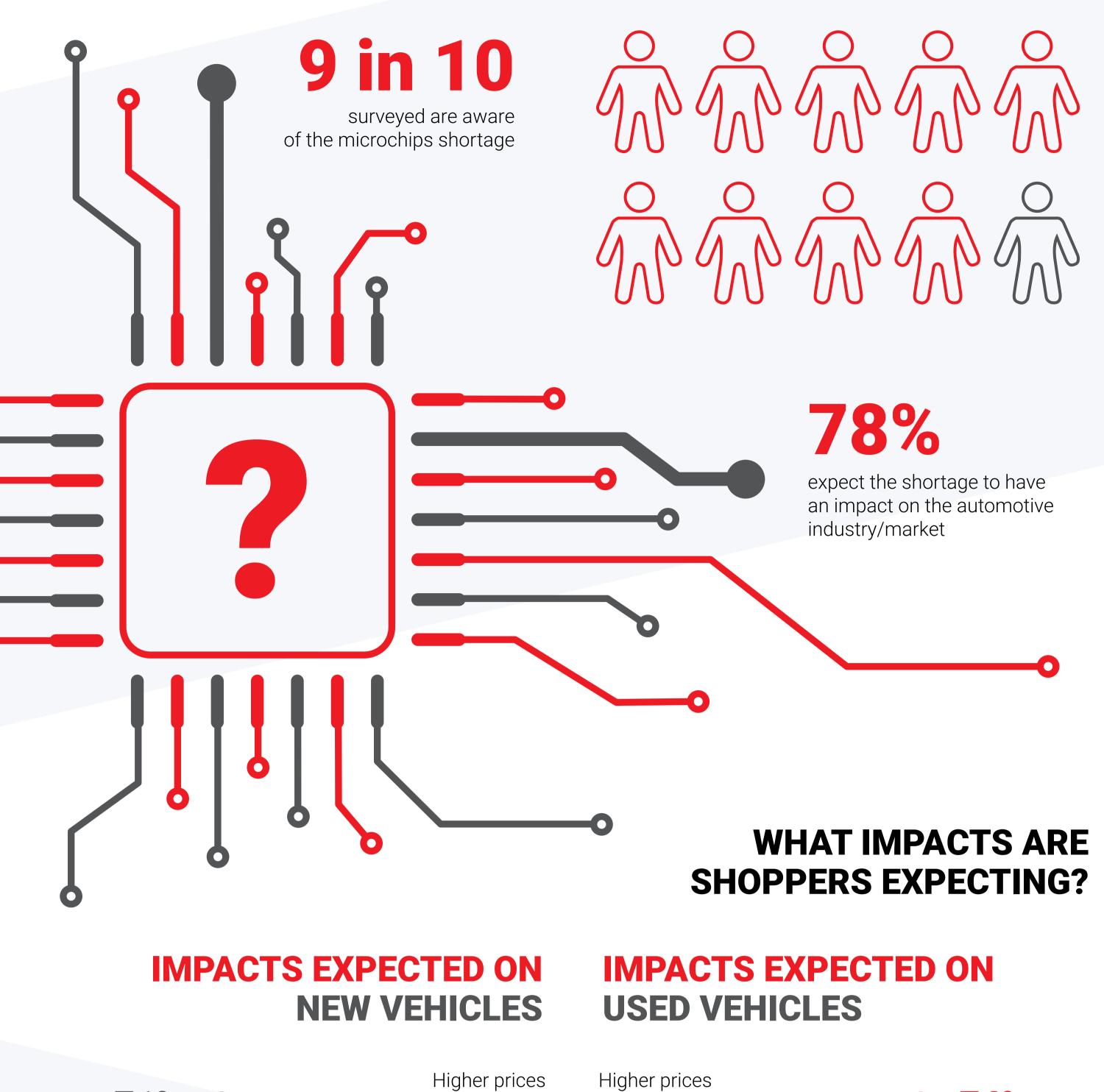
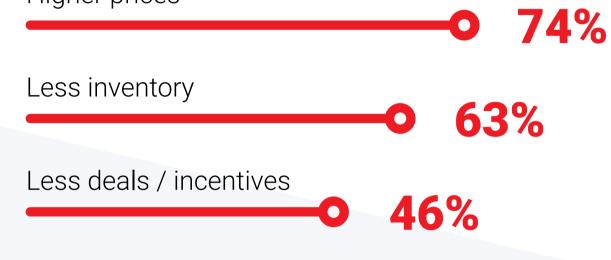


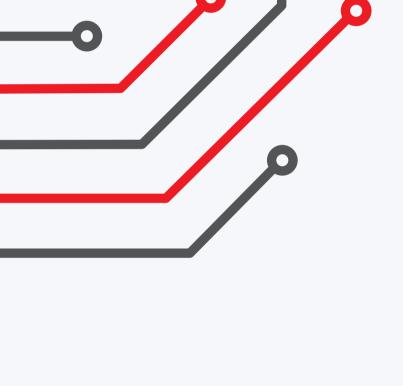
CONSUMER RESEARCH RESULTS: HOW THE MICROCHIPS SHORTAGE IS IMPACTING CANADIAN CAR SHOPPERS

ARE SHOPPERS AWARE OF THE CURRENT GLOBAL MICROCHIPS SHORTAGE?



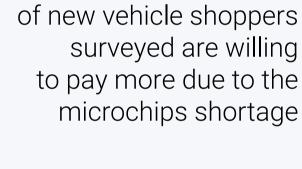
Less room to negotiate price Less deals / incentives

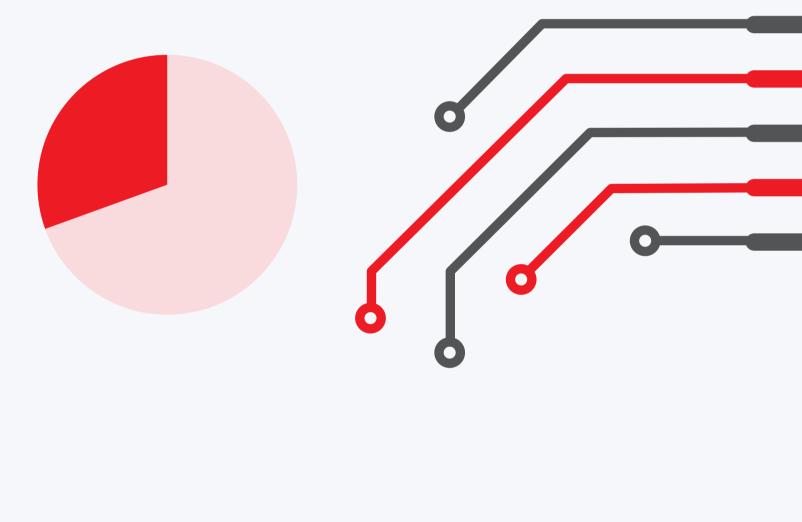




29%

f new vehicle shoppers
surveyed are willing
to pay more due to the

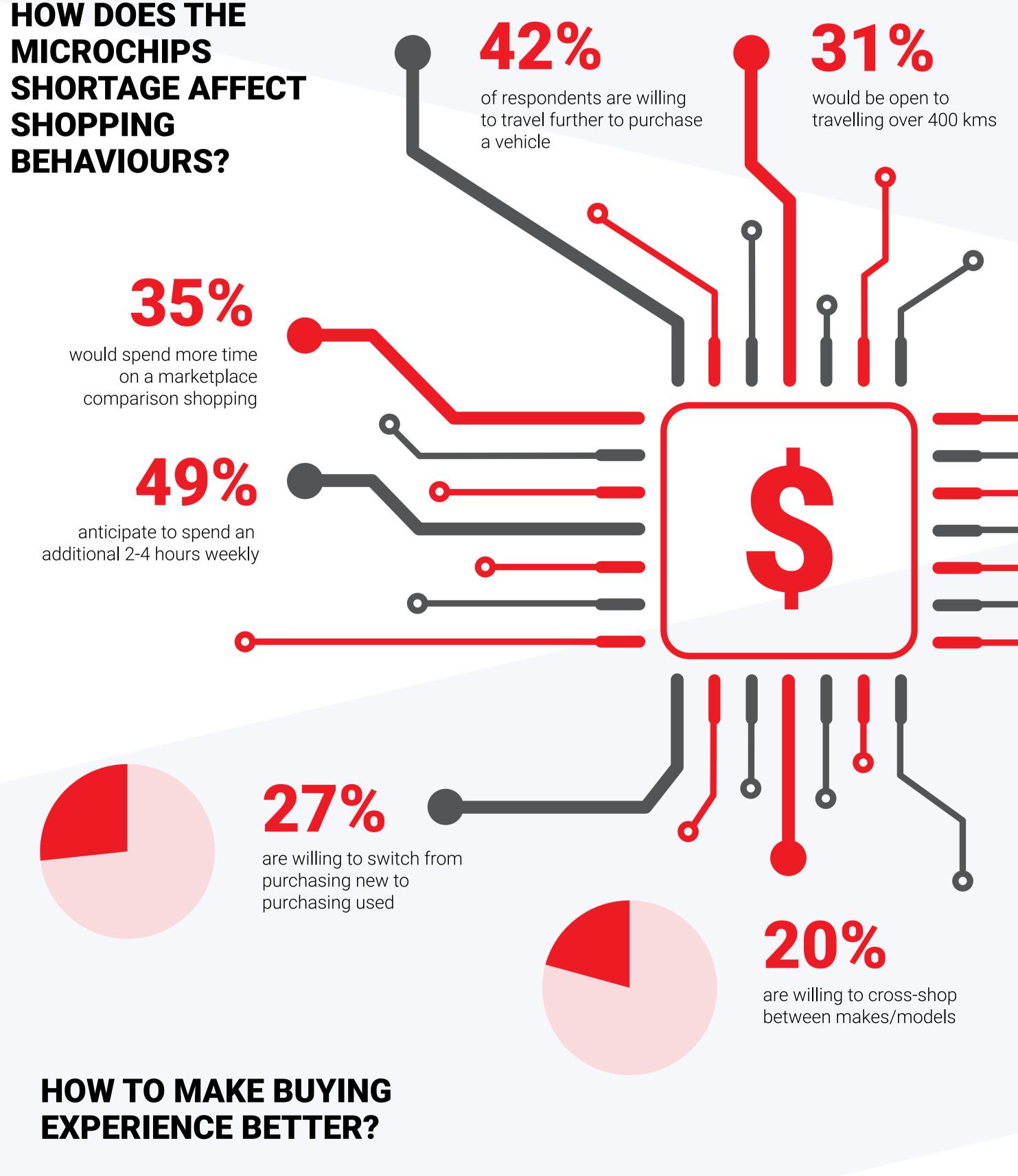




49%

TRADER**

∜Auto Trader.ca



o 5%

Access to price comparison tool

Information on vehicle review

Updates on the status of microchips shortage

Regular communication from dealership