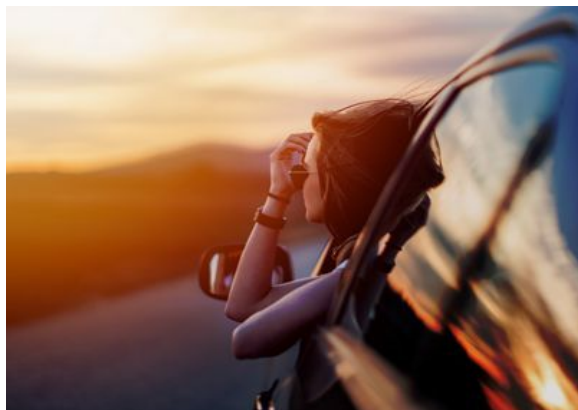


Perceptions of Auto Brands - Canada - January 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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Brand perceptions for automotive manufacturers are critical to success since consumers are infrequently in the market for a vehicle. Gas mileage, safety ratings, reputation and past experiences are key factors that play a role in shaping consumers' perceptions of car brands.

Operators in the category face hurdles such as bad publicity and the fact that most consumers are considering multiple brands for their next vehicle.

This report looks at the following areas:

With consumers likely to respond well to brands with strong resale value and to those that have high safety ratings, auto makers will need to identify their strengths and address them, in order to reach their target audience.

- Below average perceptions of Dodge and GMC
- Negative publicity and reviews affect brand consideration
- The majority are considering multiple brands

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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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