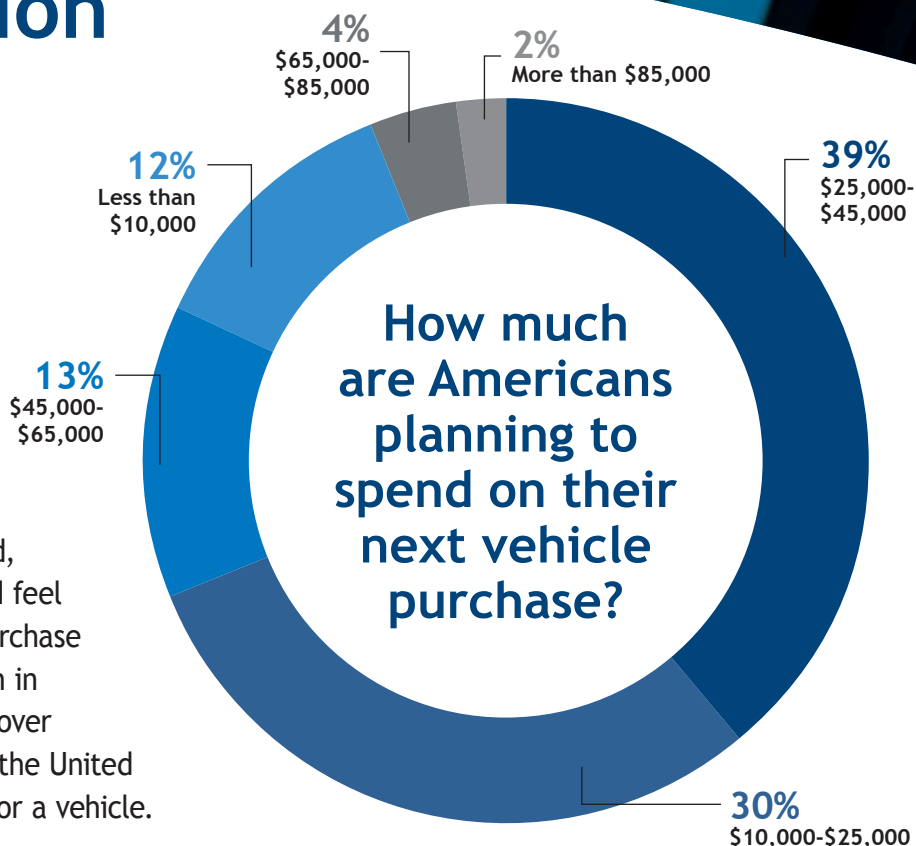




Debt protection increases consumer confidence

Our recent market research shows that high-quality debt protection products are more relevant to American automotive consumers than ever before. Consumers are craving a safety net for the unexpected, and the majority agree that they would feel more confident in their next vehicle purchase or lease if it came with debt protection in place. For the purposes of this survey, over 1,500 Americans were surveyed across the United States, all of whom are in the market for a vehicle.



74% of consumers want the option to return their vehicle.

We asked survey respondents if they would feel more confident in their next vehicle purchase knowing it came with coverage that would allow them to return it should something unexpected happen (e.g. job loss, critical illness, physical disability), and 74% said yes.

Are Americans planning to purchase new or used vehicles?




74% of consumers want the option to have vehicle payments made for them.

We asked respondents if they would feel more confident in their next vehicle purchase knowing it came with coverage that would make their monthly payments for them should something unexpected happen (e.g. job loss, critical illness, physical disability), and 74% said yes.

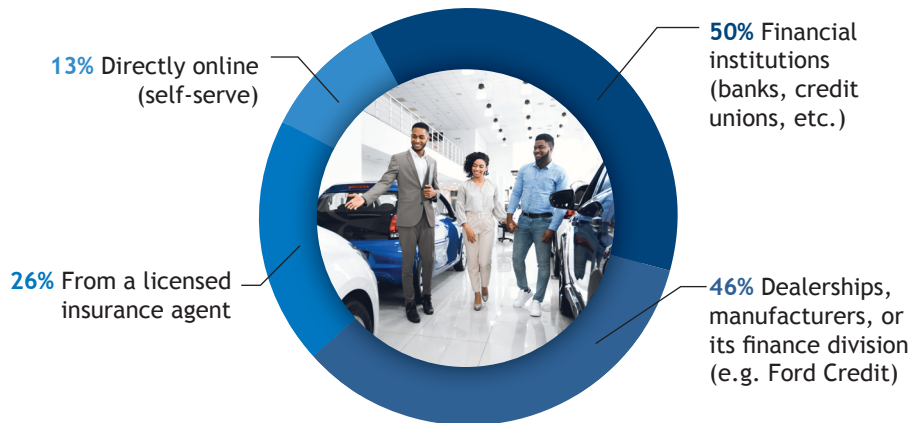
How are Americans purchasing their vehicles?

31% will pay cash	26% will finance through the dealer/retailer	2% will use their personal line of credit
28% will arrange their own financing (bank, credit union, etc.)	10% will lease through the dealer/retailer	

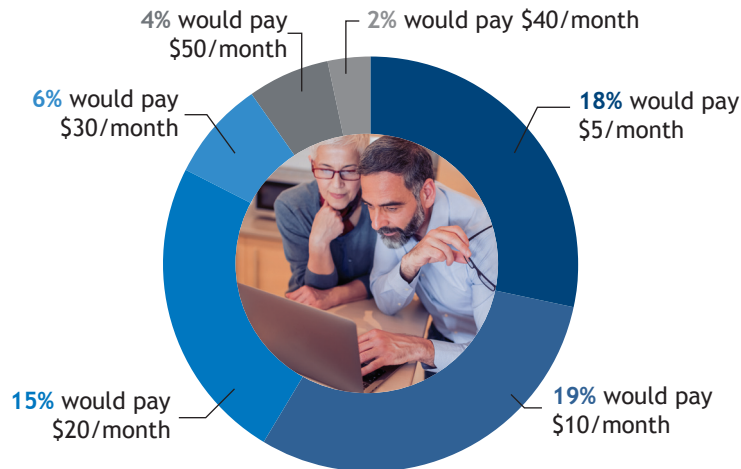
When asked which brands American consumers are considering, the top 5 choices were:

 33% Toyota	 20% Subaru
 24% Honda	 18% Chevrolet
 21% Ford	

When we asked Americans who they would feel most comfortable purchasing debt protection products from:



64% of consumers would opt to pay for debt protection, some up to \$50/month.

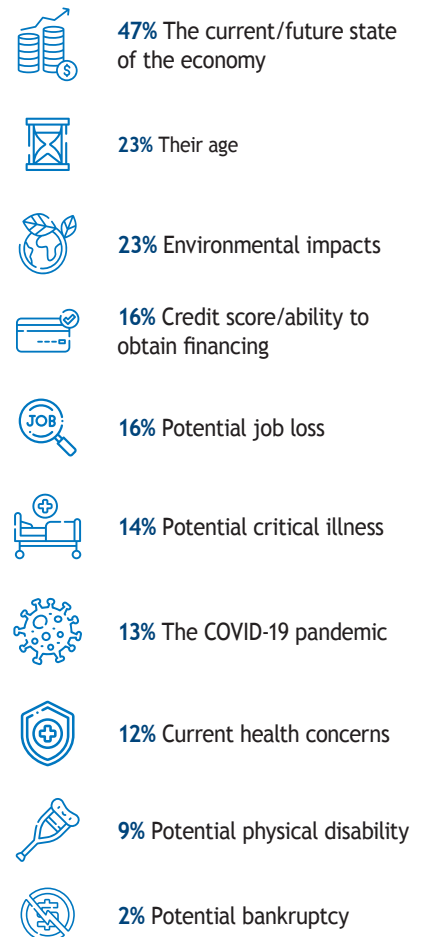


When asked which factors drive their final purchasing decisions:

67% Price	32% Buying incentives (discounts, warranties, payment waivers, etc.)	21% Interest rates
39% Brand loyalty		13% Dealership loyalty
35% Technological capabilities	24% Eco-friendly/green vehicles	12% Electric vehicles

What influences consumers when purchasing vehicles?

When we asked our respondents what factors are contributing to their concerns over their next vehicle purchases:



For older respondents (60 and up), their age was the top concern, while younger respondents (18-29) were more concerned about the economy and environmental impacts. For respondents ages 30-44, the top concern was the economy, and their ability to obtain financing was second.

For more information on WALKAWAY Finance Protection™ and other high-quality debt protection products, visit insuranceinsight.ca/walkaway