

Car Review - UK - February 2016

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"The car market is diverse with sales comprising both new and used vehicles. Following the economic slowdown suffered by the UK in 2008/09 the market has been on an upward curve. Used cars dominate the market in terms of annual sales. Increased reliability of modern cars is helping to broaden the age of the car parc, resulting in 21.7% of cars being 12 years or older as of 2014 according to the SMMT."

This report looks at the following areas:

- Moving away from a one-size-fits-all approach to marketing
- Use of sub brands to offer distinction within the market
- AFV sales start to take off

This report provides a review of the UK car market. It addresses developments that are taking place in terms of sales as well as changes taking place in the structure of the market. The report looks in detail at the performance of manufacturers and brands as well as perceptions of brands and how consumers currently view some of the leading brands in the market. Innovation is a key area within the car market and the report highlights both general and specific developments that are occurring. The UK car review benefits from extensive consumer research which examines a number of issues such as payment methods used when purchasing, the role of online and attitudes towards various issues, as well as views on alternatives to car ownership.

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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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