



September 2019

New Cars - US

"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. Consumers need more than campaigns that ...

July 2019

Car Purchasing Process - US

"Vehicle sales are slowing; average vehicle prices are increasing and consumers showing reticence toward the car purchasing process. Consumers need more than aggressive pricing and TV commercials to entice them into purchasing their next vehicle. Consumers currently view the car purchasing process as a necessary evil they must be subjected ...

Consumers and the Economic Outlook Q3: A Look at Both Sides - US

"A lot of coverage has been given to the growing divide between political views in the US. While there may be cultural and moral differences that cause fundamental shifts in beliefs, some underlying concerns, specifically financial ones, are more similar than different. However, if a consumer's personal belief system aligns ...