RUSSIA

AUTOMOTIVE INDUSTRY TRENDS

2017

Auto@Google

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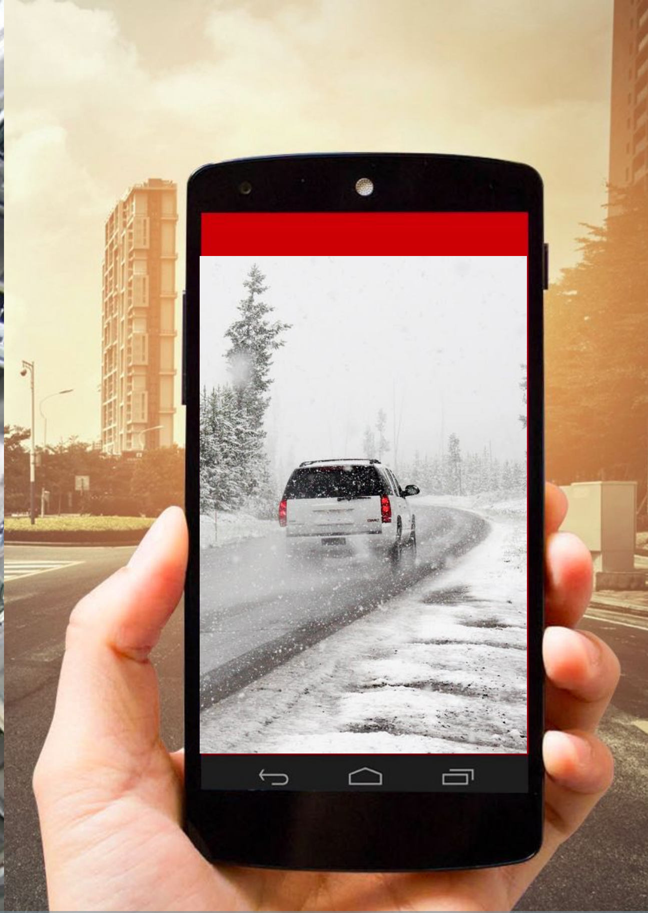


Key 2017 highlights

01

Automotive queries grew 5% YoY on Search and 13% on YouTube

Mobile queries showed the fastest growth: +23% on Google search and +37% on YouTube search.
Two leading categories in terms of growth - Car Financing and Trade-in.
Interest towards new cars grew 6%

Interest towards mass segment grew 6% YoY, premium started growing 1% YoY

Kia and Lada are new leaders in terms of consumer interest in Internet. Both launched new cars in Q4'2017. BMW is a leader in premium segment, while Mercedes and Audi are competing for the second spot

02

03

Automotive on YouTube is huge and growing

Russian viewers watched almost 1.4B automotive videos on YouTube in 2017 (organic views only).
The leader of growth is Small cars segment with almost 2x growth YoY. However, SUV segment is still leading in absolute numbers

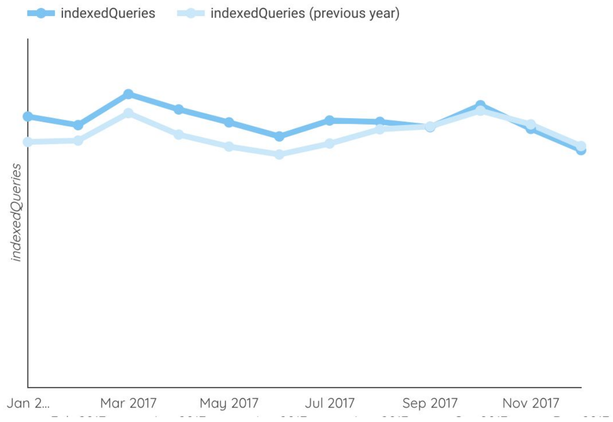
Google

CATEGORY TRENDS & KEY AUCTION METRICS

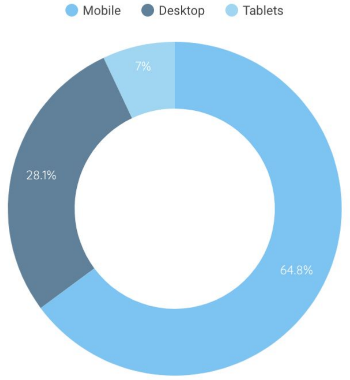
Overall, Industry is continuously growing **5%** YoY only driven by massive **mobile** growth

Interest to Automotive Last Quarter results		Mobile dynamics Last Quarter results		Desktop & Tabs dynamics Last Quarter results	
VOLUME	294M	VOLUME	186M	VOLUME	108M
YoY GROWTH	5.3%	YoY GROWTH	23.0%	YoY GROWTH	-15.7%

Interest to Automotive, Indexed



Automotive Interest by Device



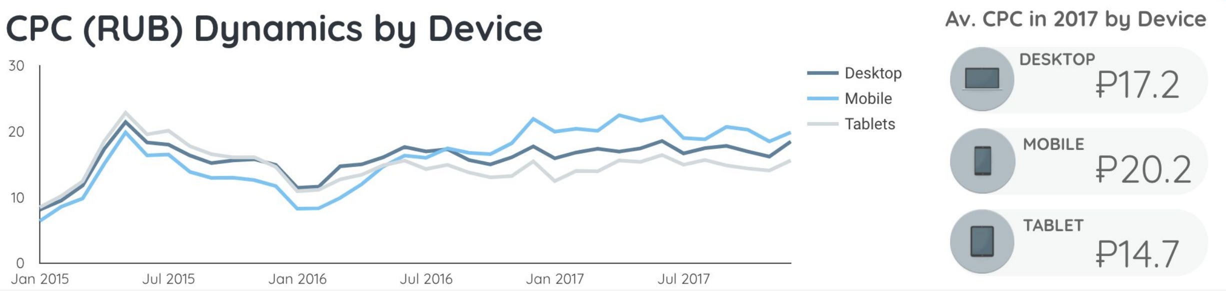
Mobile is playing significant role in automotive category

65%

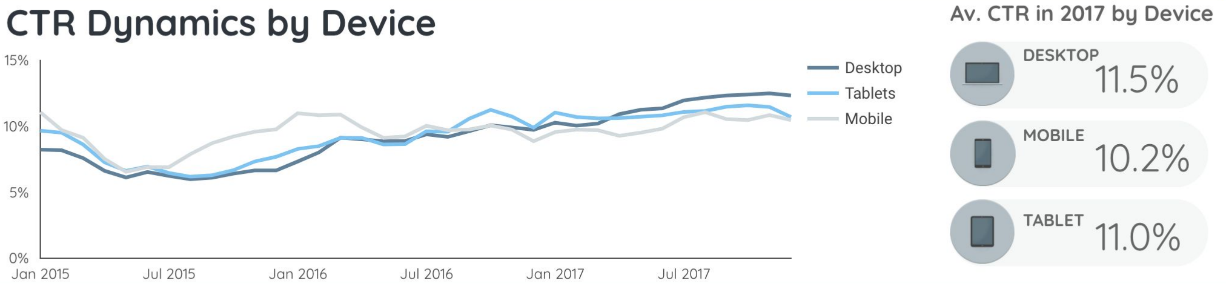
of queries in Automotive Category come from mobile devices while competition remains the same on all platforms

TOTAL

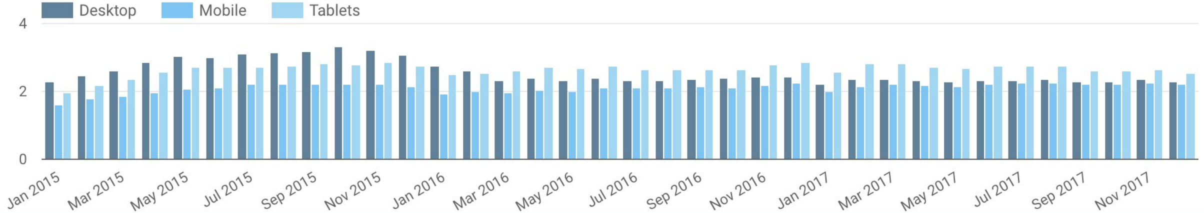
CPC (RUB) Dynamics by Device



CTR Dynamics by Device



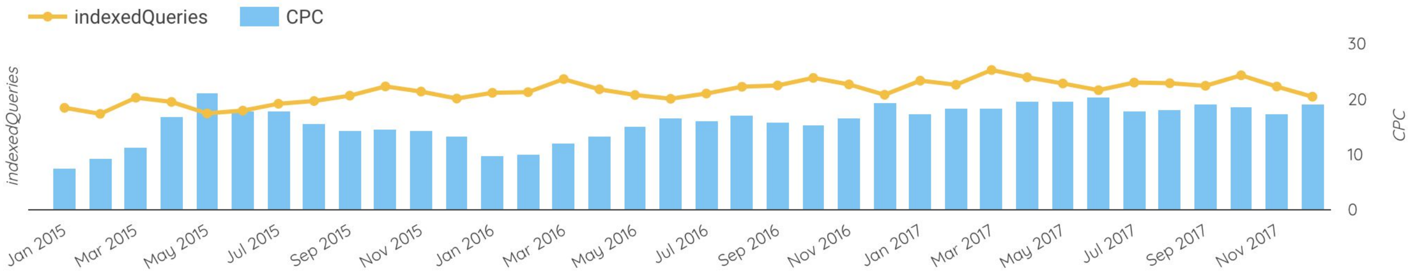
Competition in Category by Device



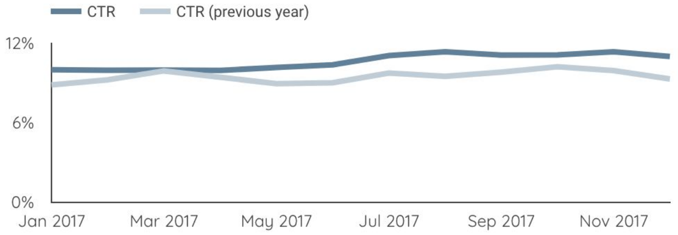
Source: Internal Google Data

Comparing to previous year, industrial CTR in 2017 grew by 12% with AdDepth staying stable and CPC growing by 26%

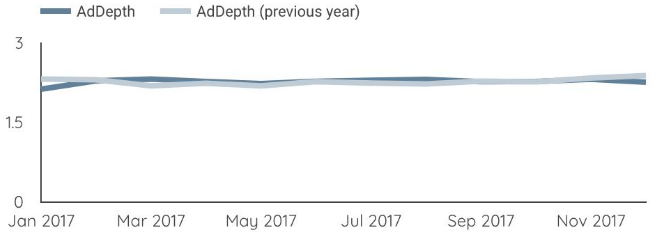
Auction Dynamics



CTR trends



Competition in Category



CTR
Last Quarter results

VALUE 11%

YoY GROWTH 12.0%

CPC, RUB
Last Quarter results

VALUE ₽19

YoY GROWTH 25.8%

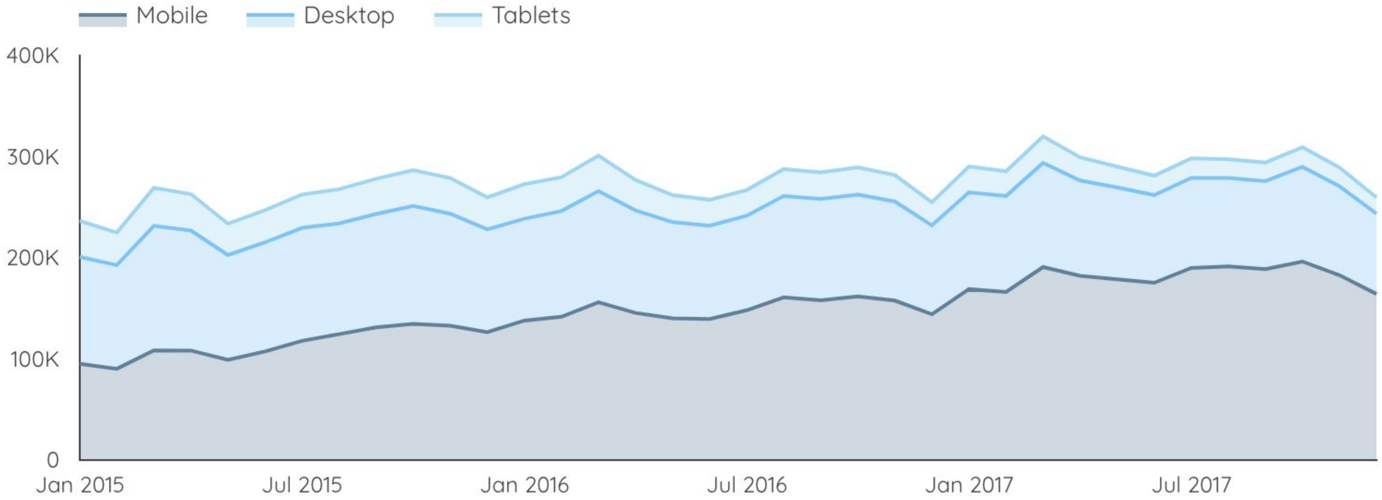
AD. DEPTH
Last Quarter results

VALUE 2.3

YoY GROWTH 0.1%

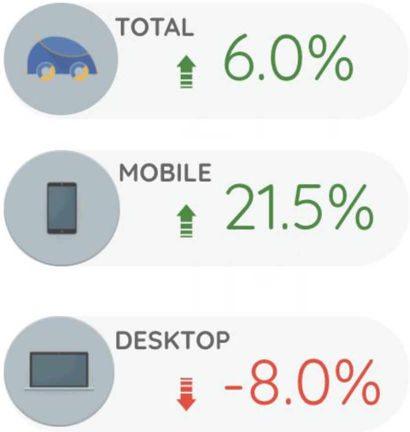
Interest towards **new cars** grew **6%** YoY in 2017, 62% of queries came from mobile (that grew **22%** YoY)

Query Volume Dynamics



YoY Growth

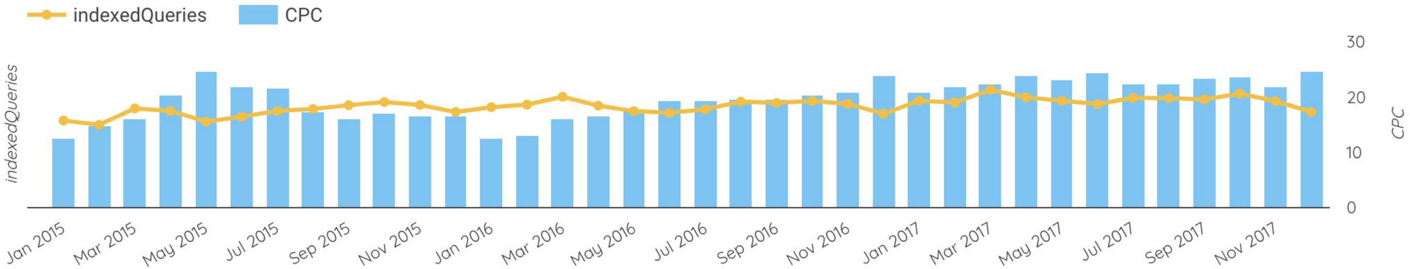
Last Year results



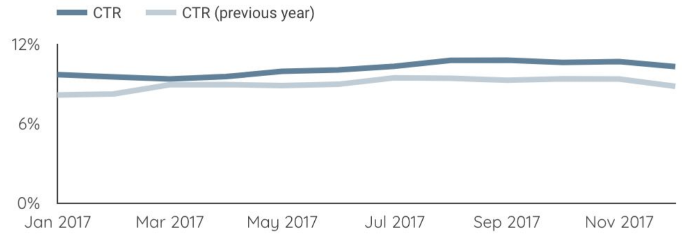
Google

Comparing to industry in general, there was a bigger increase in competition in **new cars** category

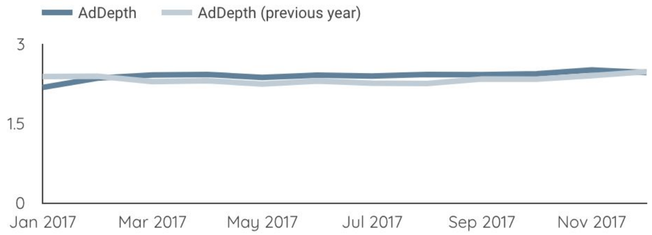
Auction Dynamics



CTR trends



Competition in Category



CTR
Last Quarter results

VALUE 10%

YoY GROWTH 13.0%

CPC, RUB
Last Quarter results

VALUE ₽23

YoY GROWTH 25.3%

AD. DEPTH
Last Quarter results

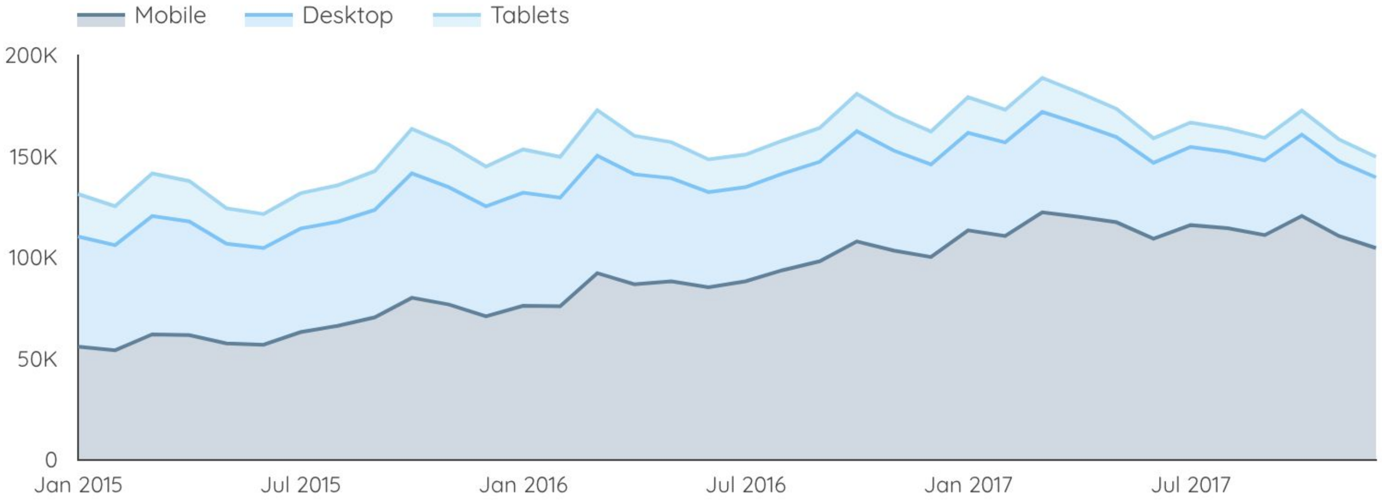
VALUE 2.4

YoY GROWTH 3.1%

Google

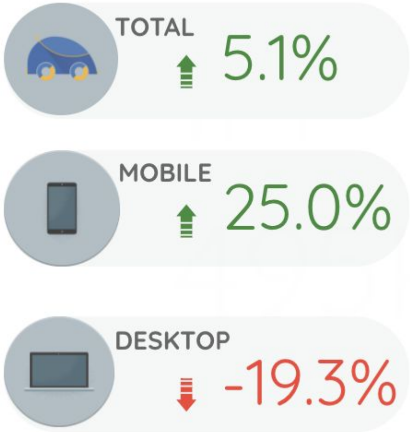
In 2017, **used cars** category grew slower than new cars (**+5%** YoY) with 68% share of mobile

Query Volume Dynamics



YoY Growth

Last Year results

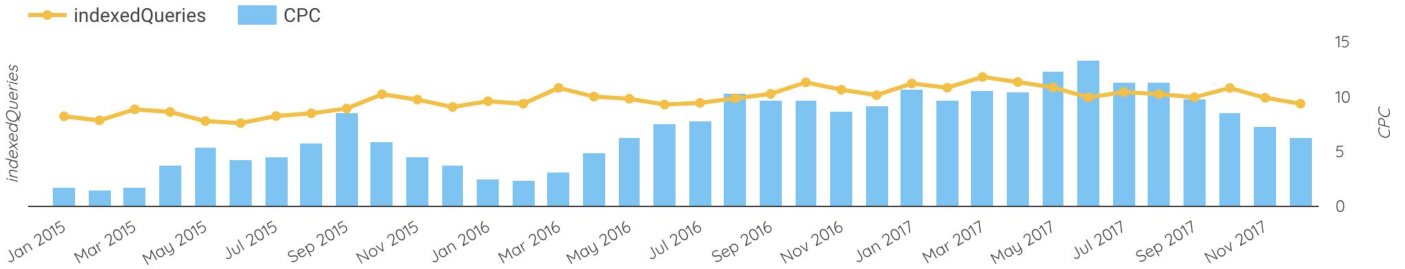


Source: Internal Google Data

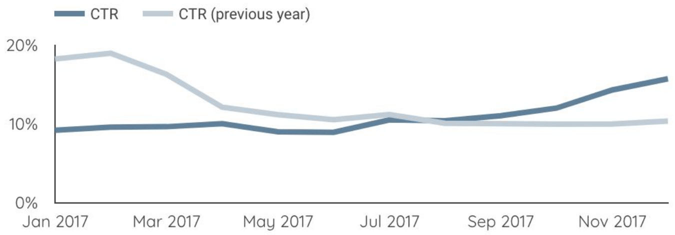
* Used car terms consists of generic used terms (e.g. 'купить подержанный автомобиль', 'автомобили с пробегом' and brand/model keywords with used characteristics, e.g. 'ford focus 2008', 'used toyota', etc. Used cars Auto portals are not included

And the competition in **used cars** category slightly decreased YoY, while CPC grew

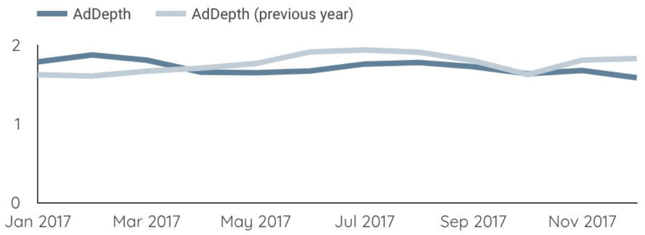
Auction Dynamics



CTR trends



Competition in Category



CTR
Last Quarter results

VALUE 11%

YoY GROWTH -13.8%

CPC, RUB
Last Quarter results

VALUE ₽10

YoY GROWTH 63.8%

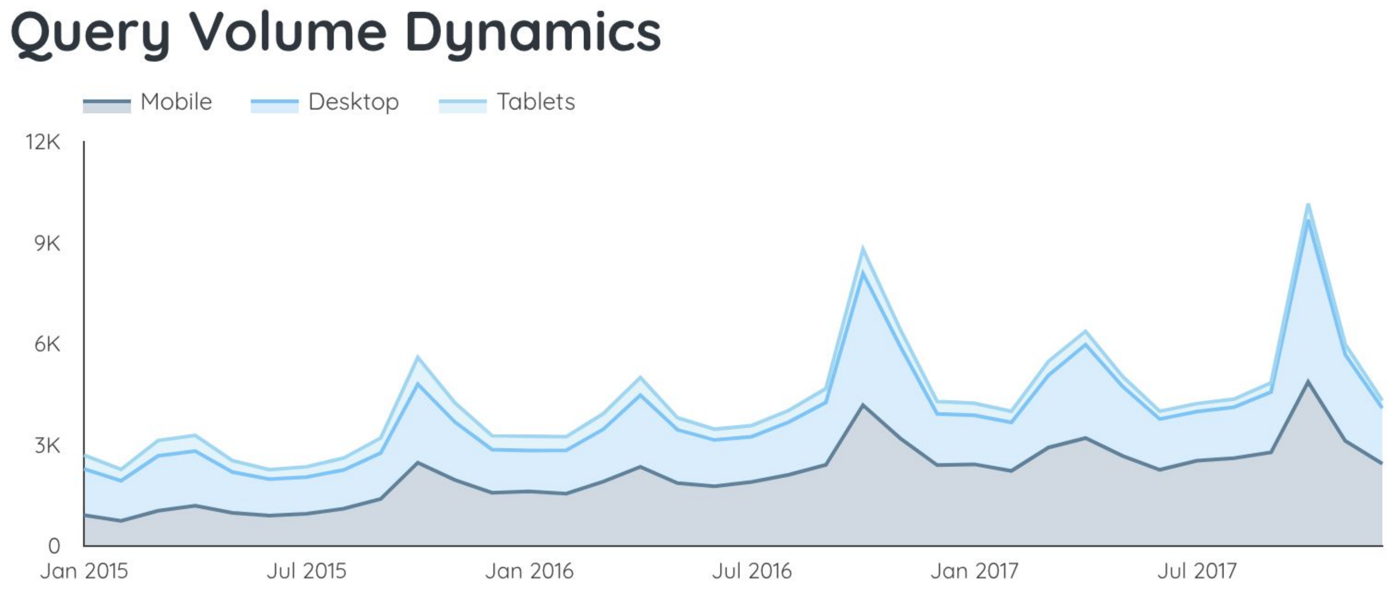
AD. DEPTH
Last Quarter results

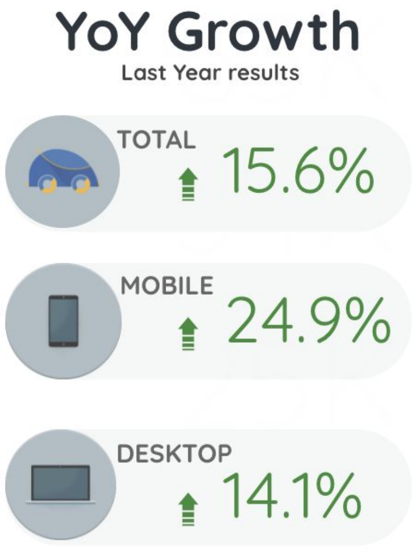
VALUE 1.7

YoY GROWTH -1.8%

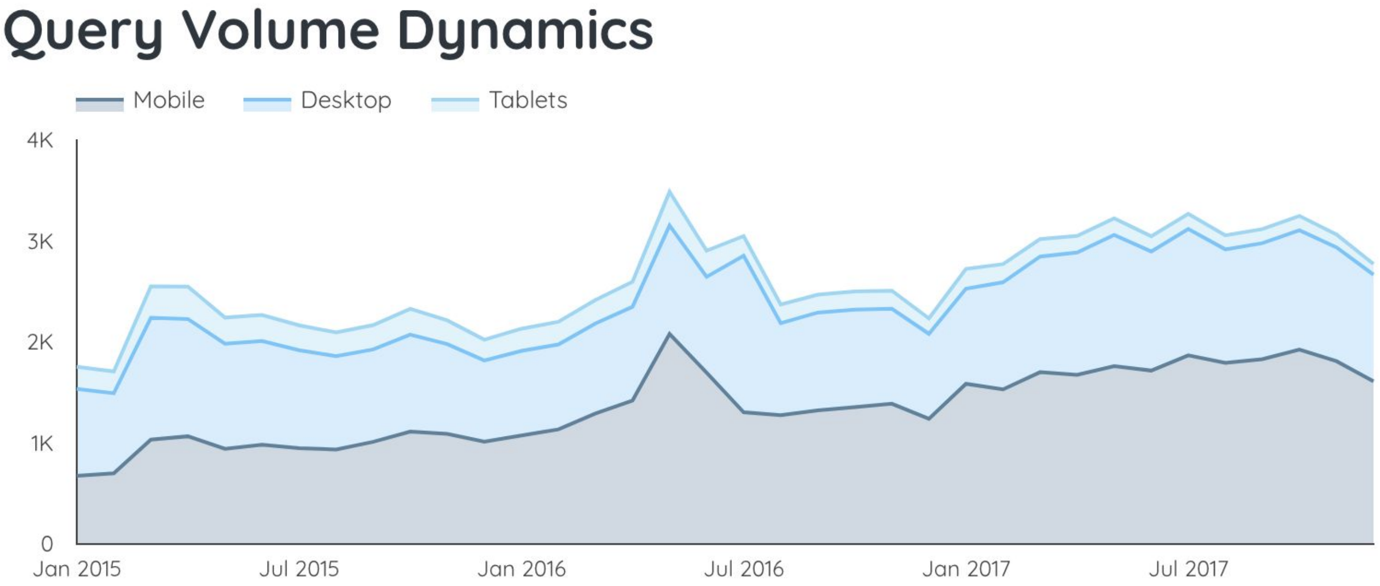
Source: Internal Google Data

| **Aftersales** category showed great growth (**+16%** YoY) last year comparing to 2016 with higher peaks during tire change periods





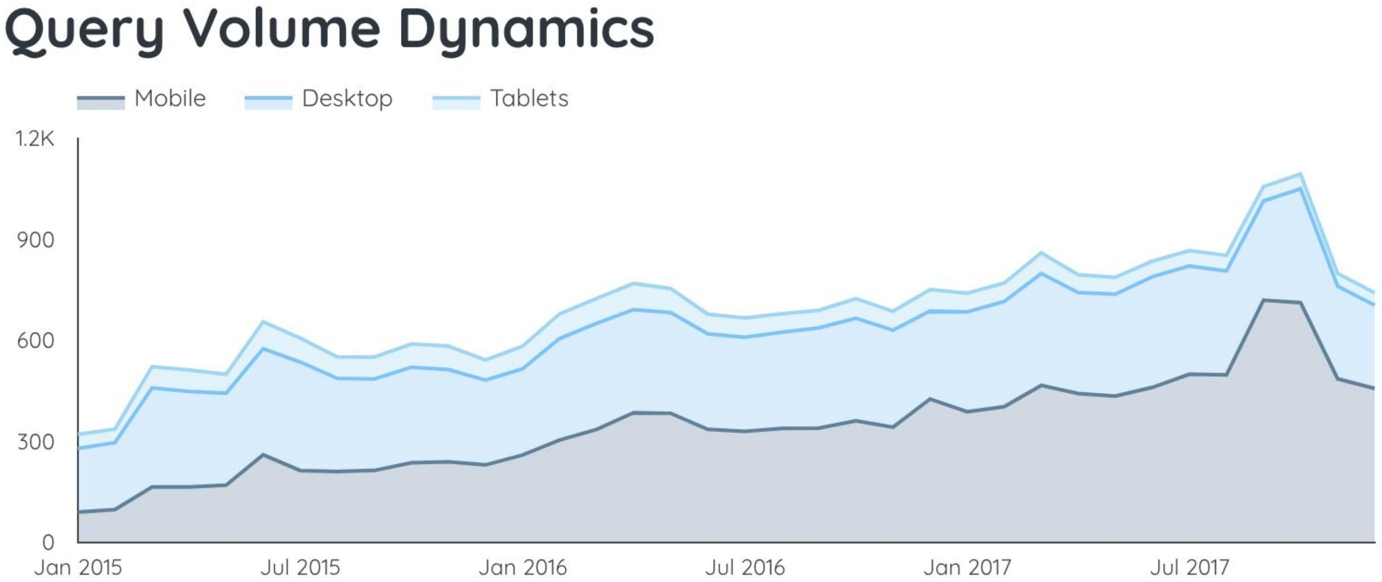
Car financing category grew **18%** YoY due to increased consumer interest to governmental support

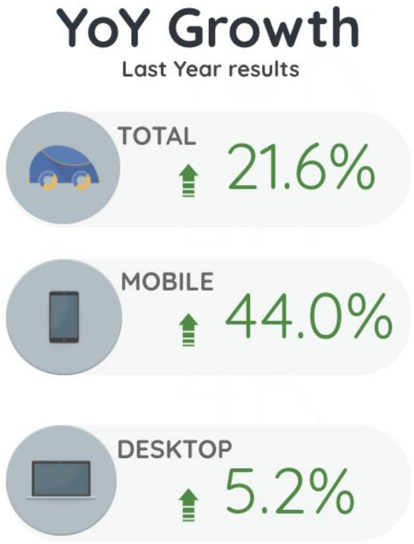


Source: Internal Google Data

* Car financing terms consists of generic auto credit terms (e.g. 'автомобиль в кредит', 'кредитные программы авто' and branded automotive finance keywords, e.g. 'ниссан простые правила, 'skoda financial services', etc.

Thanks to governmental support of utilization programs, **trade-in** category boomed **22%** YoY in 2017

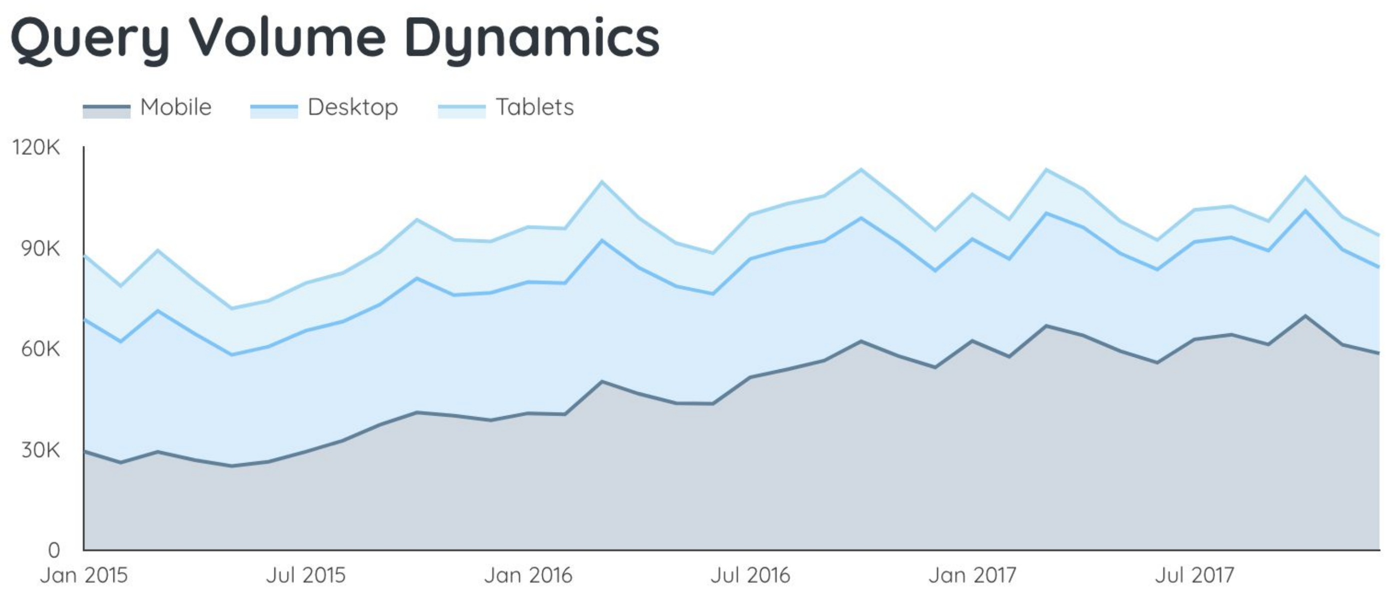




Source: Internal Google Data

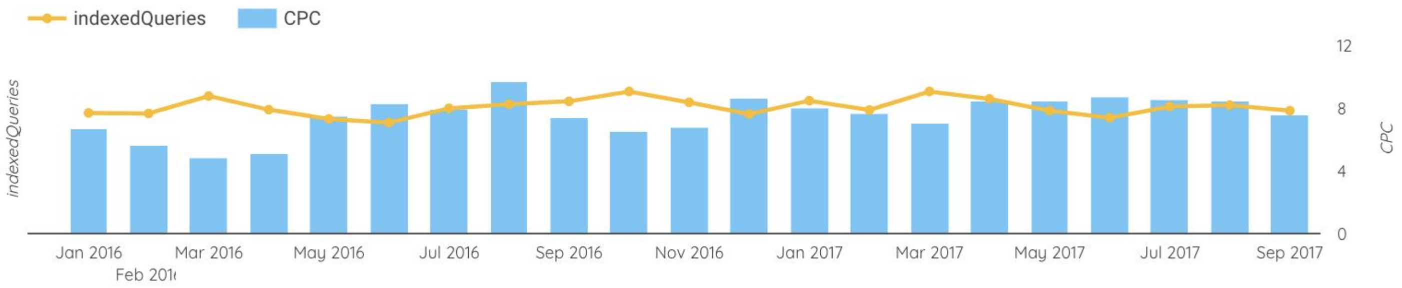
Google

Generic category showed slight increase (**+2%** YoY), still remaining the third largest category in terms of consumer interest

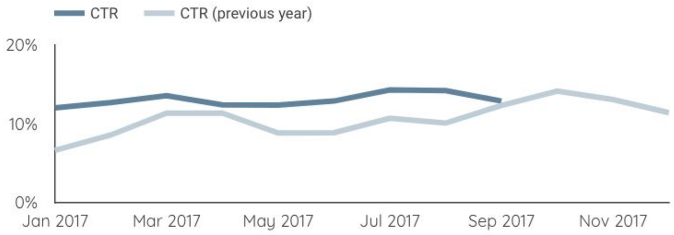


However, **generics** is the **cheapest** category and showed great CTR increase (25% YoY)

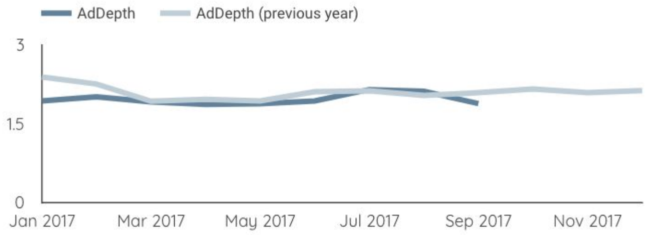
Auction Dynamics



CTR trends



Competition in Category



CTR
Last Quarter results

VALUE: 13%

YoY GROWTH: 20.7%

CPC, RUB
Last Quarter results

VALUE: ₽8

YoY GROWTH: 10.8%

AD. DEPTH
Last Quarter results

VALUE: 1.9

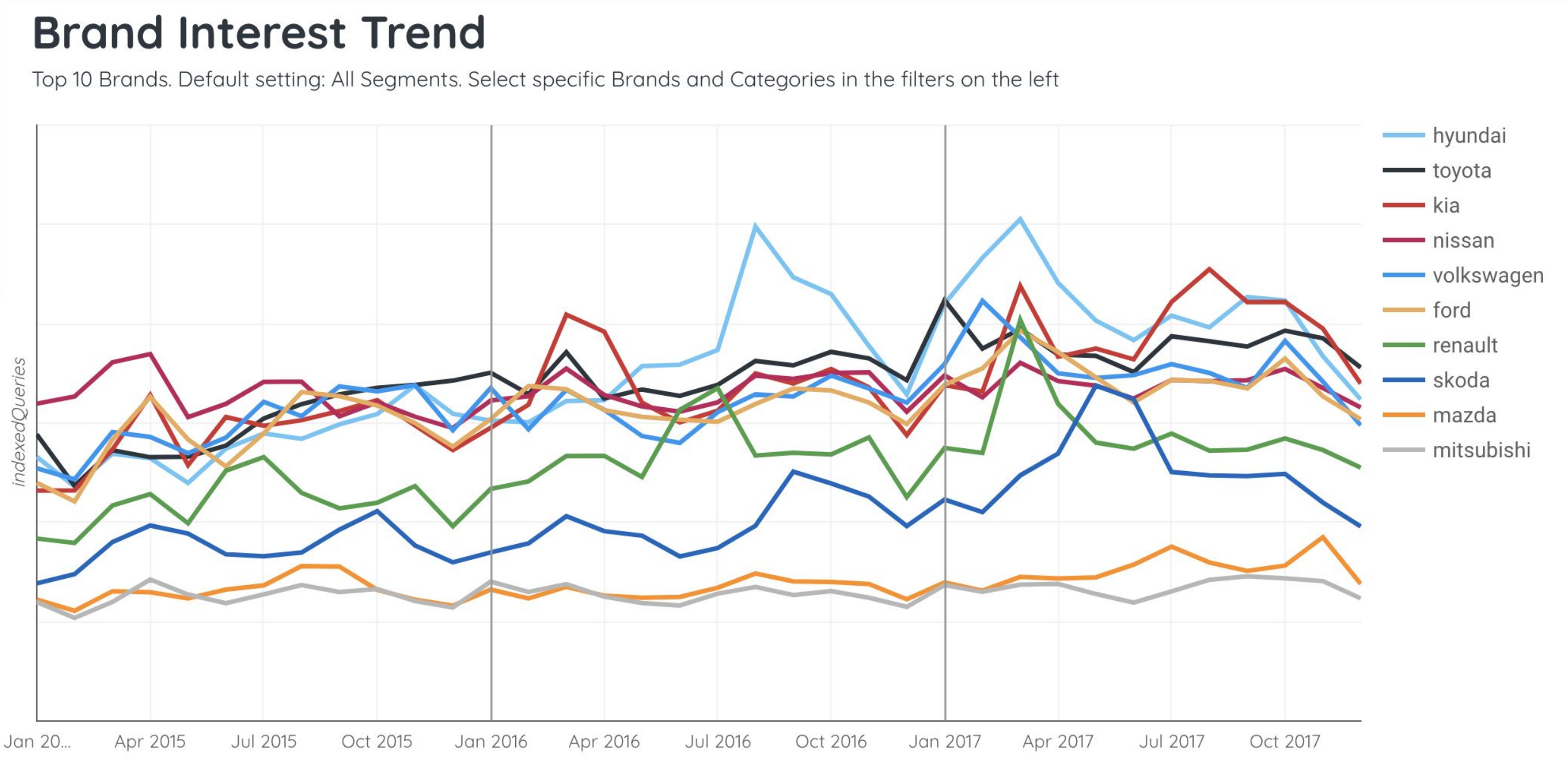
YoY GROWTH: -7.1%

Source: Internal Google Data

BRAND LEADERBOARD ON GOOGLE SEARCH

Hyundai and Kia showed great YoY dynamics, growing 12% and 16% accordingly

Monthly dynamics of branded queries in Mass segment, 2016 - 2017



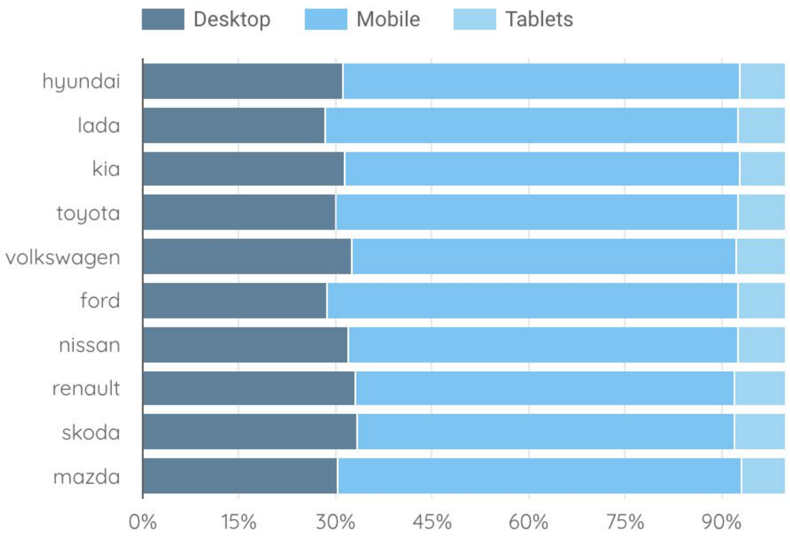
Source: Internal Google Data

However, **Skoda** showed the biggest growth last year (27%)

Brand Interest Last Year

BRAND	INDEXED QUERIES	YoY GROWTH
hyundai	248.3K	12.4% ↑
lada	241.1K	-3.7% ↓
kia	233.5K	16.2% ↑
toyota	228.2K	9.3% ↑
volkswagen	214K	12.3% ↑
ford	207.1K	8.8% ↑
nissan	203.7K	2.2% ↑
renault	173.5K	7.8% ↑
skoda	151.1K	26.8% ↑

Query Volume by Device

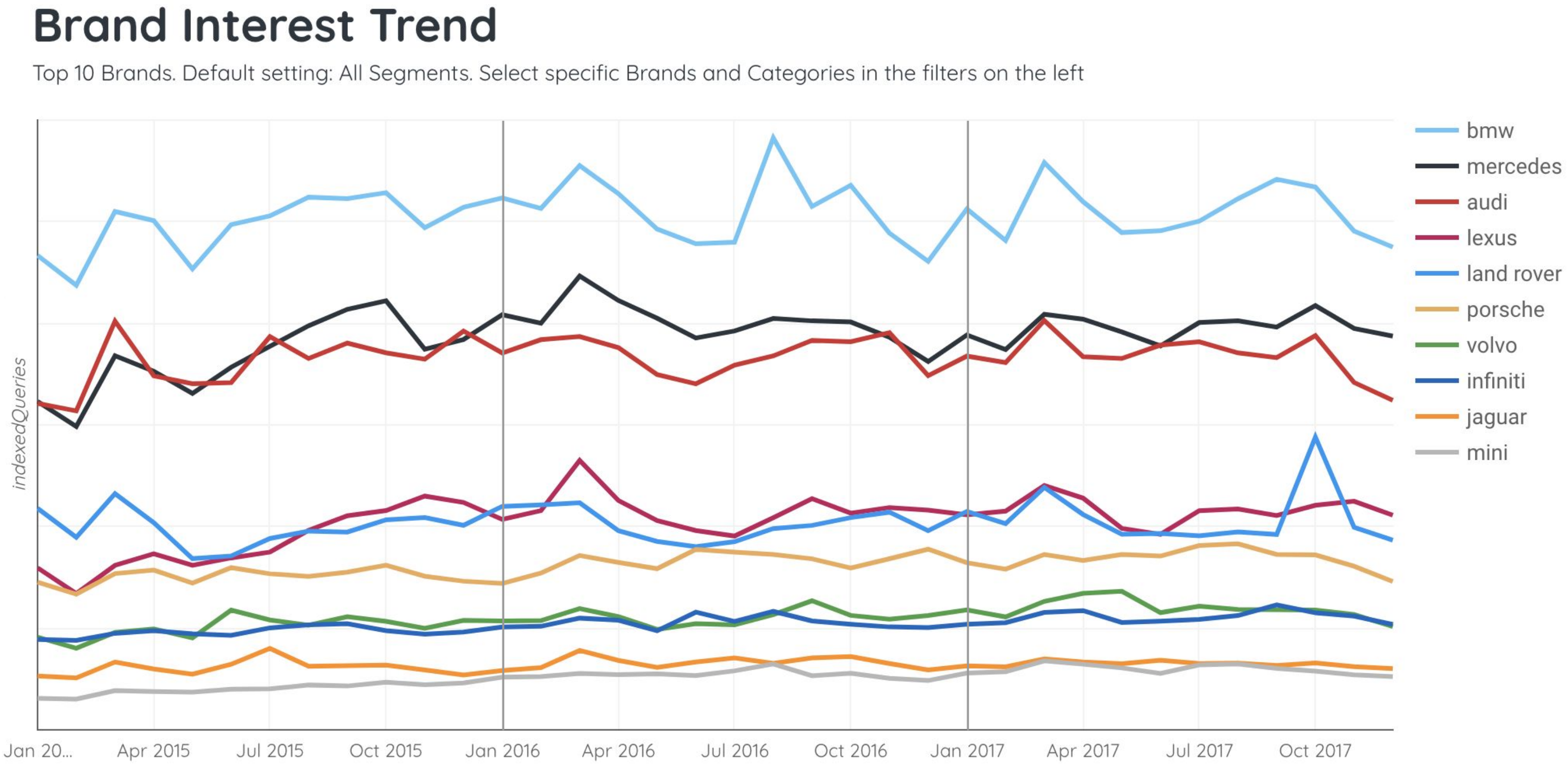


Source: Internal Google Data

Google

BMW is leading the **premium** segment of industry that is much more flat than mass - no big changes YoY

Monthly dynamics of branded queries in Premium segment, 2015 - 2017



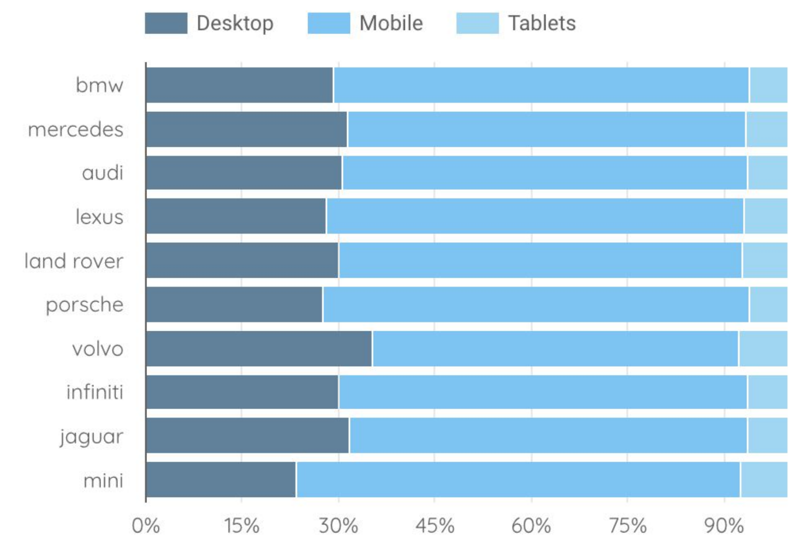
Source: Internal Google Data.

BMW is leading the **premium** segment of industry that is much more flat than mass - no big changes YoY

Brand Interest Last Year

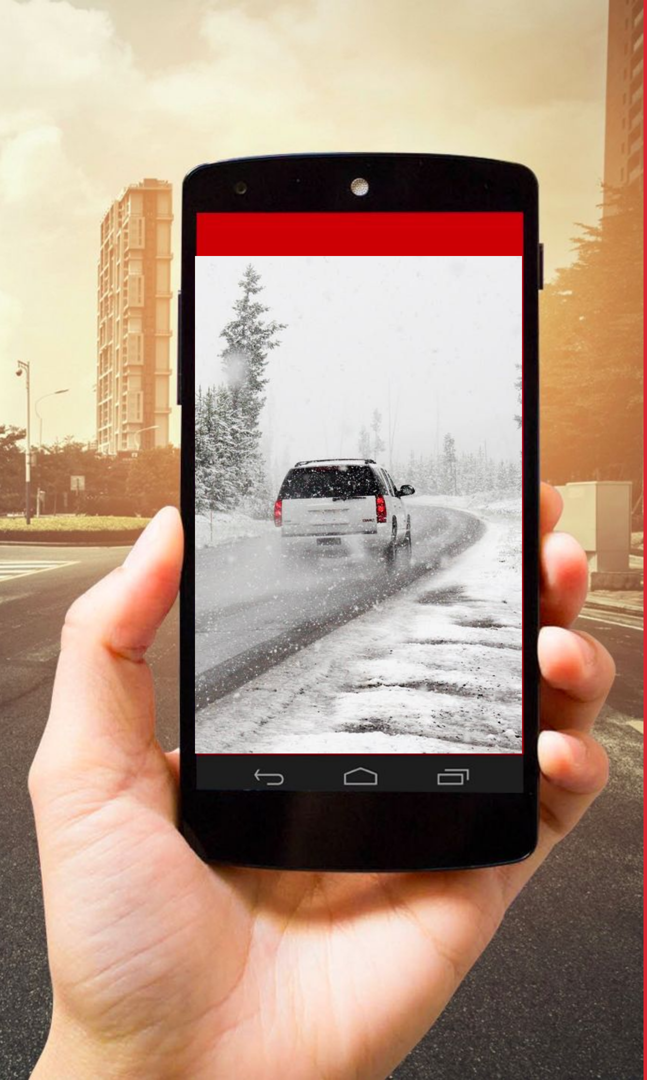
BRAND	INDEXED QUERIES	YoY GROWTH
bmw	183.5K	-0.6%
mercedes	142.3K	-1.5%
audi	132.5K	-0.5%
lexus	77.6K	-0.1%
land rover	75.2K	3.1%
porsche	60.6K	1.5%
volvo	43K	8.0%
infiniti	39.9K	4.7%
jaguar	23.3K	-2.5%

Query Volume by Device



Source: Internal Google Data.

Google



AUTOMOTIVE TRENDS ON YOUTUBE

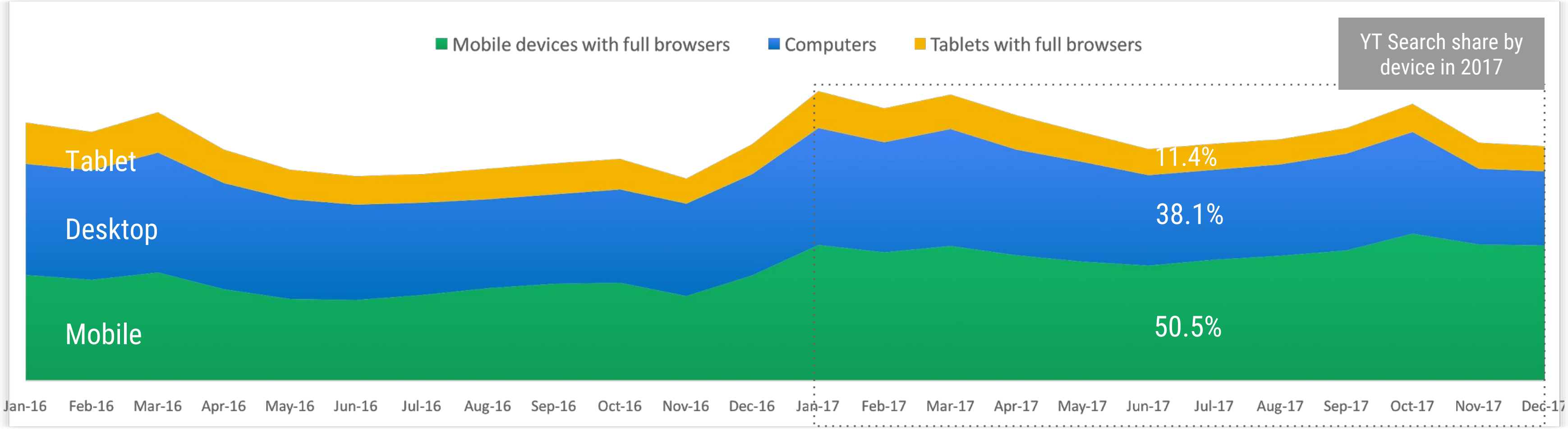
YouTube search in Automotive is huge and growing

Mobile queries dominate - 51% of Automotive YT searches in 2017 appeared on mobile (+37% YoY)

Automotive search volume on YouTube

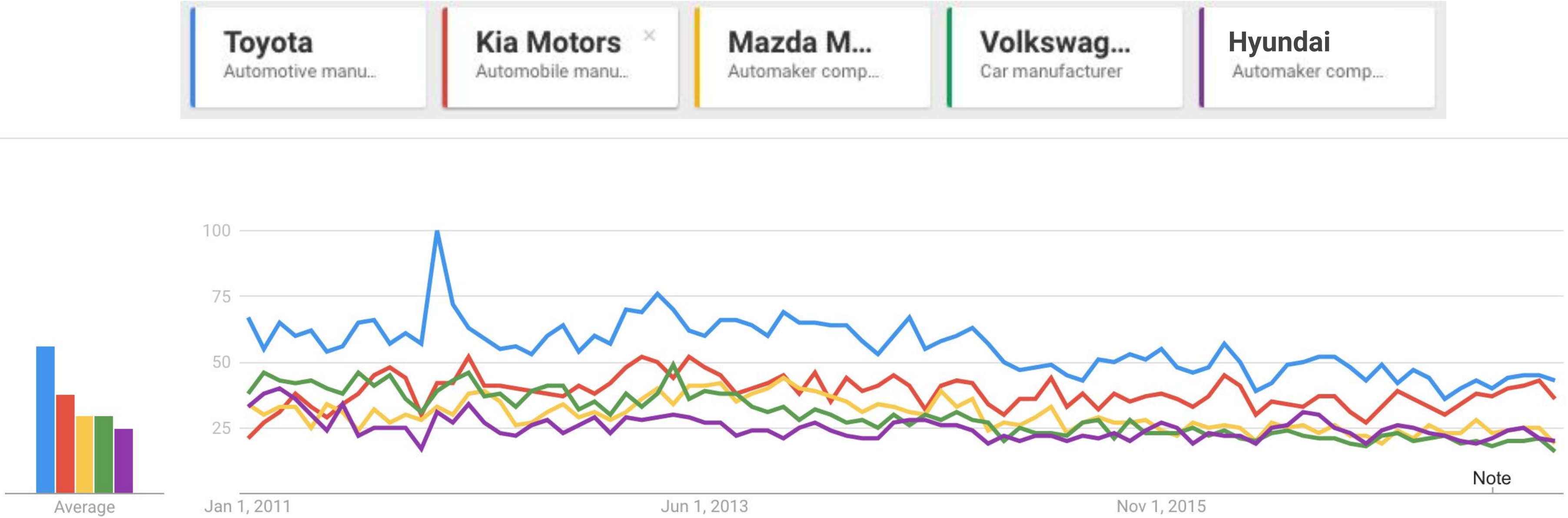
Search Volume on Google in **2017**
Index: 100 (+5% YoY)

YouTube search Q2'17
23 (+13% YoY)



Source: Internal Google Data

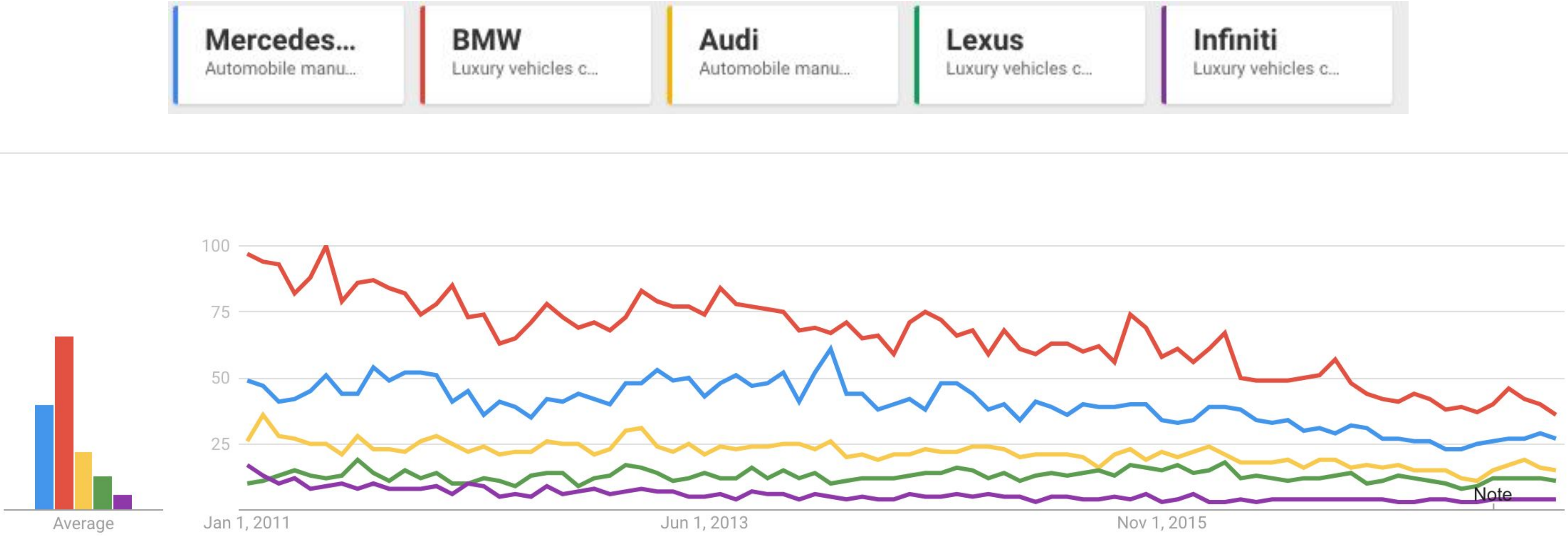
Toyota is leading the mass segment on YouTube search



Click on graph to explore yourself

Source: Google Trends, YouTube Search, Russia, 2011-2017

BMW is leading the premium segment on YouTube search



Click on graph to explore yourself

Source: [Google Trends](), YouTube Search, Russia, 2011-2017

Google

2017 overview

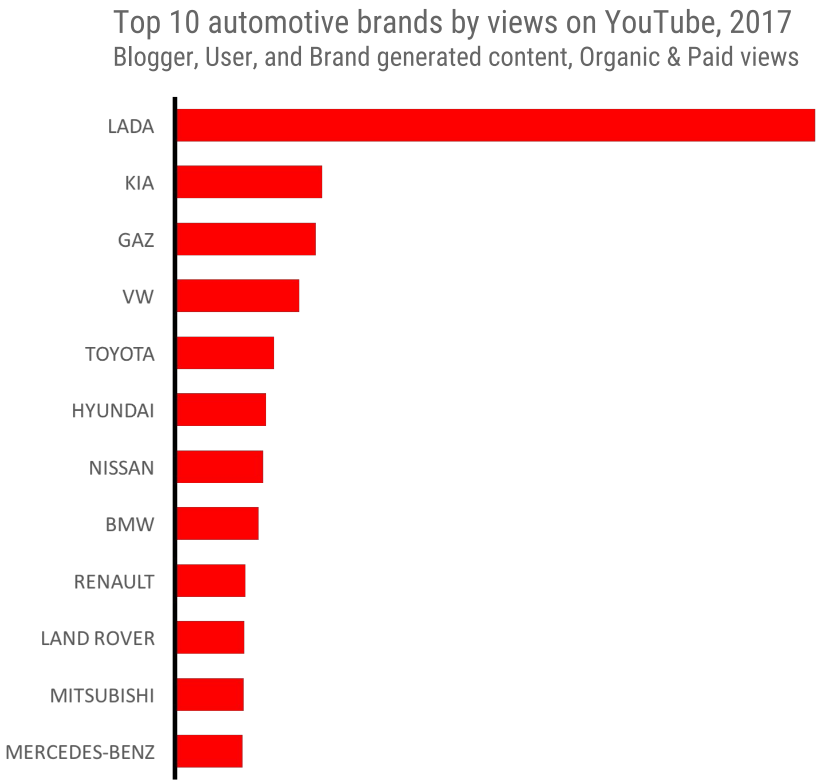
1.4B

organic views of automotive content in 2017

+41% yoy

Organic views only

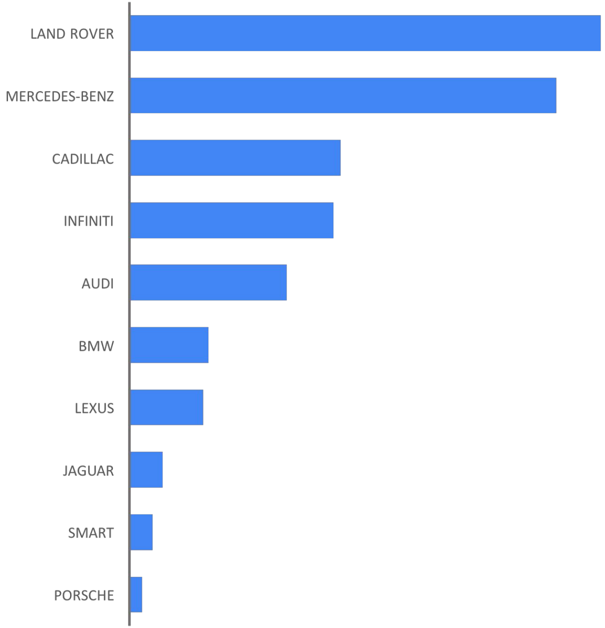
Lada, KIA and GAZ are leading by number of views on YouTube in Russia in 2017



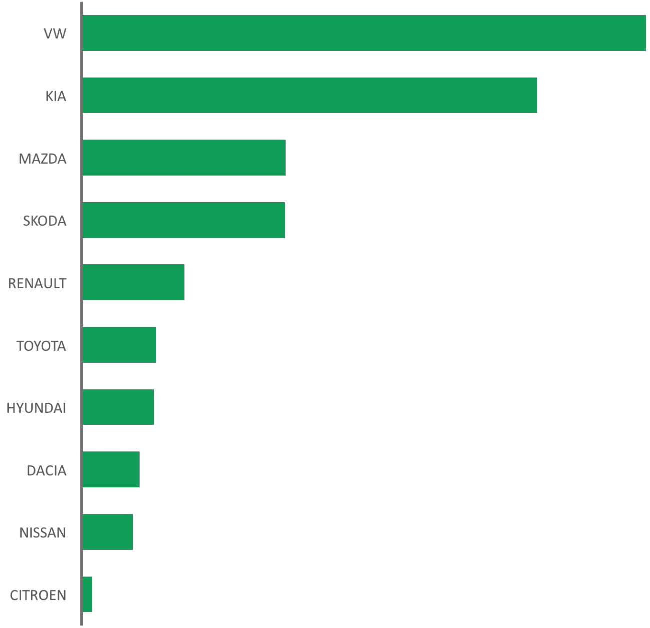
Source: Internal Google Data

Land Rover channel is the leader in premium segment by number of views, while VW is the leader among mass brands

LEADING PREMIUM BRAND CHANNELS ON YOUTUBE in **2017**



LEADING MASS BRAND CHANNELS ON YOUTUBE in **2017**



*Source: Internal Google Data *Organic & Paid views*

Benchmark for Automotive Brand Channels in Russia

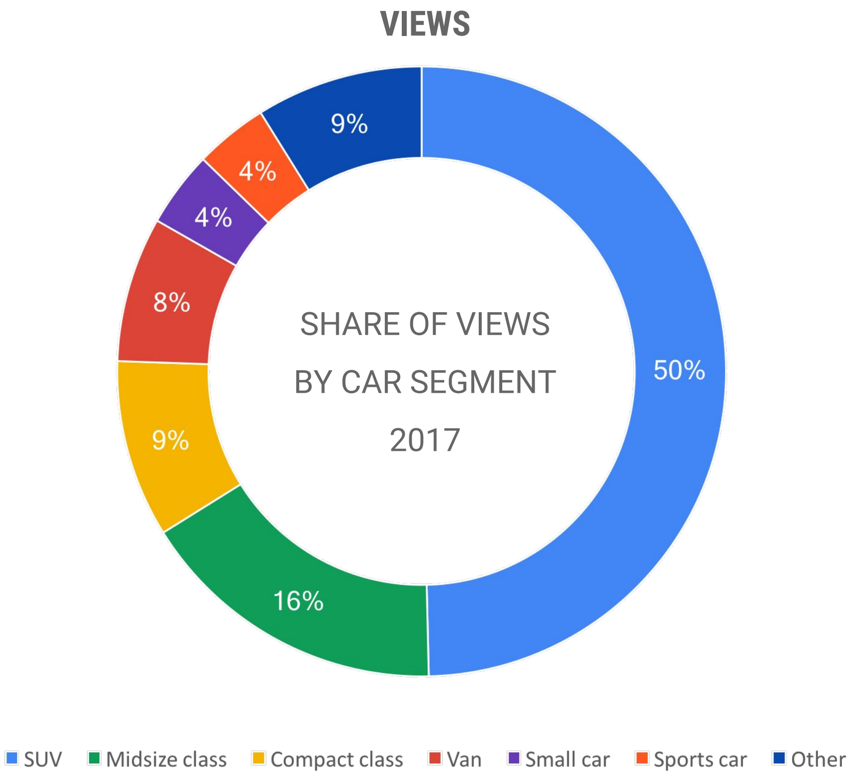
Total lifetime views and subscribers as of Nov 2, 2017

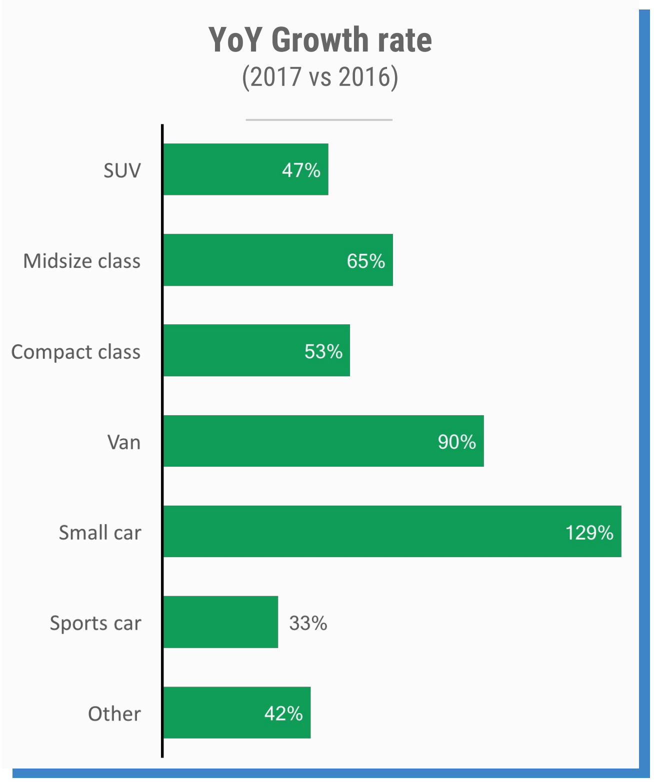
		Subscribers	Total uploaded video views
1	Kia Motors Russia	41 363	**75 748 955**
2	Volkswagen Russia	49 715	**66 045 191**
3	themazdarussia	25 520	**49 718 484**
4	ŠKODA Russia	26 761	**32 864 254**
5	BMW Russia	34 885	**24 880 937**
6	AudiRussia	18 604	**20 227 560**
7	HYUNDAI Russia	5 853	**19 867 966**
8	RENAULT РОССИЯ	7 734	**19 564 784**
9	ALL NEW LADA	16 567	**19 379 067**
10	Datsun Russia	7 589	**18 321 248**

		Subscribers	Total uploaded video views
11	Land Rover Russia	5 539	**11 740 210**
12	NISSAN RUSSIA	7 787	**11 238 384**
13	Chevrolet Russia	5 773	**8 811 210**
14	VolvoCarsRussia	1 660	**8 491 527**
15	Официальный канал Cadillac Russia	1 286	**5 457 000**
16	VolvoTrucksRussia	7 760	**5 430 004**
17	smart Russia	1 579	**4 869 445**
18	Lifan Motors Rus	439	**4 722 090**
19	MINI_Russia	5 355	**2 535 048**
20	Lexus Russia	2 272	**2 445 669**
21	MitsubishiRussia	3 368	**2 423 963**
22	Citroën Russia	1 393	**1 049 356**
23	JEEPinRUSSIA	1 080	**811 151**
24	SEAT Россия	137	**761 684**
25	Suzuki Russia	264	**574 474**

Source: socialbakers.com

Small car segment showed great growth YoY and became 5th largest segment by views. However, the leader is still **SUV**





Source: Internal Google Data

Google

THANK YOU!

Auto@Google

For feedback and questions please reach out to Google Auto team
auto-ru@google.com