



**swapalease**

*You want out, I want in.*

# **Swapalease.com Auto Lease Trends Report 4<sup>th</sup> Quarter | 2020**

**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.

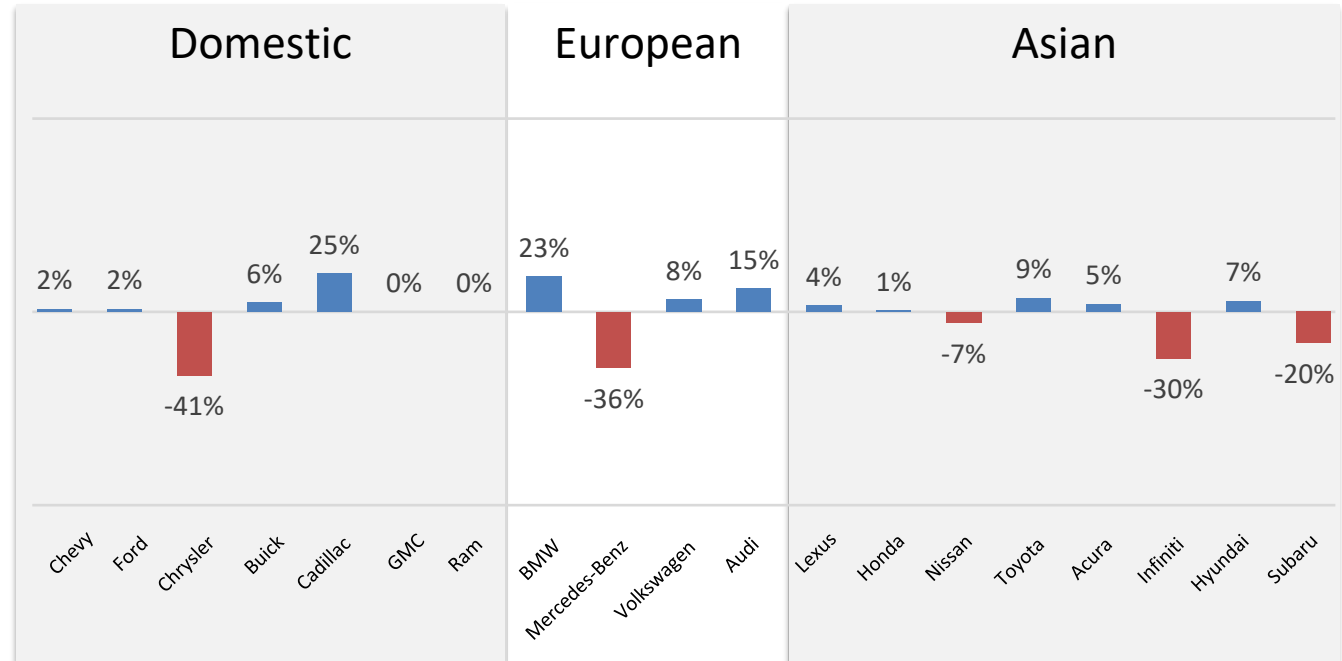
Headquartered in Cincinnati, Ohio, Swapalease.com is the world's largest automotive lease marketplace and the pioneer in facilitating lease transfers online. More specifically Swapalease.com matches individuals who want to get out of their lease with people who are looking for short-term lease agreements. 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](http://www.swapalease.com).



# Swapalease Q4 Lease Report

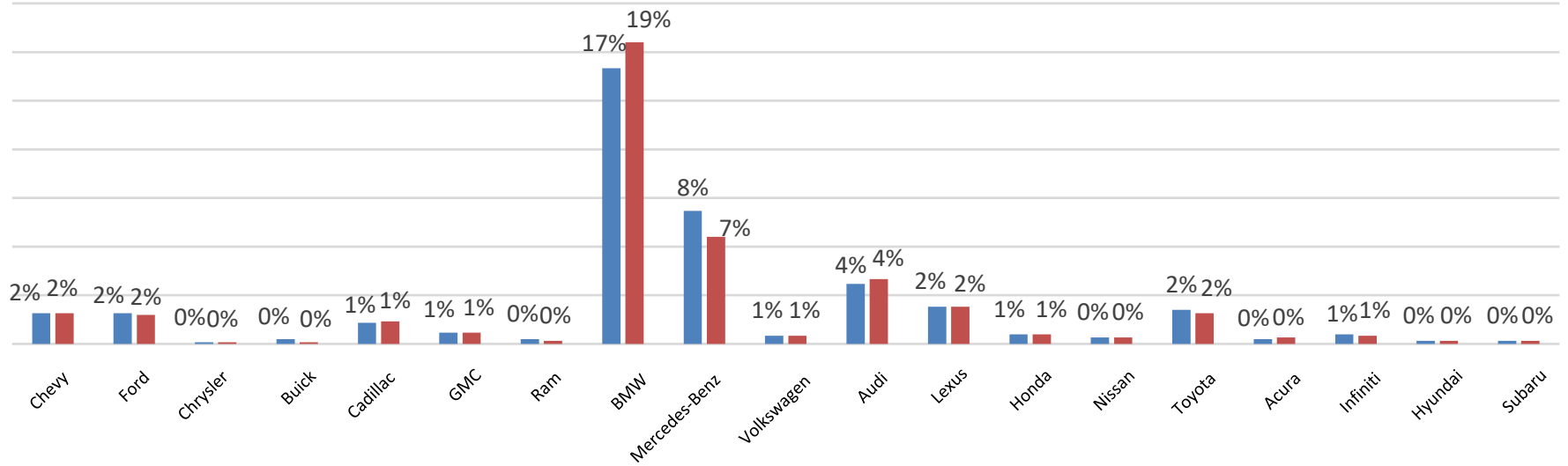
## Q4 Searches by Brand

In a year-over-year comparison of the fourth quarter, many brands saw an increase in search activity, while others in the domestic category saw declines.



\*Compared to Q4 – previous year

# Swapalease Q4 Lease Report



## % of Total Traffic

Q3 '20

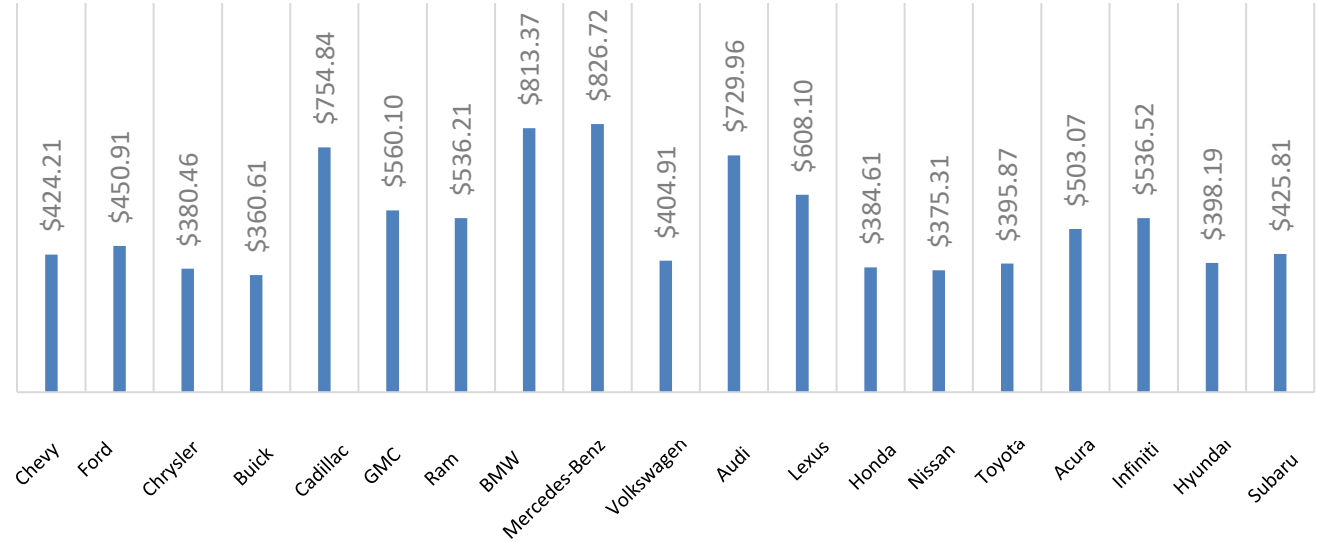
Q4 '20

During Q4, most brands saw similar search traffic share on the site from the previous quarter. BMW's share of search traffic grew slightly, 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 Q4 Lease Report

## Q4 Avg. Payment by Brand

Americans paid an average of \$519.46 per month on their leases during the 4<sup>th</sup> quarter. Down from \$521.90 in the 3<sup>rd</sup> quarter.

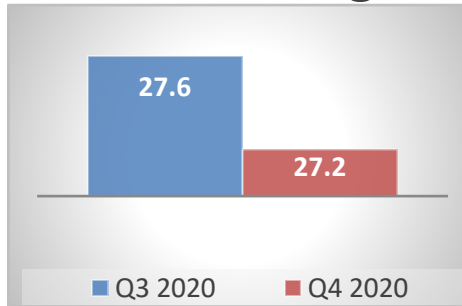




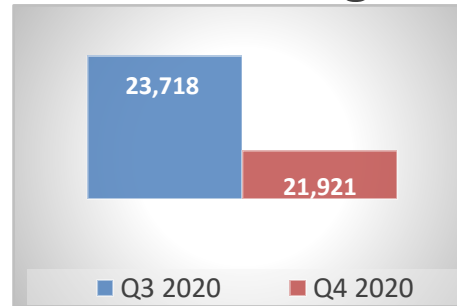
## Lease Term Trends

GENESIS

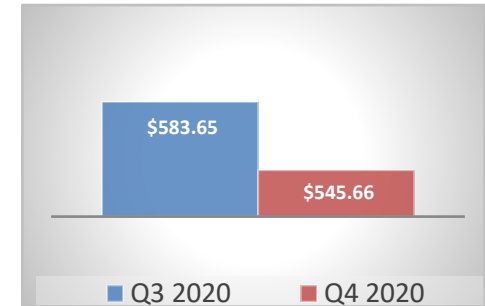
## Months Remaining



## Miles Remaining



## Incentives



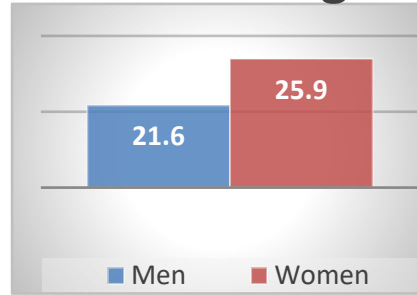
## Q4 Lease Trends

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

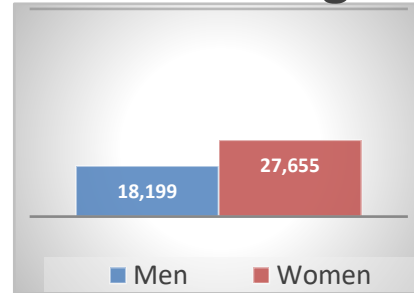
# Swapalease Q4 Lease Report

## Q4 Lease Snapshot (by gender)

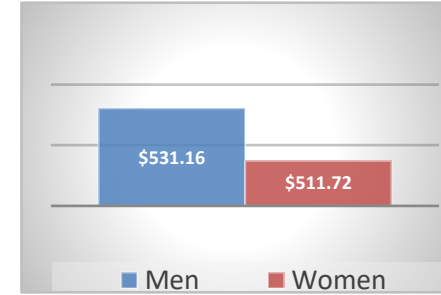
### Months Remaining



### Miles Remaining



### Incentives



## Q4 Lease Trends

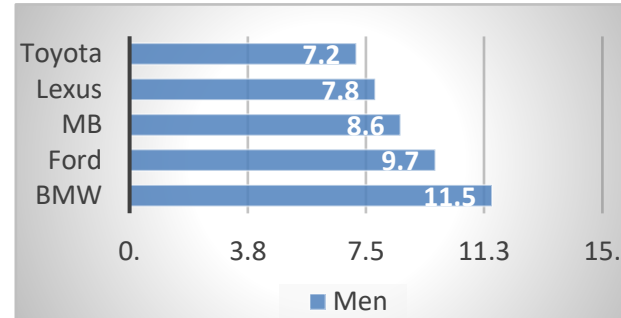
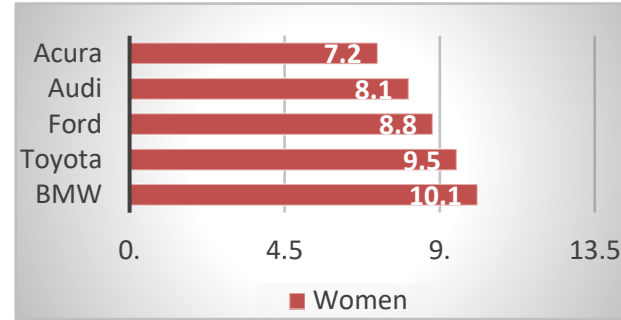
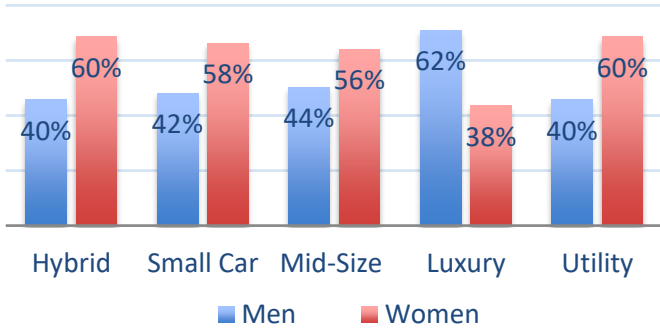
Women continue to look to escape their leases earlier in the lease contract than men. However, men continue to offer higher incentives on their vehicles.



# Swapalease Q4 Lease Report

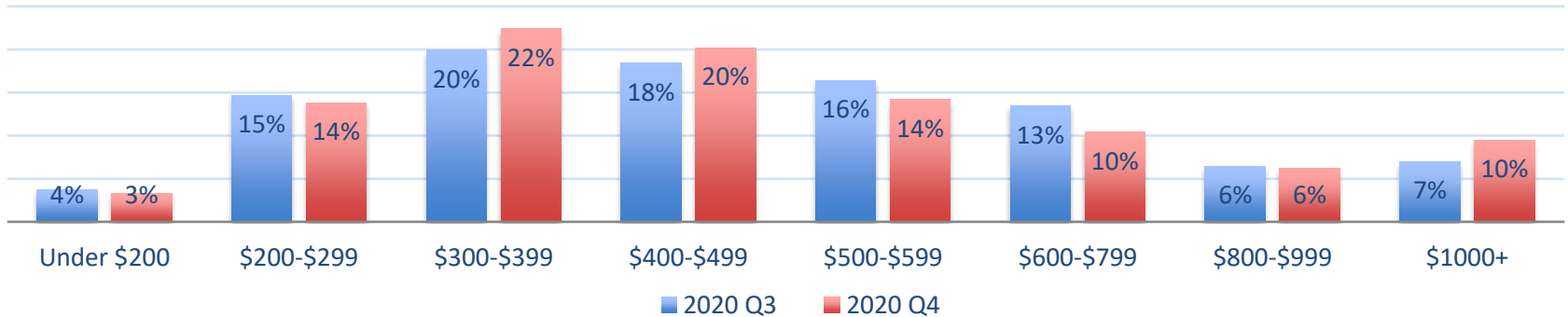
## Q4 Lease Profiles

### WHAT THEY'RE LEASING



## Q4 Lease Profiles

### WHAT THEY'RE PAYING



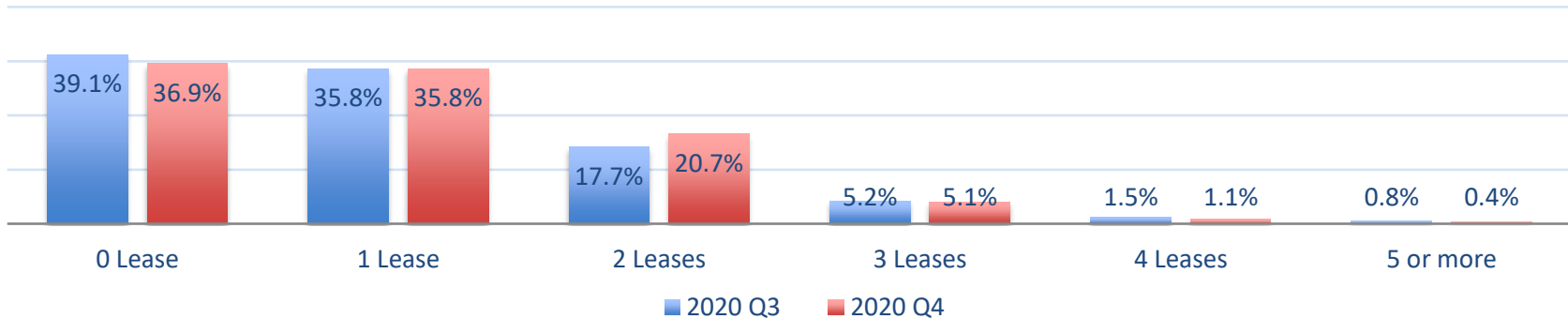
### Average Payment Q3 vs. Q4



## Brand Trends

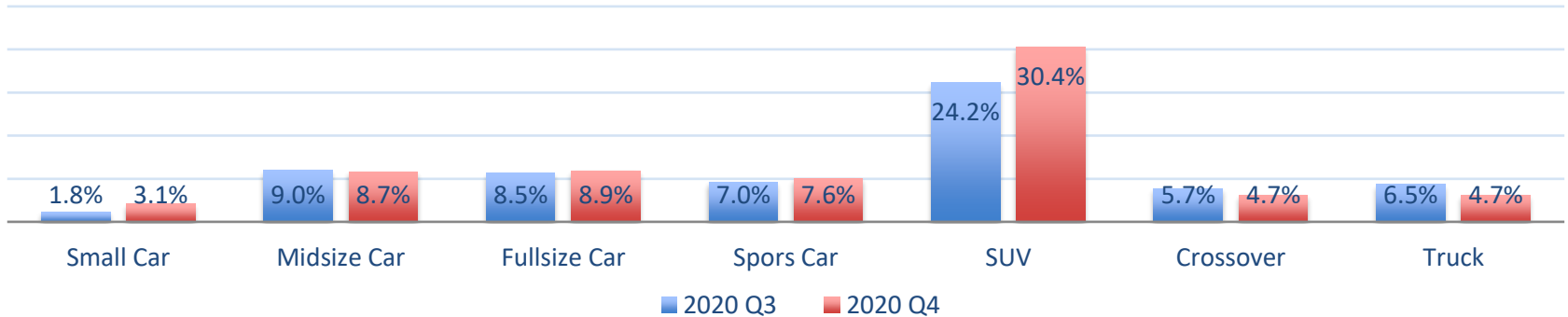
## Q4 Lease Profiles

### Number of Leases Per Household



### Number of Leases Per Household

## What Type of Lease Are You Driving?

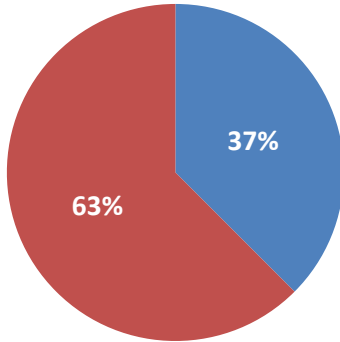


### Type of Lease in the Driveway

# Swapalease Q4 Lease Report

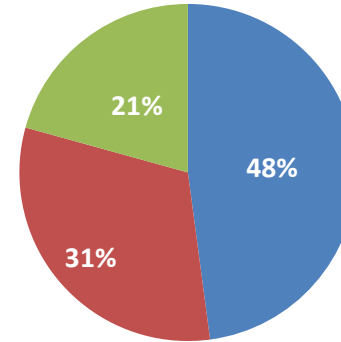
## Q4 Lease Profiles

■ Domestic ■ Import



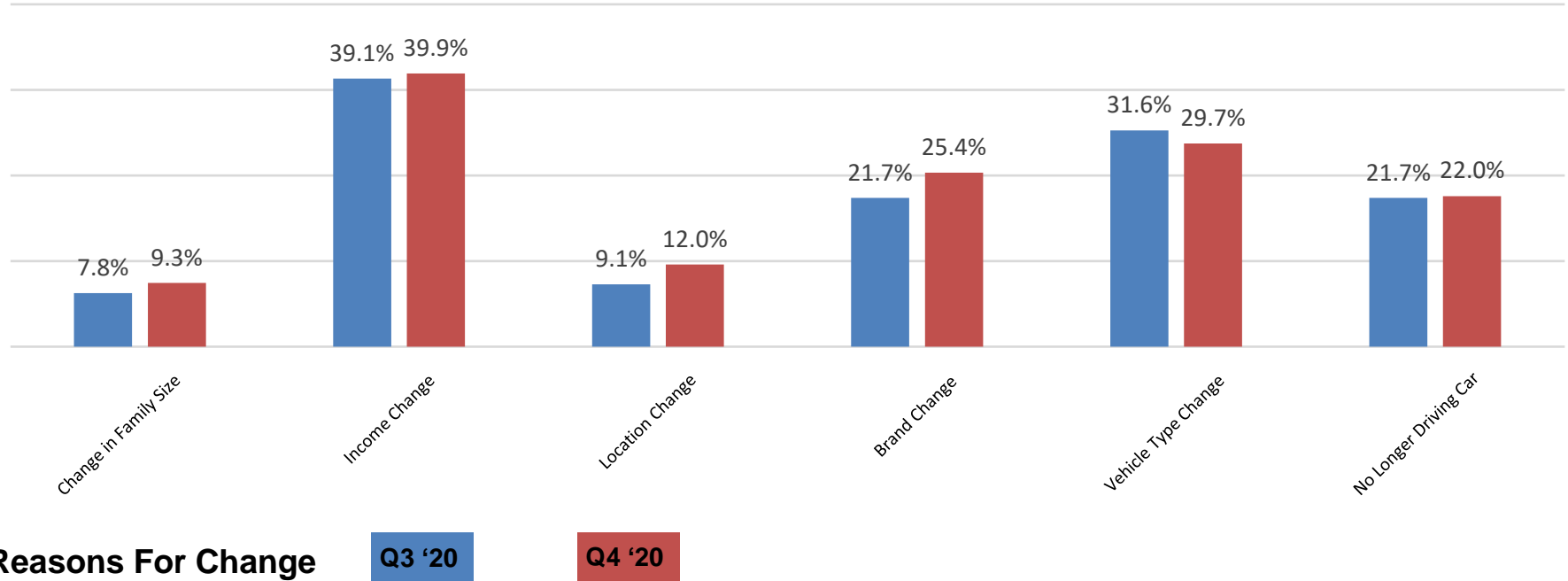
**Type of Vehicle You'd Want to Lease**

■ Yes ■ Not Sure ■ No

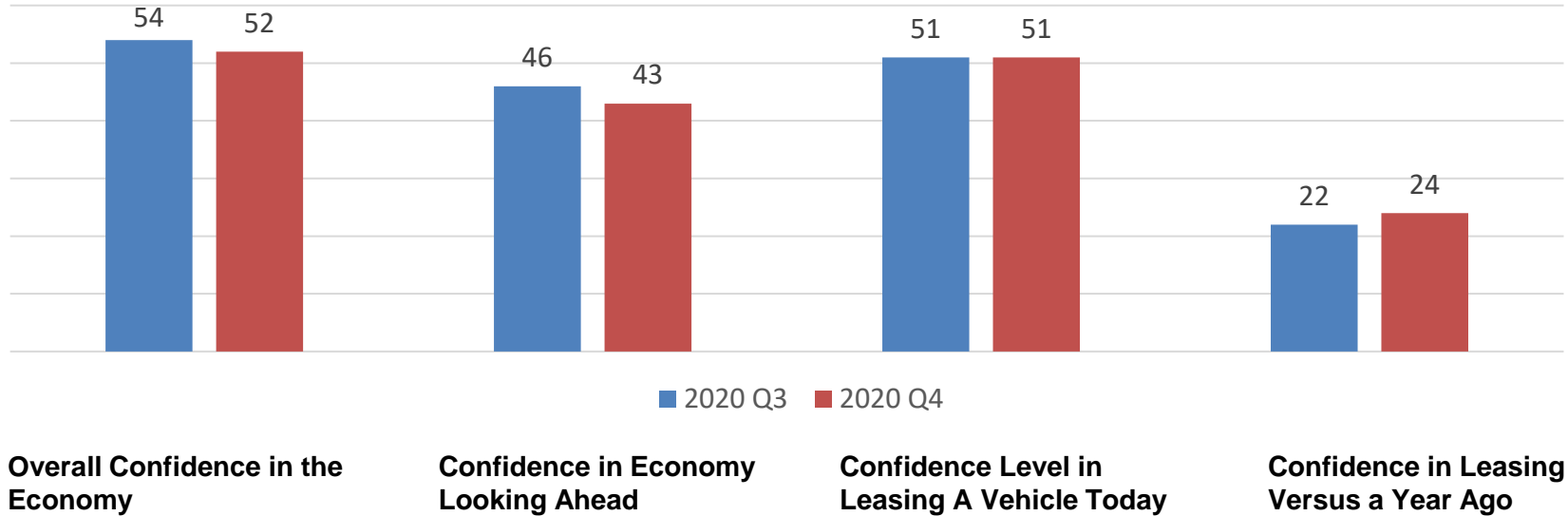


**Stay with the Same Brand?**

# Swapalease Q4 Lease Report



# Swapalease Q4 Lease Report



## Economy & Lease Confidence Indexes

Q3 '20

Q4 '20



