

## Marketing Cars to Millennials and Gen X - US - June 2015

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

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"Millennials are a driving force in the automotive market. Despite a perception that Millennials don't buy cars, there are plenty of Millennials out there – and plenty of them either own cars or are interested in owning cars. Millennials are urban, cash-strapped, and tech-savvy; and they're also at the start of their careers and beginning to start families."

### This report looks at the following areas:

- Millennials are cash-strapped
- Millennials are more urban than Gen Xers

This report examines the automotive market for Millennial and Generation X consumers. This report aims to identify the purchasing habits and demographics of those born in the Millennial and Generation X generations.

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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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What it means

### The Market – What You Need to Know

Millennials do have access to cars

Urbanization, debt, and lower household incomes are all challenges facing the market.

Millennials are a difficult group to market cars to

### Market Factors

Millennials own cars after all

Income impacts potential for car buying

Urbanization drives Millennial and Gen X buying choices

Smartphones and tablets impact the automotive market

Millennials search for tech, value, and practicality

### Key Players – What You Need to Know

Ford, Honda, Toyota, BMW, Audi high on Millennial shopping lists

Marketing to Millennials can be tricky

Small, practical products pave the way forward

### What's Working?

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Ford, Toyota, Audi, BMW getting Millennials' attention

Figure 6: Brands under future consideration – Any brand, March 2015

## What's Struggling?

Past reliability performance, poor marketing can hamstring a brand

## What's Next?

New products aimed at Millennials (and Gen X) show the way forward

## The Consumer – What You Need to Know

Millennials are in the city, Gen X in the suburbs

Millennials use lots of social media, but Gen X is just as Internet savvy

Gen X worried about price, Millennials about how "cool" a vehicle is

## Who is Today's Millennial and Gen Xer?

Millennials are urban, tech-friendly, and many are just starting their careers

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Gen Xers higher earners, may bode well for car market

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