



Automotive Industry Overview

October 2008 Edition

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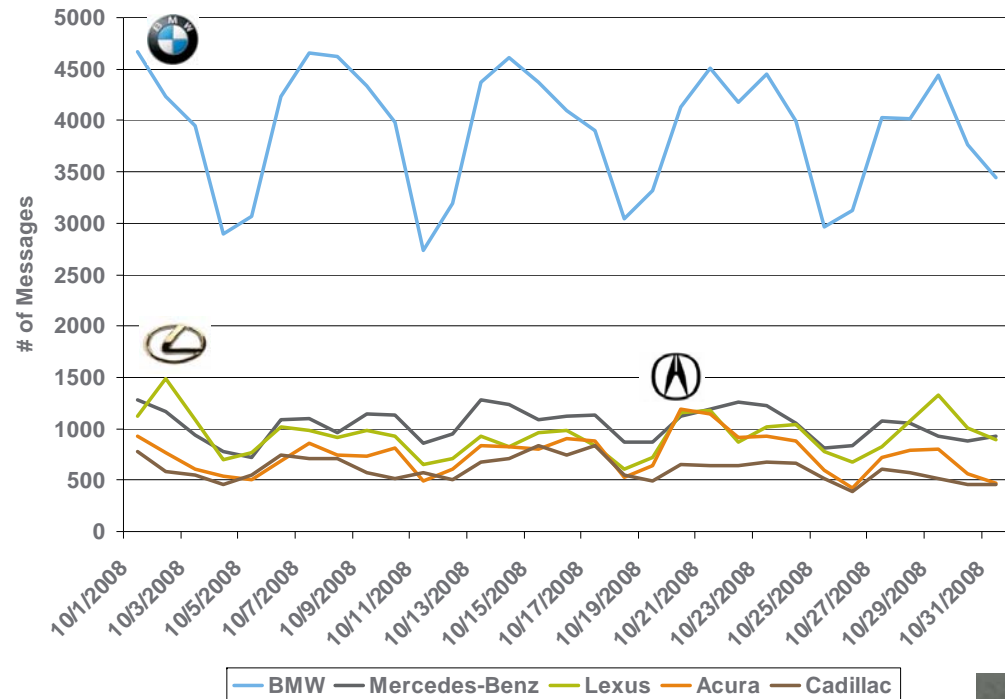
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October 2008: Luxury Automakers Overview

Future vehicle news, concepts and reveals drive key buzz spikes for luxury automakers in October 2008. The *Meet the Beckers* series and content from the Lexus L-Studio site emerge as the top consumer-cited videos.

Online Brand Buzz Among Top Five Luxury Automakers* - October 2008



The highest spike in October buzz for BMW relates to consumer responses to the X1 Concept



Buzz about the IS 250C, revealed at the Paris Motor Show, generates a spike in Lexus buzz on October 2nd



Confirmation of the first V8 engine for Acura – which consumers expect to be used in the RL or the “X6 fighter” CUV – generates buzz on October 20th

October Video Facts:

- The first two episodes of the *Meet the Beckers* viral video series are top cited videos within Audi, BMW, and Mercedes buzz
- Though *Meet the Beckers* also spoofs Lexus drivers, the top video link for Lexus comes from the L-Studio video site



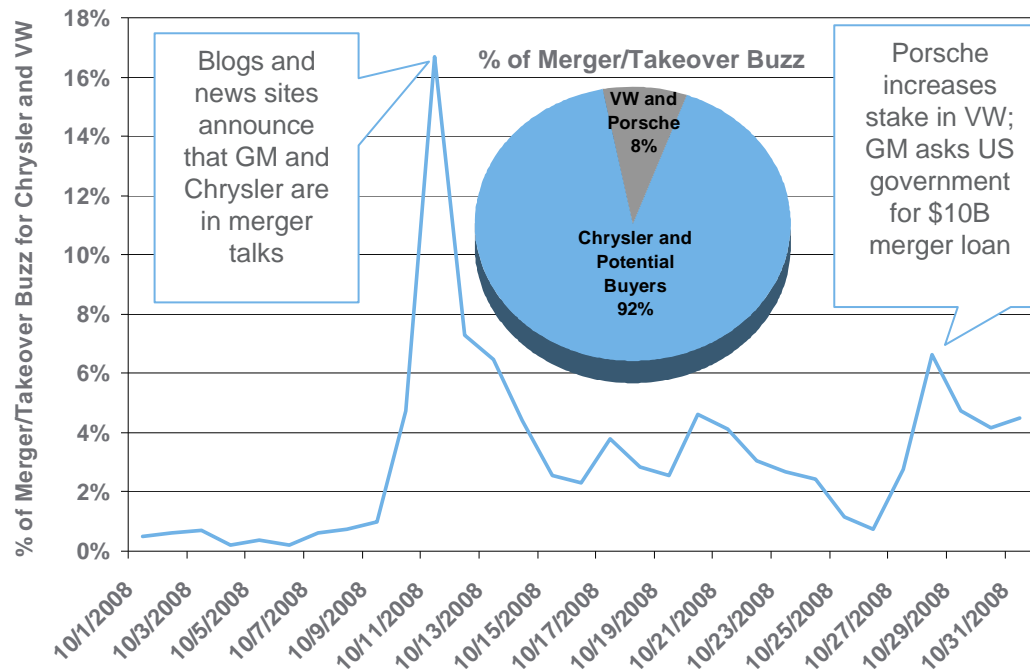
<http://www.youtube.com/watch?v=OfXqt0PuHQk>



<http://lstudio.lexus.com/#vid1338>

Hot Topic: Speculation Fuels Merger/Takeover Buzz

Within buzz about the potential sale of Chrysler, most consumers speculate about the implications if a GM/Chrysler merger were to happen. Consumers wonder which models might be discontinued, exhibit opposition to a government loan funding the merger and worry about job cuts. Porsche increasing its stake in VW generates less buzz; many think it is a good business move in terms of product diversification.



"Chrysler and GM have NOTHING the other either needs or wants. Their deficiencies are the same. No foreseeable good could come out a merger between the two that I can see."

Forums.anandtech.com, October 11, 2008

"I just read that GM and Chrysler are talking merger but it is on hold because of the financial market. If it stabilizes, the talks will resume. If this did go thru it will be interesting to see what models will get the axe."

Forums.nascar.com, October 11, 2008

"Why is this a good idea when GM can't manage the brands it has now? Plus, as an added bonus, we get to pay for it?"

Gminsidnews.com, October 28, 2008

"A guy on the news today speculated that the only asset of Chrysler that GM would want is Jeep. A merger would result in elimination of almost the entire white collar work force of Chrysler"

Spartantailgate.com, October 29, 2008

"It's actually a pretty good fit and makes a lot of sense to have Porsche own VW. Let's not forget that most of this is positioning with regard to CAFE standards/regulations."

Autoblog.com, October 27, 2008

"I think it's smart. If Porsche can do this to diversify product portfolio, perhaps there will be less pressure to create more Porsche branded SUV's and (soon to be) sedans and focus back on the 911 program and motorsports. Everything else has been a distraction, regardless of revenue."

Forums.rennlist.com, October 28, 2008