



2009 Driving The Bottom Line

## Digital Trends for Today's Auto Marketer

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# 2008: Bumpy road for industry

**JD Power Issues Bleak US Sales Forecast**

March 2008

**A Soar Spot: Pump Prices up 40% in April**

May 2008

**Automakers Post Major Drop in Sales**

July 2008

**Honda Exec: Uncertainty to Hit US Auto Sales**

September 2008

**Industry Sales Plunge 32%, Big 3 Take Hit**

November 2008

**GM, Ford, Honda, Toyota Drag Industry to 36% Decline**

December 2008

**The Best Detroit Auto Show Ever: Here's Why**

January 2009

# Are you prepared for the *new* paradigm?



Brochures	Online Video
Hooked on a Brand	Undecided & shopping multiple brands
Dealer Showrooms	Virtual Showrooms
Talking about cars	Blogging about cars
Friend's review	Online review
Family recommendation	Social media
9am-5pm Showroom	24/7 access to information
Wait for a Quote	Mobile access
Showroom Ups	Digital ready dealers
Driving from dealer-to-dealer	Local map search
Calling a service advisor	Researching/buying parts/service/accessory information online

# What We See Ahead: Digital Trends Driving the Bottom Line in 2009

- 1 Car Shopping in the Virtual Showroom**
- 2 Keep Your Motors Running: Parts & Service
- 3 Sight-Sound-Motion On-Demand: The ROI of Online Video
- 4 Search: The On-Ramp to Information
- 5 Predicting the Present with Data