



September 2015

New Cars - US

The new car market is booming, fueled by pent-up demand as the economy continues its post-recession growth. The constant addition of new tech, safety, and convenience features are an additional market driver beckoning consumers into new cars. Leasing, too, has grown, as buyers look to get into new cars more ...

August 2015

Certified Pre-owned Cars - US

The certified pre-owned car market is small but growing. Certified pre-owned (CPO) cars are used cars that have been certified by a manufacturer or dealership. Certification means that these vehicles are in very good or excellent condition and have passed an inspection by a trained technician, and it often means ...

July 2015

Perceptions of Auto Brands, Trust, Loyalty - US

A series of major recalls has rocked the automotive industry throughout this decade, and no company or brand has been spared. Consumer perceptions of the industry have been affected by the recalls, but there are ways brands can adapt to changing consumer perceptions and loyalties.