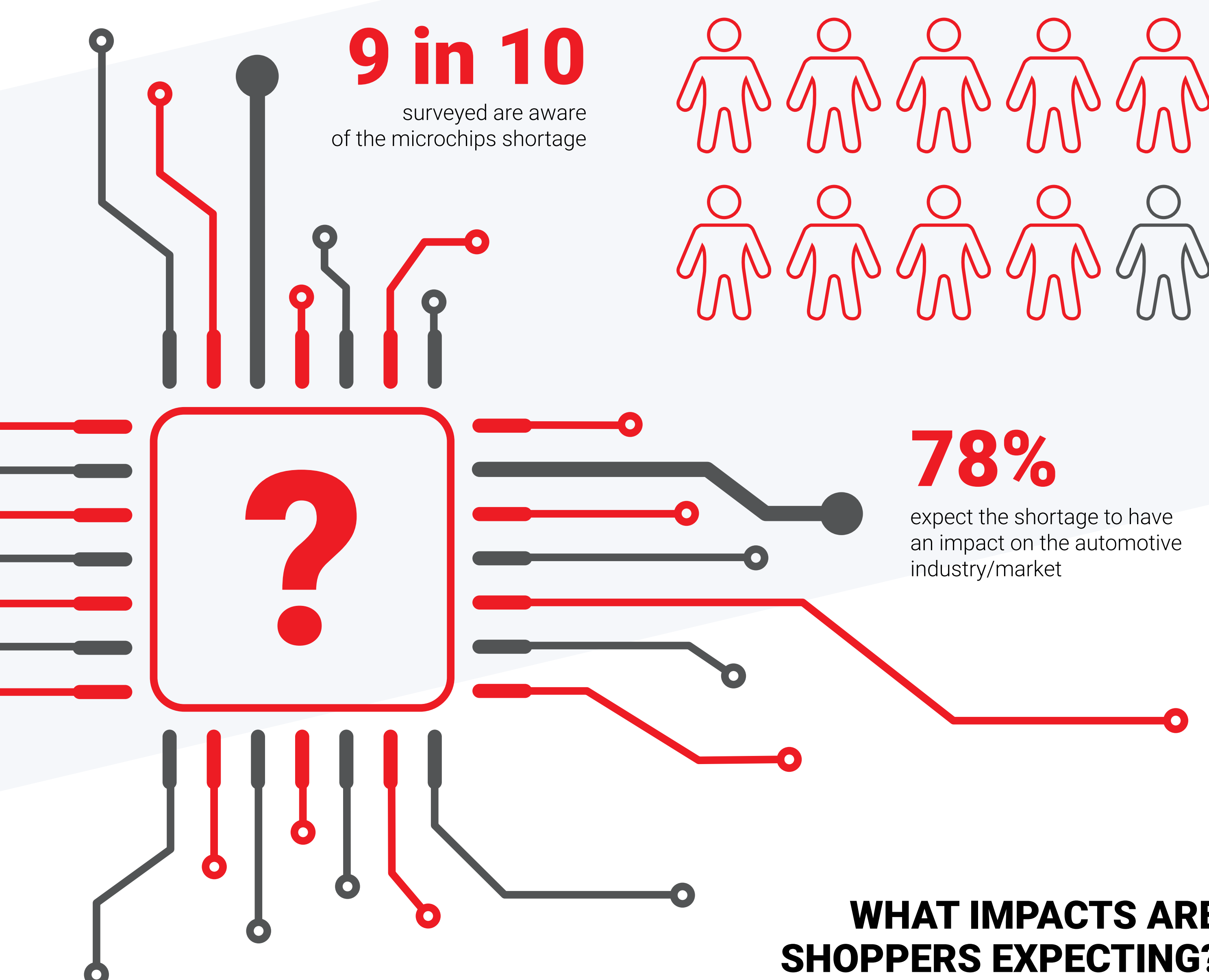


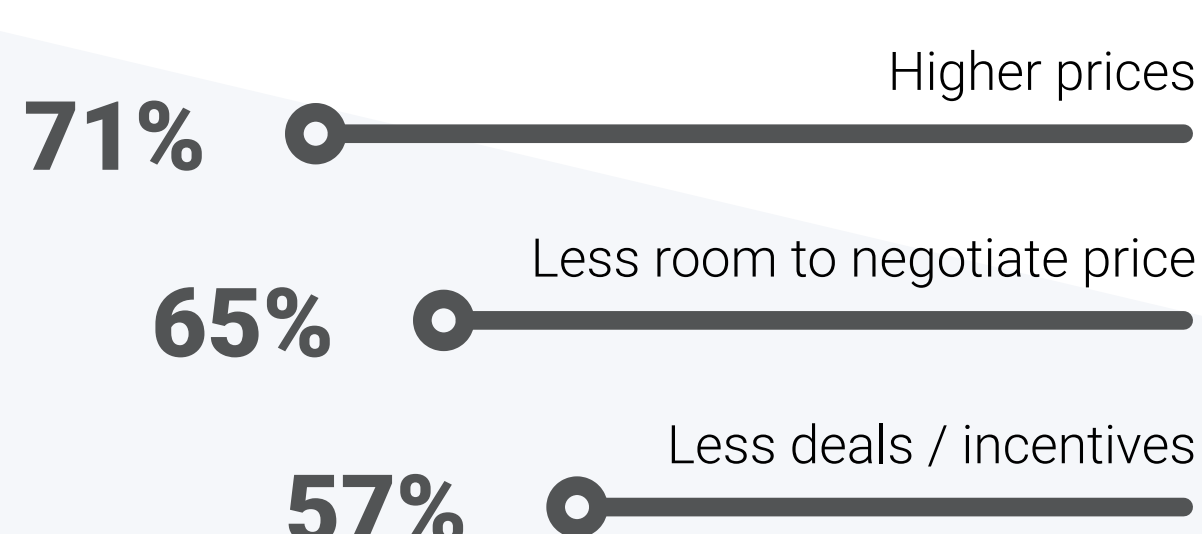
# CONSUMER RESEARCH RESULTS: HOW THE MICROCHIPS SHORTAGE IS IMPACTING CANADIAN CAR SHOPPERS

## ARE SHOPPERS AWARE OF THE CURRENT GLOBAL MICROCHIPS SHORTAGE?

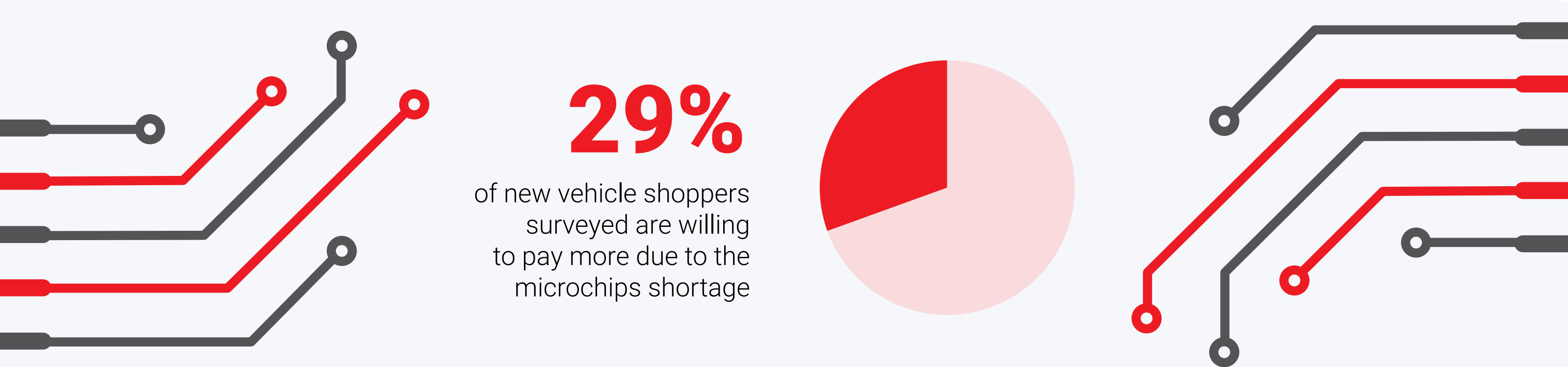


## WHAT IMPACTS ARE SHOPPERS EXPECTING?

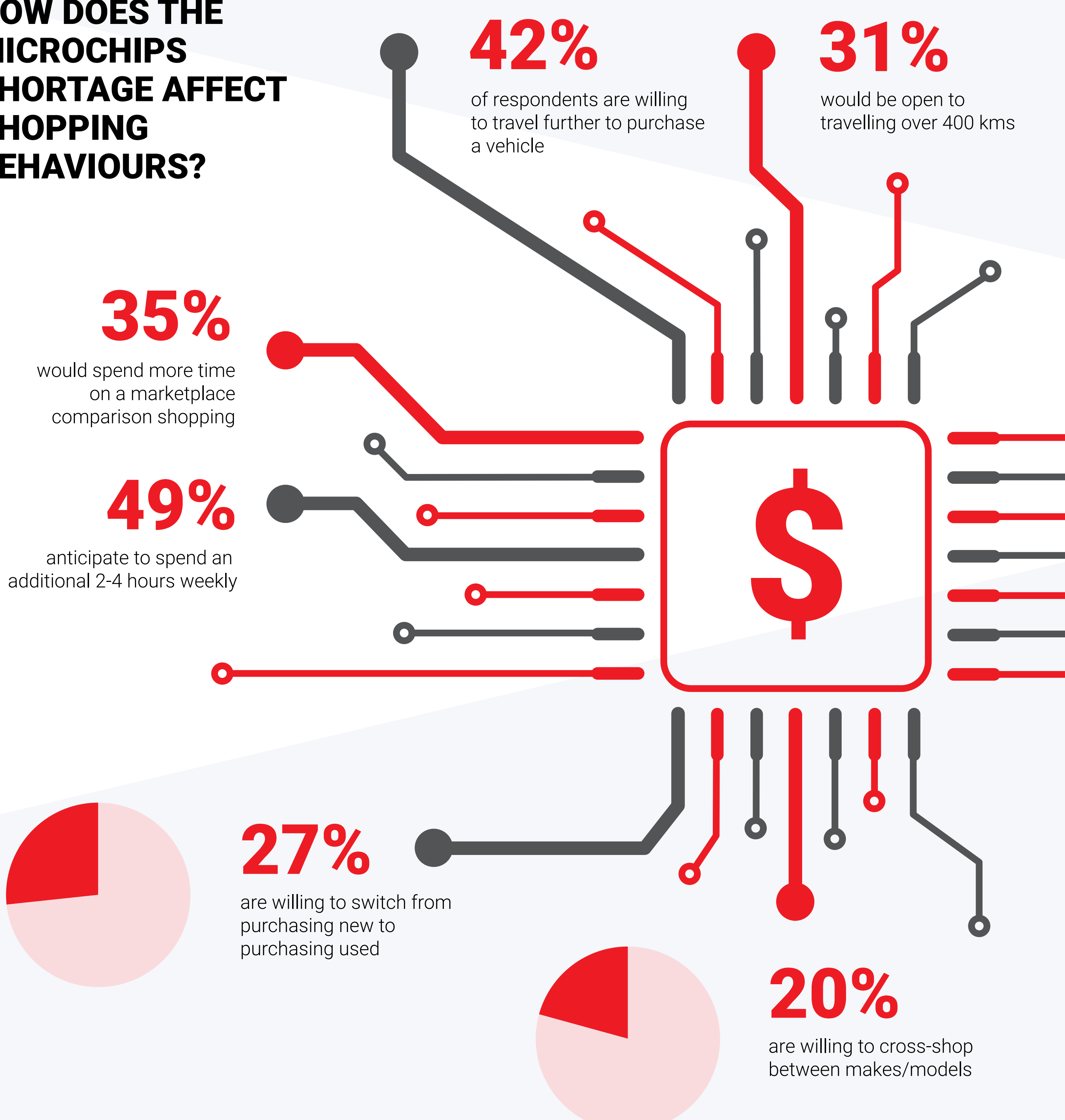
### IMPACTS EXPECTED ON NEW VEHICLES



### IMPACTS EXPECTED ON USED VEHICLES



## HOW DOES THE MICROCHIPS SHORTAGE AFFECT SHOPPING BEHAVIOURS?



## HOW TO MAKE BUYING EXPERIENCE BETTER?

