

New Cars - US - September 2019

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This report looks at the following areas:

- What automakers need to know
- Where automakers can succeed



"While automakers might argue that there's nothing better than that new car smell, consumers need more convincing. With the overwhelming majority of consumers opting to purchase used vehicles as opposed to investing in the current model year, automakers have some soul searching to do."

**- Hannah Keshishian,
Automotive Analyst**

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- Where automakers can succeed
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- Simple and transparent pricing will help build consumer trust
- What it means/what's next

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- European tariffs will indirectly affect the auto industry
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- Rising gas prices will remain a pain point for car buyers

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- Lack of sedan offerings will impact short-term sales

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- **Disposable personal income increase hasn't translated to vehicle sales**

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- **Volkswagen makes the decision to “squash” its iconic Beetle**
- **BMW asks luxury consumers to foot the bill for Apple CarPlay**
- **Is plant-based seating the next big thing?**

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