

Hispanic Consumers and Auto Service: Maintenance and Repair - US - May 2014

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“Hispanic auto maintenance consumers are a value-oriented, community-focused group. With many seeking out mechanics, managers, and sales representatives of Hispanic origin and facilities that are a part of their community, major brands must commit to greater diversity in terms of sales and promoting minority ownership when possible.”

– Colin Bird, Automotive Analyst

This report looks at the following areas:

- How can auto repair franchises better engage the Hispanic auto maintenance consumer?
- How can auto service providers get Hispanic households to commit to more preventive auto repair?

This report explores Hispanics' attitudes toward auto service, maintenance, and repair. Mintel defines the auto service, maintenance, and repair market as parts, collision repair, and service sales for automobiles, including all cars, station wagons, sedans, pickup trucks, vans, minivans, and SUVs (sport utility vehicles). This report also covers quick lube, oil change, tire change and service, and retail channels geared toward the DIY (do-it-yourself) car repair industry. This report also looks at consumption habits by language spoken, whether Spanish, English, or bilingual, and provides insights for targeting each segment of the Hispanic population.

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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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