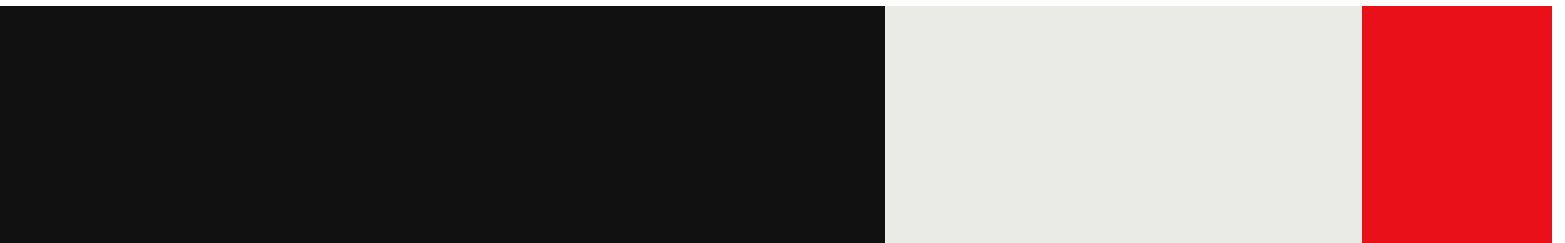


The top 5 automotive brands by US TV ad spend

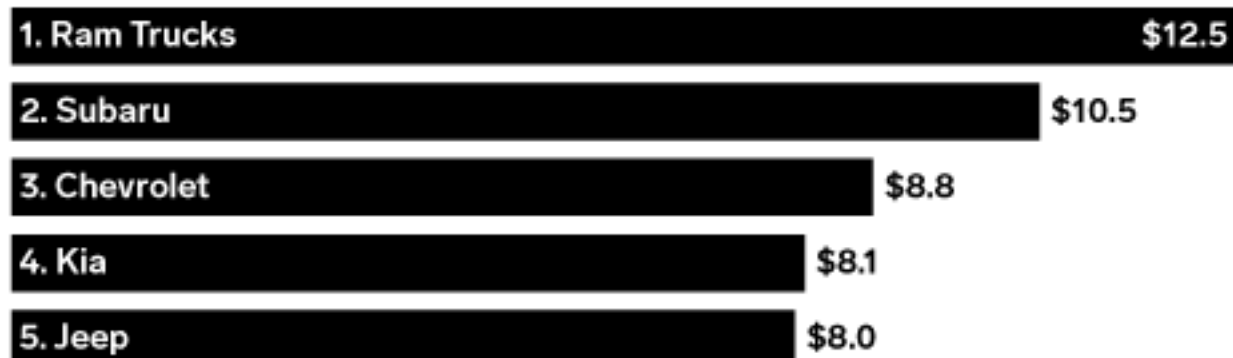
Article



For more insights and key statistics on the biggest trends in today's most disruptive industries, [subscribe to our Chart of the Day newsletter](#).

Top 5 Automotive Brands, by Estimated US TV Ad Spending, Aug 2023

millions



Source: iSpot.tv as cited by MediaPost, Sep 17, 2023

283268

Insider Intelligence | eMarketer

Key stat: Ram Trucks was the No. 1 automotive brand by estimated TV ad spend in August 2023, surpassing Subaru, Chevrolet, Kia, and Jeep, per iSpot.tv as cited by MediaPost.

Beyond the chart:

- US digital ad spend for the automotive industry will grow 11.1% to \$21.22 billion in 2024, accounting for 7.2% of total digital ad spend, per our forecast.
- Pent-up demand for new cars boosted sales over 15% YoY in Q3 2023, per Cox Automotive. But high interest rates and credit availability could hinder growth in the fourth quarter.

Use this chart:

- Identify which auto brands spent the most on TV advertising in August 2023.

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- [Ad outlook for the rest of the year shows signs of hope](#)
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