EV
- Chevrolet Bolt EV
- Ford Mustang Mach-E EV
- Volkswagen ID4 EV
- Hyundai Ioniq 5 EV
- Hyundai Kona EV
- Kia EV6 EV
- Kia Niro EV
- Tesla Model 3 EV
- Tesla Model S EV
- Tesla Model X EV
- Tesla Model Y EV
- Volvo C40 EV
- Volvo XC40 EV