

The 2020 Auto Show Immersion Report ©

The Auto Industry's Auto Show ROI Report

Automakers spend significant resources on their auto show programs and require reliable metrics to defend and justify this investment as well as to maximize its ROI.

According to Foresight's annual *Season Attendance Reports* ©, on average 6.8 million US households attend their local auto show every year. Nearly 4.7 million of these tell us they are in-market for a new vehicle in the next 12 months.

The question becomes - how many sales actually resulted? And how can auto shows be best leveraged to maximize that return?

Conducted annually since 2009, the *Auto Show Immersion Report* © is the only independent, third-party and industry wide source for auto show ROI.

2020 Report Subscription: US \$12,000
Report Available: July 2020

Data Source / Methodology

- ✓ 5,000+ nationally surveyed recent new, non-fleet car and truck buyers
- ✓ Vehicle sales October 2018-September 2019
- ✓ Sampled by brand/sales weighted by market share & buyer demographics

For more information or to subscribe:
Contact Christopher Stommel, President
Office (248) 608-1870 x 12
steve@foresightresearch.com

455 South Livernois, Suite C-14
Rochester Hills, Michigan 48307 USA
www.foresightresearch.com



Report Focus and Content

The Auto Show Business Case and ROI

Key KPIs on auto show contributions to immediate and future sales:

- ✓ Size and penetration of auto show attendance by new car & truck buyers
- ✓ Auto show influence on buyers' shopping and purchase decisions
- ✓ Brand consideration changes from auto shows
- ✓ Comparison of auto show ROI to other marketing communication channels
- ✓ Estimated sales from influence of shows (industry and client brand basis)

Auto Shows By The Numbers

Additional detailed analysis / data cuts on key KPIs

- ✓ Attendance trends as well as attendance by brand and segment purchased, buyer demographics, geography, show tier
- ✓ Influence trends and influence by brand and segment purchased, buyer demographics, geography, show tier
- ✓ How and why buyers attending auto shows are so valuable to OEMs
- ✓ Most impactful display elements and experiences
- ✓ Promotions and messaging that drives increased buyer attendance