

Polk Automotive Solutions

Polk Audiences: New EV product suite

Q1, 2023



Polk Audiences - new EV portfolio

A taxonomy crafted specifically for the EV marketplace

150+ EV segments

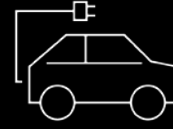
...covering buying behavior and in-market and owner audiences at the segment, class, make and model level



Extensive EV audience suite

Built from rich knowledge, robust data sets and true expertise

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



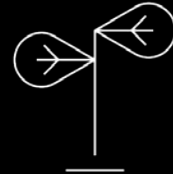
Owner Audiences

- 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



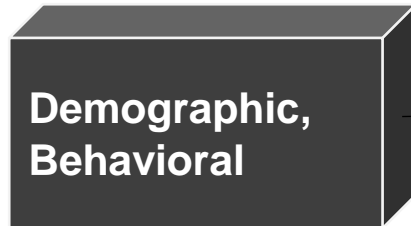
Best-in-class

- Industry leading, proprietary modeling capabilities

Built from rich knowledge, robust data sets and true expertise

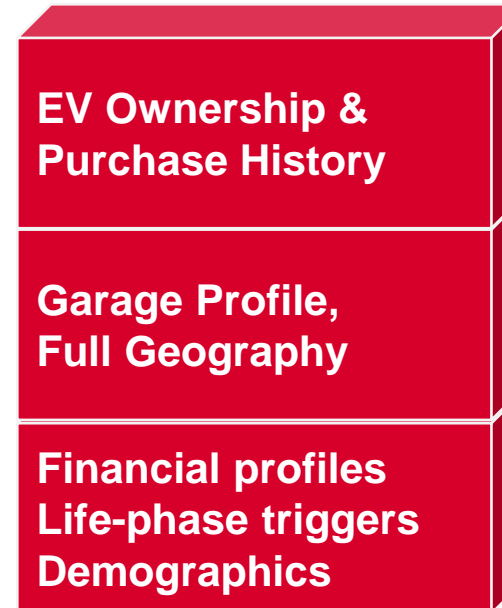
Not all EV audiences are created equally

How some “EV”
models are designed



- Likes the environment
- Affluent, college educated
- Lives along the coasts and in regions with high EV sales

How Polk Audiences' EV
models are built



Multisource

- Owns an EV(s)
- Purchased EV(s)
- Loyalty

30+ years owner history

- Make, model, segment, fuel type, class
- Vehicle migration

Complete product lifecycle

- Auto purchase style and disposal
- Lease/Loan terms, credit profile
- Service transactions
- Household characteristics

Polk Audiences - EV segments grow nearly 4x

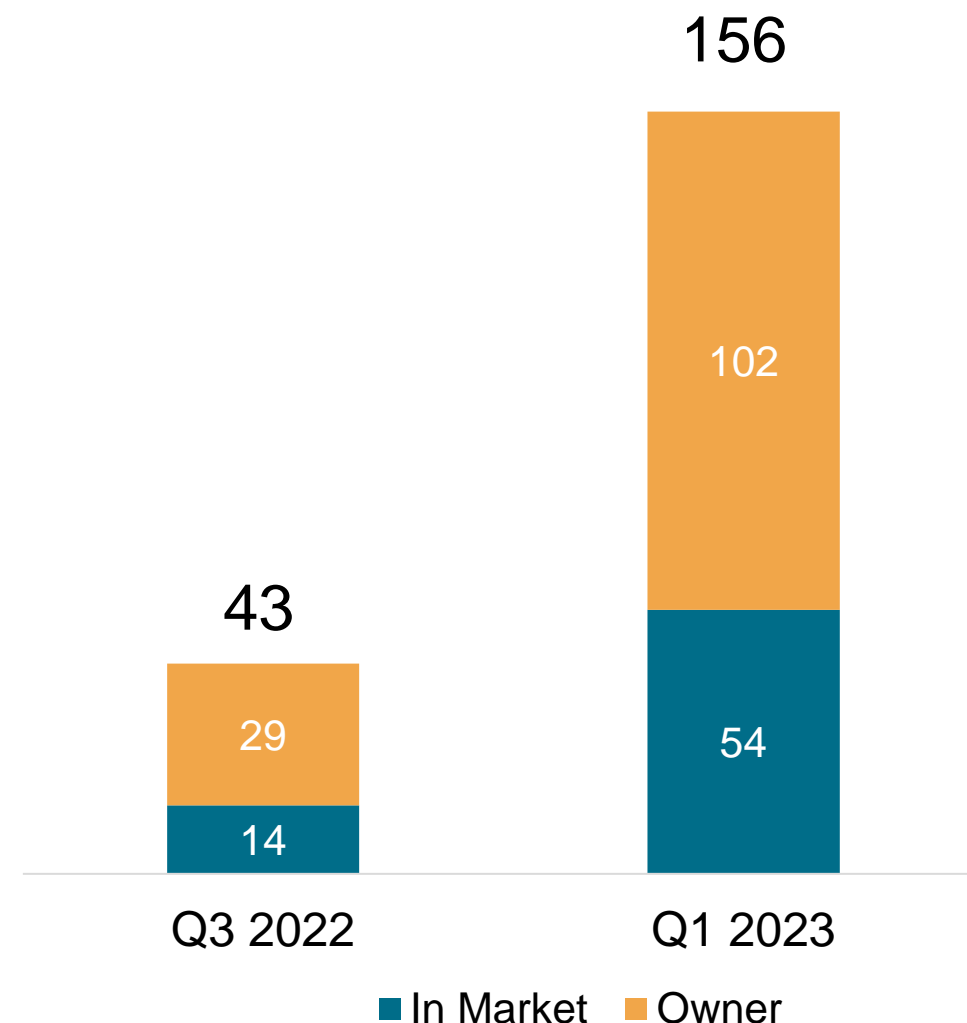
EV owner audiences:

- Target by segment, make and model
- Target by vehicle loyalty

EV in-market audiences:

- Target by segment, make and model
- NEW in-market buying profiles

Available Polk Audiences - EV segments



New EV in-market buying profiles

Target by garage profiles and customer buying motivations

Are they **replacing** a vehicle?

40% of EV sales are replacement vehicles

EV: Replacing ICE

HHs likely to purchase an EV and replace an existing gas vehicle

EV: Replacing EV

HHs likely to purchase an EV and replace an existing EV



**Someone is
in-market
for an EV**

Are they **adding** a vehicle?

60% of EV sales are garage additions

EV: Adding EV to garage

Likely to purchase an EV and keep existing vehicle(s)

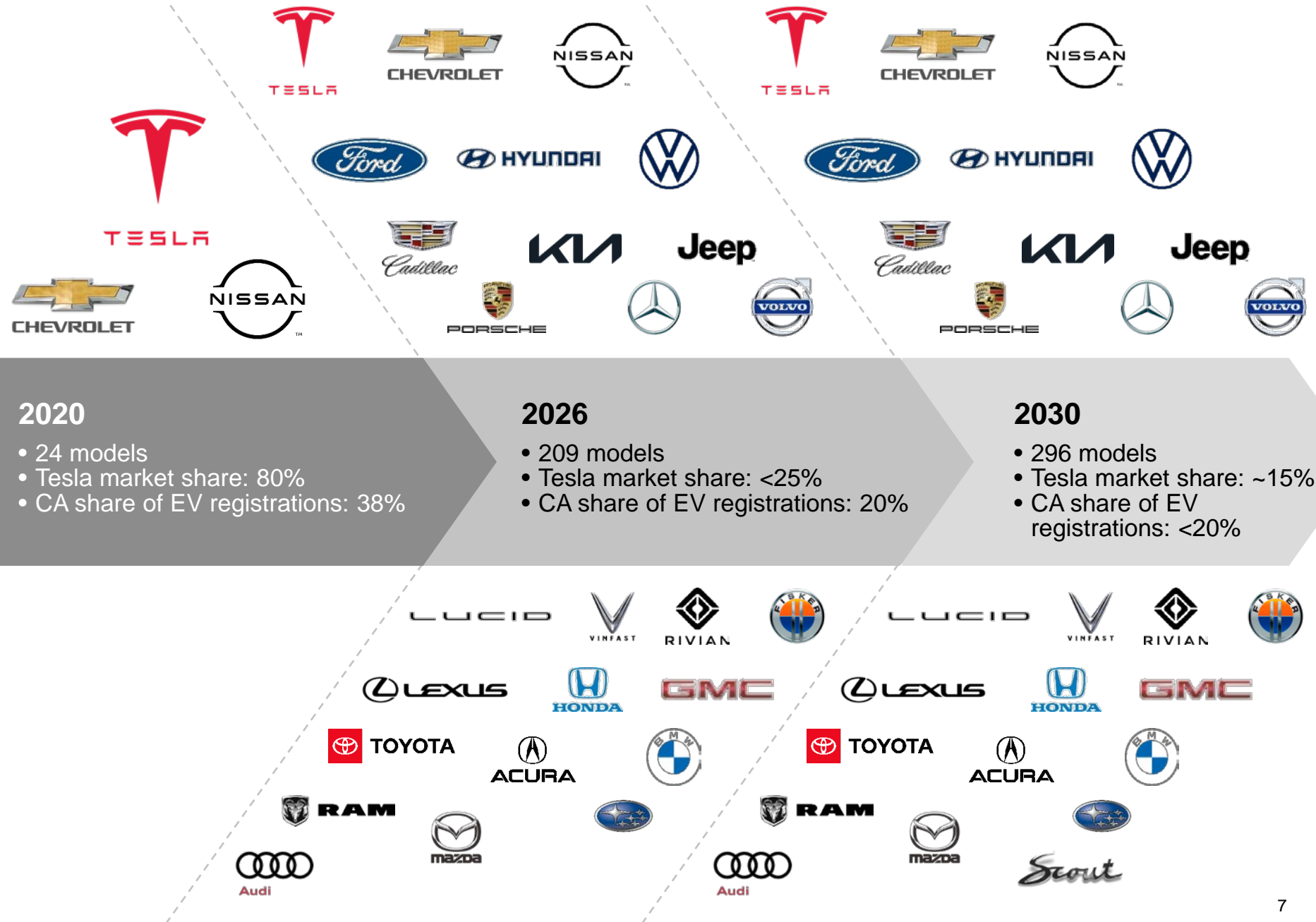
EV: Adding additional EV to garage

Already own EV and are likely to purchase another one to add to garage

EV: First vehicle purchase

Likely that first vehicle purchase will be an EV

US EV
landscape:
+12x
model growth
over the
decade

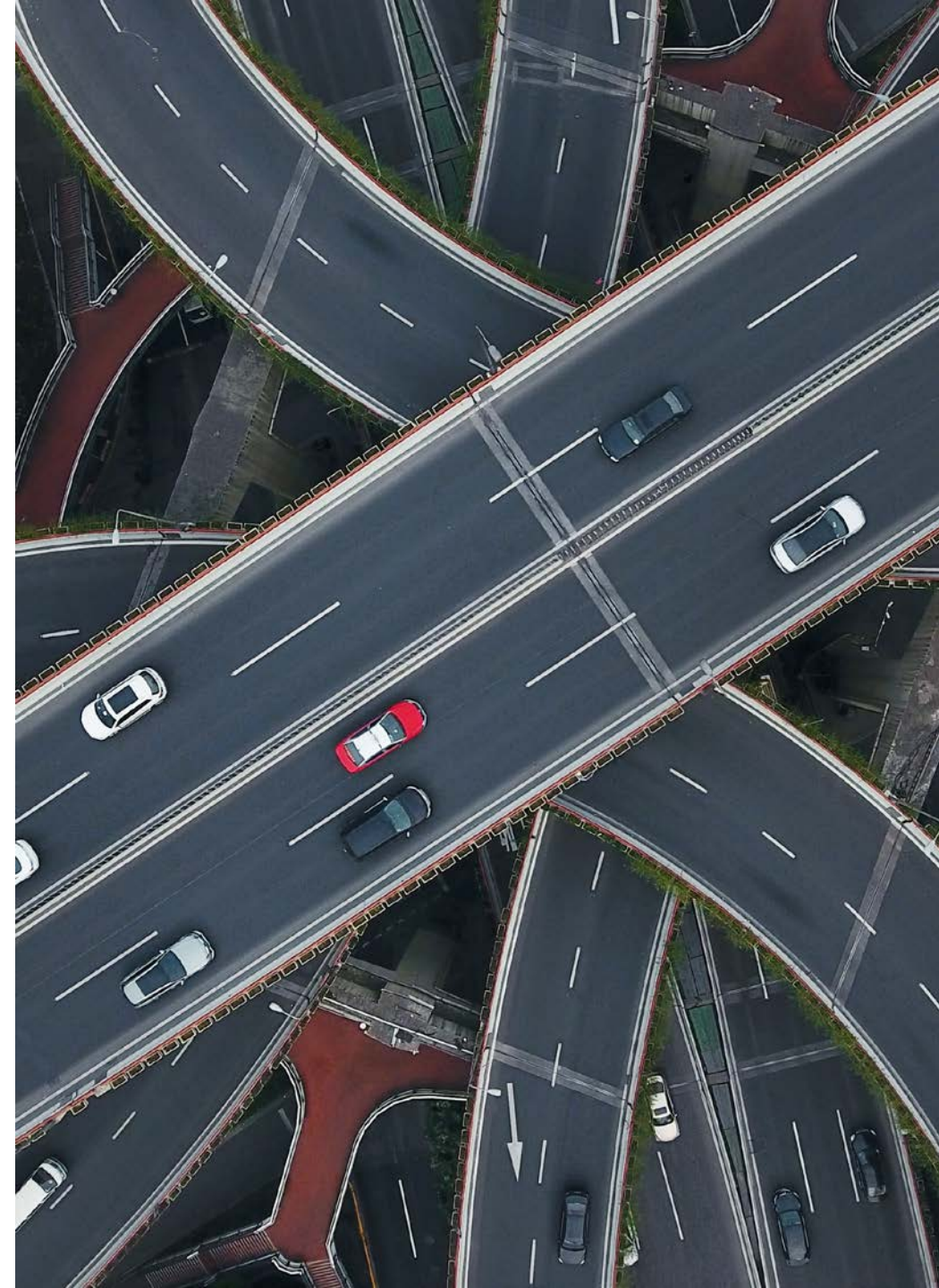


Polk Audiences: EV segments menu

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.

Q1, 2023



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

Thank you

