

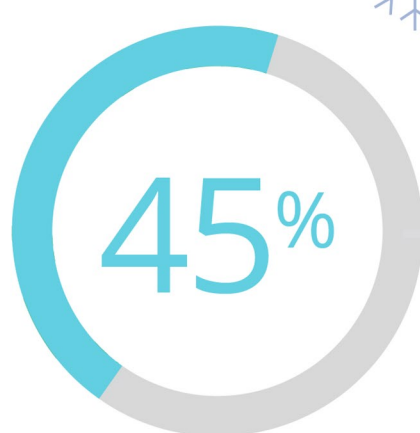
WARMING UP DRIVERS FOR WINTER CAR CARE

DRIVERS PREPARE THEIR VEHICLES FOR THE COLD WINTER MONTHS EARLIER THAN YOU MAY THINK. AUTOMOTIVE SERVICE, PARTS, AND TIRE MARKETERS ALSO NEED TO START EARLY TO MEET DRIVER DEMAND.

WHEN DRIVERS RESEARCH



SEARCH IS THE #1 ONLINE ACTIVITY FOR DRIVERS **PREPARING FOR WINTER**.



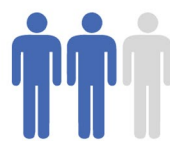
OF DRIVERS WHO PREPARED THEIR VEHICLES FOR WINTER **PERFORMED AN ONLINE SEARCH**¹.

POPULAR WINTER SEARCH TERMS²:

- Q TIRES
- Q BATTERIES
- Q WINTER TIRES
- Q HEADLIGHTS
- Q FLOOR MATS

TIP: EXPAND YOUR SEARCH TERMS TO HIT SEASONAL TOPICS.

WHEN DRIVERS GET A HEAD START



2 OUT OF 3 DRIVERS PLANNING TO WINTERIZE THEIR VEHICLE WILL PREPARE **BEFORE NOVEMBER**³.



DRIVERS NEED **MORE THAN A MONTH TO BUY** FOR WINTER⁴.



ONLINE SEARCHES FOR AUTO PARTS AND SERVICES **RAMP UP IN OCTOBER & NOVEMBER**⁵.

TIP: START CAMPAIGNS IN SEPTEMBER OR OCTOBER TO MEET EARLY DEMAND.

WHEN THEY'RE ON THE ROAD



OVER HALF OF U.S. ADULTS OWN SMARTPHONES AND THEY'RE INCREASINGLY **TURNING TO THEIR MOBILE DEVICES** TO ADDRESS THEIR WINTER NEEDS⁶.

VEHICLE SERVICE QUERIES ON MOBILE IN Q4 **DOUBLED** FROM 2011 TO 2012⁷.



OF DRIVERS ARE NOT PLANNING TO PREP CARS FOR WINTER⁸. THEY'LL BE **PULLING OUT THEIR PHONES WHEN TROUBLE STRIKES!** BE THERE TO HELP, AND YOU'VE GAINED A CUSTOMER FOR LIFE.

TOP MOBILE SEARCHES DONE WHEN VEHICLES BREAK DOWN⁹:

- Q TOWING SERVICE
- Q HOW TO REPAIR
- Q VEHICLE REPAIR SHOP
- Q DIAGNOSE PROBLEM
- Q DEALERSHIP

42%

TIP: HELP DRIVERS ACROSS ALL SCREENS BY MAKING IT SIMPLE TO BUY AUTO PARTS AND SERVICES ON PHONES, TABLETS, AND PCS AND ADDING LOCATION EXTENSIONS TO SEARCH ADS SO THEY CAN EASILY LOCATE YOU.

¹ Google Consumer Surveys, August 2013

² Google Internal Search Data, August 2013

³ Google Consumer Surveys, August 2013

⁴ Google Consumer Surveys, August 2013

⁵ Google Internal Search Data, January 2012-July 2013

⁶ Pew Research Center, Smartphone Ownership – 2013 Update, June 5, 2013

⁷ Google Internal Search Data, Q4 2011, Q4 2012

⁸ Google Consumer Surveys, August 2013

⁹ Google+ Sterling Driver Insights Study, June 2013