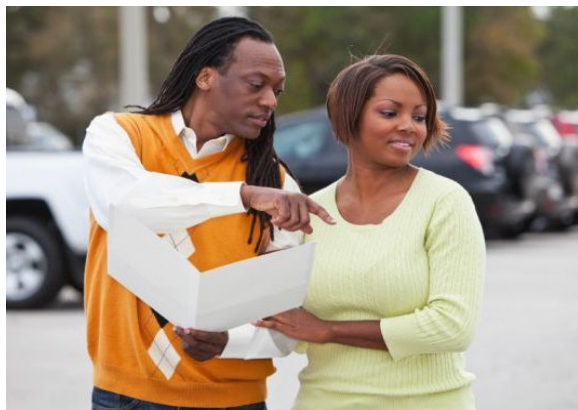


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“Black car buyers are both aspirational and cash conscious, with an eye on finding a vehicle that will express their personality. While black car buyers say they are keen on selecting a model based on previous experiences, more black respondents say that they plan their next purchase to be a foreign rather than a domestic make.”  
— Colin Bird, Automotive Analyst

### This report looks at the following areas:

- How can domestic automakers increase purchase consideration among blacks/African-Americans?
- Getting more blacks/African-Americans into the new and CPO cars they clearly desire

Total spending by black/African-American consumers currently stands at more than \$1 trillion, and is expected to climb to \$1.3 trillion by 2017 when it will comprise nearly \$0.09 out of every \$1 of consumer spending in America. Blacks make up a sizable portion of buyers in many categories, including in the automotive space. Black households are far more enthusiastic about purchasing a new vehicle, rather than a pre-owned vehicle, the next time they make a purchase, and expect to do so sooner—many within the next year—when compared to the average American household.

Throughout this report, Mintel discusses the opportunities for the auto industry that lie within the black/African American community, including which brands blacks are more likely to purchase, and the perception of the extent to which auto brands are involved in the black community. Mintel also explores types of vehicle financing used in the black community, interest in hybrids, as well as a range of general attitudes toward owning and driving a car.

This report builds on Mintel's *Black Consumers and Financial Services—U.S., July 2013*, *Vehicle Financing—U.S., July 2013*, and *Car Buying—U.S., February 2013*.

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