



December 2012

Scooters and Mopeds - US

"The scooter and moped market has benefited from the increase in gas prices since the start of the recession in 2008. This may not be enough to expand this market in the U.S. significantly, but has generated interest among consumers who had previously never considered them or just seen ...

November 2012

Hybrid and Electric Cars - US

"Youth culture and car culture used to be one and the same, though this linkage is certainly no more. Ask teens today what they are interested in and they will mention the iPhone 5 or Facebook, a far cry from drag racing, drive-in movies, or a new Mustang. The fact ...

October 2012

New Cars - US

"Consumers who put off buying a vehicle during the recession are now, in the post-recession era, feeling the need to purchase. With used car prices high, and gas prices peaking about \$4 per gallon in some markets, new cars are an attractive and realistic option for many. In particular, consumers ...