

HOW TO READ



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

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

TVIO | Automotive Overview

Study Area: Toronto, ON (C)

ENVIRONICS
ANALYTICS

Households: 1,227,549

The Trade Area selected for analysis.

The number of Households within the Trade Area.

FUEL TYPE

COMBUSTION AND OTHER

| Unleaded Gas | Diesel | Other |
|-----------------|---------------|---------------|
| 89.2% Index:106 | 2.0% Index:51 | 0.9% Index:60 |

ALTERNATIVE

| Electric | Flex | Gasoline Hybrid | Plug-in-Hybrid |
|----------------|---------------|-----------------|----------------|
| 0.5% Index:107 | 5.3% Index:63 | 1.9% Index:147 | 0.2% Index:103 |



SEGMENT GROUP TOTALS

| | Count | % | Base Count | Base % | % Pen | Index |
|-----------------------------------|----------------|--------------|------------------|--------------|-------------|------------|
| Total Passenger Car & Light Truck | 1,337,537 | 97.25 | 25,203,927 | 96.31 | 5.31 | 101 |
| Total Alt Power | 13,601 | 1.02 | 222,954 | 0.89 | 6.10 | 115 |
| Total Small Car | 227,351 | 17.00 | 4,508,268 | 17.89 | 5.04 | 95 |
| Total Mid Range Car | 232,322 | 17.37 | 4,200,496 | 16.67 | 5.53 | 104 |
| Total Upscale | 104,632 | 7.82 | 1,088,545 | 4.32 | 9.61 | 181 |
| Total Sport Car | 37,177 | 2.78 | 696,498 | 2.76 | 5.34 | 101 |
| Total CUV | 427,875 | 31.99 | 5,961,183 | 23.65 | 7.18 | 135 |
| Total SUV | 91,674 | 6.85 | 2,018,552 | 8.01 | 4.54 | 86 |

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

In the example, Total CUV shows that 427,875 vehicles in that segment group which accounts for 31.99% of the total vehicles in operation in the Trade Area. The % Pen rate indicates that 7.18% of the CUVs in the Benchmark of Canada are registered in the Trade Area. As a measure of comparison, the Index value of 135 specifies that the registration of CUVs in the Trade Area is 35% 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+

HOW TO READ



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

Provides an overview of total vehicles in operation for alternative powered vehicles classified by fuel type, domestic/import brands and segment.

TVIO | Alternative Power Overview

ENVIRONICS
ANALYTICS

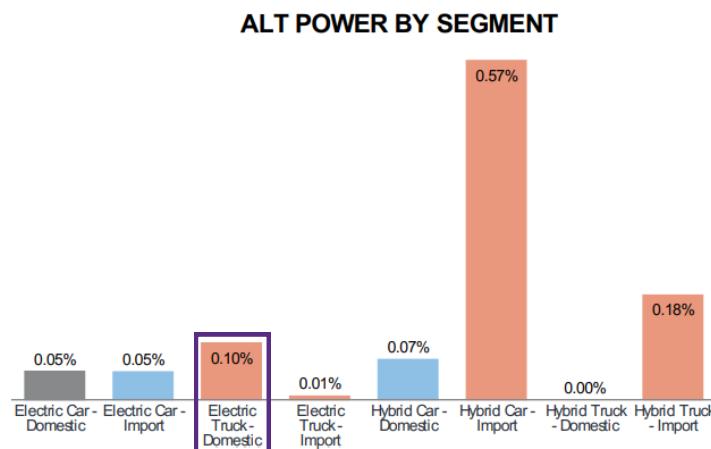
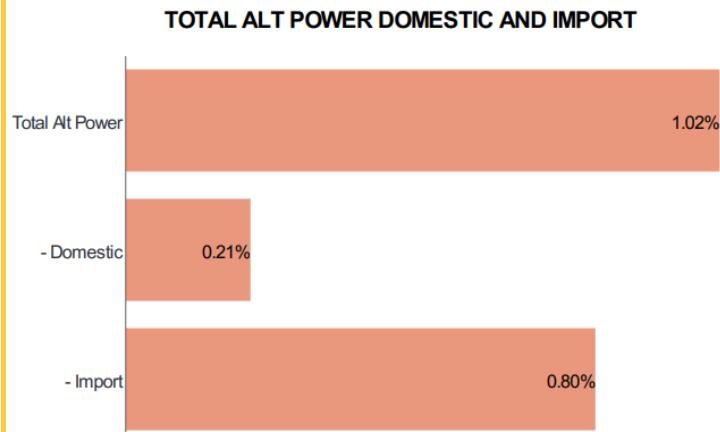
Study Area: Toronto, ON (C)

Households: 1,227,549

The Trade Area selected for analysis.

The number of Households within the Trade Area.

FUEL TYPE



Fuel Type: Alternative fuel types including the proportions of total 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 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 vehicles in the Trade Area that use alternative power by segment.

In the example, **0.10%** of the Toronto Trade Area total vehicles in operation are Domestic Electric Trucks. The colour of the bar relates to the Index value, which in this case is above an Index of 110. The Index value suggests that the proportion of total vehicles is 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+

HOW TO READ



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

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

TVIO | Make and Model - Alternative Power

**ENVIRONICS
ANALYTICS**

Study Area: Toronto, ON (C)

Households: 1,227,549

The Trade Area selected for analysis.

The number of Households within the Trade Area.

ALT POWER VEHICLES

| | Count | Base Count | % Pen | Index |
|---------------------|-------|------------|-------|-------|
| BMW | | | | |
| BMW: i3 | 131 | 2,293 | 5.71 | 108 |
| BMW: i8 | 70 | 547 | 12.80 | 236 |
| Chevrolet | | | | |
| Chevrolet: Bolt EV | 647 | 12,807 | 5.05 | 95 |
| Chevrolet: Volt | 698 | 18,972 | 3.68 | 69 |
| FIAT | | | | |
| FIAT: 500e | 2 | 412 | 0.49 | 6 |
| Ford | | | | |
| Ford: C-Max | 211 | 5,377 | 3.92 | 74 |
| Honda | | | | |
| Honda: Clarity | 80 | 2,309 | 3.46 | 65 |
| Honda: CR-Z | 38 | 1,162 | 3.27 | 61 |
| Honda: Insight | 245 | 3,371 | 7.27 | 137 |
| Hyundai | | | | |
| Hyundai: Ioniq | 786 | 12,055 | 6.52 | 123 |
| Jaguar | | | | |
| Jaguar: I-Pace | 83 | 455 | 18.24 | 344 |
| Kia | | | | |
| Kia: Niro | 589 | 10,899 | 5.40 | 102 |
| Lexus | | | | |
| Lexus: CT | 760 | 5,998 | 12.67 | 239 |
| Lexus: HS | 167 | 1,276 | 13.09 | 245 |
| Mitsubishi | | | | |
| Mitsubishi: i-MEV | 14 | 688 | 2.03 | 37 |
| Nissan | | | | |
| Nissan: Leaf | 379 | 20,643 | 1.84 | 35 |
| Tesla | | | | |
| Tesla: Model X | 733 | 6,260 | 11.71 | 221 |
| Tesla: Model Y | 553 | 5,194 | 10.65 | 200 |
| Toyota | | | | |
| Toyota: Mirai | 9 | 113 | 7.96 | 175 |
| Toyota: Prius | 2,710 | 37,461 | 7.23 | 136 |
| Toyota: Prius C | 799 | 18,456 | 4.33 | 82 |
| Toyota: Prius Prime | 411 | 14,990 | 2.74 | 52 |
| Toyota: Prius V | 878 | 16,329 | 5.38 | 101 |
| Volkswagen | | | | |
| Volkswagen: e-Golf | 94 | 4,165 | 2.26 | 42 |

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

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

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

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

The table reports the counts of alternative powered vehicles by make and model. In the example, there are 70 BMW: i8s in operation in the Trade Area of Toronto, compared to the 547 in the Benchmark of Canada. An Index value of 236 suggests that households in Toronto are 136% more likely to own an BMW: i8, 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+