

Luxury Cars - US - November 2013

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“Domestic luxury carmakers Cadillac and Lincoln are attempting to reclaim their former glory. Unfortunately, neither will get very far without the help of Millennial luxury car buyers who, as it stands now, seem more inclined to purchase European luxury makes.”
– Colin Bird, Automotive Analyst

This report looks at the following areas:

- How to get more Millennial buyers to consider domestic luxury vehicles?
- How can all luxury carmakers attract more women?

This report explores the luxury car market in the US. It provides insight into the external and internal factors affecting sales and what this may mean for future sales, promotional campaigns, and industry innovations.

This report provides an in-depth examination of the luxury vehicle market for automotive companies, dealerships, and marketers interested in pursuing opportunities, exploring segment trends, and to evaluate the competition. Sales cover traditional luxury automakers but also include upscale players active in the luxury market, such as Buick, Volvo, and the Hyundai Genesis and Hyundai Equus.

Important themes covered in this report include how environmental regulations are affecting the types of vehicles luxury carmakers can produce and how consumers perceive this; the increasing accessibility of certain types of luxury models, or makes, through more affordable entry-level offerings; competition from Korean and American carmakers Cadillac, Buick, Lincoln, and Hyundai in the luxury space; and how the luxury car intender perceives these brands.

This report builds off analysis provided in *New Cars—US, October 2013*, *Car Buying—US, February 2013*, and *Luxury Cars—US, January 2012*.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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