



Swapalease.com Auto Lease Trends Report

1st Quarter | 2019

A snapshot of the auto lease industry

About The Report

Swapalease.com studies lease market trends and consumer insights each quarter. In order to gain these insights the company studies a variety of lease market data, and takes the pulse of consumer appetites for leasing by presenting surveys to more than 2,500 drivers across the U.S.

The purpose of the report is to provide a deeper understanding to the industry on where U.S. auto lease activity is in the present market, and where it may be forecast to go in coming quarters.

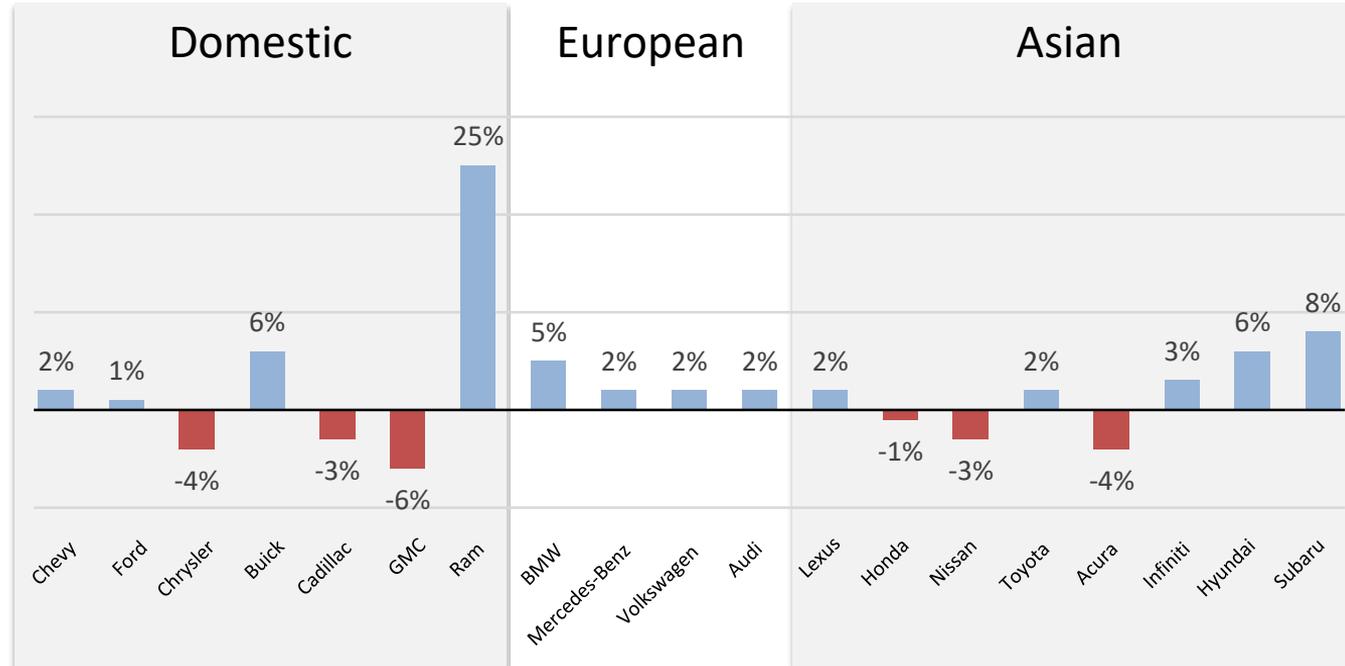
Headquartered in Cincinnati, Ohio, Swapalease.com is the world's largest automotive lease marketplace and the pioneer in facilitating lease transfers online. More specifically Swapalease.com matches individuals who want to get out of their lease with people who are looking for short-term lease agreements. Prospective buyers can search the listings for the exact vehicle they want, and then register for a nominal fee, allowing them to use Swapalease.com's safe online system to contact the prospective seller and close the deal. For more information about Swapalease.com or how to exit your lease early, call 866-SWAPNOW or visit www.swapalease.com.



Swapalease Q1 Lease Report

Q1 Searches by Brand

Swapalease.com has seen a large number of consumers searching for deals on the secondary market as incentives at the dealership begin to dissipate.

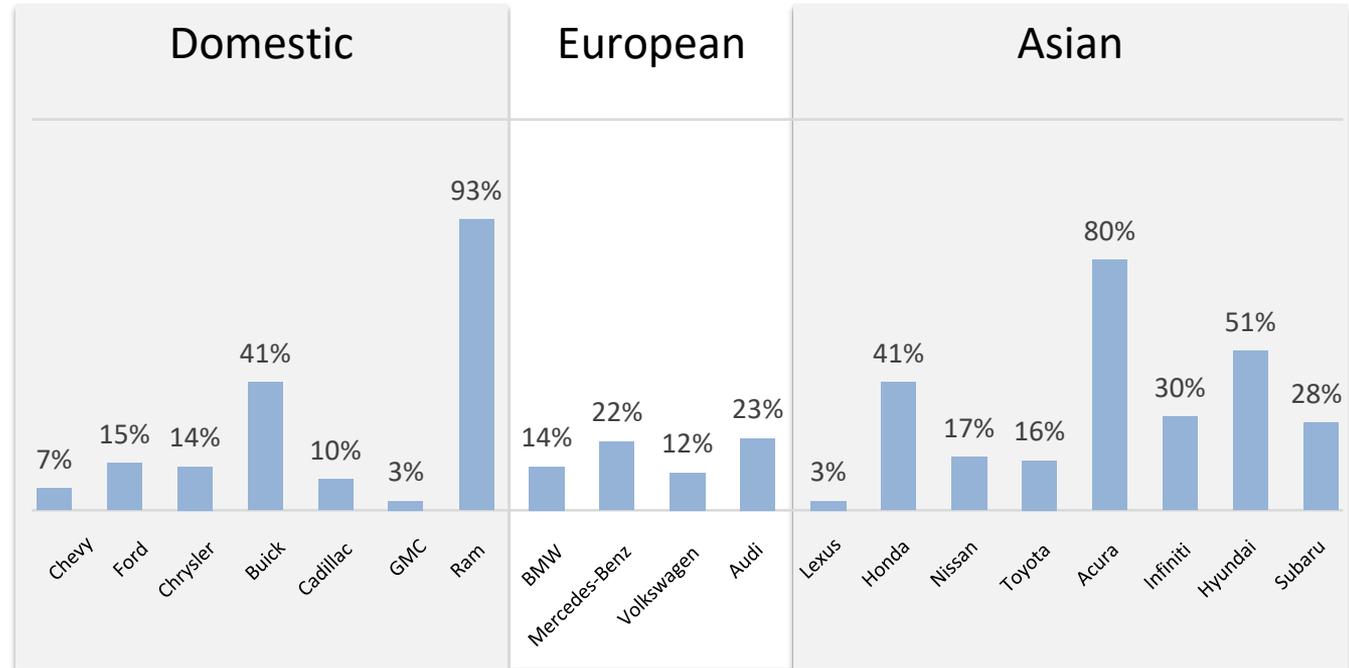


*Compared to Q4 - 2018

Swapalease Q1 Lease Report

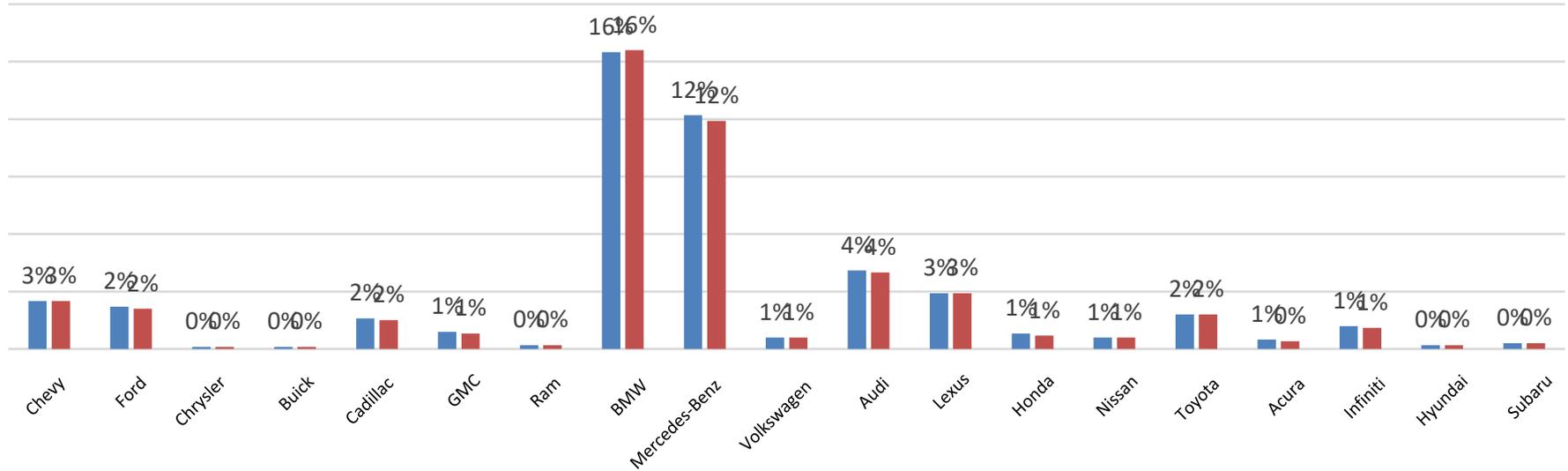
Q1 Searches by Brand

In a year-over-year comparison of the fourth quarter, the vast majority of brands all saw increases in search activity.



*Compared to Q1 – previous year

Swapalease Q1 Lease Report



% of Total Traffic

Q4 '18

Q1 '19

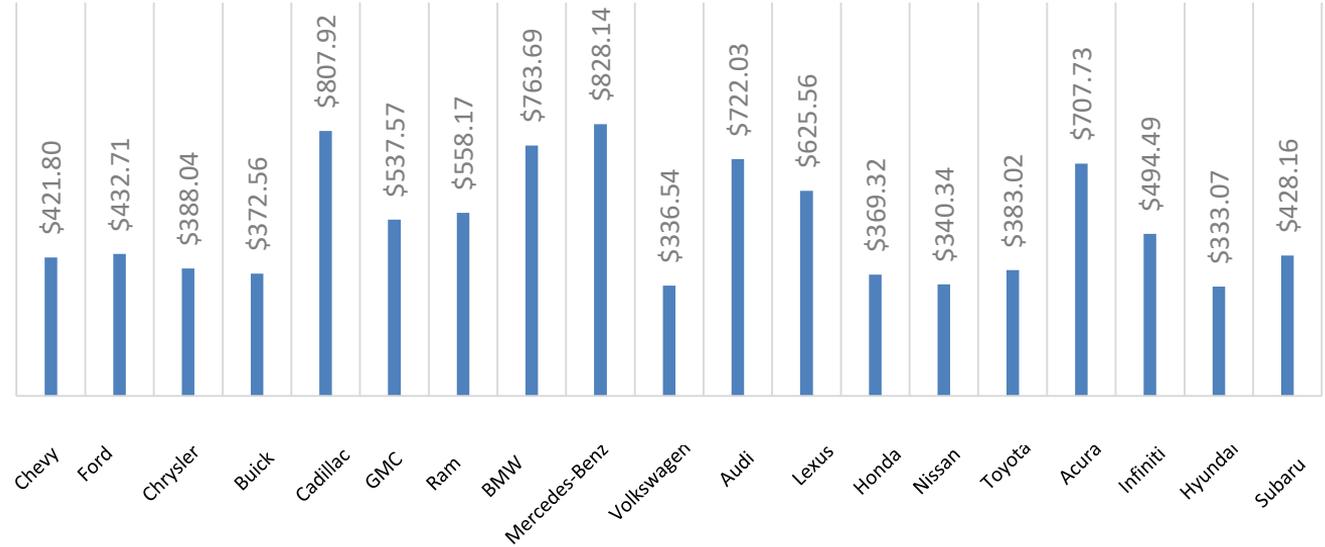
During Q1, most brands saw similar search traffic share on the site from the previous quarter. BMW's share of search traffic held steady, as it remains the top searched brand on the Swapalease.com marketplace. Several brands at 0% share have less than 1% visibility overall on the marketplace.

Swapalease Q1 Lease Report



Q1 Avg. Payment by Brand

Americans paid an average of \$518.47 per month on their leases during the 1st quarter. Down from \$519.14 in the 4th quarter.





Lease Term Trends

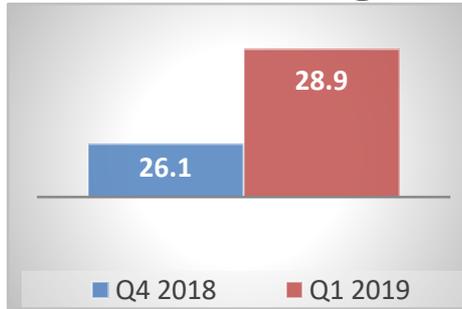
GENESIS

Swapalease Q1 Lease Report

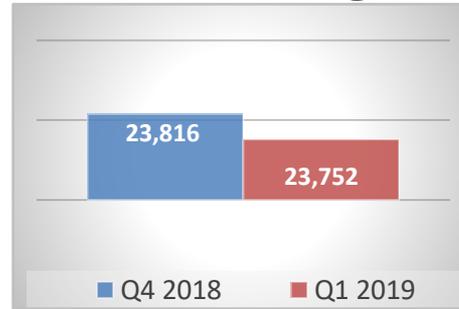


Q1 Lease Snapshot M-O-M

Months Remaining



Miles Remaining



Incentives



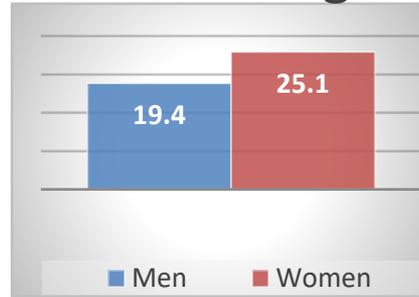
Q1 Lease Trends

The rising months remaining and miles remaining show that people are looking to escape their leases earlier, but also driving more.

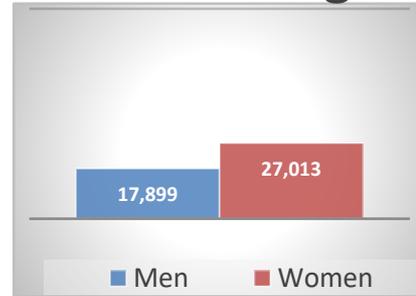
Swapalease Q1 Lease Report

Q1 Lease Snapshot (by gender)

Months Remaining



Miles Remaining



Incentives



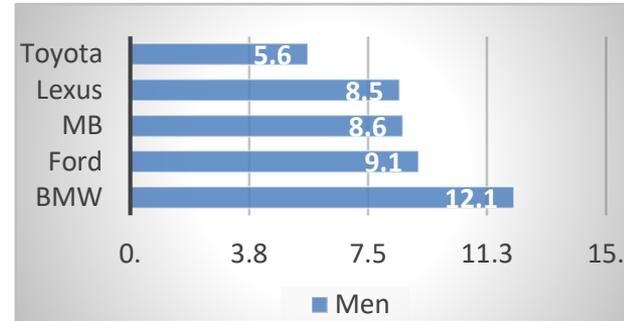
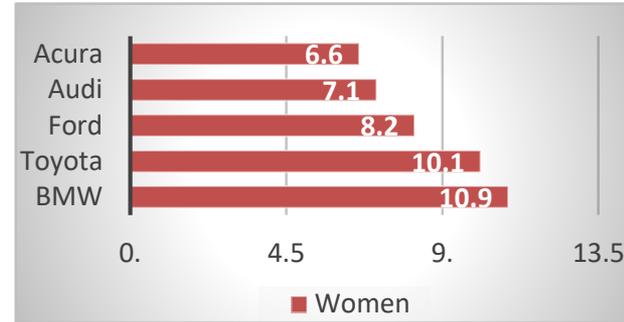
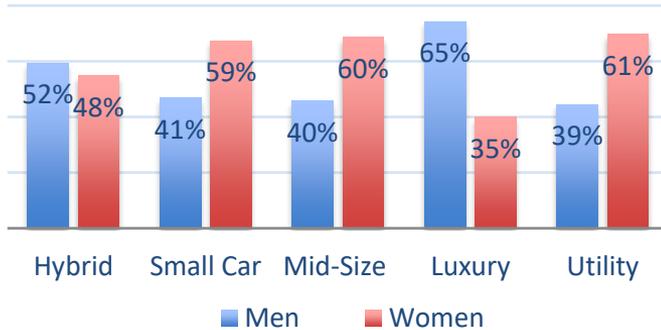
Q1 Lease Trends

Women continue to look to escape their leases earlier in the lease contract than men. However, men continue to offer higher incentives on their vehicles.

Swapalease Q1 Lease Report

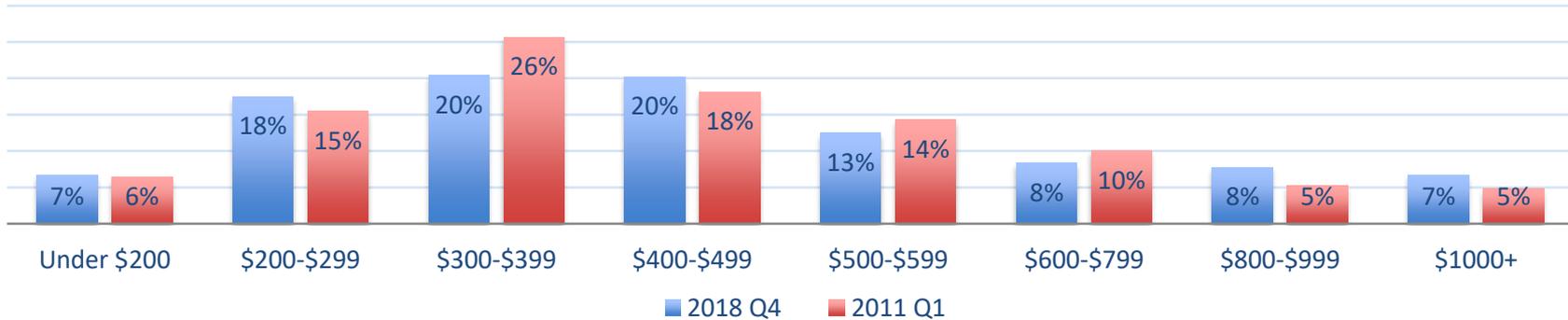
Q1 Lease Profiles

WHAT THEY'RE LEASING



Q1 Lease Profiles

WHAT THEY'RE PAYING



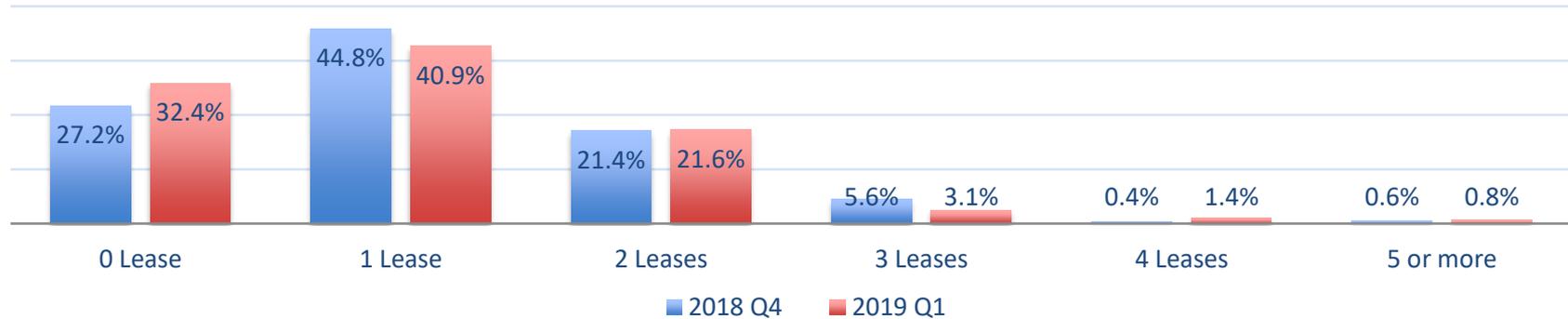
Average Payment Q1 vs. Q4



Brand Trends

Q1 Lease Profiles

Number of Leases Per Household



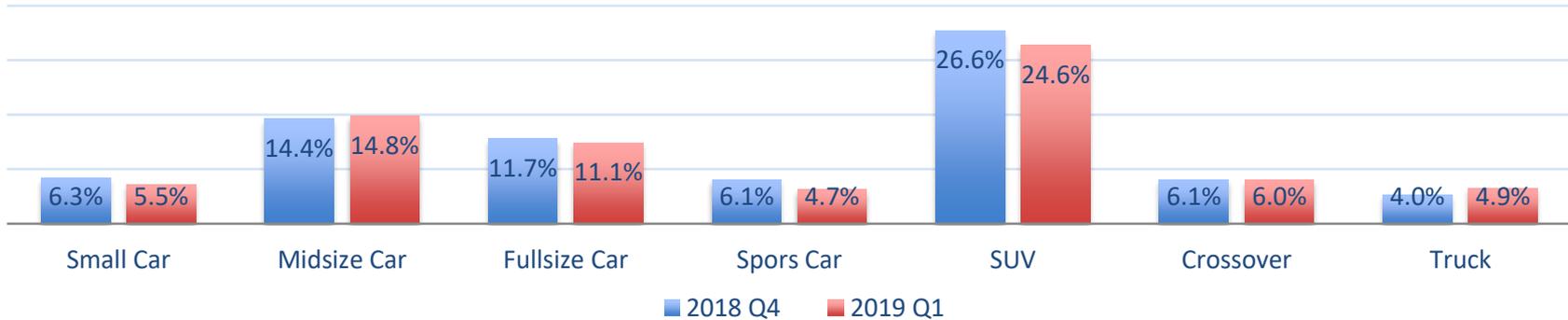
Number of Leases Per Household

Swapalease Q1 Lease Report



Q1 Lease Profiles

What Type of Lease Are You Driving?



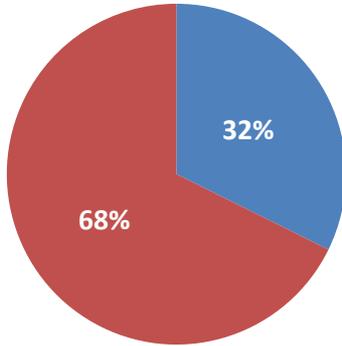
Type of Lease in the Driveway

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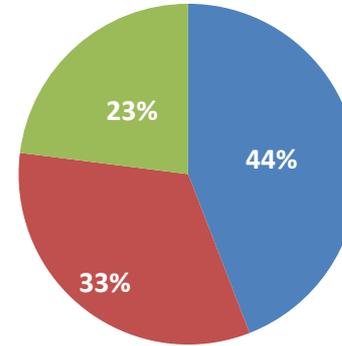
Q1 Lease Profiles

■ Domestic ■ Import



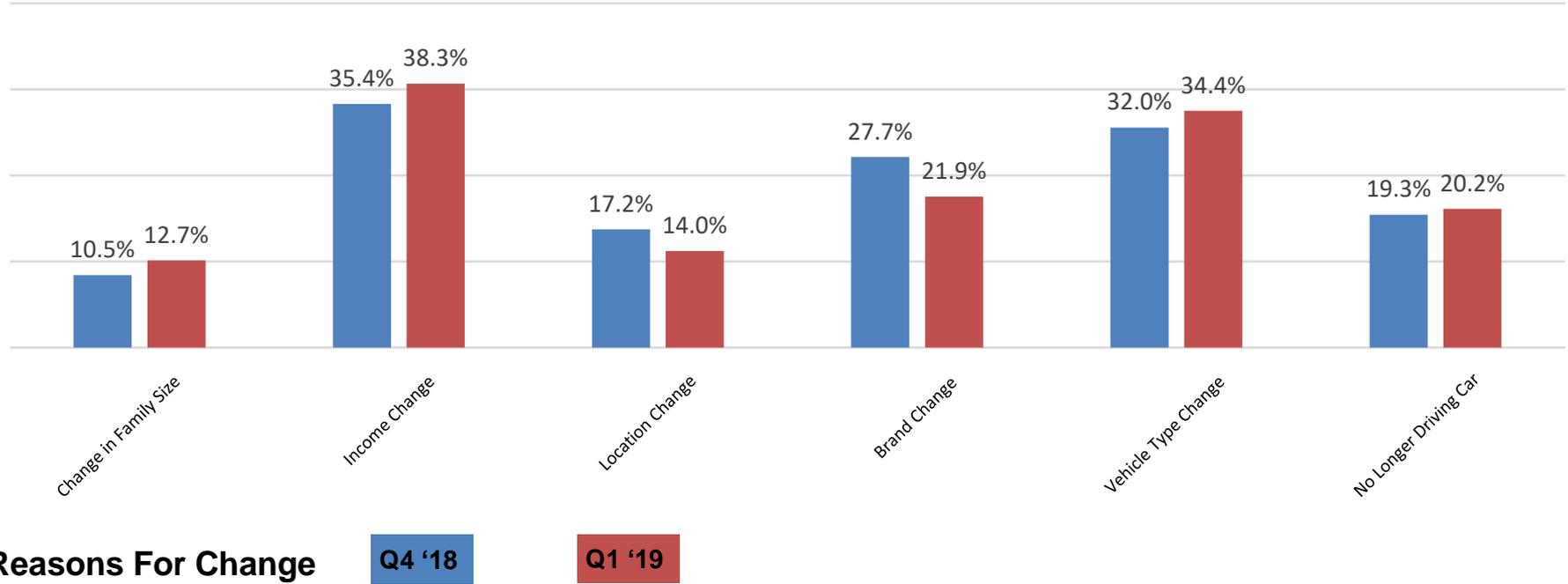
Type of Vehicle You'd Want to Lease

■ Yes ■ Not Sure ■ No

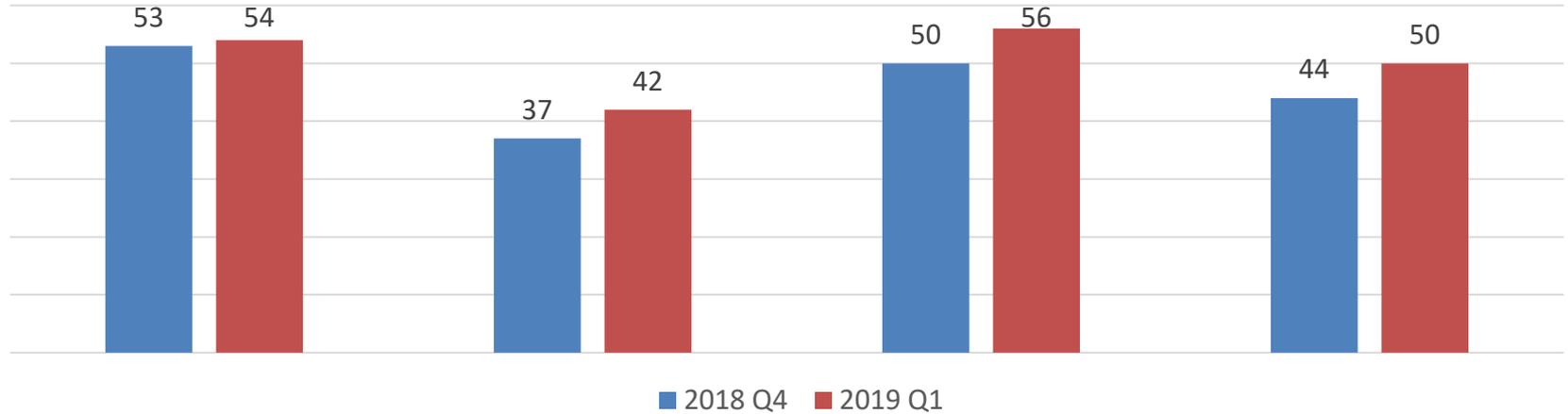


Stay with the Same Brand?

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Swapalease Q1 Lease Report



Overall Confidence in the Economy

Confidence in Economy Looking Ahead

Confidence Level in Leasing A Vehicle Today

Confidence in Leasing Versus a Year Ago

Economy & Lease Confidence Indexes

Q4 '18

Q1 '19

