TRUCKS DRIVE JANUARY’S SALES FOR TOYOTA

The auto industry’s march toward positive sales results has been unrelenting since the spring of 2020, and that momentum has continued into the new year. As a whole, total new vehicle sales are expected to have fallen 3.7%, according to Cox Automotive, a small decline considering there was one less selling day this past January as compared to last year.

Several of the monthly reporters beat the estimated industry average, including Toyota, Hyundai, Kia, Subaru and Mazda, all of which have their SUVs and crossovers to thank. But Ford and Honda saw sales fall this past month, the former due to fewer fleet orders, the latter due to falling car sales.

“The expected month-over-month uptick in sales pace suggests the vehicle market is starting the year on solid ground even with so much uncertainty in the economy,” Charlie Chesbrough, Cox Automotive senior economist, wrote in a note. Cox predicts fleet sales, a group of sales severely impacted by the pandemic, won’t recover until later this year.

For Toyota — which regained the title of world’s best-selling automaker in 2020 from Volkswagen — sales increased 0.2% in January, led by a 10.4% increase in sales in the trucks division, including SUVs and pickups. The 4Runner enjoyed a 33.1% increase in sales, and the Tacoma saw a 10.3% jump. The Corolla and Camry both endured double-digit declines in sales.

Hyundai’s sales rose 1.5% vs. a year ago, with SUVs and crossovers offsetting declines among the sedans. Sales of the Kona rose 19.6%, while the Santa Fe’s sales jumped 26.6%. At Kia, sales increased 10.3%, but that result can be largely attributed to the K5 and Seltos, which were either not on sale or had just reached dealers in January of 2020.

At Ford, a continued fall in fleet sales countered an otherwise healthy month for retail sales as the automaker saw its sales fall 8.3%. Retail sales, on the other hand, rose 5.5% as compared to last year. Sales of the Explorer were a bright spot for Ford as they rose 11.1%; sedan sales weighed down the overall results as the discontinued Fiesta has reached zero total sales and the discontinued Fusion fell 74%.

Honda also had sales fall in January, with a 9.2% decline. Sales of the Pilot increased 10.8%, but overall, sales of trucks and SUVs fell 2.2% (although accounting for the one less selling day, sales in this division increased 1.9%). Subaru finished January with sales

DATA: CONSUMER STILL BUYING SUVS, CROSSOVERS

ADVERTISER NEWS

Daimler AG will split up into the world’s largest makers of luxury cars and commercial vehicles, renaming itself Mercedes-Benz and listing its truck unit separately by year-end, Bloomberg reports. The plan to distribute a majority of Daimler Truck to shareholders is the German manufacturer’s most significant shake-up since the sale of Chrysler almost 14 years ago… General Motors is the latest automaker hit by the global shortage of semiconductor chips as the company said yesterday it will take down production next week at four assembly plants. GM said it will cut production entirely during the week of Feb. 8 at plants in Fairfax, Kan.; Ingersoll, Ontario; and San Luis Potosi, Mexico… Taco Bell has debuted a new meal option, the $5 Build Your Own Cravings Box, which lets customers select one item from each of five menu categories and customize them based on diet preferences. The box rolled out this week to members of the chain’s rewards program and will be expanded to all digital customers on Feb. 11… Buy now, pay later options are growing in popularity. The Washington Post reports DSW, Macy’s, Neiman Marcus, Sephora and Walmart are among retailers that now allow customers to order products online and then pay for them over time. Growth in these types of purchases and payments has grown 200% since the pandemic hit the U.S. Popularity of these programs has been given a boost as more consumers go online to shop and younger ones remain distrustful of credit cards… United Parcel Service reported a 21% increase in sales, to nearly $24.9 billion, in the final three months of last year, driven in part by a supercharged online holiday shopping season. Despite causing early disruptions, the pandemic accelerated a shift to online shopping, helping to raise the company’s average daily package volume for the year to 24.6 million, a 13% increase from 2019… Amazon finished out 2020 on another blockbuster quarter, with its North American sales rising more than 40% year over year to $75.3 billion as shoppers

(Continued on Page 3)
When boxes arrive from Amazon I just tell my husband they're Christmas presents for him and he doesn't ask questions. I should probably buy him something soon.

FunnyTweeter.com

OUTLOOK: ’21 WILL BE BIG YEAR FOR WEDDINGS

This year is anticipated to be one of the busiest years for weddings in decades, but with COVID-19 precautions in place.

According to data from digital wedding products and services retailer The Knot, 47% of couples who planned to wed in 2020 will now celebrate in 2021 or later, and 93% of weddings originally scheduled in 2020 were not cancelled but instead adjusted to comply with local event restrictions or rescheduled for a later date.

Among those who postponed their reception, just over half plan to have their wedding prior to June 2021, while 43% have set their new wedding date in 2022 and beyond. Additionally, eight in 10 couples who got engaged during the pandemic have set their upcoming wedding date, the majority (73%) of which will take place in 2021.

More than a third of surveyed consumers with upcoming weddings in 2021 will require their guests to get tested ahead of their celebrations (36%). Additionally, nearly one in five plan to require their guests to be vaccinated in order to attend their wedding. Some are considering additional precautions, such as requiring guests to get tested (36%) or vaccinated (19%) prior to their celebrations.

Other adjustments many couples are making include downsizing guest lists (80%), adding a virtual component (43%) or moving their wedding ceremony and/or reception outdoors (35%). Almost all couples who created a wedding registry in 2020 included retail registry products (95%), while close to half (46%) opted for cash registries.
PRE-SUPER BOWL AD RELEASES FALL TO LOW

Just days before the Super Bowl, there is a sharp 73% decline in online releases of new Super Bowl commercials or teasers of those commercials versus a year ago, Television News Daily reports.

As of this week, there were 48 pieces of Super Bowl creative from 25 brands yielding a total of 19.8 million online views from all platforms, per data from iSpot.tv.

A year ago at this time, there were 182 creative pieces from 50 brands producing 46.4 million online views.

From 2015 through 2020, there have been an average of 171 creative online releases each year coming from an average of 49 brands, yielding an average of 95 million online views. The best year was in 2016, with 246 creatives and 64 brands, tallying collective 226.9 million views.

This lower pre-Super Bowl activity is largely due to the COVID-19 pandemic, a weakened economy, and an uncertain TV advertising marketplace.

CBS, which will air the big event Sunday, only recently sold out its TV ad inventory. In 2019, Fox sold out its Super Bowl ad inventory by Thanksgiving for the February 2020 game.

Major long-time Super Bowl advertisers, including Budweiser, Pepsi, Coke and Ford Motor, are sitting out this year.

AUTO PARTS E-COMMERCE SURGED AMID COVID

The COVID-19 pandemic has devastated certain segments of the economy, but not the online purchase of car parts and accessories.

New data from parts commerce software company RevolutionParts finds auto parts e-commerce on the rise and showing no sign of slowing down, Wards Auto reports.

Purchases processed through the company’s e-commerce platform grew 28% in 2020, from $328 million to $421 million, according to RevolutionParts’ annual Parts eCommerce Report.

“The pandemic really accelerated the growth of consumers looking to purchase parts online,” Ibrahim Mesbah, RevolutionParts’ CEO, said in a news release.

RevolutionParts predicts online parts sales will continue in 2021, with a projected growth rate of 29%, “Parts were a bright spot for many dealers in 2020 and will grow even brighter in 2021,” Mesbah says.

The report also found the percentage of purchases made via mobile grew 11% in 2020 to 45%, making the mobile-friendly shopping experience more important than ever.

CONSUMERS STILL BUYING SUVs, CROSSOVERS

(Continued from Page 1)

increasing 0.3%, helped along by 28.3% higher sales for the Crosstrek. The Outback saw a 3.6% increase in sales while the Forester stayed flat. On the other hand, there was a slump in sales for the Ascent, as well as the sedan lineup.

Mazda, one of the smaller monthly reporting automakers, had January sales finish 6.9% higher than last year. Mazda saw sales numbers improve across its lineup, including 22% for the Mazda 3, 5.2% for its most popular vehicle, the CX-5, and 53% for the new CX-30.

ACCOUNT ACTIONS

Honda has put a significant portion of its U.S. media account under review. Up for grabs is the automaker’s so-called Tier 2 media business, which includes regional advertising that is often used to plug sales incentives and is closely linked with individual dealer efforts. RPA currently handles Honda’s national creative and media business, including some Tier 2 media work. Other agencies involved in Tier 2 media include Horizon Media. Honda Motor spent $1.39 billion on U.S. advertising in 2019, including the Honda and Acura brands, according to the latest figures from the Ad Age Datacenter.

United Airlines is conducting a closed global review of its creative business. Dentsumcgarrybowen, formerly Mcgarrybowen, is the incumbent. The agency has been invited to participate. The move comes as United Airlines, like its competitors, suffers from massive dips in travel due to COVID-19. In Q4 2020, United posted a $1.9 billion net loss. Dentsumcgarrybowen won the airline’s creative account in 2011.

ADVERTISER NEWS

(Continued from Page 1)

turned to the e-commerce giant during a surge in COVID-19 and disruptions to holiday shipping. The company said it had 50% year-over-year sales growth for independent sellers on its Marketplace... McDonald’s says it has entered the next phase of testing a U.S. loyalty program before it launches nationwide later this year. The fast-food giant began testing in Arizona and Nevada in November. As of yesterday, roughly 900 locations out of McDonald’s 14,000 U.S. restaurants are part of the test. Starbucks and Chipotle Mexican Grill are among the restaurant chains that have used rewards programs to grow their base of loyal customers... American Airlines is sending furloughs notices this week to about 13,000 employees as a second round of federal payroll aid is set to expire next month and travel demand remains in tatters. Rival United Airlines last week sent similar furlough warnings to 14,000 staff members.

TUESDAY NIELSEN RATINGS - LIVE + SAME DAY

<table>
<thead>
<tr>
<th>Time</th>
<th>Net</th>
<th>Program</th>
<th>Adults 3-49 Ratings/share</th>
<th>Viewers in Millions</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00</td>
<td>ABC</td>
<td>To Tell the Truth</td>
<td>0.5/3</td>
<td>4.17M</td>
</tr>
<tr>
<td>8:00</td>
<td>FOX</td>
<td>The Resident</td>
<td>0.5/3</td>
<td>3.97M</td>
</tr>
<tr>
<td>8:00</td>
<td>CBS</td>
<td>NCIS</td>
<td>0.4/2</td>
<td>4.87M</td>
</tr>
<tr>
<td>8:00</td>
<td>NBC</td>
<td>Zoey’s Extraordinary Playlist</td>
<td>0.4/2</td>
<td>2.23M</td>
</tr>
<tr>
<td>9:00</td>
<td>CW</td>
<td>Two Sentence Horror Story</td>
<td>0.1/0</td>
<td>0.51M</td>
</tr>
<tr>
<td>9:00</td>
<td>ABC</td>
<td>black-ish</td>
<td>0.5/2</td>
<td>2.62M</td>
</tr>
<tr>
<td>9:00</td>
<td>CBS</td>
<td>FBI</td>
<td>0.4/3</td>
<td>4.57M</td>
</tr>
<tr>
<td>9:00</td>
<td>FOX</td>
<td>Prodigal Son</td>
<td>0.4/2</td>
<td>2.41M</td>
</tr>
<tr>
<td>9:00</td>
<td>NBC</td>
<td>This Is Us</td>
<td>0.3/1</td>
<td>1.91M</td>
</tr>
<tr>
<td>9:30</td>
<td>CW</td>
<td>Trickster</td>
<td>0.1/0</td>
<td>0.32M</td>
</tr>
<tr>
<td>9:30</td>
<td>ABC</td>
<td>mixed-ish</td>
<td>0.4/2</td>
<td>2.20M</td>
</tr>
<tr>
<td>10:00</td>
<td>ABC</td>
<td>Big Sky</td>
<td>0.6/3</td>
<td>3.57M</td>
</tr>
<tr>
<td>10:00</td>
<td>CBS</td>
<td>FBI: Most Wanted</td>
<td>0.3/2</td>
<td>3.59M</td>
</tr>
<tr>
<td>10:00</td>
<td>NBC</td>
<td>Nurses</td>
<td>0.3/1</td>
<td>1.64M</td>
</tr>
</tbody>
</table>

2/4/2021