

A man and a woman are sitting in the front of a car. The man is on the right, smiling and holding a car key. The woman is on the left, also smiling. The image is overlaid with a semi-transparent blue filter. The text 'Future-Proof Your Auto Business With The Multicultural Customer' is written in large, white, sans-serif font across the center of the image.

Future-Proof Your Auto Business With The Multicultural Customer

NBCUniversal

America Is More Diverse Than Ever And Multicultural Consumers Are Driving the Population and Impacting Our Economy

Among those under 18,
multicultural audience
is already the majority

50%

of children under
18 are multicultural

The U.S. is approaching
a multicultural
majority

Today

43%

of U.S. consumers
are multicultural

Multicultural
Segments are
driving the
population growth

100%

of U.S. growth
from multicultural
segments

And Multicultural Consumers Are
Impacting & Shaping
Our Economy

\$4.9T

Expected Spending Power by 2023

Multicultural consumer
annual expenditures
grew at a faster rate
(+53%) than Non-Hispanic White
consumers (+34%) in 2020
versus 2010

And Multicultural Consumers Are the Way for Auto Makers to Future-Proof Their Business

The Valuable Multicultural Auto Customer

40%
of all NEW
vehicles are
bought by
Multicultural
Consumers

Buying Often

135i

Will buy a
car every
2-3 years

Passionate

132i

Consider
themselves
Auto Enthusiasts

Influential

141i

People ask my
advice when
it comes to
automobiles

Index vs Non-Hispanic White

Year Over Year, Multicultural Consumers are Key Growth Contributors Across All Auto Categories

Multicultural vs. Non-Hispanic White Registration Growth 2020 vs 2021

New Vehicles +17% vs. +5% NHW	Sedans +8% vs. +1% NHW	SUV +26% vs. +12% NHW	Luxury +30% vs. +16% NHW
Pickups +4% vs. -5% NHW	Electric ★ +104% vs. +84% NHW	Hybrids +108% vs. +90% NHW	Non-Luxury +15% vs. +6% NHW



Why Multicultural Consumers Are a Driving Force for EV Growth



**Multiculturals
are Younger**



**Multiculturals
are Eco Conscious**



**Multiculturals
are Early
Tech Adopters**

Multiculturals Buy Cars at a Younger Age: **Almost Half** are Under the Age of 45

Multicultural Buyers offer **Longer Lifetime Value**

A18-44
44%
Multicultural

32%
Non-Hispanic White

Non-Hispanic Whites Buyers Have **Less Growth Potential**

A45+
56%
Multicultural

68%
Non-Hispanic
White

% of Registrations by Age Group

Multiculturals Are Leaders In Environmental Consciousness



87%

Believe people have
an obligation to be
environmentally responsible

vs. 82% NHW



70%

Feel preserving the
environment is very important

vs. 68% NHW



57%

Identify themselves as more
environmentally conscious
than other people

vs. 49% NHW

This Interest in the Environment Extends to the Cars They Drive

Source: Mintel Fall 2021; 2021 MRI-Simmons Spring Any Agree. Multicultural Consumer defined as Race: Black/African American or Race: Asian or Spanish, Hispanic or Latino Origin or Descent



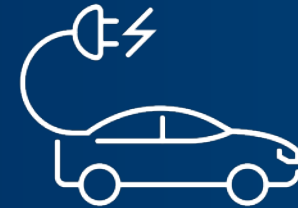
130i

of Multiculturals buy vehicles that **reflect their commitment to support the environment**
(39% MC vs. 30% NHW)



108i

Say their next car will be more **eco-friendly**
(57% MC vs. 53% NHW)



102i

Are interested in auto innovations that are more **sustainable or better for the environment**
(44% MC vs. 43% NHW)



Multiculturals are Early Tech Adopters, and Their Concern for the Environment Includes the Technology They Use

107i

Would **switch** to electronic brands that are **more sustainable**

112i

Prefer products that offer **the latest** in new technology

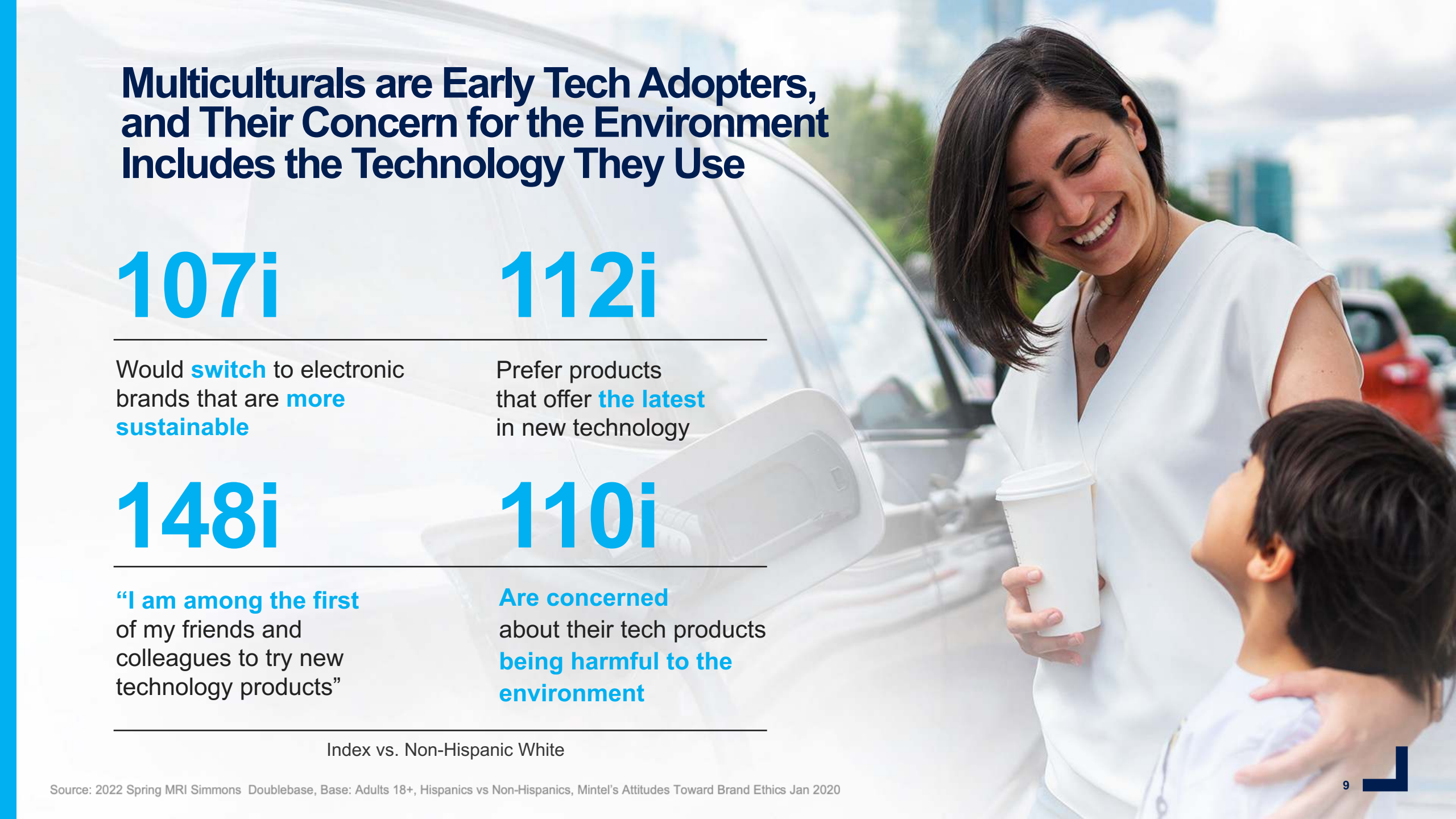
148i

“I am among the first of my friends and colleagues to try new technology products”

110i

Are concerned about their tech products **being harmful to the environment**

Index vs. Non-Hispanic White



Multiculturals Affinity to Tech Influences Their Auto Purchases

118i

“I keep up on the latest advances in **automobile technology**”
(33% MC vs 28% NHW)

111i

“My Purchase Decision is influenced by Dashboard technology”
(49% MC vs 44% NHW)

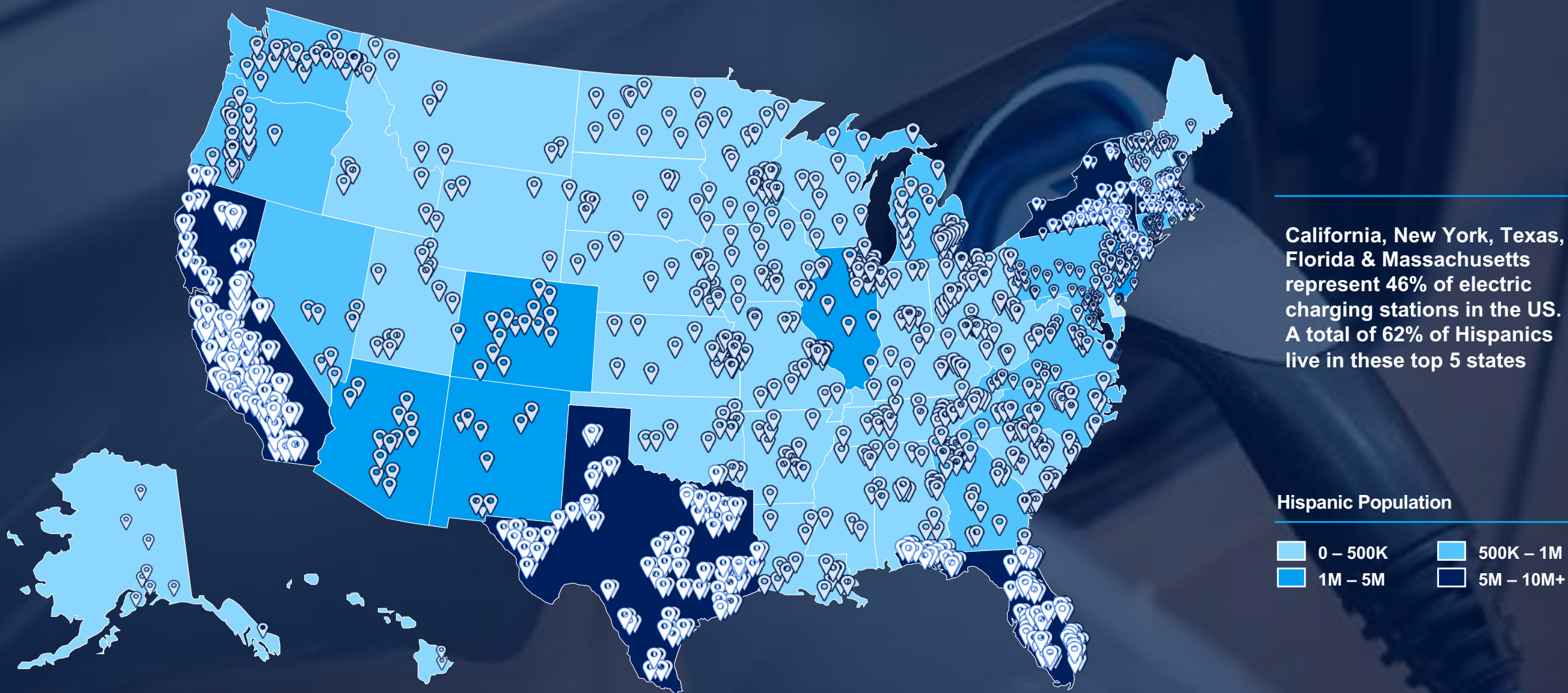
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“I would like to buy a self-driving car as soon as possible”
(24% MC vs 17% NHW)

Index vs. Non-Hispanic White

Although Charging Can be a Concern, Areas with Dense Multicultural Populations Have High Amounts of Charging Stations

Almost Half of today's Charging Stations are Located Where 62% Of Hispanic Live

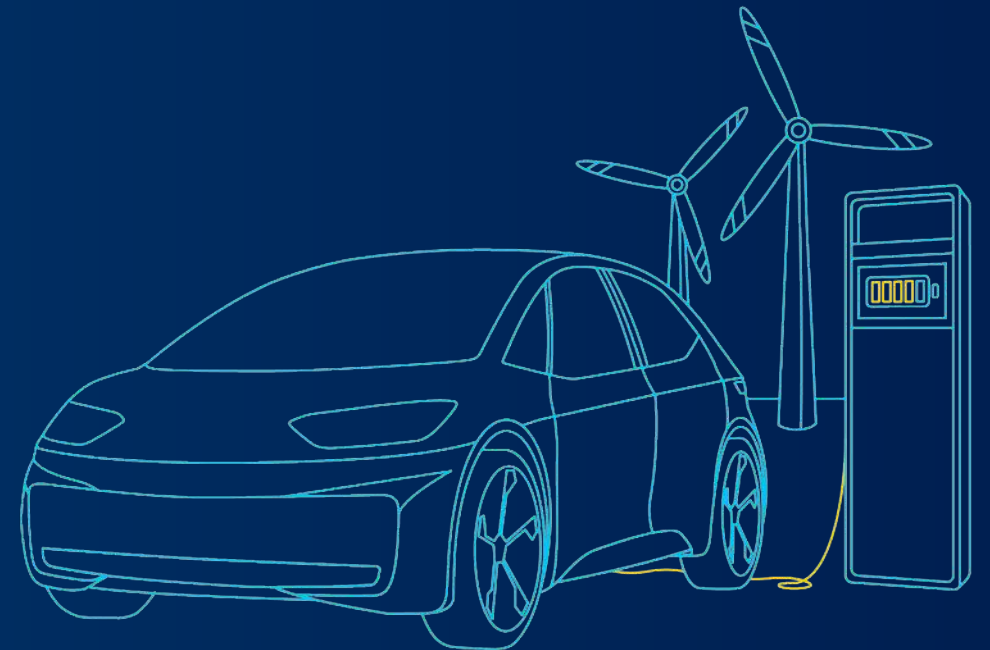


Source: US News - A Comprehensive Guide to U.S. Public EV Charging Networks; US Department of Energy Charging Locations; Chargehub - Charging Stations Map; FastCompany.com Animated map of EV charging stations shows huge dead zones around the country; Worldpopulationreview.com, Hispanic population by state

Key Takeaways

Multicultural Consumers are the Growth Engine for Auto

- Multicultural Consumers are Auto Enthusiasts who Buy New and Buy Often
- They Are Interested in New Tech and Sustainability, inline with the future of the auto industry
- Multicultural Consumers are Younger buyers with Longer Lifetime Value



Thank You

For More Information



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