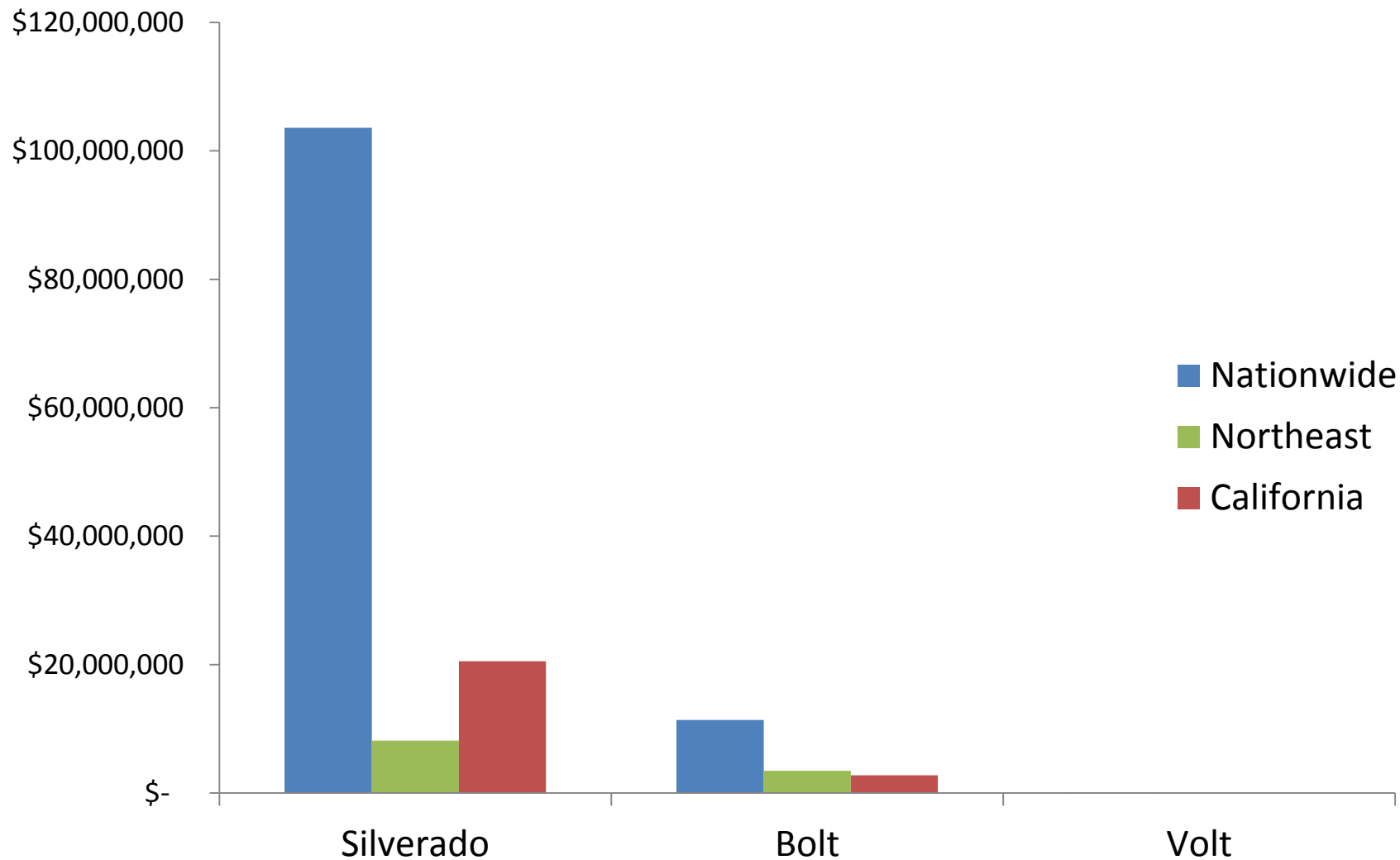
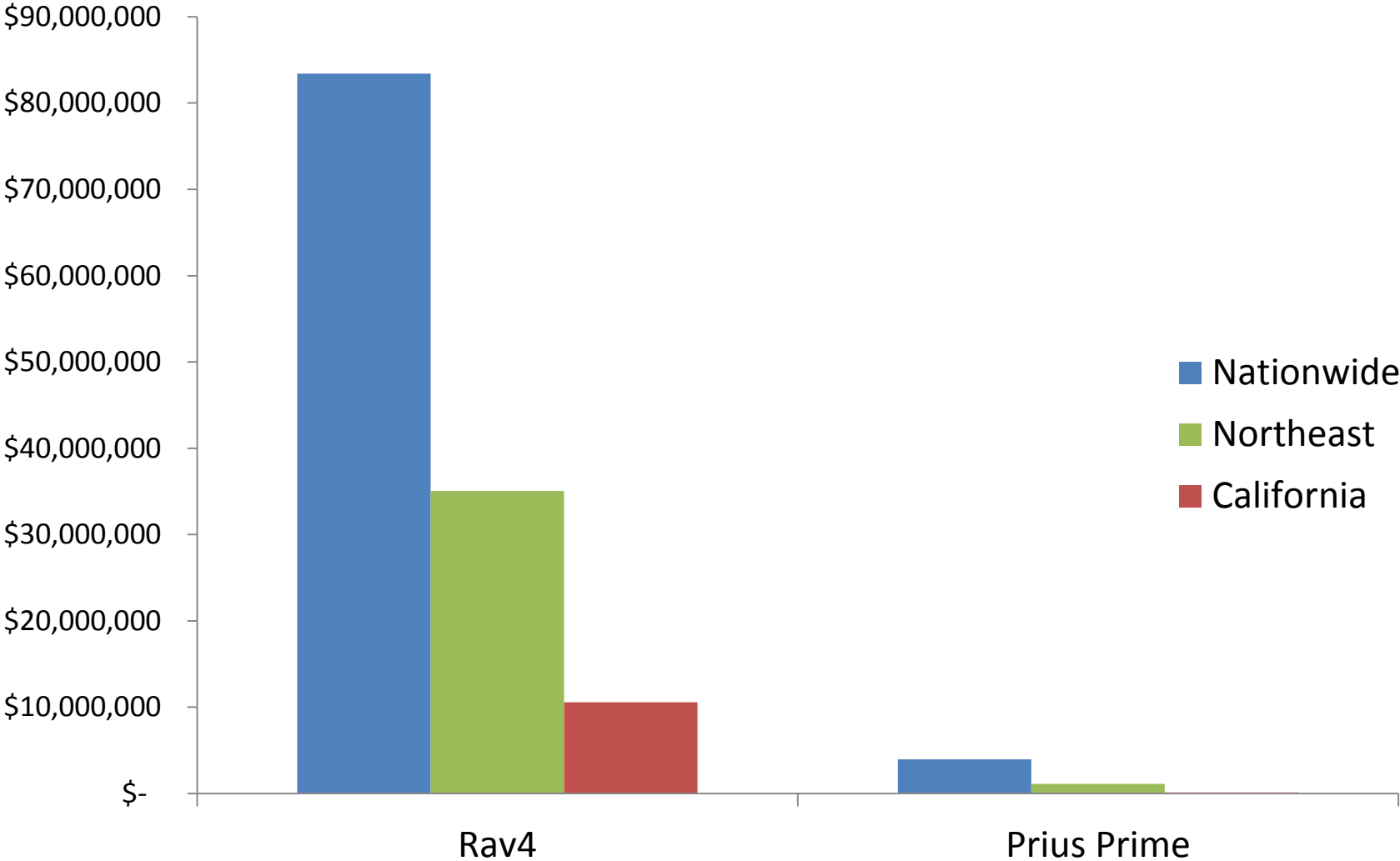


General Motors 2017 Ad Spending, Selected Models



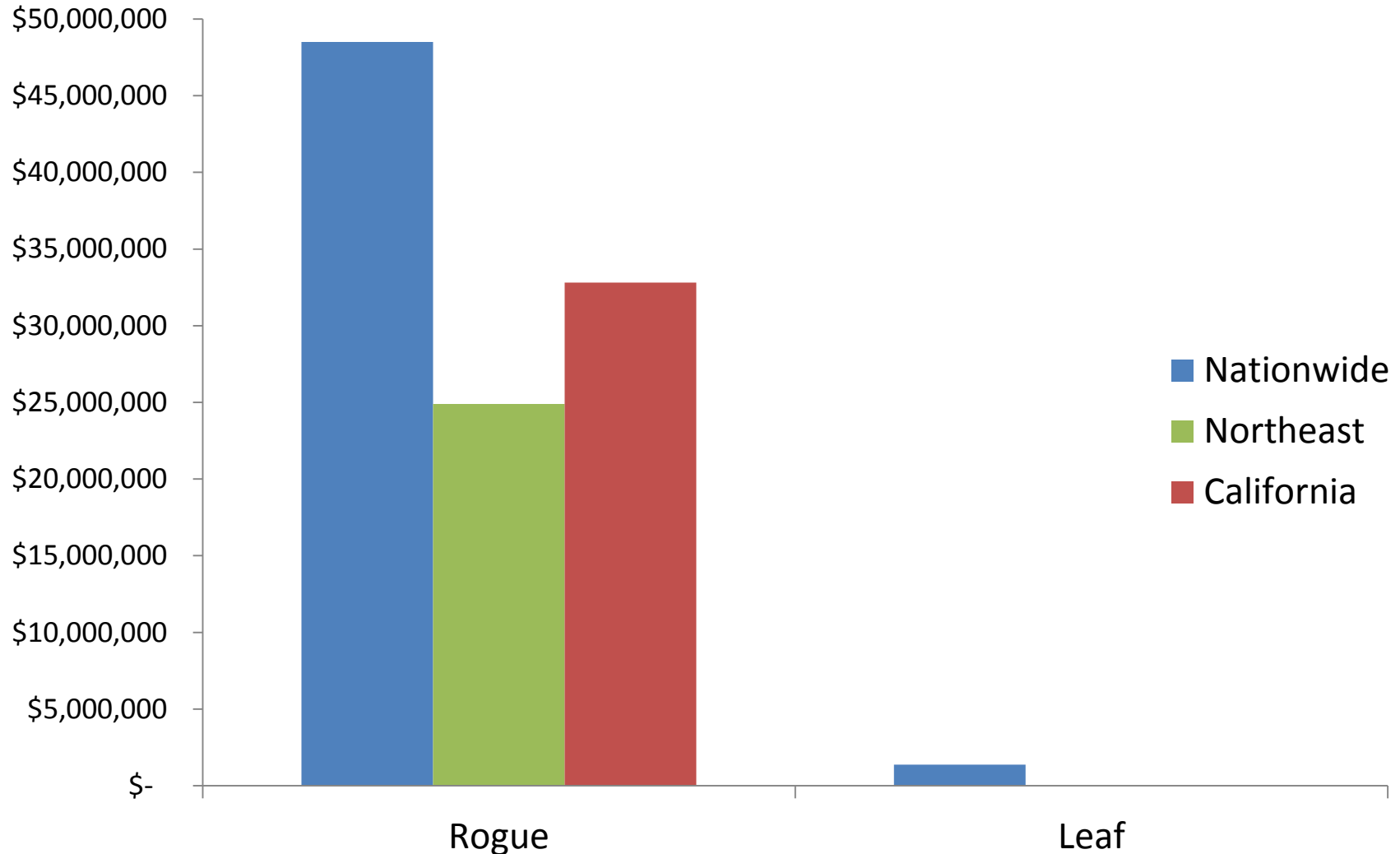
Source data: CompetiTrack. Estimated expenditures for ads run Nationwide and for those in Designated Marketing Areas in California (Bakersfield, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco, and Santa Barbara); and Northeast States (Albany, Baltimore, Bangor, Binghamton, Boston, Burlington, Hartford, New York City, Portland, Providence, Rochester, Springfield, Syracuse, and Washington, D.C.). Includes TV, radio, print, and online advertising.

Toyota 2017 Ad Spending, Selected Models



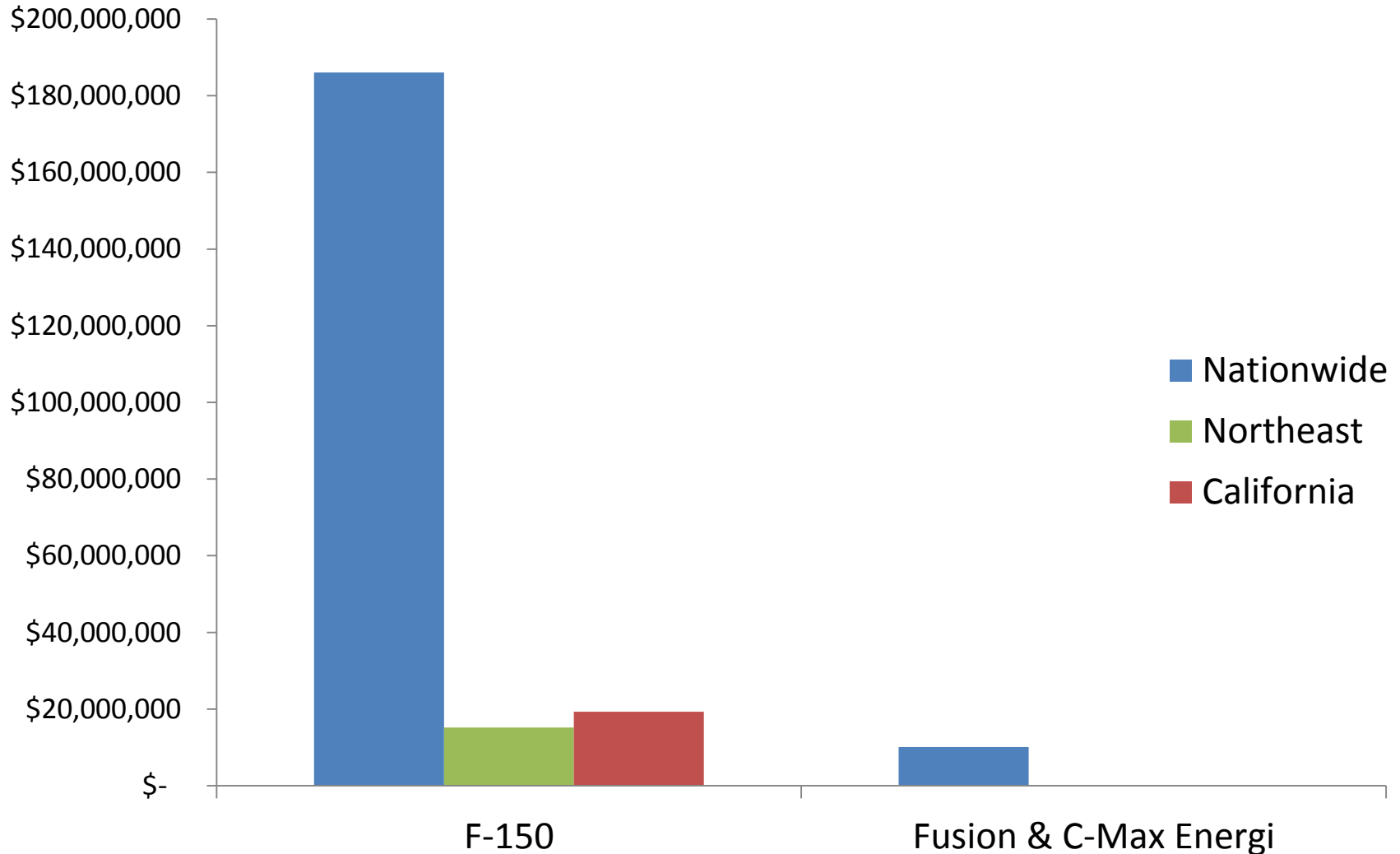
Source data: CompetiTrack. Estimated expenditures for ads run Nationwide and for those in Designated Marketing Areas in California (Bakersfield, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco, and Santa Barbara); and Northeast States (Albany, Baltimore, Bangor, Binghamton, Boston, Burlington, Hartford, New York City, Portland, Providence, Rochester, Springfield, Syracuse, and Washington, D.C.). Includes TV, radio, print, and online advertising.

Nissan 2017 Ad Spending, Selected Models



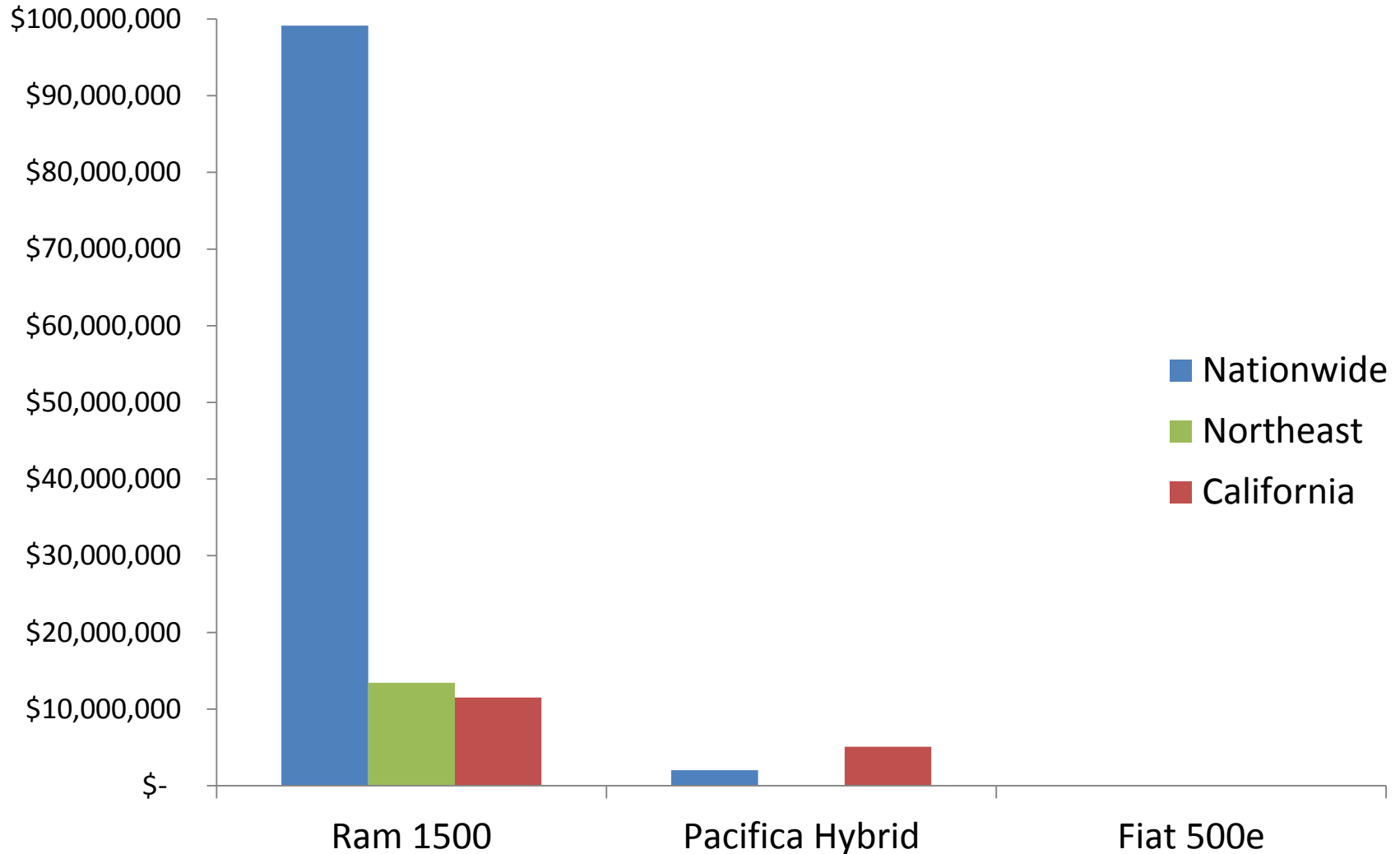
Source data: CompetiTrack. Estimated expenditures for ads run Nationwide and for those in Designated Marketing Areas in California (Bakersfield, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco, and Santa Barbara); and Northeast States (Albany, Baltimore, Bangor, Binghamton, Boston, Burlington, Hartford, New York City, Portland, Providence, Rochester, Springfield, Syracuse, and Washington, D.C.). Includes TV, radio, print, and online advertising.

Ford 2017 Ad Spending, Selected Models



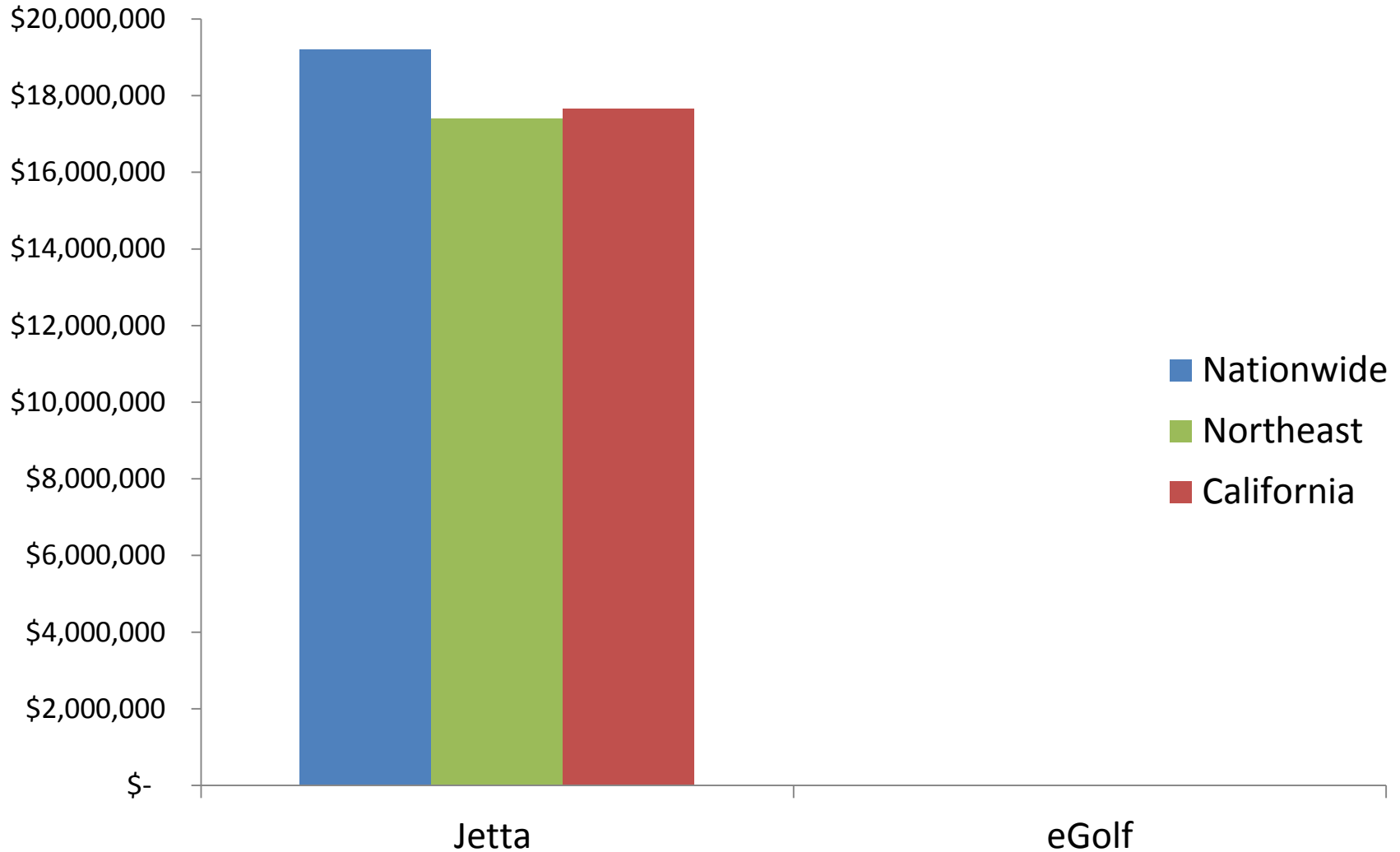
Source data: CompetiTrack. Estimated expenditures for ads run Nationwide and for those in Designated Marketing Areas in California (Bakersfield, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco, and Santa Barbara); and Northeast States (Albany, Baltimore, Bangor, Binghamton, Boston, Burlington, Hartford, New York City, Portland, Providence, Rochester, Springfield, Syracuse, and Washington, D.C.). Includes TV, radio, print, and online advertising.

FiatChrysler 2017 Ad Spending, Selected Models



Source data: CompetiTrack. Estimated expenditures for ads run Nationwide and for those in Designated Marketing Areas in California (Bakersfield, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco, and Santa Barbara); and Northeast States (Albany, Baltimore, Bangor, Binghamton, Boston, Burlington, Hartford, New York City, Portland, Providence, Rochester, Springfield, Syracuse, and Washington, D.C.). Includes TV, radio, print, and online advertising.

Volkswagen 2017 Ad Spending, Selected Models



Source data: CompetiTrack. Estimated expenditures for ads run Nationwide and for those in Designated Marketing Areas in California (Bakersfield, Fresno, Los Angeles, Monterey, Palm Springs, Sacramento, San Diego, San Francisco, and Santa Barbara); and Northeast States (Albany, Baltimore, Bangor, Binghamton, Boston, Burlington, Hartford, New York City, Portland, Providence, Rochester, Springfield, Syracuse, and Washington, D.C.). Includes TV, radio, print, and online advertising.