

Luxury Cars - US - October 2014

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“The luxury car market is growing faster than the auto industry as a whole as many consumers are being introduced to luxury brands for the first time. An expansion of the entry-level segment has delivered the quality and prestige of the luxury experience at a more affordable price. As competition escalates, the newest technology features may help brands stand out.” – Ali Lipson, Category Manager

This report looks at the following areas:

- What is next for entry-level luxury buyers?
- What “next-gen” technology resonates with luxury car buyers?
- Should luxury dealerships embrace a “no-pressure” environment?

The luxury car market is more than a niche segment of the auto industry: 2014 sales are expected to top 2.5 million units and account for 15.5% of all vehicles sold. Luxury vehicle sales are growing faster than the overall market and this segment represents significant growth opportunities. Luxury buyers are particular in their tastes and opinions. They desire specific features and want a car buying experience that is catered to these needs.

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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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