

Luxury Cars - US - October 2019

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"Despite being a segment synonymous with power and style, consumers have seemingly lost interest in luxury vehicles. Generally speaking, consumers struggle to see luxury vehicles as good quality, even if they're made with superior materials. And when it comes to classifying what makes a luxury vehicle, the brand of the automaker no longer carries any weight."

- **Hannah Keshishian, Automotive Analyst**

This report looks at the following areas:

When looking at luxury auto sales from the past five years, most luxury automakers are experiencing a sales decline (see US Vehicles Sales Brand Performance). The allure of owning a luxury vehicle has seemed to lose its appeal for consumers. Car buyers are looking for vehicles that suit their lifestyle as opposed to buying a car for utilitarian needs. If luxury automakers want to rebuild their relationship with consumers and grow their sales numbers, they first have to understand where they're coming from, what in their minds is the new definition of luxury, and then be open to new target demographics.

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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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