

Appendix F

Auto Manufacturers Spend Billions Marketing SUVs to American Consumers

- ◆ SUV advertising rose nearly nine-fold from \$172.5 million in 1990 to \$1.5 billion in 2000.¹
- ◆ Automakers and their dealers spent \$9 billion advertising the SUV from 1990 through September 30, 2001.²
- ◆ General Motors was the #1 advertiser in the U.S. in 2000 and 2001 spending \$3,945,000,000 in 2000 and \$3,374,000,000 in 2001.³
- ◆ The “Big Three,” ranked #1 for General Motors (\$3,374,000,000), #3 for Ford (\$2,408,000,000), #6 for Daimler/Chrysler (\$1,985,000,000), and spent a combined \$7,767,000,000 in 2001.⁴
- ◆ The automotive industry overall spent \$14,490,700,000 in 2001 in total ad spending.⁵

Top Ten Advertisers of 2001 and Revenue per Advertising Dollar Expenditure⁶

2001 Rank	Advertiser	2001 Spending	Revenue per Advertising Dollar Expenditure
1	General Motors	\$3,374,000,000	\$39.20
2	Proctor & Gamble Co.	\$2,541,000,000	\$8.00
3	Ford Motor Co.	\$2,408,000,000	\$44.97
4	PepsiCo	\$2,210,000,000	\$8.20
5	Pfizer	\$2,189,000,000	\$9.10
6	DaimlerChrysler	\$1,985,000,000	\$36.60
7	AOL Time Warner	\$1,885,000,000	\$17.30
8	Phillip Morris	\$1,816,000,000	\$28.70
9	Walt Disney Co.	\$1,757,000,000	\$11.90
10	Johnson & Johnson	\$1,618,000,000	\$12.50

¹ See Bradsher, Keith, *High and Mighty: SUVs- The World's Most Dangerous Vehicles and How They Got That Way*, 2002, at 112.

² *Id.* at 112.

³ See AdvertisingAge's *100 Leading National Advertisers: 47th Annual Report*, June 24, 2002, at 3.

⁴ *Id.* at 3.

⁵ See AdvertisingAge's *Domestic Spending by Category: Ranked by measured U.S. expenditures in 2001* at <http://www.adage.com/page.cms?pageId=916>, visited February 19, 2003.

⁶ See AdvertisingAge's *Revenue Per Advertising Dollar Expenditure* at <http://www.adage.com/page.cms?pageId=915>, visited February 19, 2003.



