

Hispanics and the Car Purchasing Process - US - July 2018

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"Since the majority of Hispanics plan to purchase a car within the next three years, they are constantly gathering information about the vehicles they would like. Most of this research is conducted online and through the recommendations or influence from friends and family. However, the experience at the dealer is what ultimately can make or break a sale."

- Juan Ruiz, Director of Hispanic Insights

This report looks at the following areas:

- Hispanic men are more likely to distrust car sales people
- Hispanic car buyers are not a homogeneous group

With so many different brands and models to choose from, Hispanics take their time researching their next vehicle purchase. Throughout the research process – which they do online and through the recommendations and influence from friends and family – they remain open minded and do not narrow down their options until the end of the car purchase process. Car brands and dealerships have not only the challenge of providing all the relevant information but also supporting and encouraging Hispanic car buyers as they move from consideration to the actual purchase.

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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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