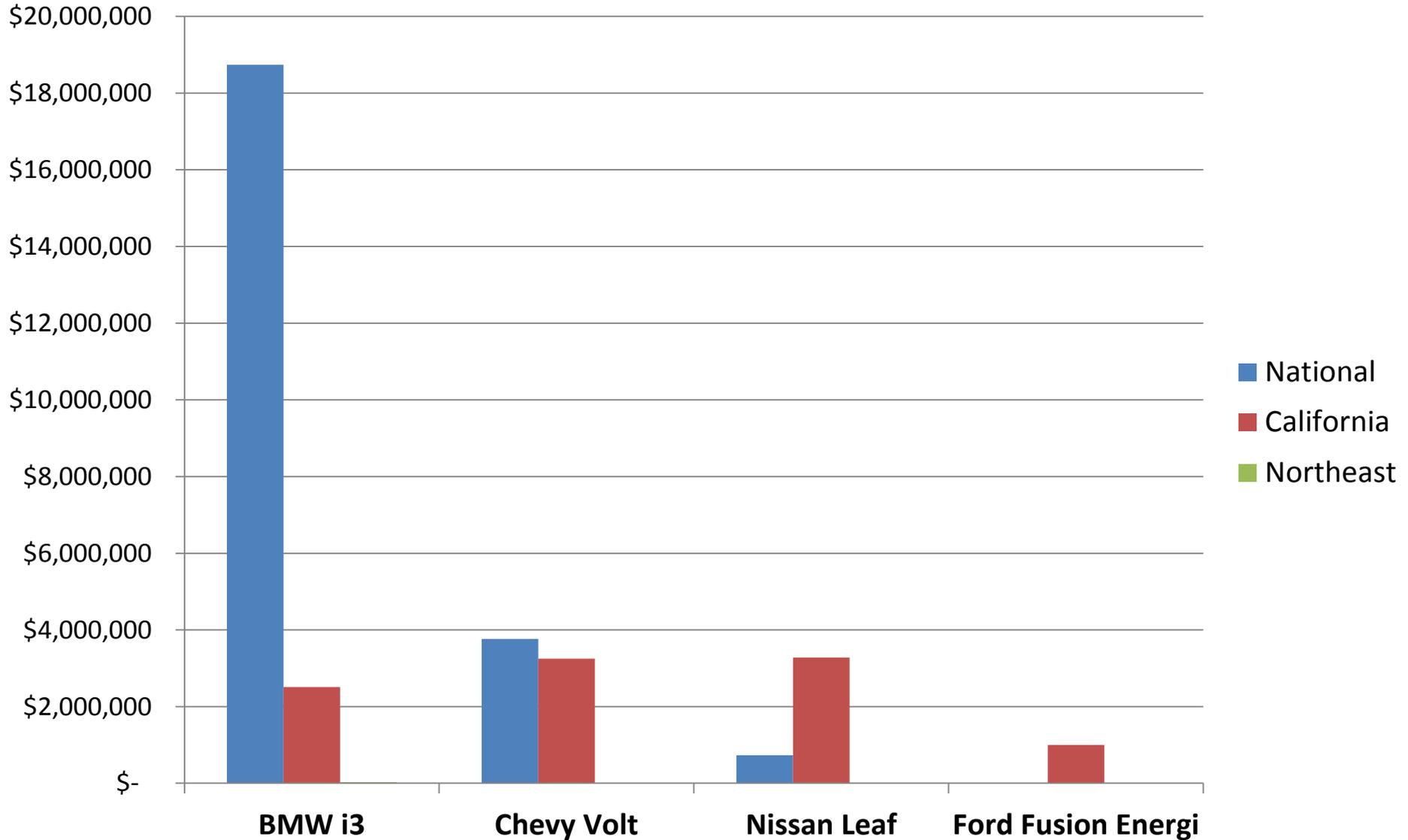


Electric Vehicle Marketing Analysis

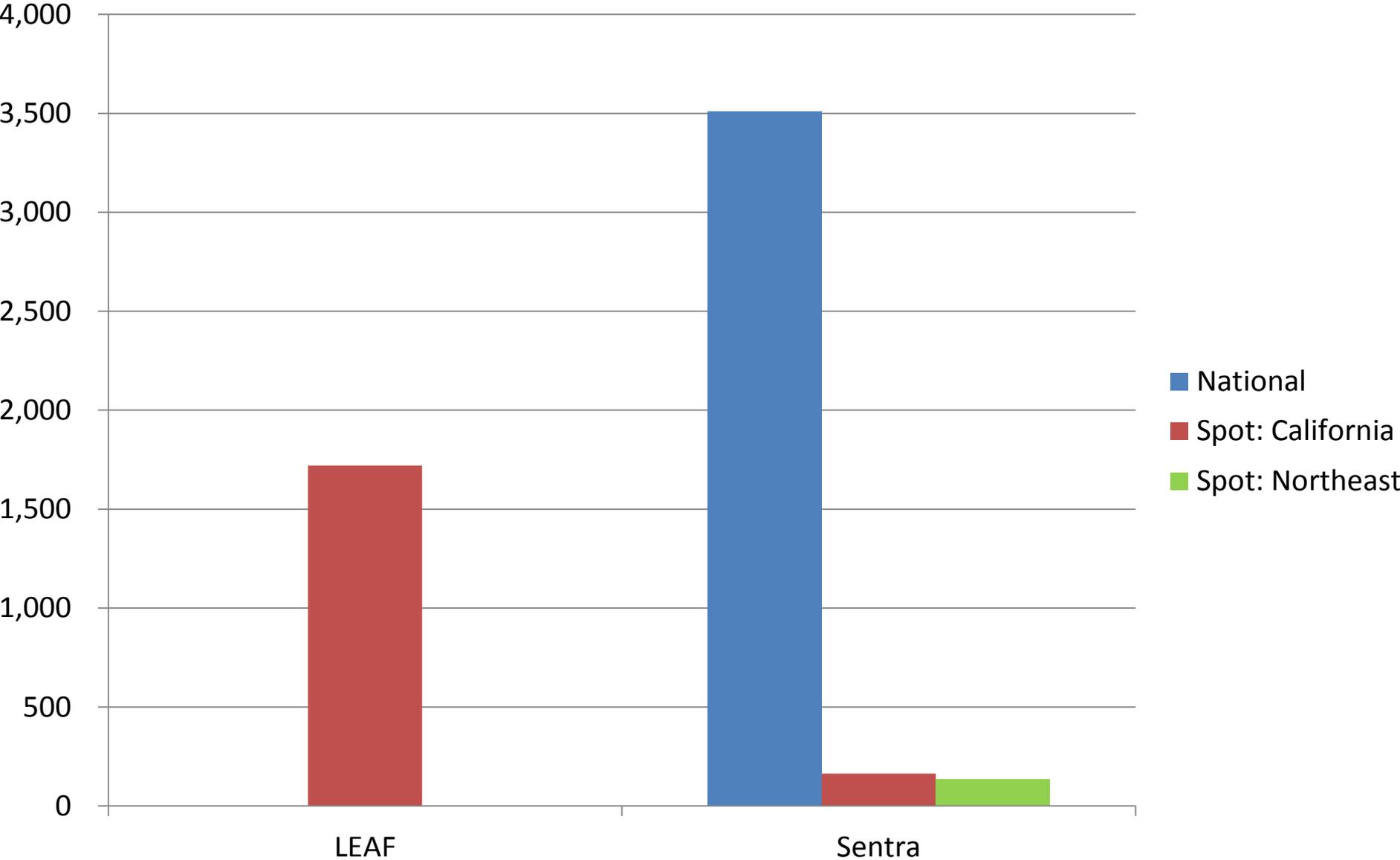
12/19/16

Ad Spending, 2015



Source data: CompetiTrack. Estimated advertising expenditures in selected Designated Marketing Areas in California (Bakersfield, Fresno, Los Angeles, Sacramento, San Diego, and San Francisco); and Northeast States (Baltimore, Boston, Hartford, New Jersey, New York City, Providence, and Syracuse). Includes TV, radio, print, and online advertising.

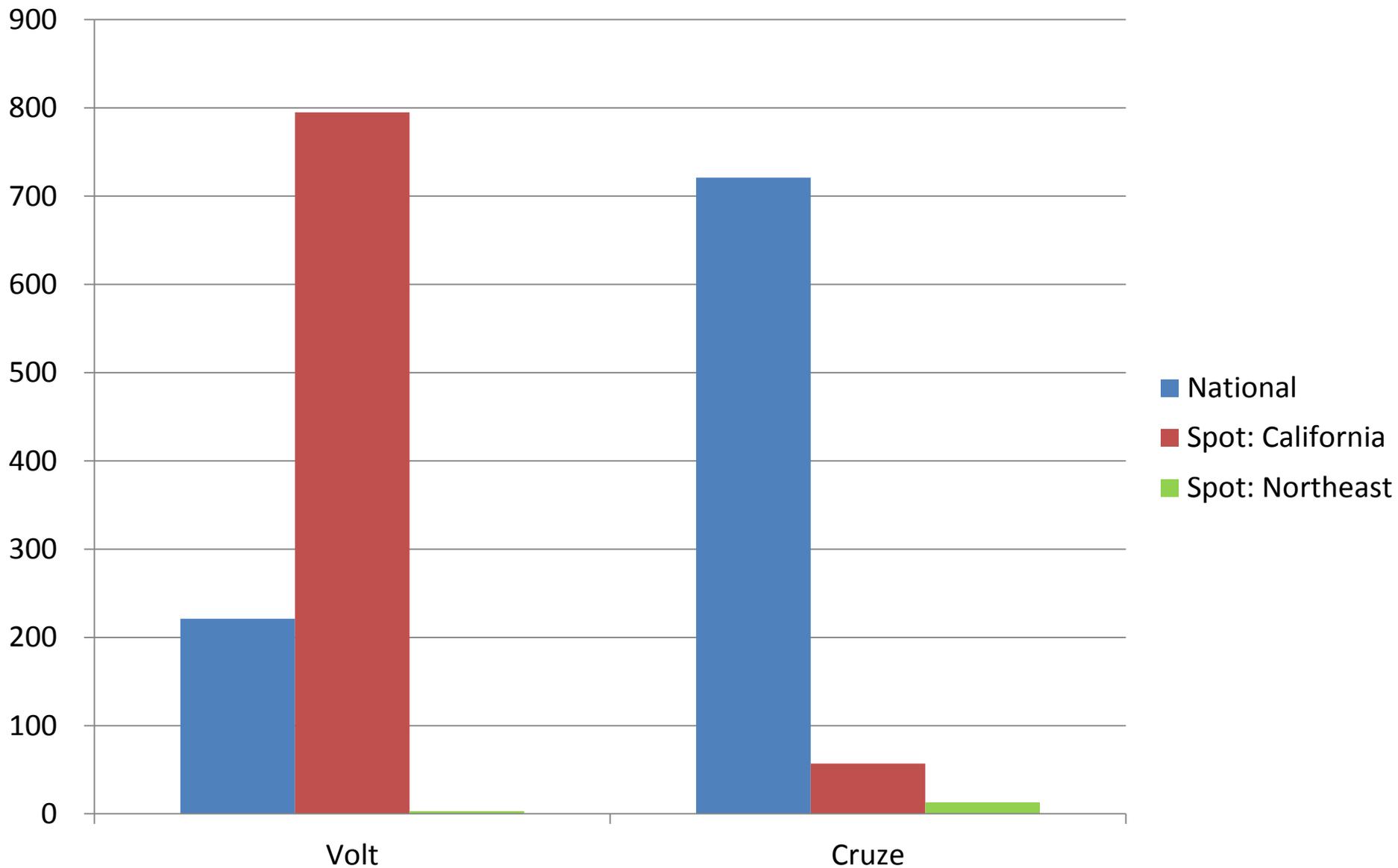
Tier-1 Cable & Broadcast TV Advertising Instances, 2015



Source data: Media Monitors. Total instances in selected markets in California (Los Angeles, San Francisco) and Northeast (Baltimore, Boston, Hartford, New York)



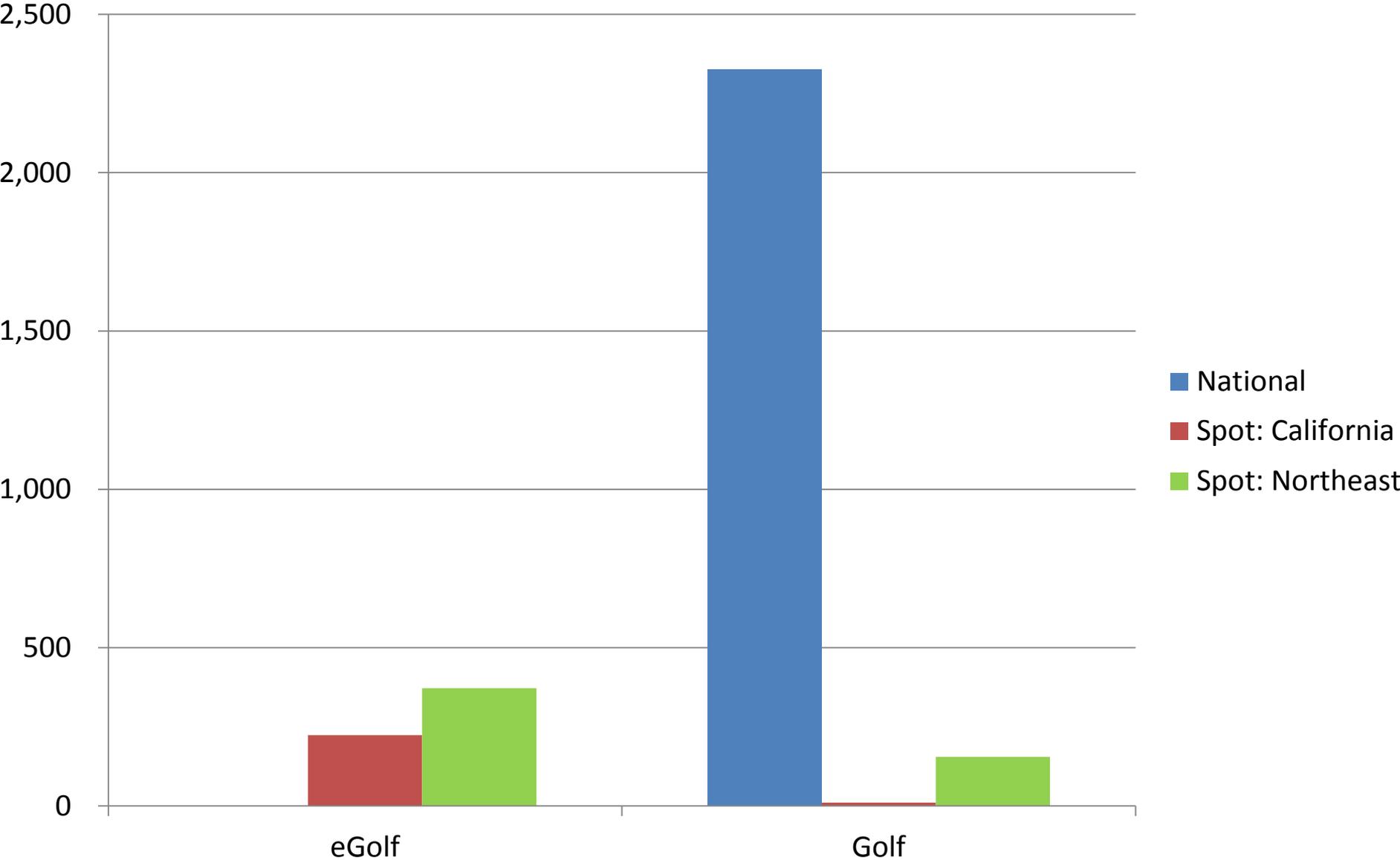
Tier-1 Cable & Broadcast TV Advertising Instances, 2015



Source data: Media Monitors. Total instances in selected markets in California (Los Angeles, San Francisco) and Northeast (Baltimore, Boston, Hartford, New York)



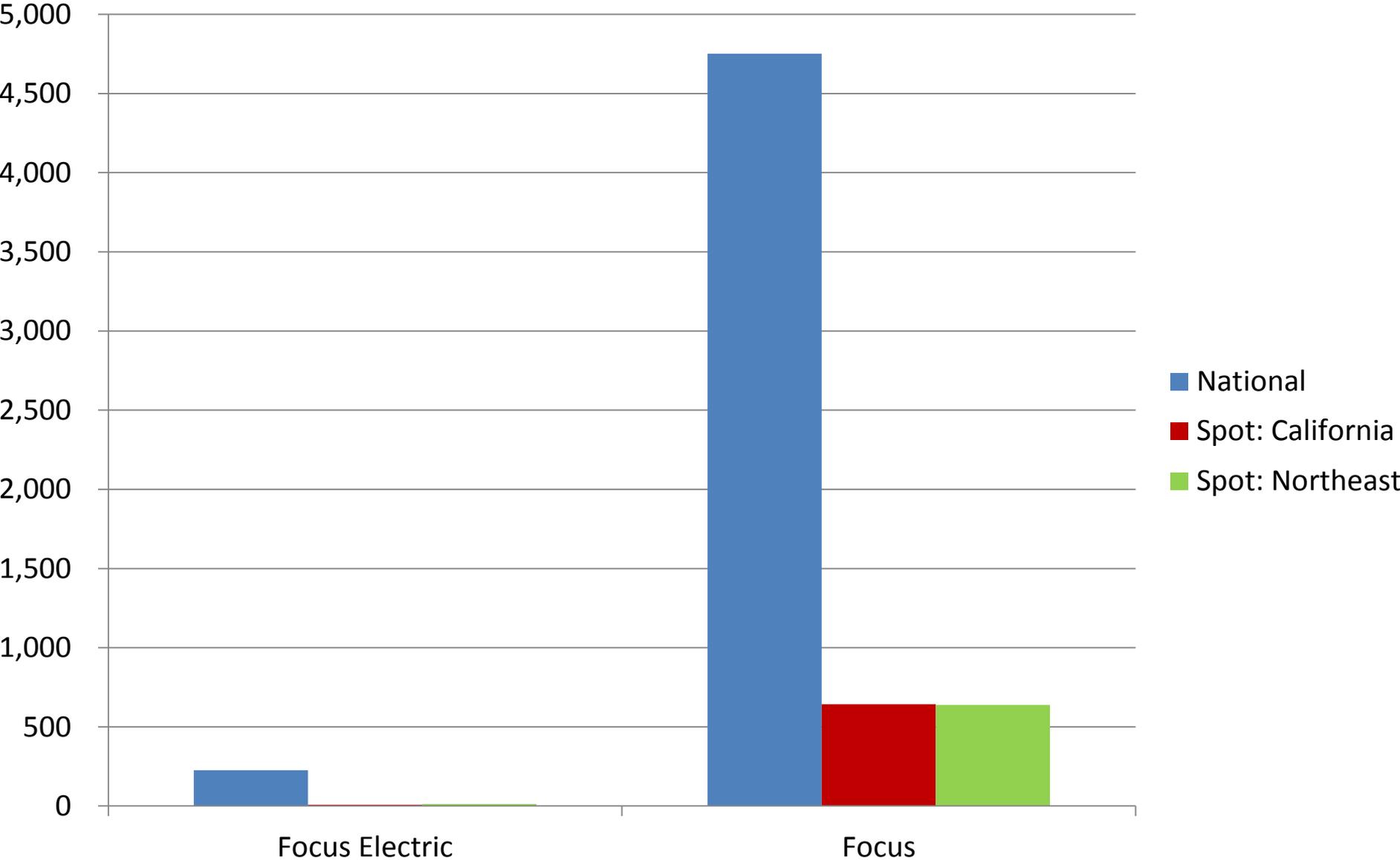
Tier-1 Cable & Broadcast TV Advertising Instances, 2015



Source data: Media Monitors. Total instances in selected markets in California (Los Angeles, San Francisco) and Northeast (Baltimore, Boston, Hartford, New York)



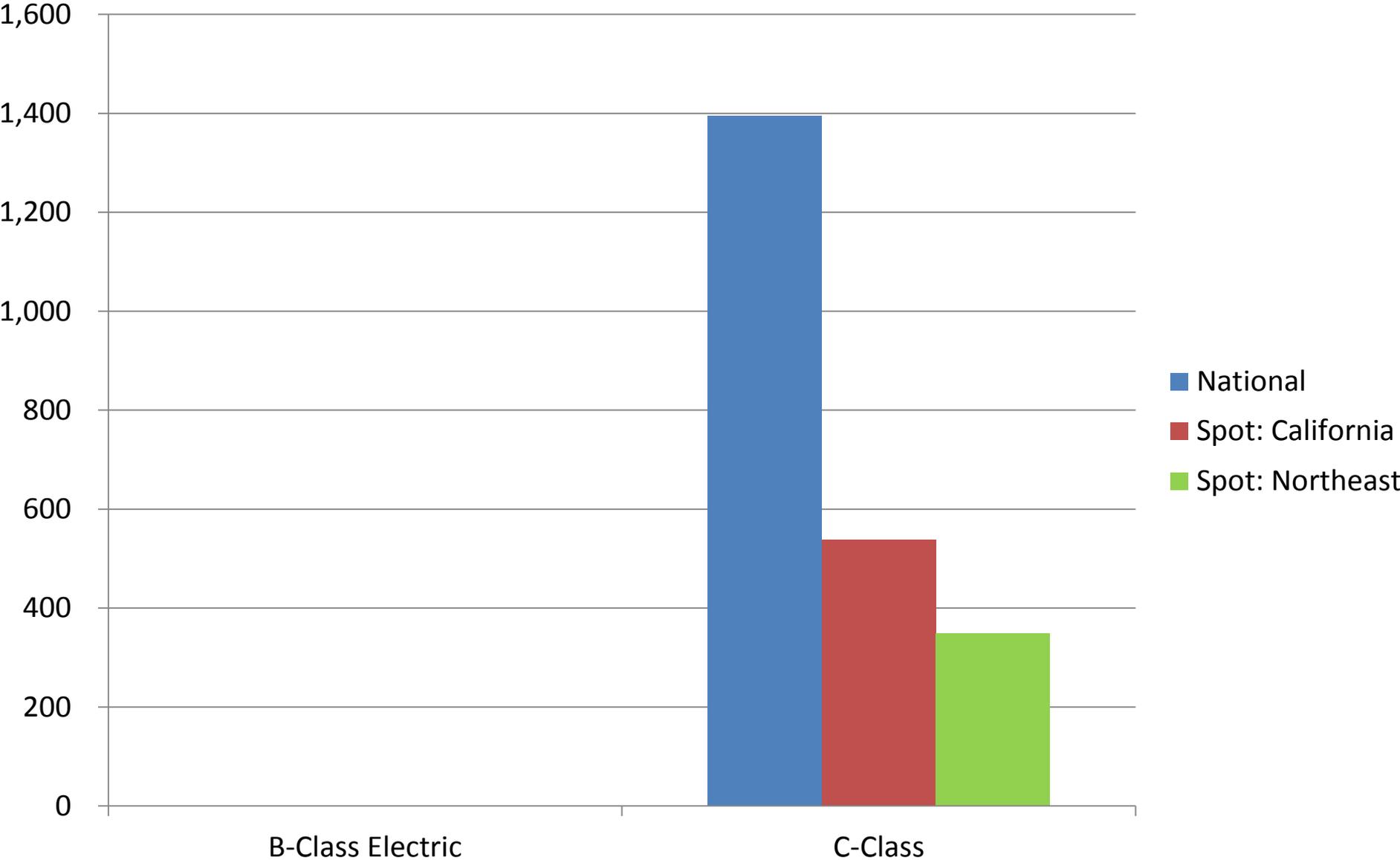
Tier-1 Cable & Broadcast TV Advertising Instances, 2015



Source data: Media Monitors. Total instances in selected markets in California (Los Angeles, San Francisco) and Northeast (Baltimore, Boston, Hartford, New York)



Tier-1 Cable & Broadcast TV Advertising Instances, 2015



Source data: Media Monitors. Total instances in selected markets in California (Los Angeles, San Francisco) and Northeast (Baltimore, Boston, Hartford, New York)

