

Vehicle Financing - US - May 2017

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"New car sales are slowing, driving competition in lending. While interest rates remain the most important consideration for borrowers, lenders – regardless of whether they are financial institutions, dealers, or third parties – have to find ways to differentiate themselves outside of rates."

Robyn Kaiserman, Senior Financial Services Analyst

This report looks at the following areas:

- Millennials are more likely to use the most expensive forms of financing
- Fewer are looking to loans for future purchases

Definition

This Report explores vehicle financing in the US, including the external and internal factors affecting financing options and trends and how they affect the borrower's behavior. Financing options range from conventional loans from commercial banks and captive lenders to alternative financial services, such as buy here pay here auto financing and subprime lending.

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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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New, not used, are most popular for next car purchase
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 Most buyers know how they will finance
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