

## New Cars - US - September 2014

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Vehicle sales are now into their fifth-consecutive year of healthy growth. As the market matures from a post-recession rebound into sustained period of growth, brands will have to continue to intrigue consumer tastes and desires by offering the latest and greatest in safety and technology features.”

– Ali Lipson, Category Manager – Retail & Apparel, Technology, Automotive

### This report looks at the following areas:

- Who are the next audience of car buyers?
- How can dealerships emphasize that car buying is not just a man's world?
- How can marketers help consumers solve the new vs. used decision?

This report focuses on these factors, and also includes in-depth analysis of the following:

Sales, market share, and marketing activity of the leading automakers.

The new car consumer: who expects to purchase a brand-new car and when. What types of features and services is the new-car intender looking for when making a purchasing decision?

What are the primary drivers for new purchases? How might the record-high age of vehicles on the road be helping to shape consumer attitudes?

How are consumers reacting to the newest technology, entertainment, and safety features? What brands are innovating in these categories and how are they doing it?

This report builds on the analysis presented in Mintel's *New Cars – US, October 2013*, *Car Buying—US, February 2013*, as well as the *October 2012* report of the same title.

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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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### The Implications

How can dealerships emphasize that car buying is not just a man's world?

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The implications

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### The Issues

The implications

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