

Hispanics' Perceptions of Auto Brands - US - March 2017

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"Hispanics tend to gravitate toward five automotive brands they consider have a strong reputation. The challenge for most brands is to build awareness and a reputation for reliability and durability. Highlighting style and advanced technology can increase appeal but may not be enough to drive purchases if more pragmatic needs such as price and functionality are not met."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- There are five brands Hispanics see positively
- Value and reputation influence Hispanics' perceptions of car brands
- Hispanics want a car that is reliable and durable

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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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