

New Cars - Canada - November 2016

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"Automobile manufacturers and brands operating in Canada are facing a changing environment of evolving preferences and consumer demand."
- Andrew Zmijak, Research Analyst

This report looks at the following areas:

- Men have their eyes set on a new car while more women are unsure
- Reliability tops the list for new vehicle features, especially among over-45s
- Vehicle recalls and scandals hurt brand image and sales

Generational considerations for type of vehicle and interest in vehicle features can be contrasting, as younger consumers prefer newer models and the latest technology innovations, while older drivers lean towards reliability and safety-oriented features. New registrations of passenger vehicles in Canada have grown by 20% from 2010-15 and are projected to continue on a moderate growth path in the coming years, displaying a bright future for auto sales in Canada.

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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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Abbreviations

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