



## Ford Motor Company Closes The Competitive Gap Among Online Hispanic Auto Shoppers, comScore Reports

*comScore Analysis Based on Industry's First and Only Source of Hispanic Online Behavioral Data*

**RESTON, Va., April 7, 2003** – comScore Networks, the standard in Internet behavioral measurement, today released an analysis of automotive Web site usage among the fast-growing U.S. Hispanic population. The comScore Media Metrix analysis, based on a panel of more than 50,000 U.S. Hispanic Internet users, revealed that in February 2003, the **Ford Motor Company** (including [espanol.fordvehicles.com](http://espanol.fordvehicles.com)) earned the top ranking among major automotive manufacturers based on U.S. Hispanic visitors.

comScore chairman and co-founder Gian M. Fulgoni presented portions of the analysis at the semi-annual conference of the Association of Hispanic Advertising Agencies (AHA), held last week in Dallas, Texas.

In February 2003, more than 1.2 million Hispanics – fully ten percent of the online Hispanic population – visited at least one automotive manufacturer Web site. Among these, Ford Motor Company attracted 355,000 unique visitors and General Motors drew 353,000 unique visitors. These results are in sharp contrast to the Total U.S. population, in which General Motors led with 5.7 million unique visitors and Ford held the number two ranking, with 4.2 million visitors.

"Hispanic consumers represent one of the fastest growing and important market groups in the U.S. That is why Ford offers the most comprehensive and integrated online experience for the Hispanic automotive shopper," explained Chuck Sullivan, manager of e-Marketing at the Ford Division of Ford Motor Company. "comScore's accurate insight into online Hispanic consumer behavior helps validate the importance of Ford Motor Company's investment in this increasingly important market."

The comScore estimates are based on the first and only system to continuously measure Hispanic Internet user behavior, using a scientifically selected and representative sample of 50,000 self-reported U.S. online Hispanics\* who were recruited in both Spanish and English to be members of the comScore panel. These individuals have given comScore explicit permission to continuously monitor their Internet behavior using comScore's patent-pending technology. The comScore data are statistically projected to represent the U.S. Hispanic online population.

<b>Unique Visitors to Automotive Manufacturer Web Sites</b>					
<b>Total U.S. - Home, Work and University Locations</b>					
<b>February 2003</b>					
<b>Source: comScore Media Metrix</b>					
Hispanic Internet Users - Total			All Internet Users		
Rank		Unique Visitors (000)	Rank		Unique Visitors (000)
	Total Internet	12,301		Total Internet	144,884
	Automotive Manufacturers	1,229		Automotive Manufacturers	15,964
1	Ford Motor Company	355	1	General Motors	5,667
2	General Motors	353	2	Ford Motor Company	4,246
3	Daimler Chrysler	255	3	Daimler Chrysler	3,193
4	Honda	186	4	Honda	2,170
5	Toyota.com	155	5	Toyota.com	1,134
6	Nissan	73	6	BMW	967
7	BMW	68	7	Nissan	965
8	Volkswagen	61	8	Volkswagen	691
9	Yamaha-Motor.com	47	9	Harley-Davidson.com	502
10	Hyundai Motors Inc.	46	10	Hyundai Motors Inc.	453

The comScore analysis revealed even stronger variations in manufacturer rankings among Hispanics who prefer to speak Spanish at home. Among the 2.6 million active Internet users in this segment, Ford led with 89,000 unique visitors, DaimlerChrysler earned the number two ranking with 68,000 visitors and General Motors drew 62,000 visitors.

<b>Unique Visitors to Automotive Manufacturer Web Sites</b>		
<b>Total U.S. - Home, Work and University Locations</b>		
<b>February 2003</b>		
<b>Source: comScore Media Metrix</b>		
Hispanic Internet Users - Spanish-preferred		
Rank		Unique Visitors (000)
	Total Internet	2,564
	Automotive Manufacturers	272

1	Ford Motor Company	89
2	Daimler Chrysler	68
3	General Motors	62

"The automotive industry has long known that the Internet is a critical element in the buying process for the majority of new car shoppers," noted Richard L. Israel, comScore Networks vice president of Hispanic Marketing Solutions. "comScore data reveal major differences in automotive site usage between the Hispanic and general markets. These findings further underscore the importance of delivering fresh, compelling content that's tailored to the fast-growing online Hispanic community."

The comScore data also revealed that in February 2003, 3.7 million U.S. Hispanic Internet users visited third party online automotive resources. With 849,000 unique visitors, AOL Proprietary Automotive content held the number one ranking in this site segment. Autobytel earned the number two rank with 815,000 visitors, and was the growth leader among major third party resources with an 85 percent increase in traffic since October 2002, shortly before the site expanded its Spanish-language AutoEspañol research area.

"AOL is committed to delivering quality services and content to our members, and as a result we have become a leading destination for Hispanics online -- including in the important automotive category," said Peter E. Blacker, vice president of international and U.S. Hispanic marketing, America Online. "AOL relies on comScore for accurate and objective analysis of Hispanic consumer trends as we continue to serve this fast-growing market."

"As a leader in online car buying services, Autobytel has felt a responsibility to reach out to Hispanic consumers, and we are pleased that comScore continues to highlight this very important segment for us," said Autobytel Inc. executive vice president and chief marketing officer Andrew Donchak. "The comScore findings validate our pioneering efforts to provide Hispanic car buyers with the information and resources to make smart, informed buying decisions."