

Executive Reporting – Trade Area – AutoView - NVR – Automotive Overview

Provides an overview of new vehicles including fuel type and segment group classifications in the Trade Area.

NVR|Automotive Overview

ENVIRONICS ANALYTICS

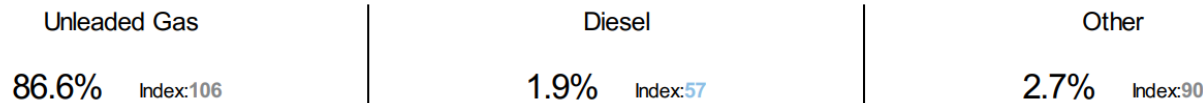
Trade Area: Toronto, ON (C)

Households: 1,227,549

The **Trade Area** selected for analysis.
The number of **Households** within the Trade Area.

FUEL TYPE

COMBUSTION AND OTHER



ALTERNATIVE



Fuel Type: This section reports the proportions of total new vehicles (passenger cars and light trucks) within the Trade Area that use each fuel type, and the Index measures how this compares to the Benchmark.

In the example, **86.6%** of the new vehicles in the Trade Area use Unleaded Gas. An Index of **106** indicates that this is 6% above the benchmark of Canada.

Count: The count of new vehicles (passenger cars and light trucks) in that segment group for the Trade Area.

%: The proportion of total new vehicles in that segment group in the Trade Area.

Base Count: The count of total new vehicles (passenger cars and light trucks) in that segment group in the Benchmark.

Base %: The proportion of total new vehicles in that segment group in the Benchmark.

% Pen: The proportion of total new vehicles in the Benchmark that are located in the Trade Area for that segment group.

Index: Compares the proportions of new vehicles for each segment group for the Trade Area to the proportions of total new vehicles for the same segment groups in the Benchmark. An Index of 100 is considered average.

SEGMENT GROUP TOTALS

	Count	%	Base Count	Base %	% Pen	Index
Total Passenger Car & Light Truck	136,103	98.83	1,270,383	97.42	10.71	101
Total Alt Power	1,934	1.42	27,497	2.17	7.03	66
Total Small Car	13,259	9.74	105,361	8.29	12.58	117
Total Mid Range Car	10,949	8.04	102,182	8.04	10.72	100
Total Upscale	5,419	3.98	41,243	3.25	13.14	123
Total Sport Car	1,770	1.30	17,736	1.40	9.98	93
Total CUV	65,487	48.12	519,622	40.90	12.60	118
Total SUV	12,874	9.46	130,390	10.26	9.87	92

Segment Group Totals: The counts and proportions of newly registered vehicles by automotive segment group in the Trade Area, compared to a Benchmark (Base).

In the example, Total CUV reports **65,487** new vehicles in that segment group which accounts for **48.12%** of the total new vehicles in the Trade Area. The **% Pen** rate indicates that **12.60%** of the CUVs in the Benchmark of Canada are registered in the Trade Area. As a measure of comparison, the Index value of **118** specifies that the registration of CUVs in the Trade Area is 18% above the average for Canada.

Benchmark: Canada

The **Benchmark**-also referred to as the base-indicates the geographic extent for the report.

Index Colours: <80 80 - 110 110+

Executive Reporting – Trade Area – AutoView - NVR – Alternative Power Overview

Provides an overview of new vehicle registrations for alternative powered vehicles classified by fuel type, domestic/import brands and segment.

NVR | Alternative Power Overview

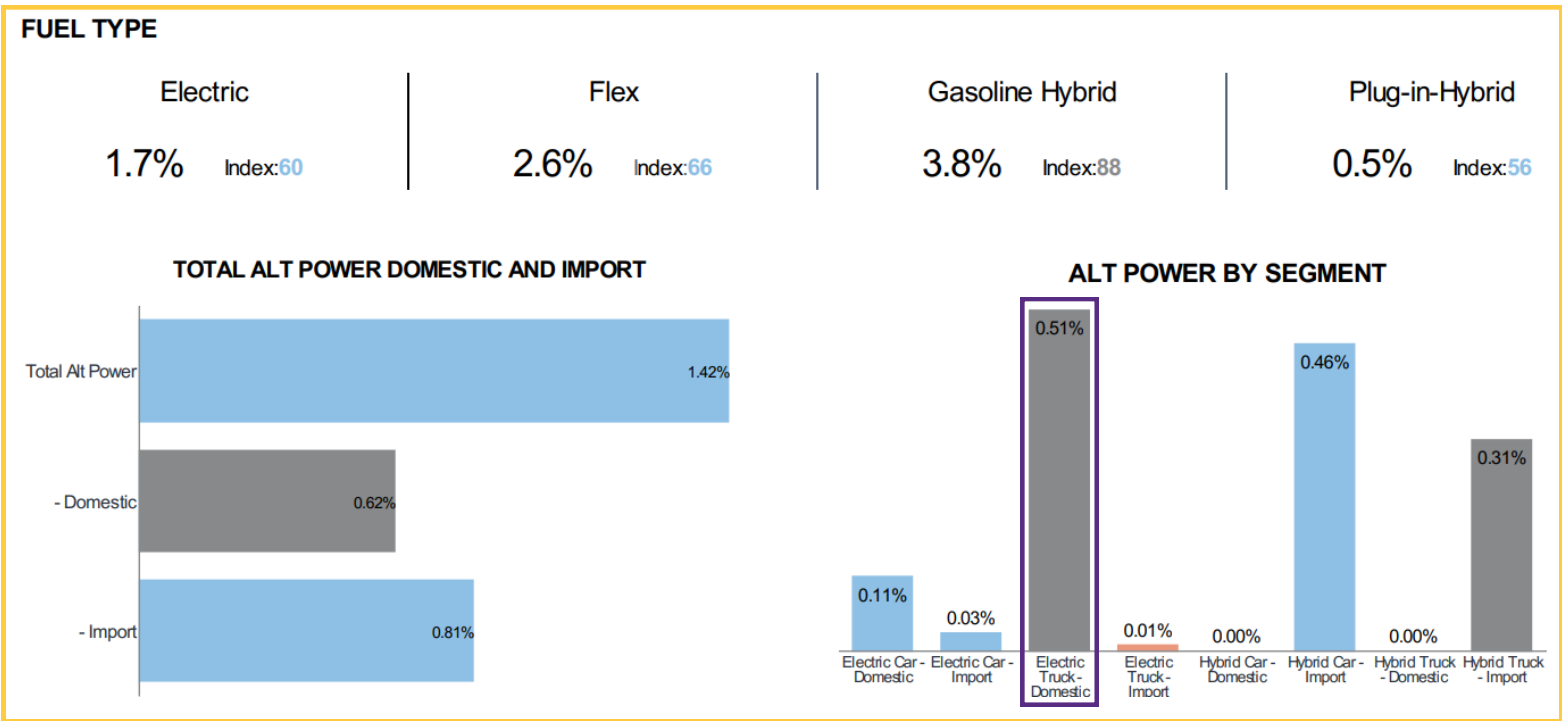
ENVIRONICS ANALYTICS

Trade Area: Toronto, ON (C)

Households: 1,227,549

The Trade Area selected for analysis.
The number of Households within the Trade Area.

Fuel Type: Alternative fuel types including the proportions of total new vehicles (passenger cars and light trucks) in the Trade Area and an Index indicating the comparison with the Benchmark. **Total Alt Power Domestic and Import:** The bar chart reports the proportion of total new vehicles in the Trade Area that use alternative power including whether they are domestic or imported brands. **Alt Power by Segment:** The bar chart reports the proportion of total new vehicles in the Trade Area that use alternative power by segment.



In the example, **0.51%** of the Toronto Trade Area total of newly registered vehicles are Domestic Electric Trucks. The colour of the bar relates to the Index value, which in this case is within 80 - 110 range. The Index value suggests that the proportion of total vehicles is similar to the Benchmark of Canada.

Benchmark: Canada

The Benchmark—also referred to as the base—indicates the geographic extent for the report.

Index Colours: <80 | 80 - 110 | 110+

Executive Reporting – Trade Area – AutoView - NVR – Make and Model

Provides details on make and model of vehicle by fuel type for the Trade Area.

NVR | Make and Model - Alternative Power

ENVIRONICS ANALYTICS

Trade Area: Toronto, ON (C)

Households: 1,227,549

The Trade Area selected for analysis.
The number of Households within the Trade Area.

Count: The count of new vehicles (passenger cars and light trucks) in that make and model for the Trade Area.

Base Count: The count of total new vehicles (passenger cars and light trucks) in that make and model in the Benchmark.

% Pen: The proportion of total new vehicles in the Benchmark that are located in the Trade Area for that make and model.

Index: Compares the proportions of new vehicles for each make and model for the Trade Area to the proportions of total new vehicles for the same make and model in the Benchmark. An Index of 100 is considered average.

ALT POWER VEHICLES

	Count	Base Count	% Pen	Index
BMW				
BMW: i3	6	60	10.00	94
BMW: i8	0	1	0.00	0
Chevrolet				
Chevrolet: Bolt EV	151	3,450	4.38	41
Honda				
Honda: Clarity	7	679	1.03	10
Honda: Insight	33	387	8.53	79
Hyundai				
Hyundai: Ioniq	337	3,950	8.53	80
Jaguar				
Jaguar: I-Pace	12	59	20.34	191
Kia				
Kia: Niro	132	2,274	5.80	54
Nissan				
Nissan: Leaf	5	1,288	0.39	4
Tesla				
Tesla: Model X	130	1,038	12.52	117
Tesla: Model Y	558	4,896	11.40	106
Toyota				
Toyota: Prius	66	784	8.42	79
Toyota: Prius Prime	116	4,615	2.51	23
Volkswagen				
Volkswagen: e-Golf	4	1,021	0.39	4

The table reports the counts of alternative powered vehicles by make and model. In the example, there are **151** newly registered Chevrolet: Bolt EVs in the Trade Area of Toronto, compared to the **3,450** in the Benchmark of Canada. An Index value of **41** suggests that households in Toronto are 59% less likely to own a Chevrolet: Bolt EV, when compared to Canada.

Benchmark: Canada - The Benchmark - also referred to as the base - indicates the geographic extent for the report.

Index Colours: <80 80 - 110 110+