# Australian Private Sale "Sale Insights" Brands

2015 - May 2016

### **JEEP**

# Jeep

Migrated from another segment	<b>25</b> %
Trade Sweet Spot 2011-2013 MY	<b>59</b> %
Brand Loyalty	<b>──56</b> %

These are SUV owners, predominantly Jeep, moving among the different models.

2013 & 2013 tied for the largest model year trade in at 24% each.

Buyers are very loyal with Jeep having the highest brand loyalty.

Holden was the 2nd ranked trade in brand at 7% and Toyota was 3rd at 5%.





### **FIAT**

Owned/Traded In Non FCA Brand

Migrated from another segment 36%

Trade Sweet Spot 2011-2013 MY

Brand Loyalty ——— 18%

Owned/Traded In Non FCA Brand

2013 was the largest model year trade in (28%) with 2012 and 2011 coming in at 11% each.

Lowest loyalty of all the FCA brands.

High capture rate from competitors. Ford (10%), VW (10%) and Nissan (8%) ranked 3rd, 4th and 5th.





### **DODGE**



2010, 2011, 2012 and 2013 all tied at 21% each.

One of the lower loyalty brands of FCA. 13% were Jeep owners moving over.

Holden and Ford were the largest non FCA brand at 6% each and ranked 3rd / 4th.





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### **ALFA ROMEO**

Migrated from another segment 19%

Trade Sweet Spot 2011-2013 MY

Brand Loyalty 48%

Owned/Traded In Non FCA Brand

Lowest migration from another segment.

2013 model year had the highest volume at 33%. 2005 came in 2nd at 17%.

Good brand loyalty with owners trading in for the new model.

Strong loyalty from FCA brands with Jeep and Fiat being tops.

#4 Sold 32 Units - 3%



#### **CHRYSLER**

Migrated from another segment 21%

Trade Sweet Spot 2011-2013 MY

Owned/Traded In Non FCA Brand

2nd lowest level of migration from another segment.

2012 was strongest trade in model year at 38%.

Strong loyalty to the brand and vehicle. SRT-8 owners stayed with the SRT-8 and 2 of the 10 300 owners moved up to a 300 SRT-8.

Holden was 2nd with 11%. Toyota (7%) tied with Jeep and Dodge.

#5 Sold 30 Units - 3%



CHRYSLER

## Australian Private Sale "Sale Insights" Models

2015 - May 2016

### JEEP GRAND CHEROKEE

Migrated from another segment	<b>—19</b> %
Trade Sweet Spot 2011-2013 MY	<b>—62</b> %
Model Loyalty	<b>—47</b> %
Traded In Non FCA Brand	<b>34</b> %

One of lowest migration %. These are SUV owners moving up to the larger model.

2013 was the largest model year trade in at 26%. 3% were 2015 models.

Jeep models made up 4 of top 5 along with Holden.

Holden was the largest non FCA brand (6%) and 2nd largest brand after Jeep.





### JEEP CHEROKEE

Migrated from another segment	<b>30</b> %
Trade Sweet Spot 2011-2013 MY	<b>54</b> %
Model Loyalty	<b>15</b> %
Traded In Non FCA Brand	<b>42</b> %

2013 was the largest model year trade in (22%) with 2012 coming in a close 2nd at 21%.

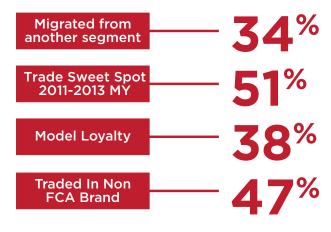
Top model was the Compass beating Cherokee 16 to 13. Buyers may not be loyal to the model, but are to the brand. Jeep models were in 5 of the 6 top or 44% of the trade ins.

Mazda was the largest non FCA brand (8%) ranking 3rd.





### **JEEP COMPASS**



2013 was the top trade in model year (23%). Older models also played a role with 2005 & 2007 each representing 11%.

The models after the Compass are a mix. The Grand Cherokee, Wrangler and Cherokee (2nd, 3rd & 4th) make up 18%.

Holden was the largest non FCA brand (11%) and ranked 2nd in trade in brands.





## Australian Private Sale "Sale Insights" Models

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### **JEEP WRANGLER**

Migrated from another segment 31%

Trade Sweet Spot 2011-2013 MY 44%

Model Loyalty 46%

Traded In Non FCA Brand 36%



2012 and 2103 model years tied at 19% each for top spot.

After the Wrangler, the models are mixed. Cherokee, Grand Cherokee and Compass (2nd, 3rd and 4th) make up 18%.

62% of buyers were Jeep owners. After Jeep, no real winner in trade in brands.



#### JEEP PATRIOT

Migrated from another segment 52%

Trade Sweet Spot 2011-2013 MY 52%

Model Loyalty 47%

Traded In Non FCA Brand 56%

The highest level of migration from another segment (cars).

2012 was strongest trade in model year at 33%. The balance was split across a mix of model years.

Like the other Jeep models, the trade ins after the Patriot were a mix but in this case, non FCA brands.

Toyota was the largest non FCA brand, 11% of trade ins) ranking 2nd.





### JEEP RENEGADE

Migrated from another segment 43%

Trade Sweet Spot 2011-2013 MY 68%

Model Loyalty Product

Traded In Non FCA Brand 32%

2012 and 2013 tied for top spot at 32% each.

Jeep models - Compass, Wrangler and Patriot ranked 1st to 3rd and represented 53% of the trade in models.

54% of trade ins were Jeeps. Balance of trade ins were a mix coming from many brands.



