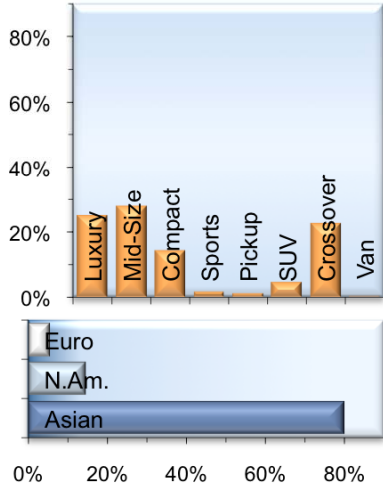


### What Previous Owners Bought

Nissan Maxima	16%
Nissan Altima	14%
Honda CR-V	4%
Honda Civic	4%
Hyundai Sonata	3%
Toyota Camry	3%
Nissan Murano	3%
Nissan Rogue	3%
Nissan Sentra	2%
Honda Accord	2%

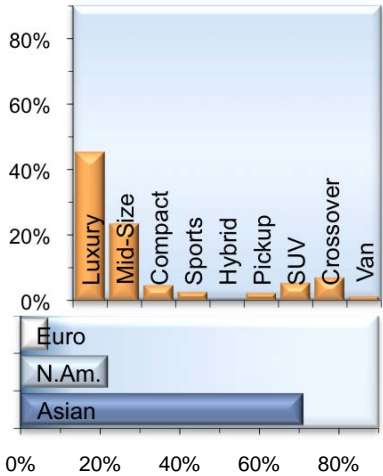
Sample Size: 507



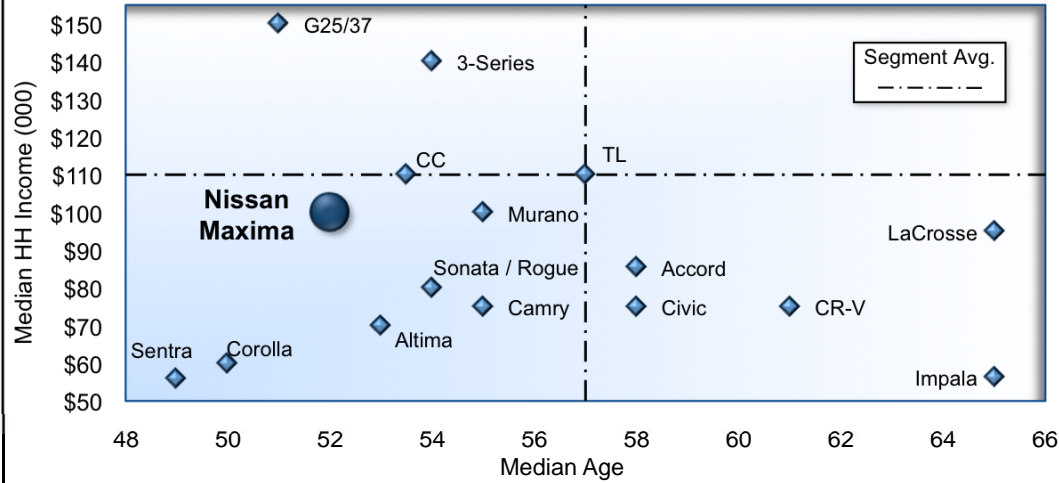
### What Current Owners Previously Drove

Nissan Maxima	28%
Nissan Altima	11%
Honda Accord	4%
Infiniti G	2%
Toyota Camry	1%
Nissan Murano	1%
Honda Civic	1%
Chevrolet Impala	1%
Acura TL	1%
Toyota Corolla	1%

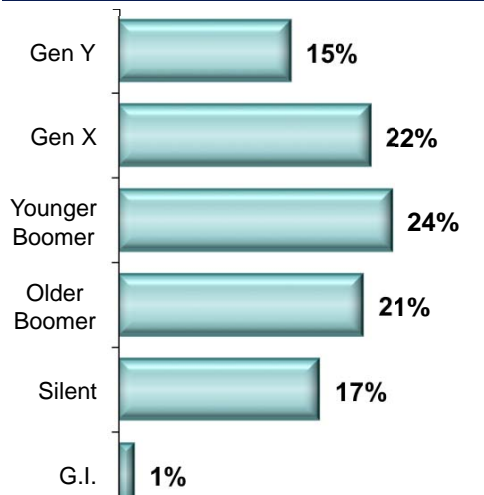
Sample Size: 335



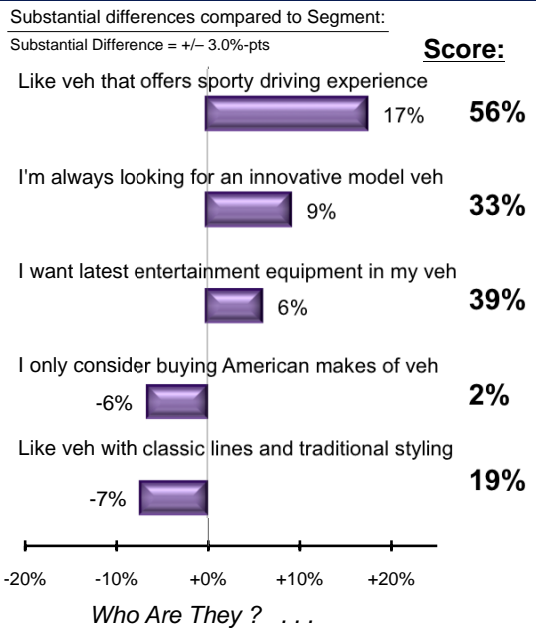
### Age vs. Income (In Relation to Mid-Size Luxury Car Segment Average)



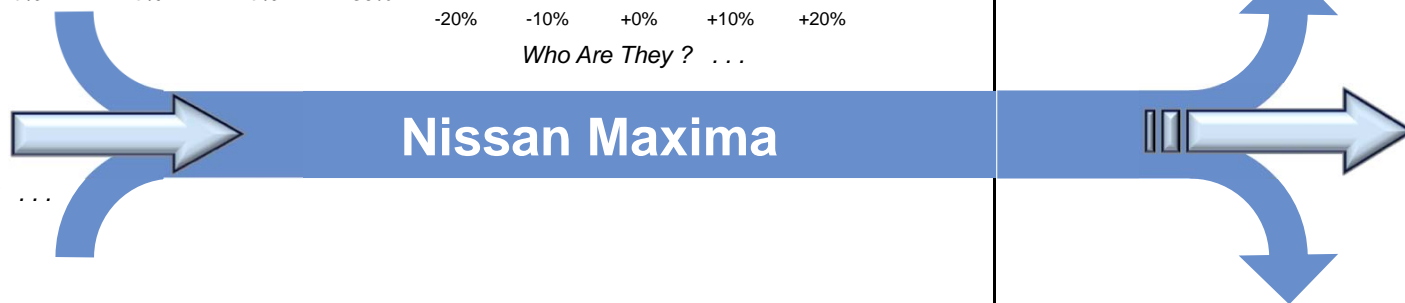
### Generation Mix



### Psychographic Attributes



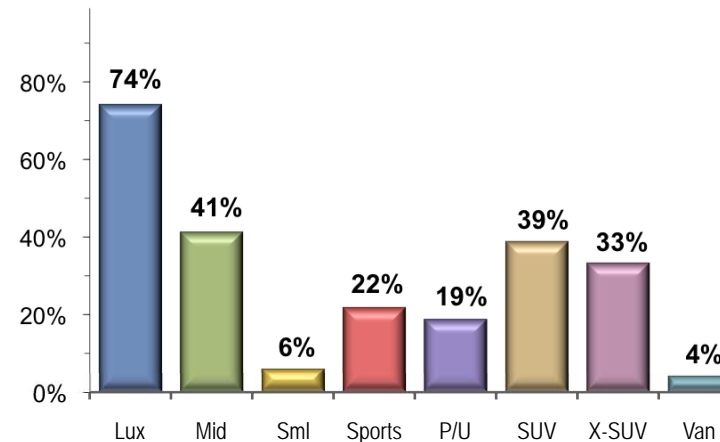
Where Did They Come From? ...



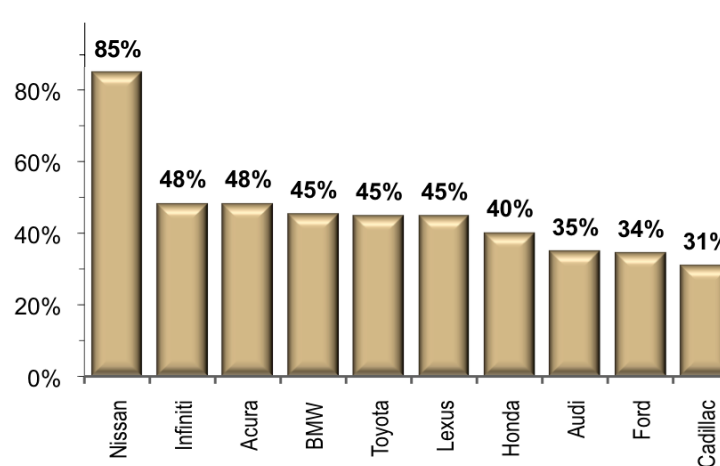
Where Did They Shop? ...

### Future Consideration

#### Future Macro Segment Consideration (√ all that apply)



#### Future Brand Consideration (√ all that apply)



Where Are They Going Next? ...

### What Current Owners Intend to Buy Next

(Select 1 of 12 Vehicle Types)

Luxury Car	41%
Mid-Size Car	19%
Large Car	9%
Luxury/Large SUV	6%
Sports/Sporty Car	6%
Full-Size Pickup	5%
Compact/Mid SUV	4%
Luxury/Large X-SUV	3%
Compact Pickup	3%
Compact/Mid X-SUV	2%
Compact Car	1%

Sample Size: 335

Median Price Planning to Pay For Next Vehicle: \$36,500  
Memo: Current Vehicle Median Price Paid: \$35,000

Next Vehicle Will:

Be Addition to Fleet	12%
Replace ...	57%
- Subject Vehicle	30%
- Other Fleet Vehicle	30%

## Nissan Maxima

### Brand Loyalty

(Current Vehicle Owners Previously Owned this Brand)

47%

### Brand Conquest

(Current Owners Did NOT Previously Own this Brand)

53%

### First Time Buyer

1st Vehicle -- 2%  
1st Time w/ Mfr -- 32%

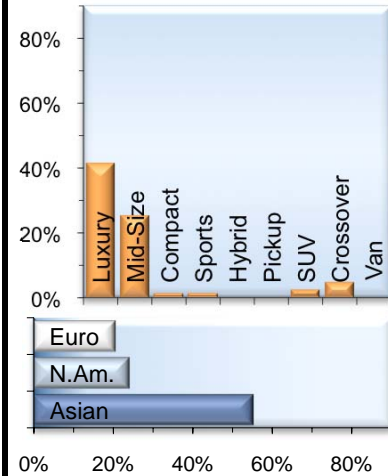
### Current Owners' 2nd Choice Vehicle

Honda Accord	9%
Infiniti G	7%
Acura TL	7%
Volkswagen CC	5%
Toyota Camry	3%
Buick LaCrosse	3%
BMW 3-Series	3%
Nissan Maxima	2%
Lincoln Town Car	2%
Lexus ES	2%

**Ideal Vehicle Score**  
(Ind. Avg. = 1184; Max = 1500)  
1202

**Vehicle Satisfaction Score**  
(Ind. Avg. = 653; Max = 1000)  
671

Sample Size: 335



Respondent Count = 335  
Sales Wtd Sample = 17479

How Much Did These Sources Influence Their Purchase Decision?	What Attributes Were They Shopping For?	Top 10 New Vehicle Image Statements
Test drive 63%	Overall quality 96%	Trusted brand 92%
Available accessories 55%	Reliable/dependable 95%	Fun to drive 92%
Price/Payments 53%	Driver's seat comfort 95%	Technologically adv. 88%
Prior experience 49%	Vehicle's ride 94%	Sporty 87%
Saw vehicle on road 43%	Fun to drive 92%	High performance 86%
Dealer salesperson 42%	Exterior styling 91%	Distinctive 81%
Mfr websites 28%	Handling 91%	Cool 77%
Internet search eng. 26%	Interior styling 90%	Elegant 77%
Friend's advice 23%	Power & acceleration 90%	Luxurious 77%
Vehicle brochure 21%	Feel safe while driv'g 89%	Aggressive 74%

Top 2 Box; 5=Completely    Top 2 Box; 5=Ext Important    Top 2 Box; 5=Strongly Agree

Changes They Would Make to Their Current New Vehicle	Top 10 Reasons for Rejecting This Vehicle When 2nd Choice
Higher technology 32%	Price/mo. payments 61%
More pass. room 21%	Dealer experience 23%
Easier in and out 21%	Driver's seat comfort 18%
Better visibility 21%	Driver's seat visibility 14%
More int. storage 20%	Exterior styling 14%
Better int. lighting 20%	Interior styling 12%
More resp. handling 18%	Exterior size 10%
Daring ext. styling 18%	Fuel econ/mileage 10%
Softer ride 18%	Colors available 7%
More safety features 17%	Roominess 7%