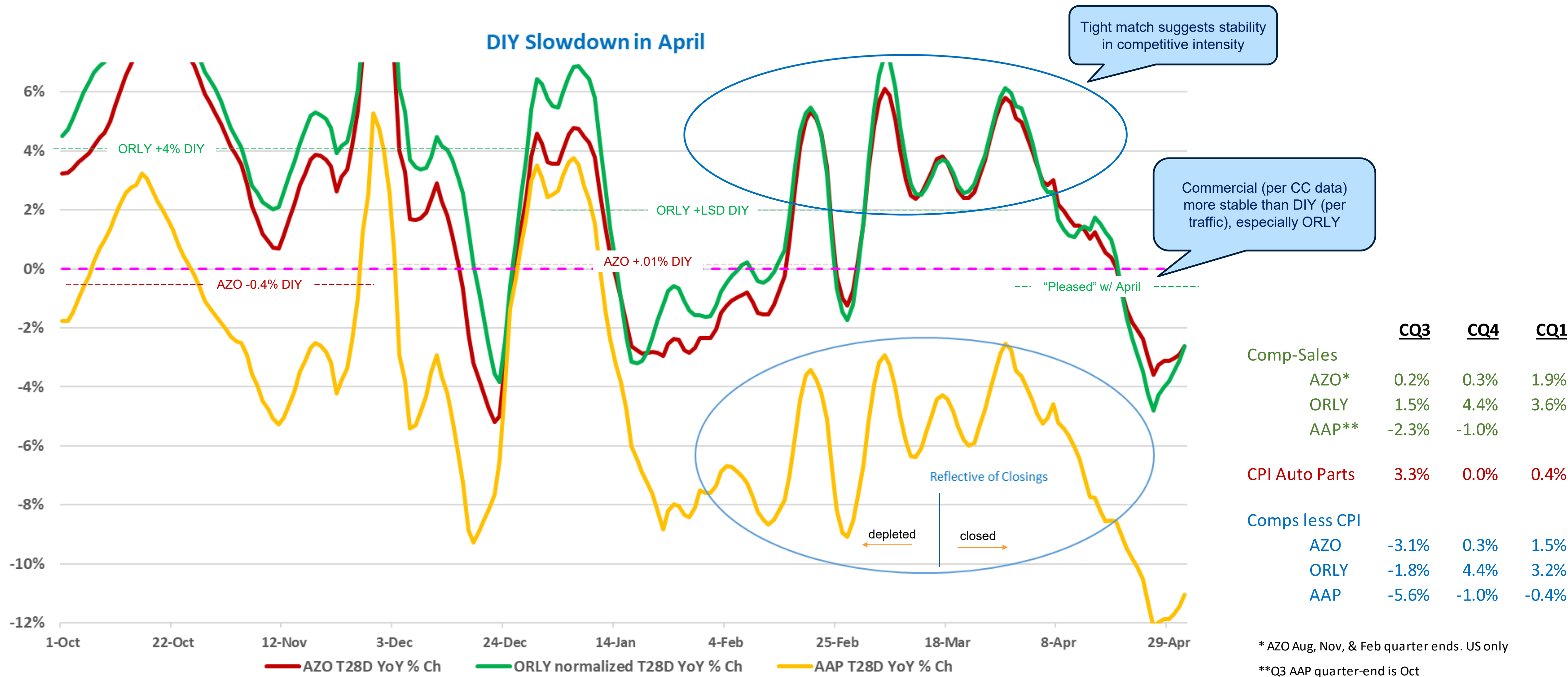
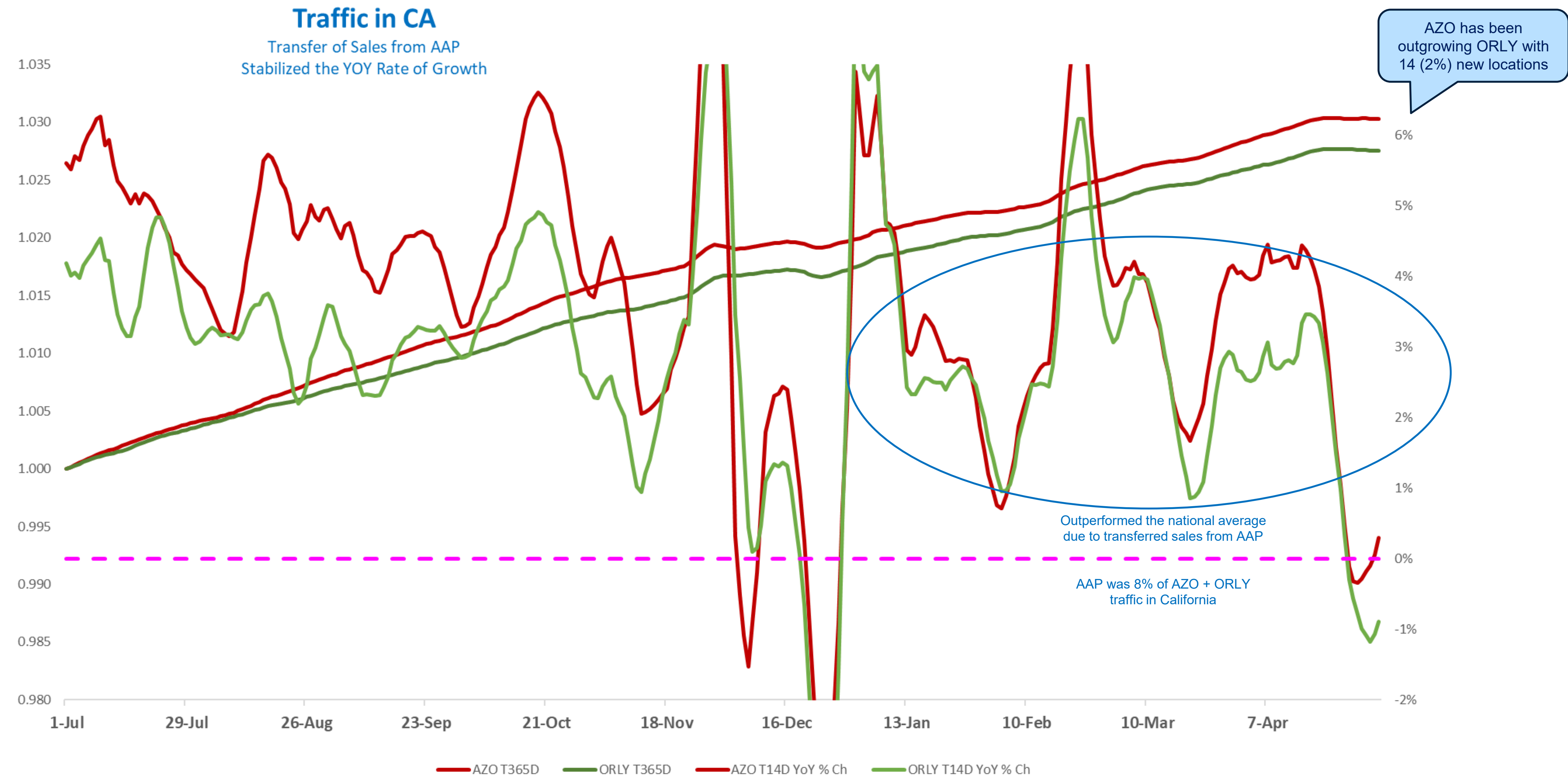

Foot Traffic & Transactions + eco stats across auto

Prepared for: Evercore-ISI
Date: 5/05/2025

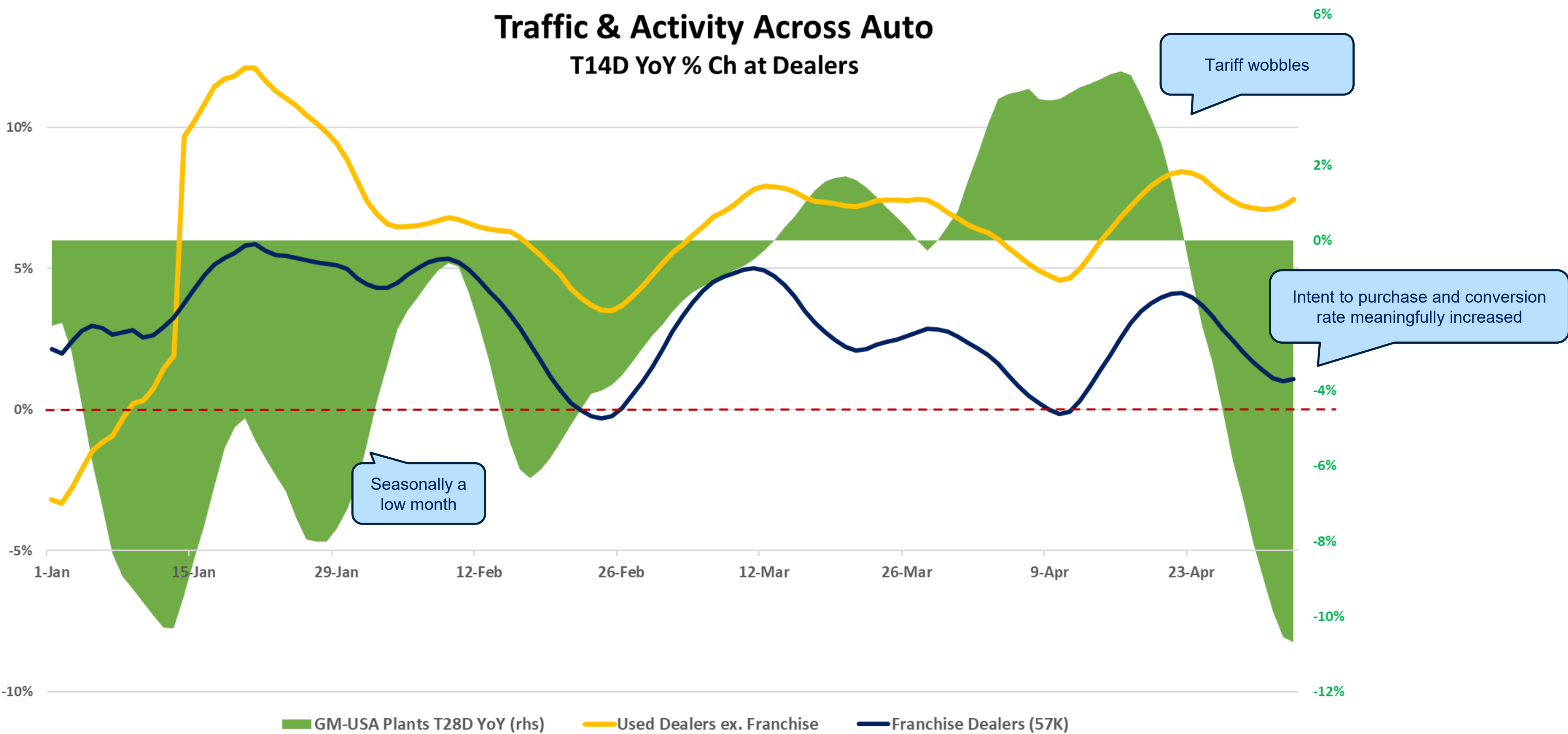
Auto Parts – DIY Slowed in April following a transfer of sales from AAP



Auto Parts – Slowed Less California Due To Transferred Sales from AAP



Activity Levels, i.e. at the Macro Level – Pace Picked Up from Pull-Forward

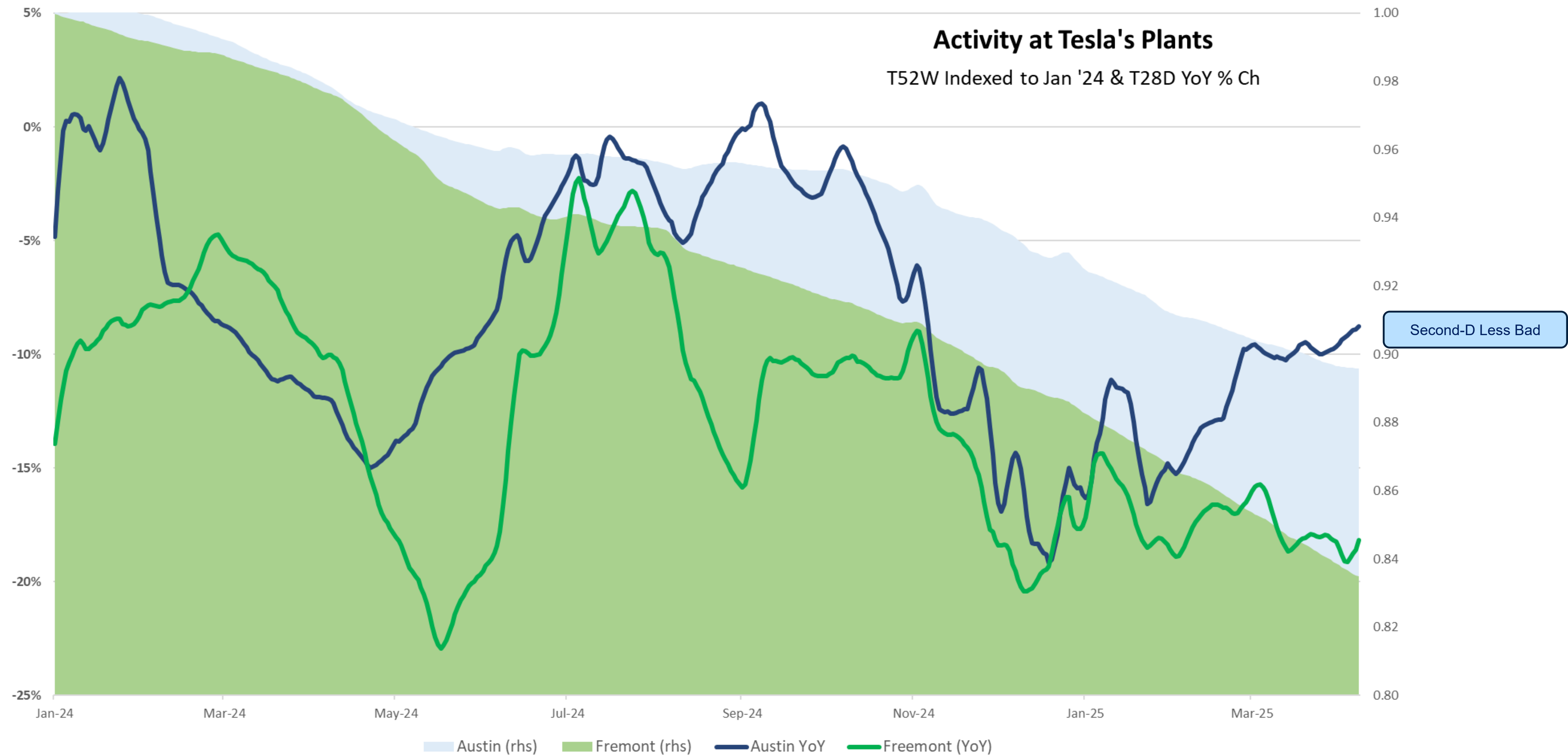


Jan / Feb / Mar / Apr industry sales: +5% / -1% / +9% / +10% per Motor Intelligence

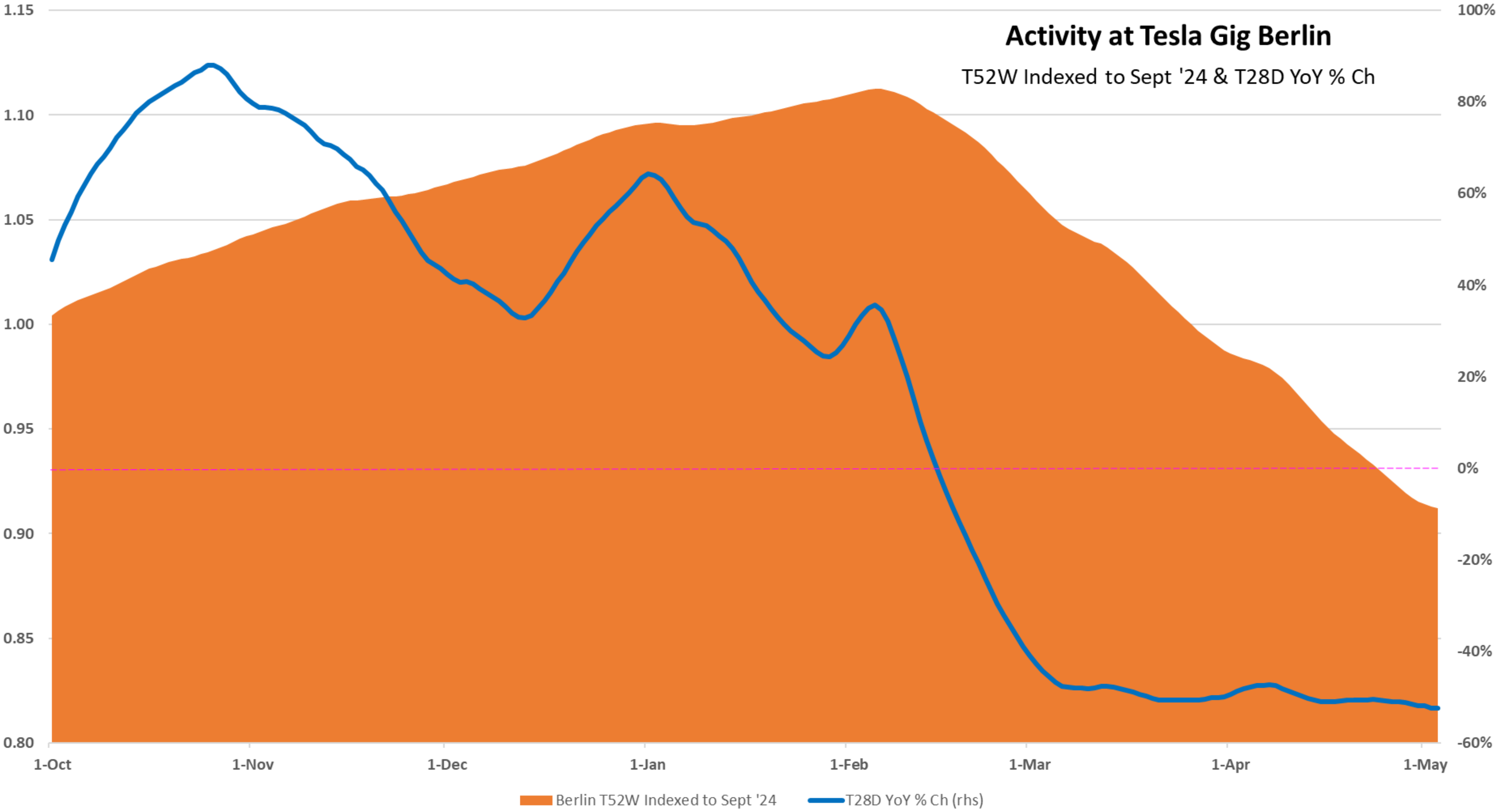
Table 2.4.3U. Real Personal Consumption Expenditures by Type of Product, Quantity Index
Bureau of Economic Analysis
Last Revised on: April 30, 2025 - Next Release Date May 30, 2025. [SAAR Numbers](#)

Line		2025		
		JAN	FEB	MAR
5	New motor vehicles (55)	3.1%	3.4%	13.9%
12	Net used motor vehicles (56)	5.7%	-0.5%	7.5%

Activity at Tesla's Plants -- Really Just Model-Y Changeover? Q1's Rate of Curtailment Continues



Berlin – Down Hard





Thomas Paulson
Head of Market Insights, Advan Research

Thomas has been Head of Market Insights for Advan Research since January 2025. Previously, he served as Director of Research and Business Development at Placer.ai, where he was instrumental in providing actionable insights derived from location analytics and the path for expansion into new verticals. His background also includes two decades as an analyst and portfolio manager at AllianceBernstein, Cornerstone, and others. Prior to this tenure, Thomas was an economist, mechanical engineer, and an early-stage VC. Thomas is also a Badger (math and economics) and Gopher (engineering and MBA) – making him both a weasel and a rodent.

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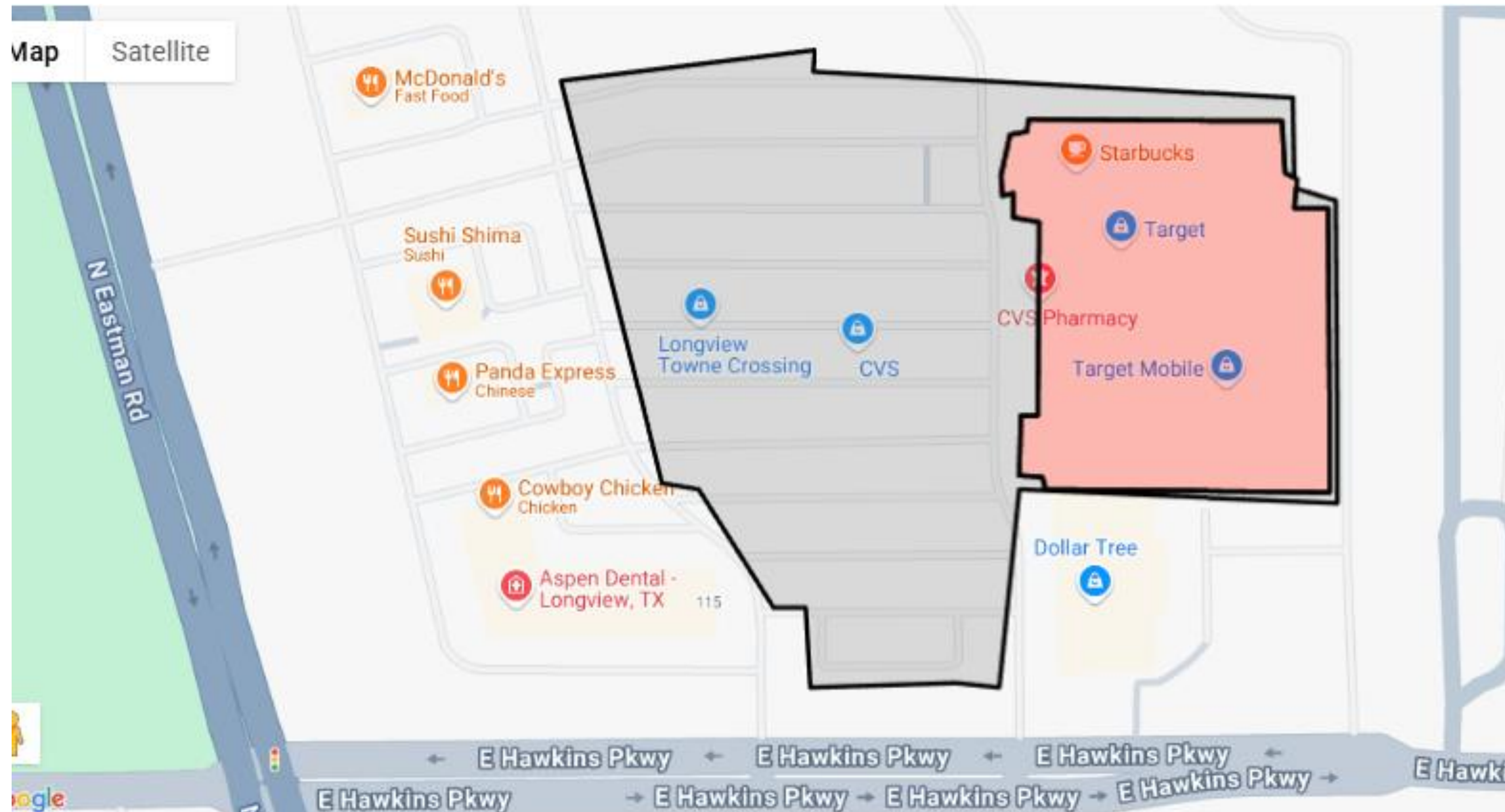
[LinkedIn](#)

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Advan Research's Data

Geofenced Target w/ and w/o parking lot in Longview, TX



Advan Data

- ✓ Geolocation data for US and OUS
- ✓ Sourced from 45M mobile phones
- ✓ Overlaid POIs:
 - 6,500 consumer tickers
 - 1,000 industrial tickers
 - 450,000 offices
 - 240,000 business districts, destination regions, and geographic regions
- ✓ Phones overlaid and tagged with Census data for every census block in the US + other pattern data providing demographic and psychographic profiles of the activity
- ✓ 120M US credit and debit cards